



transaid

PRESS RELEASE

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FIA FOUNDATION SELECTS TRANSAID TO STEER MOTORCYCLE HELMET SAFETY INITIATIVE IN KENYA

A Kenyan national motorcycle helmet coalition is to be established and supported by Transaid, using its extensive experience in motorcycle and motorised three-wheeler safety.

Transaid has been chosen to develop a national network of key stakeholders to improve safety and reduce injury and fatalities by independent global road safety philanthropy the FIA Foundation and the Fédération Internationale de l'Automobile (FIA). This major new project forms part of the FIA's Safe & Affordable Helmet Programme, with on-going support and development provided by FIA Foundation.

The project aims to reduce the severity of motorcycle-related head injuries and fatalities on the country's roads – which has amongst the highest road traffic death rates* in Africa. This follows the launch of the programme's innovative new low-cost, high-quality motorcycle helmet which meets UN safety standard 22.05, is comfortable in hot and humid climates (following extensive field-testing in Jamaica and Tanzania), and available at a target selling price of around 20 USD.

The majority of the estimated 1.4 million** motorcycles in Kenya are used as taxis, known locally as 'boda bodas' – providing point-to-point transport within both congested cities and rural areas. Research has shown that a motorcycle helmet can reduce the risk of death by 42 per cent and risk of head injury by 69 per cent in a crash. While Kenya already has a compulsory motorcycle helmet use law, enforcement is currently inconsistent and helmet use is low.

137 Euston Road, London, NW1 2AA
United Kingdom

T: +44 (0)20 7387 8136
F: +44 (0)20 7387 2669
E: info@transaid.org
W: www.transaid.org

The coalition will engage with government, police, hospitals, private sector, transport associations and communities across the country to develop the solutions to make Kenyan journeys safer.

Earlier this week FIA President Jean Todt met with His Excellency Uhuru Kenyatta, President of the Republic of Kenya, to showcase the new helmets and discuss road safety.

Caroline Barber, Chief Executive of Transaid, says: “The FIA and FIA Foundation are committed to achieving large-scale deployment of its Safe & Affordable Helmet Programme in Kenya, and this initial 18-month project’s objectives were a perfect match with our expertise.

“We believe strongly that a national helmet wearing coalition has the potential to deliver transformational change, and we have started work immediately on developing a plan to engage civil society and mobilise communities to reduce fatalities and injuries on Kenya’s roads.”

Saul Billingsley, Executive Director for the FIA Foundation, says: “Use and access to affordable yet quality helmets in low- and middle-income countries such as Kenya has historically been low, making riders vulnerable to serious injury, in particular head injuries. More than a quarter of global road traffic deaths represent motorised two or three-wheelers and the rate is rising rapidly.

“Establishing a national helmet wearing coalition, with Transaid’s support, helps to address the need for greater awareness of road safety amongst riders, and lay the groundwork for the cross-sectoral cooperation and active engagement of civil society and communities.”

The project marks the second time Transaid and the FIA Foundation have worked together, having first partnered last year on a project to protect communities in rural Zambia from COVID-19.

For more information and to find out how you can support the organisation visit www.transaid.org.

*Source: WHO estimated 12,463 road traffic-related deaths in Kenya in 2018.

**Source: Directorate of Registration and Licensing at the National Transport and Safety Authority (NTSA), reported there were 1,393,290 registered motorcycles in Kenya in February 2018.

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Note to Editor:

About Transaid

Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation shares 25 years' worth of expertise in 23 countries with partners and governments – empowering people to build the skills they need to transform their own lives.

Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote road safety awareness and shares its specialist knowledge with the humanitarian aid sector.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



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For further press information:

Florence Bearman at Transaid +44 (0)20 7387 8136

James Keeler at Garnett Keeler +44 (0)20 8647 4467, or by email to james.keeler@garnettkeeler.com

About the FIA Foundation

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting road safety, the environment and sustainable mobility. Its aim is to ensure 'Safe, Clean, Fair and Green' mobility for all, playing a part to ensure a sustainable future through:

- promoting research, disseminating the results of research and providing information in any matters of public interest which include road safety, automobile technology, the protection and preservation of human life and public health, transport and public mobility and the protection of the environment;
- and promoting improvement in the safety of motor sport, and of drivers, passengers, pedestrians and other road users which works globally to promote safe, clean fair and green mobility.

www.fiafoundation.org

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