

Road Sense Kenya - Road Safety Campaign

Twitter campaign to reduce road traffic accidents

the challenge

Safety challenges that RSK addresses include:

- Road Traffic Crashes (RTCs)
- Poor Road Infrastructure
- Distracted and Impaired Driving
- Pedestrian and Child Safety
- Speeding and Reckless Driving
- Seat Belt and Helmet Use
- Advocacy for Policy Changes

the innovation

We employ innovation in road safety solutions to tackle challenges such as road traffic crashes, poor infrastructure, distracted driving, pedestrian safety, and speeding via our Twitter handle @roadsensekenya

how it was implemented

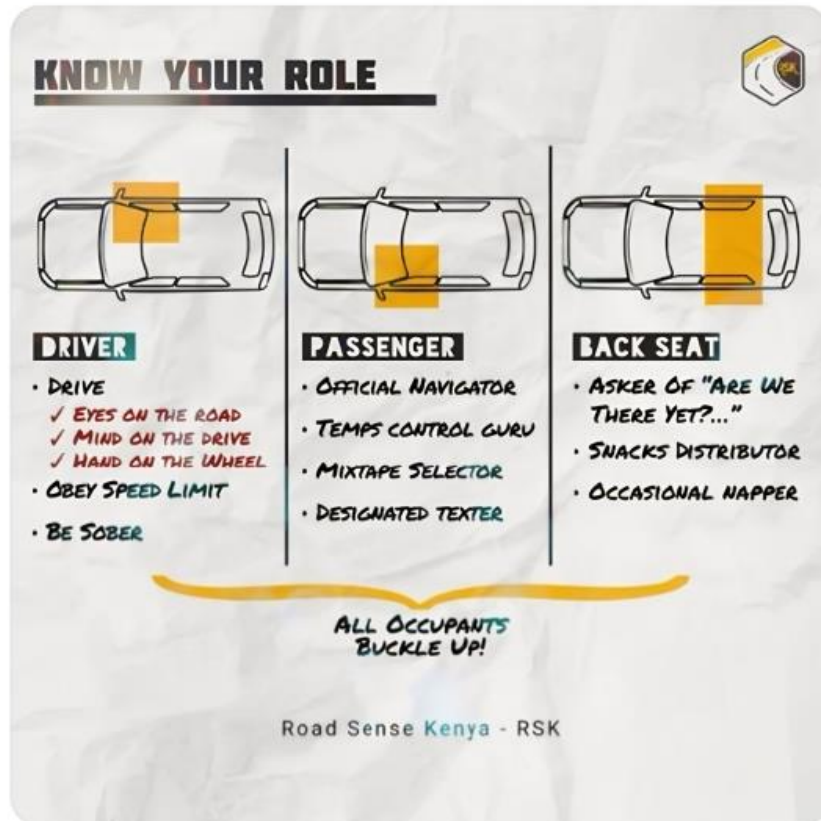
Through our Twitter advocacy, the NTSA, under the Ministry of Transport, has diligently executed our safety recommendations. This has been achieved by stringent law enforcement and improving road infrastructure for a comprehensive solution.



Road Sense Kenya - RSK

@roadsensekenya

Know your role!. **B**uckle **UP!**



1:00 PM · 26 Apr 23 · 59.7K Views

View post activity

145 Reposts 9 Quotes 440 Likes

18 Bookmarks

A screenshot showcasing one of the innovative designs we utilize on the Road Sense Twitter handle ([@roadsensekenya](https://twitter.com/roadsensekenya)) to raise awareness and educate the public about road safety.

result

The positive reception of the results can be attributed to the prevailing high level of concern for road safety in Kenya. This is further reinforced by the fact that our safety advocacy is underpinned by thorough research and adheres to international best practices.

conclusion

Our evidence-based road safety initiatives, in line with global safety standards, receive strong support and adoption by our government, reinforcing our commitment and effectiveness.

LINK: <https://twitter.com/roadsensekenya>