



Press Release

Attention: News Editors

For Immediate Release

NATIONAL ROAD SAFETY TRUST LAUNCHES PSV WELLNESS CAMPAIGN

'PSV drivers in major towns to get free medical checkups'

June 10th 2013... The National Road Safety Trust-(NRST) has today launched a month-long wellness campaign aimed at sensitizing PSV owners and operators on the role maintaining good health conditions plays in safe driving and in curbing road carnage.

An estimated 3000 PSV operators from Nairobi, Thika, Machakos, Nakuru and Eldoret are expected to benefit from the campaign which is slated to take place between the 11th of June and the 10th of July this year. During the campaign, matatu drivers,touts, *boda boda* riders, taxi drivers and other PSV operators will be tested for diabetes, blood pressure and undergo eye check-ups.

The campaign, valued at Kshs.5 million, has been sponsored by General Motors East Africa Limited, Safaricom Limited, Coca-Cola and Direct Line Assurance. The Aga Khan Hospital is providing medical personnel and test kits for the entire exercise

According to the WHO, human error accounts for 90% of all road accidents in world. One of the contributing factors of such errors is poor state of health of the driver; in most cases poor eyesight, fatigue and intoxication which lead to poor judgment and eventually road accidents. However, there are no documented studies on the number of road traffic accidents caused by poor health; such cases are usually concealed behind "human error".

"A study by KNH shows that 55% of road users have poor eyesight and shouldn't drive at night, yet they are still operating on our roads. And although there is legislation outlawing vehicle operation for those with such medical conditions, it currently isn't being enforced. All we need to do is implement it. Policy makers are not the implementers. We are the implementers because we are the ones whose lives are affected by the horrors on our roads," said Safaricom CEO and National Road Safety Trust Founding Trustee Bob Collymore, during the launch.

"Further, our public hospitals are strained in terms of resources to respond to road accidents. As we seek behavioral change among road users therefore, it is our corporate



responsibility to use our partnerships and networks in order to save as many lives as we can," he added.

Speaking at the launch, Matatu Owners Association Chairman Simon Kimutai welcomed the initiative saying, "In our quest to fight road carnage, little has been done to address the state of the health of our PSV drivers; many of whom rarely seek medical help sometimes with deadly consequences. This campaign today is therefore part of the Trust's holistic approach to the issue of road safety and it is an exercise we hope to conduct regularly as we continue on this important journey of containing road carnage."

This year alone, more than 1,170 people have lost their lives due to road accidents across the country. The World Health Organisation envisages an increase of death related to road accidents from the current 1.3 Million a year to 2.4 million people by 2030.

"In addition to maintaining good personal health, I would like to challenge both the PSV operators and owners to commit to ensuring that your vehicles are in perfect condition by taking them for regular service. Perfect health for both the driver and vehicle will go a long way in saving the lives and limbs of our fellow Kenyans which are often lost to road accidents," Rita Kavashe, Managing Director-General Motors East Africa.

Ends.../

Notes to the editor

THE PSV Wellness Timetable

Date	Town	Duration
11th & 12th	Nairobi - Railways bus terminal	2 days
13th & 14th	Nairobi - Machakos Country bus	2 days
15th	Nairobi - Bus Station	1 day
17th to 20st	Machakos	4 days
24th to 27th	Thika	4 days
1st to 4th July	Nakuru	4 days



8th to 11th July	Eldoret	4 days
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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.