

## **REPORT OF ABUJA CHILD SAFETY LAUNCH**

The Arrive Alive Road Safety Initiative over the week end launched the Abuja diet of its on-going Child Safety Campaign. The Abuja launch titled “Click It: Why Risk it?”, showcased the products of a four week intellectual exercise with 120 school children in an informational research using focus groups from 12 schools. Each group presented its expression of road safety best practice through drama, poetry and or song, with special emphasis on best ways of crossing the roads as well as the importance of using the appropriate seat belt – car seats, booster seats. The presentations were very educative to the admiration of all stakeholders present.

The strategy was to create Road Safety Champions out of the children and as they become AARSI road safety ambassadors, they are engaged to further propagate and promote road safety best practices amongst other school children, parents, guardian as well as school management within the Abuja metropolis.

We are happy to announce that AARSI has established road safety clubs in 12 schools in Abuja, out of which 120 Road Safety Champions were created and would henceforth boost AARSI’s outreach programmes, with respect to Child Safety Campaign.

The stakeholders represented include Federal Road Safety Commission (FRSC), represented by Ag. Head, Special Marshal and Partnership, Comdr. Peter G Pam; Chevron Nigeria ltd, represented by Mr. Yinka Bello; FCT Universal Basic Education Board (UBEB); Coalition of African Road Safety NGOs and Accident Prevention and Rescue Initiative, represented by Prince Nnadi. Others include Central Bank of Nigeria (CBN); National Hospital, Abuja; Parents teachers Association (PTA), School Proprietors and Managers, and the Nigerian Police