

COMPREHENSIVE, FLEXIBLE

Not all fleets are the same. Safedrive Africa tailors solutions to a fleet's unique needs with two comprehensive driver training options. Working within the real-world constraints fleet operations face, Safedrive Africa road risk safety awareness solutions improve fleet drivers' attitudes and behaviors in relation to safety.

EASILY ACCESSIBLE

Our organisations is committed to driver safety to save lives. Driving Safer as a cost-effective method for encouraging and maintaining safe driving behaviors. It addresses 5 key areas affecting driver safety. Working with Max, the animated workshop guide that adds some fun, drivers complete interactive units. Participation and results are tracked and reported. Based on research and behavioral modification lecture, Safedrive Africa Driving Safer achieves positive behavioral change in fleet drivers, without taking them off the road. Improved safety and reduced risk of collisions can be achieved without adversely affecting productivity.

TARGETED FOR RESULTS

Not all drivers have the same needs or the same risk profiles. Some will benefit greatly from more targeted training. This thought-provoking course is confronting, engaging and designed to motivate permanent behavioral change in drivers. It can help drivers with higher risk profiles become safer in everyday on-road situations. Fleet drivers face risks on public roads so this is the emphasis of the training. The half-day course is delivered in a combination of boardroom/training room and on-road settings, not racetracks. It delivers real-world oriented sessions. Small group sizes of 5 to 20 Participants ensure each individual's needs are addressed. Skilled instructors equip each driver to identify and apply strategies for minimising the risks of being involved in collisions and save lives.

BENEFITING FLEET OPERATORS

Equipping drivers with the right attitude and safer driving behaviors will significantly benefit fleets by :

- Reducing exposure to risk of serious collisions, injuries and fatalities towards zero campaign

- Lowering operating and insurance-related costs with improved risk ratings
- Reducing administration costs through fewer collisions
- Increasing fleet productivity, staff motivation from less unplanned, vehicle and driver down-time
- Helping meet increasingly stringent occupational health and road risk safety obligations
- Providing social benefits through contributing to enhanced road safety in our communities
- Reducing vehicle wear and fuel usage from better, smoother driving practices, further lowering operating costs and Environment friendly (ECO Driving).
- The biggest benefit will be increasing the chances of fleet drivers getting home, safe, every day
- Be part of the UN Decade of Action for Road Safety 2011-2020 Global Plan

TERMS & REQUIREMENTS


Prerequisite:	Participants must have valid driving license
Venue:	On-site at your offices, Our Offices or your Board room or hired venue
Participants:	3 – 40 participants per session
Timings:	5 hourly sessions across the day (8:30am – 12:30pm, 1:00pm - 5:00pm)
Tea / Coffee	Arranged by host
Registration:	Special discounts to large groups
Travel & Accom:	To and from Nairobi will be arrangement by the host for the Facilitator(s).

Based on course date fitting into our training schedule and itinerary
Cancellation within 24 hours of start time results in 100% loss of fees

Certificate of Attendance:

All participants will receive a Certificate of participation on the same day for display in their portfolio. Employers can keep certificates on-file to demonstrate the investment in driver training and compliance with internal HSE policies.

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DRIVER ROAD SAFETY AWARENESS WORKSHOP



INTRODUCTION

Road crashes are the biggest killer of young people worldwide and are estimated to cost countries 2-5% of GDP. 265 million people will be killed and injured in road crashes worldwide between now and 2030. Transportation and road safety engineers can play a significant role in saving lives and lifting this burden from society. 1.2 million people are killed in road traffic crashes around the world each year. Most of those killed are in the prime of their lives. The road traffic deaths represent a picture of the total waste of human and societal resources from road injuries. Between 20 and 50 million people are injured or disabled by road crashes around the world (WHO)

ROAD SAFETY IN KENYA

Between 3000 and 13,000 people lose their lives in road traffic crashes every year. The majority of these people are vulnerable road users – pedestrians, motorcyclists, and cyclists. In addition, nearly one-third of deaths are among passengers. These statistics need to be multiplied and seen in the context of deep family tragedy, of unimaginable grief and anguish and of tremendous health and economic and disability costs. Huge sums of money are used in medical care: money that is desperately needed for preventative health care.

With most people in Kenya & employed in the informal sector, and have no health or life insurance and no social security, involvement in a road traffic crash by a family member has consequences for the entire household.

OUR INITIATIVE

SDAF took the initiative in 2010 and developed standardized Driver Training processes and a vast training workshop. Over 350,000 drivers have since been trained by us and each of these drivers has gone through our road safety initiative campaign and advocacy process of pre- and post-training assessment to save lives. The following subjects are included in the workshop conducted at the Department of Driver workshops and Training



- Problems faced by the drivers in the current road and driving environment
- The Importance to support of UN Decade of Action for Road safety 2011-2020
- Causes of Road Traffic Crashes and Violations
- Recognising the needs of Vulnerable Road Users
- Vehicle: Understanding Basics, inside and outside the vehicle, Maintenance, Fuel Efficiency, handling techniques, Important components like tires and performance
- Traffic Control Devices: Importance and understanding of Road Signs, Markings and Signals - Recognition - Meaning – Action
- Factors Affecting Driver Behaviour: Health, Hygiene, Stress, Fatigue, Hours of Driving, Drunken Driving, Drugs and Medicines
- The Rules of the Road Regulations & the Right of Way
- Basics of Defensive Driving & Hazard Perception
- Qualities of a Responsible Driver
- Handling of Emergencies and Incidents: Vehicles/Human
- Code of Conduct on Road: Lane Discipline, Overtaking, Speeds, Acceleration/Deceleration, U-Turns, Stopping/ Parking, Driver Signals, Night Driving, Mirrors, Moving Off, Tailgating and climate change
- Aggressive driving
- Proper focus and concentration using 360 degrees technique

Road Safety is the product of a complex system that involves interactions among the vehicle, drivers, the environment, and the road user. There are many ways to impact this system, including through road and traffic engineering, traffic legislation, driver training, traffic enforcement and postcrash management. However, amongst all these, the behavior of the road user, and specifically, the behavior of the driver remains one of the most important least well understood, elements of safety on the road.

TARGET GROUP

Our driver road risk initiative workshops are designed for all drivers:

- Driving Instructors
- School Bus Drivers
- Drivers of Vehicles carrying Dangerous and Hazardous Goods
- Drivers of Light Motor Vehicle
- Drivers of Wild life conservation
- Drivers of Emergency corresponders
- Military and Defense drivers
- Police drivers
- Government Organisations drivers
- Aid and International organisations
- Two Wheeler Riders (Boda-Boda)
- Driver and Pullers of Non-Motorized Vehicles (fork lift and front loader)
- Domestic and Private companies drivers
- Diplomatic Mission drivers
- Security Group Drivers

Courses are also tailor-made on site level or at your office premises (Boardroom of hired venue) for Corporate/ Institutions/ Organizations.

Over 350,000 drivers have since been trained by Safedrive Africa Foundation for Road safety and each of these drivers has gone through a workshop training of pre- and post-training assessment in Kenya, Tanzania, Uganda, Rwanda, State of Qatar, Central Asia and gulf countries.

This assessment has helped SDAF better understand the needs of drivers and identify places where instructional methods need to be improved to save lives.

IMPROVING DRIVER SAFETY

For many fleet drivers their vehicle is their workplace so safety is a major consideration in fleet vehicle selection. The same is not always true for fleet driver selection. As a group, drivers are the major contributing factor to vehicle collisions. Reducing the risk of collisions and improving fleet safety means improving fleet drivers' attitudes and behaviors. This is best achieved through effective training. Companies with significant fleet investments see a correlation between fleet productivity and profitability. In addition to saving lives and reducing injuries, improving fleet safety can increase bottom line performance. One of the many ways Safedrive Africa improves safety and operational efficiency for fleets is by delivering highly effective driver training