



Attention News Editors  
For immediate release

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## NATIONAL ROAD SAFETY TRUST DONATES 10 SPEED CAMERAS

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**6<sup>TH</sup> May 2013...** The National Road Safety Trust has today handed over ten Binar speed cameras to the police in a move aimed at boosting ongoing efforts to tame run away road carnage. This donation is part of the events lined up to mark the UN Road Safety Week slated for the 6<sup>th</sup> to the 12<sup>th</sup> of May.

The ten cameras, valued at Kshs.1.3 million each, bring to sixteen the total number of speed cameras available in the country. The Trust is planning to mobilize other partners to purchase a further twenty to push the police force closer to its goal of mounting 300 cameras at every black spot in the country.

Police reports indicate that a batch of six cameras donated by the World Health Organisation-(WHO) have been effective in enforcing behavior change along the Naivasha, Nakuru and Thika highways where they have been mounted.

"The cameras have helped reduce by half road accidents on the specific roads they were mounted. We have seen a significant change in behavior among drivers. We have also witnessed an increase in fines recorded by the courts in the 3 towns totalling to Kshs.23, 562, 400," said Traffic Commandant Samuel Kimaru.

The recently released **WHO 2013 Global Status Report on Road Safety** placed Kenya among the top ten countries in Africa with the highest incidents of road accidents. This year alone, more than 1,170 people have lost their lives due to road accidents across the country.

The report also reveals that 50% of road accidents in Low and Middle Income countries are caused by speeding compared to 30% in High Income countries if road carnage is not arrested. It predicts that road carnage which currently causes 1.3 million deaths a year will by 2030 kill an estimated 2.4 million people and move from the 9<sup>th</sup> leading cause of death to the 5<sup>th</sup> globally.

"We are acutely aware of the fact that speeding is the leading contributor to road traffic accidents. It is in this light that we called upon partners to make a donation towards the purchase of speed cameras to assist the police in their work of keeping drivers within speed



limits on our roads," said Kiprono Kittony, Chairman, Media Owners Association and Trust co-founder

The ten cameras were purchased by Safaricom Foundation , EABL, East African Portland Cement, Nation Media Group, Standard Media Group and Royal Media Services. Other companies include Direct line Insurance, Invesco Assurance, General Motors, Magnate Ventures and Total.

**ENDS...**

**Notes to the editor**

### **About the National Road Safety Trust**

The National Road Safety Trust was formed in August 2012 by the Media Owners Association in partnership with Safaricom to design programmes and initiatives aimed at reducing road carnage in the country.

Its Founding Trustees are Safaricom CEO Bob Collymore and the Chairman of the Media Owners Association. Kiprono Kittony. It has designed a framework for a three year national road safety programme which will address awareness creation, education, emergency response, research, advocacy and traffic policy reform.