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mazingira yetu | uhai wetu | wajibu wetu

**NATIONAL ENVIRONMENT  
MANAGEMENT AUTHORITY**

**ROAD SAFETY  
AWARENESS**

**By Road Safety Mainstreaming  
Committee**

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## ROAD SAFETY AWARENESS

# DEFENSIVE DRIVING

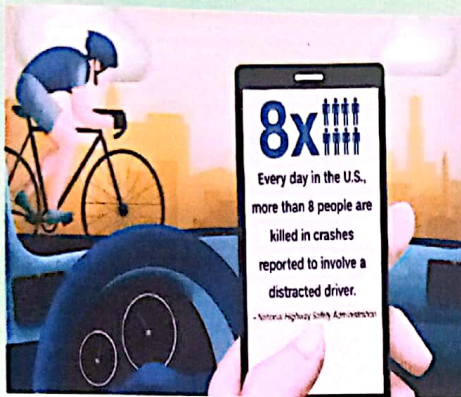
### TIPS

- Be aware of what other drivers around you are doing and expect the unexpected.
- Keep safe following distance.
- Speed to be adjusted according to road and weather conditions.
- Reduce the risk of collision by anticipating dangerous situations, adverse conditions or the mistakes of others.

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## ROAD SAFTY AWARENESS

# DISTRACTIONS

### RISKS

Don't get distracted by using any mobile device (phone, tablet etc) operating the radio, eating whilst driving, etc., as distractions cause the following risk.

- Slower reaction response times.
- Problem staying in your lane (Swerving).
- Visual-eyes off the road.
- Mechanically-hands off the wheel.
- Cognitive-mind off driving.

### TIPS

- Never operate your mobile device while driving a vehicle.
- Do not be distracted by eating while driving.



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## ROAD SAFETY AWARENESS

# DON'T DRINK AND DRIVE

### RISKS

- Operating your vehicle under the influence of alcohol and drugs might impair your vision and response times.
- It is illegal to operate your vehicle whilst under the influence of alcohol
- Some medication contains alcohol and might cause drowsiness

### TIPS

- Never drink alcohol before your trip. While you may not become intoxicated from one beer, you may become sleepy.

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## ROAD SAFETY AWARENESS

# DRIVE WITH LIGHTS ON

### RISKS

- In Kenya approximately 40% of fatalities consist of pedestrian deaths
- Many informal settlements in Kenya are situated next to highways, thereby the risk of further pedestrian fatalities.
- Children attending schools in rural communities walk several kilometers next to the roads to and from their schools.

### TIPS

- It is easier to see vehicles in low light situations, especially oncoming vehicle.
- It is easier to spot vehicles in glare, shade, etc. when the vehicles drive with their lights on.
- Your attention is grabbed a bit faster and it gives a few split seconds more to react, adjust, etc. split seconds that could make a difference in dangerous situations.
- **Therefore, we should always drive with our lights on - even during daylight.**

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KEEP A SAFE DISTANCE



## ROAD SAFETY AWARENESS

# FOLLOWING DISTANCE

### RISKS

- By driving too close you have no view of the road ahead and less time to react if the unexpected occurs
- Fog, rain and smoke can drastically lower the level of visibility, As visibility decreases, your risk of being in a collision increases.
- Visibility on the roadway is decreased at night and just before sunrise or after sunset.

### TIPS

- Always follow the "3 seconds following distance rule" (or 3 vehicles length).
- To lessen risk, you must understand how reduced light limits visibility and how to manage the driving task in low light condition
- Adjust your driving speed to the current weather conditions.

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## ROAD SAFETY AWARENESS

# HIJACKING

### TIPS

- Plan and let someone know what your route is and when to expect you at your destination.
- Always check the rear view mirror to see if you are being followed.
- When stopping behind another vehicle, leave half a vehicle length space in front so you can make an emergency escape if necessary.

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# Courtesy Counts

Let's **drive** the message home



considerate



foresight



patience



respect



space

## ROAD SAFETY AWARENESS

# ROAD COURTESY

### RISK

- Road rage is aggressive or angry behavior by a driver of a vehicle. Such behavior might include rude gestures, verbal insults, deliberately driving in an unsafe or threatening manner, or making threats.
- Road rage can lead to altercations, assaults and collisions that result in injuries and even deaths. It can be thought of as an extreme case of aggressive driving.

### TIPS

- Be a polite driver.
- Avoid confrontation.
- Remember that it's not nothing personal.
- Keep your driving environment calm.
- Allow yourself plenty of time.
- Always remember that the road is a public space.

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**PLEASE  
WEAR YOUR  
SEATBELT**

## ROAD SAFETY AWARENESS

# SEAT BELT

### RISK

Seatbelts should be regularly checked for damages, common forms of damage to the seat - belt that will reduce its effectiveness in an accident are;

- A cut which causes the fabric to split.
- A hole in the seat belt.
- Damage of the buckle.
- In an accident, the webbing of a seat belt stretches, which absorbs some of the energy on impact. This helps prevent any injury from the contact between the seat belt and occupant.
- A seat belt that has restrained would be more likely to cause an occupant injury if it were involved in an accident, and must always be replaced.

### TIPS

- The belt should be worn as tight as possible with no slack
- The lap belt should go over the pelvic region, not the stomach
- The diagonal strap should rest over the shoulder, not the neck
- Nothing should obstruct the smooth movement of the belt

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## ROAD SAFETY AWARENESS

# SPEEDING

### RISKS

- Speed reduces the amount of available time needed to avoid a crash/to stop the vehicle.
- Speed extends the distance a vehicle travels while the driver reacts to a dangerous situation.
- Speed reduces the ability of the driver to steer safely around curves or objects on the road.
- Speed increases the likelihood of crashing.
- Speed increases the severity of a crash once it occurs.

### TIPS

- Always adhere to the speed limit.
- Adjust your speed according to the road condition and weather conditions (rain, fog, smoke etc.)

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## ROAD SAFETY AWARENESS

# VEHICLE SAFETY

### RISKS

- Road unworthy vehicles might lead to accidents (mechanical failure),
- Brakes that are not in good working condition may lead to accidents.
- Cracked windscreens can impair and obstruct your vision.
- Worn out tyres can lead to tread separation or tyre burst.

### TIPS

- Always inspect your vehicle before you operate it to ensure that it is in a roadworthy condition.
- Inspect tyres for cuts, slashes and other irregularities. (These are the most important things you can do to avoid tyre bursts).
- Do not operate your vehicle if it is not safe to do so.



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## ROAD SAFETY AWARENESS

# VEHICLE STOPS

### TIPS

- Be sure to stop regularly to get out of your car and stretch before continuing on your long journey.
- Find interesting places where you can stop for 20 to 30 minutes to have a break

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