



KUKUA COMMUNITY PROJECTS IN EAST AFRICA
ANNUAL REPORT 2017

ROAD SAFETY PROJECT A YEAR OF CHANGE-MAKING IN ZANZIBAR

WHO ARE WE?

Kukua is a non-profit organization that promotes sustainability, education, safety and human rights in disadvantaged places. Kukua has a delegation in Zanzibar and team of local experts and volunteers dedicated to safeguarding the children of the island.

WHY ROAD SAFETY?

Zanzibar is suffering from a road safety crisis. The growing epidemic of traffic fatalities have dire consequences on the social and economic development of the country. The consequences are avoidable and lives can be saved with multi-sectorial action.

THE PROJECT

The project aims to halt, and eventually decrease, the predicted rise in figures for victims of fatality and injury caused by traffic accidents in Zanzibar, Tanzania, through education as well as policy reform and implementation.

ACTIVITIES

Kukua designs and delivers road safety education programs and capacity building workshops in local schools. Further, the project works to raise awareness in the community at large, building alliances, and advocating for safety measures, in local and national policy and practice.



A LETTER FROM THE FOUNDER

WHO ARE WE?



Shortly after taking the position of Director and Head of School at South East Coast International School Zanzibar, in 2015, I was shocked by the number of children who were killed and injured by traffic accidents, just around the corner from our school.

The high incidence of child victims becomes less surprising if you see the number of young children walking unaccompanied on the edge of the road, and the drivers and trucks speeding past them. Then if you consider the fact that school gates open directly onto these busy roads, lacking cross walks and pedestrian paths, it is astonishing that children are not victim to even more accidents on their journey to school.

Africa is the world's most dangerous region for traffic fatalities and it is children who are the victims. In Tanzania, road traffic injury is one of the leading causes of death for children between the ages of 5 and 14 (IHME Global Burden of Disease Study, 2013).

These deaths can be prevented.

We can teach children how to be safe on the road, increase awareness within the community, and advocate for necessary road safety standards and policy. A project was established to meet these life saving goals. Kukua was born.

Kukua Community Projects in East Africa was founded in the village of Jambiani, Zanzibar by a small group of teachers, social workers and activists committed to safeguarding the lives of children in their village. A group who strongly believes that no child should ever have to risk their life, to simply attend school.

Kukua is a non-profit organisation that promotes sustainability, education, safety and human rights in disadvantaged places. Kukua's headquarters is in Spain. Its registered delegation in Zanzibar has a team of local experts in education, advocacy, awareness raising and social work. We have partnered with public and private entities, on a local and international level, who share our aim to save lives.

Together we can protect children and their right to a safer walk to school!

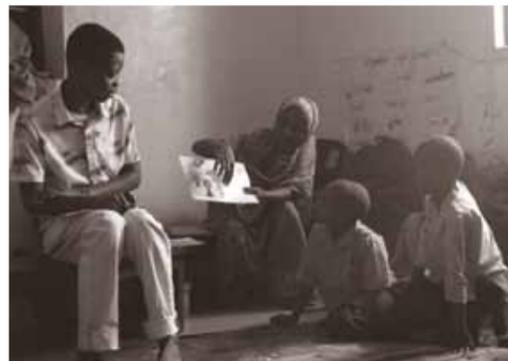
JEN PRO
FOUNDER OF KUKUA



We have witnessed a two-year old suffer from a motorbike accident, as he was crossing the road, in the care of his old older sister, who was only four. Sadly most people in the community have similar stories.



Building better roads is necessary for economic, social and human development of Tanzania but the benefit will be lost if future generations are killed on these very same roads!



WHY ROAD SAFETY IN ZANZIBAR

The growing epidemic of traffic death and injury in Tanzania will have devastating consequences on the social and economic development of the country, if we do not take urgent action.

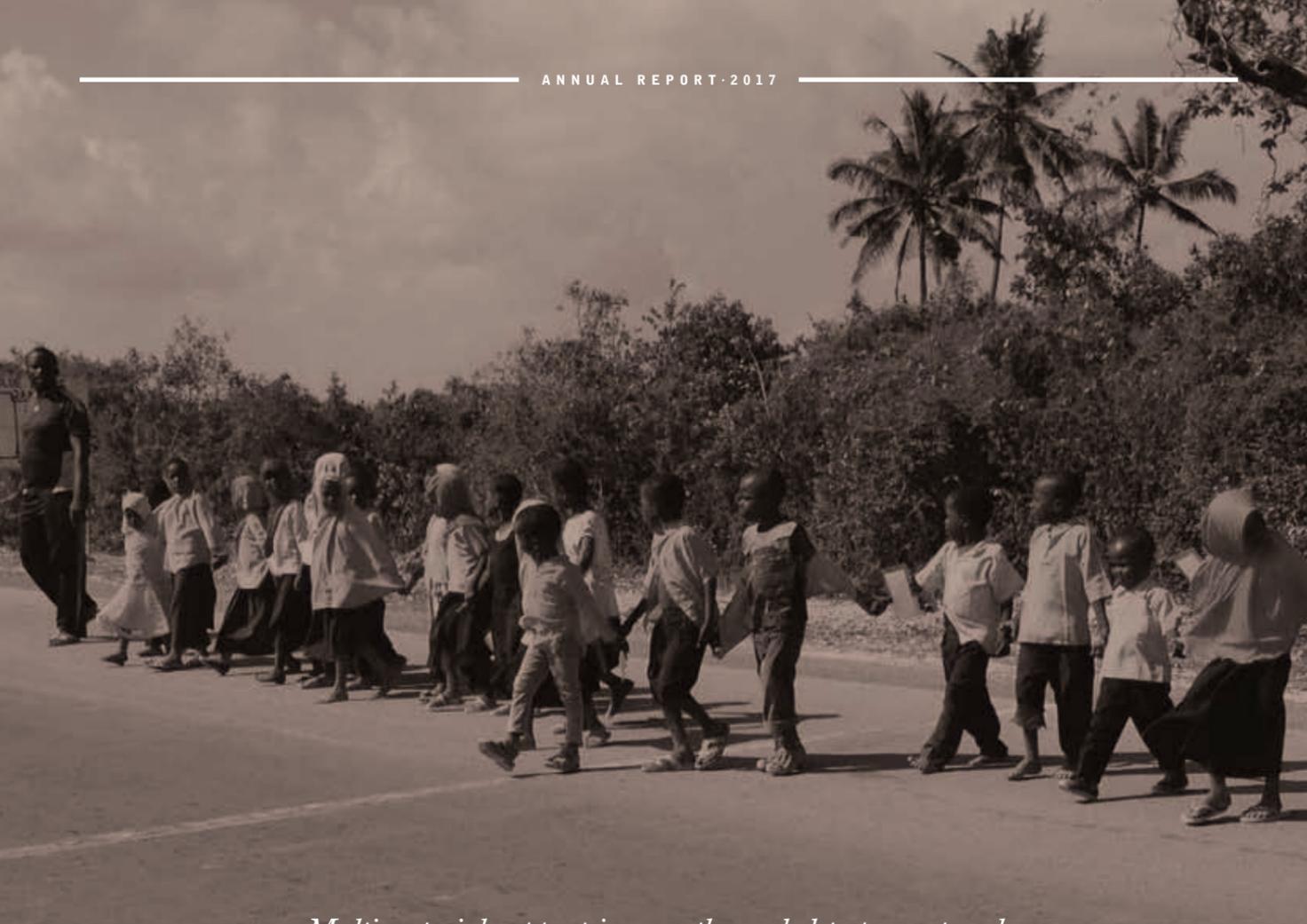
While more than forty four percent of the population is below the poverty line (Zanzibar Poverty Assessment, World Bank, 2017), Zanzibar is enjoying increased economic development, due mostly to the growing tourism sector, which has brought about the need for improved roads for the fast delivery of goods and people. However, the safety of vulnerable road users has not been taken into account as roads are built up quickly. There are highways that run right through villages, leaving schools and homes at the foot of high-speed roads, and all too often speed limits and traffic laws are not enforced, as drivers recklessly speed and overtake. The government has yet to prioritize traffic calming infrastructure, speed management and safety policy, leaving vulnerable road users with great risk as they account for 64% of road fatalities (Global Status Report, WHO, 2015).

Child pedestrians are especially affected. The majority of children walk to school, walk to fetch water, firewood and walk to visit friends or family, but they do not receive education on safe road use. In Tanzania, 93% of the pedestrians injured in traffic accidents are children (Data factsheet, 2012, Amend) and road traffic injuries prevent an estimated one million children annually from obtaining an education, according to Saul Billingsley, Director of the UN Road Safety Fund.

Because Tanzania has been classified by the WHO as a “[country] without eligible death registration data,” it is difficult to know the real scope of the problem. In 2015, Tanzania reports 4,002 deaths due to road accidents, however the WHO-estimated number of deaths is 16,211. We do know that in the developing world, road fatalities are on the increase, at a rate that will soon overtake the number of malaria-related deaths, and in Tanzania, the number of fatal victims of traffic accidents have been rising since 2004 (Global Status Report, WHO, 2015).

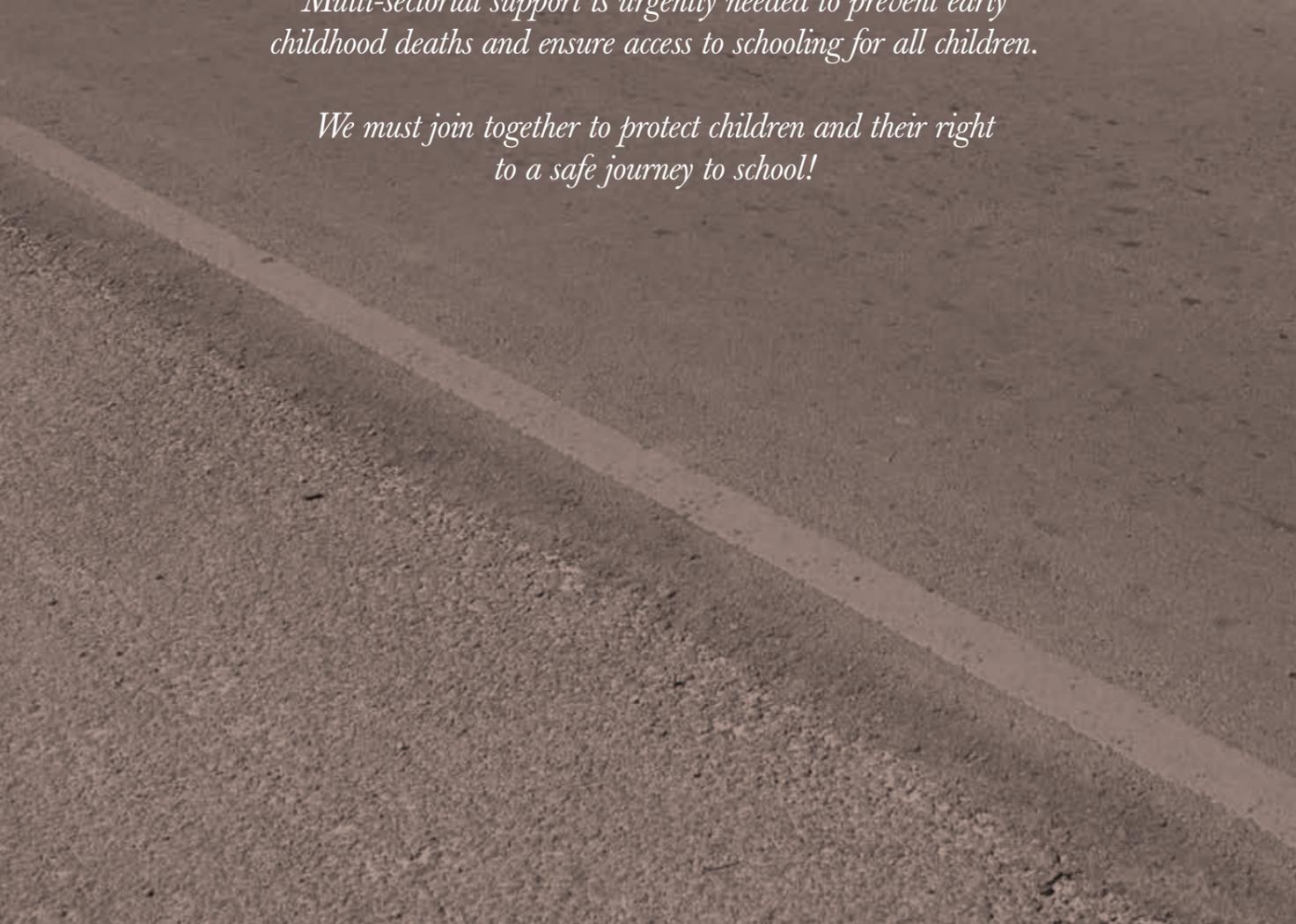
Low- and middle- income countries carry 90% of the burden of these fatalities, which cause a major impact on the economic development on countries already stricken with poverty. The loss of a breadwinner or long-term medical care for an injured family member, can cause devastation for families living below, or on, the poverty line. At a national level, there are major economic costs as well, as data suggests that road traffic deaths and injuries cause an estimated 5% GDP loss (Global Status Report, WHO, 2015).

In order to prevent any further hinderance on social and economical development, road safety must be urgently addressed across all work plans in governments, institutions and civil society.



Multi-sectorial support is urgently needed to prevent early childhood deaths and ensure access to schooling for all children.

We must join together to protect children and their right to a safe journey to school!



THE PROJECT

With education, capacity building and support for the passage and implementation of policy, the project aims to prevent deaths and injuries supporting the UN Sustainable Development Goal of reducing road traffic fatalities by 50% by 2020.

The Kukua Road Safety Project aims to curb the growing epidemic of road traffic deaths and injuries in Zanzibar. The project works to design and introduce road safety programs into the national curriculum to educate all children in Zanzibar. The project also addresses the community at large to inform citizens of the road safety crisis and further advocates to improve policy and practice.

Kukua has created an effective road safety education program in partnership with international education experts, the government of Zanzibar and local schools. "Safe Walks" education program uses evidence-based research to create playful, practical and effective teaching methods to ensure that safe road use learning objectives are met.

The project provides training and teaching materials to local schools, empowering teachers to deliver this vital message, ensuring sustainability of the program. In order to guarantee the integration of the "Safe Walks" program into the regular curriculum, Kukua has also developed important partnerships with local and national government.

The project also supports implementation of Zanzibar traffic laws by raising awareness of the road safety crisis. Kukua carries out campaigns and events to educate people on road safety measures and behavior risk factors. In addition, Kukua advocates for the passage and implementation of improved policy and the inclusion of child rights, safer roads and speed management in planning policy and practice, calling decision makers into action. Building multi-sectorial coalitions with lawmakers, ministries and local communities, Kukua works to influence the education and road development agenda to include the needs of vulnerable road users.

Effectiveness of the project is measured with assessment tools that gather the input of participants and the impact of the activities. Results of the pilot project carried out in the Southern District of Zanzibar in 2017, demonstrate improved education and awareness amongst the projects' participants. This prevention program will continue to expand to other regions and other arenas in its effort to curb the road safety crisis throughout Zanzibar.



Kukua believes that empowering the local community is the only way to guarantee that the road safety message is delivered beyond the framework of the project.



Members of the community have overwhelmingly supported the project and contributed their ideas. They say that they have never before seen such a project that has impacted the safety of their children.



HELP US KEEP EVERY CHILD,
IN EVERY COUNTRY, SAFE
ON THE ROADS TODAY,
TOMORROW AND ALWAYS.
TOGETHER WE CAN AND WE
WILL #SAVEKIDSLIVES.

ANTHONY LAKE
UNICEF EXECUTIVE DIRECTOR



2017

ACTIVITIES IN ZANZIBAR



JAN. 2017 INITIAL ASSESSMENT AND RESEARCH

Kukua began by carrying out surveys and meetings with community members, village leaders, schools and government ministries to assess the current status of road safety, education and policy. Research, data and anecdotal evidence found that there was a high incidence of traffic injuries and death amongst road users and a general lack of awareness and education regarding road safety. The community called for increased education for children, awareness for road users, as well as improved safety infrastructure, speed management and road safety policy. It was also noted the lack of reliable data surrounding injuries and deaths caused by road accidents, so KUKUA began household surveys and will continue to develop tools for the collection of data.

FEB. 2017 'SAFE WALKS' EDUCATION PROGRAM

Kukua designed the "Safe Roads" Education program, which teaches road safety through songs, playful methods and practical lessons on the road. Together with the Zanzibar traffic police, trained local experts provide environment specific education in the local language. The curriculum will be updated in 2018 to include a storybook, written for Kukua Zanzibar, by the Swahili children's author Richard Mabala.

In 2017, Kukua delivered the "Safe Walks" Education Program to more than 500 children on the South East Coast of Zanzibar, in collaboration with African Impact.

Kukua also partnered with the Zanzibar Traffic Police, who not only took part in designing the program, but were also an essential part of the delivery and came out to schools to teach practical knowledge on road use.



JUN. 2017 PARTNERSHIPS AND COALITIONS WITH GOVERNMENTAL AND NON- GOVERNMENTAL ENTITIES

In addition to collaborating on the "Safe Walks" program, Kukua and the Zanzibar Traffic Police work together to advocate for the improved implementation of the 2003 Zanzibar Road Traffic Act. They have also developed a coalition to present the Second Annual Road Safety Week in Zanzibar, together with Tanzania Road Safety Ambassador, several ministries, private companies and other NGOs.

In 2017, Kukua has developed key partnerships with other private and public entities in the national government, including the Ministry of Interior, Ministry of Education and the Department of Transport. On a local level, Kukua works with the District Commissioner of the Southern District, the Village Committee of Kibigija and several shehes (village chiefs). Further Kukua collaborates with other NGO's including African Impact, South East Coast International School, Par Onde and Tanzania Road Safety Ambassador.



SEPT. 2017 CAPACITY BUILDING

Kukua trained 53 teachers, providing 22 schools with materials and knowledge to provide the "Safe Walks" education program. Kukua followed up with school visits and continued training, ensuring that schools are equipped with tools to carry on the program. Monitoring and further training will continue in 2018. The Ministry of Education has approved the "Safe Walks" program for use in the Primary and Nursery schools, and is working together with KUKUA to incorporate the curriculum in schools across Zanzibar. These initiatives will ensure that the "Safe Walks" education program remains sustainable and ongoing.



NOV. 2017 AWARENESS RAISING AND ADVOCACY

In 2017, Kukua carried out three road safety campaigns to build public awareness about the lack of road safety in Zanzibar, rights of child pedestrians and the role of behavioral risk factors, including drunk driving and speeding. KUKUA used the media, flyers, social media and special events, such as workshops and community meetings, to promote road safety.

Forty-four teachers received training in the "Safe Walks" education program. Training was carried out by Kukua, in collaboration with the Zanzibar Traffic police officers and international education experts from South East Coast International School. Teachers were provided with all necessary materials and knowledge to implement the "Safe Walks" program. Following the event, an initiative began by the teachers to educate parents of school children regarding dangers of the road and how to keep children safe.



In honor of the 2017 United Nations World Day of Remembrance for victims of road traffic accidents, Kukua held a capacity building and awareness-raising workshop for teachers and public bus/taxi drivers.



Twenty-two drivers participated in the workshop for awareness-raising and training for daladala (bus) and taxi drivers, held in collaboration with Zanzibar traffic police, Department of Transportation and the Tanzanian Road Safety Ambassador. Community members shared their ideas for improved safety, and a coalition was built amongst the village committee of Kibigija, the Zanzibar Traffic Police and Kukua to advocate for traffic calming devices and education for the villages in the Southern district. A letter with more than 100 signatures was submitted to the Ministry of Transport along with a proposed road infrastructure plan. In addition, the Daladala driver's union requested further training events for 2018.

Kukua has partnered with the Tanzanian author, Richard Mabala to write a storybook aimed to raise awareness amongst school children regarding the dangers of the road. The book will be completed and ready for print in 2018.

Kukua collected 150 florescent jackets and 100 rear and front side bicycle lights to distribute during its "cycling safe" awareness-raising campaign and training workshop for cyclists, which will be held March 8th 2018.

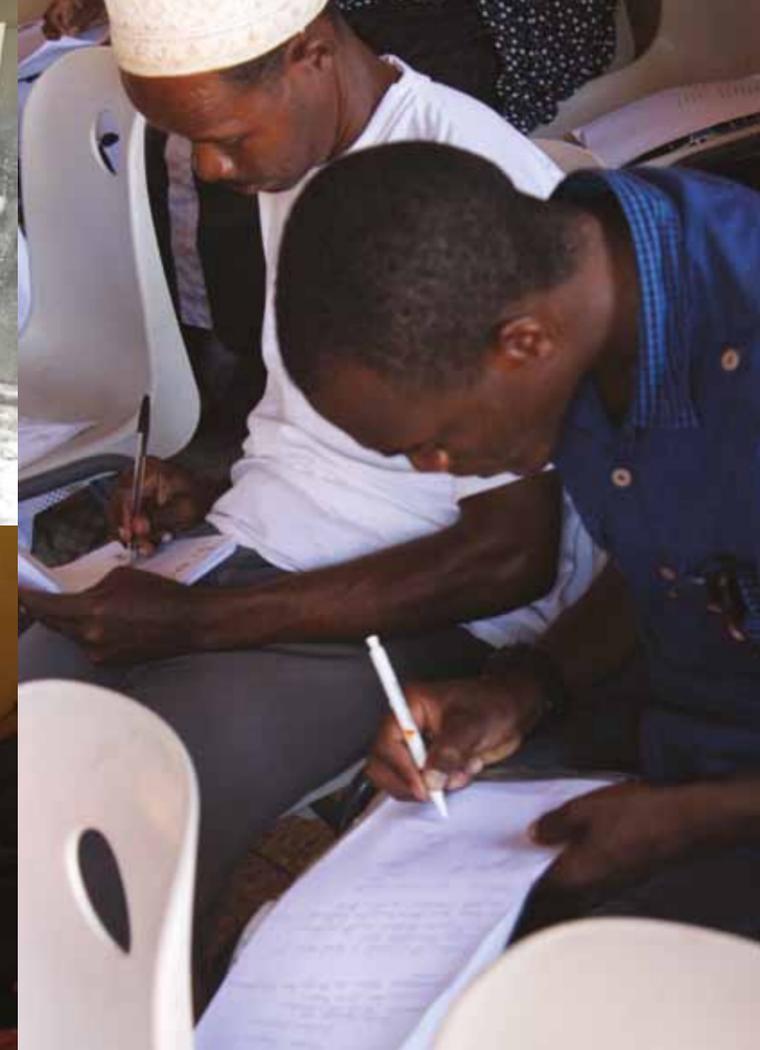
In the Media
In 2017, Kukua succeeded in building a presence in social media and was featured in FAS magazine, DW TV, Hitz Fm and ZCTV.

2018

A PLAN FOR THE MIND

The 2017 pilot program had such an impact on the awareness and education of road users, schools and policy-makers, that in 2018 Kukua aims to expand the program, bringing life-saving measures to the whole of Zanzibar.







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