

SEAT BELT STUDY, GHANA

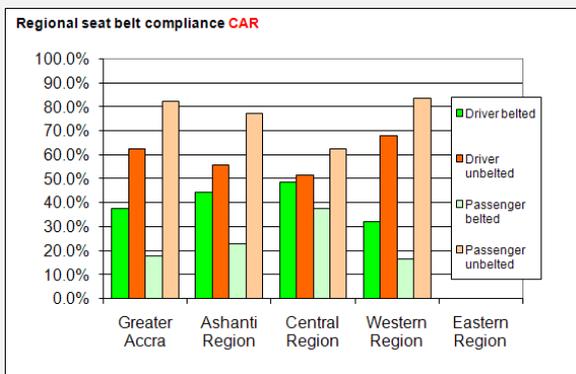


GLOBAL
ROAD SAFETY
PARTNERSHIP

Date started: January 2006 **Date finished:** January 2006

Partners: Shell Ghana

Cost/time/resources: 10,000 USD - 4 days for survey. Additionally statistician, data entry and reporting time



A baseline survey conducted in Ghana shows various degree of seat-belt usage. Failure to use a seat-belt is a major risk factor for road traffic deaths and injuries among vehicle occupants. Passengers who are not wearing seat-belts at the time of a collision account for the majority of occupant road-traffic fatalities. Wearing a seat-belt can reduce the risk of death in a road crash by up to 50% and is one of the most effective measures for preventing injury for vehicle occupants. Shell Ghana has fully introduced the Drive to Live programme in its African operations, highlighting road safety good practice. The good practice is summed up in a “Voluntary Code of Conduct.” The Code includes ten rules, of which seatbelt wearing is one.

Summary project sheet.

Objectives and scope

Shell (Ghana) Ltd., launched their “Drive to Live and Win” road-safety promotion on January 18th 2006. Developed in partnership with GRSP Ghana, the promotion requires drivers who buy fuel at Shell filling stations in five of Ghana’s nine regions to sign up to a Voluntary Code of Conduct. By signing the Code of Conduct, drivers pledge to obey ten key rules of the road. These include a pledge to: “drive with my seat belt on; drive with my mobile phone off; stop at red lights; see and be seen; not drink and drive; overtake only when it is safe to do so amongst others.” During the promotion, fuel station attendants constantly reminded customers to comply with the first two rules of the pledge. As an incentive to drivers, participants were eligible to win a car.

Activities

A study of participants was conducted at Shell fuel stations between the January 14th 2006 and January 17th 2006. Based on Shell customer data, it was decided to conduct the surveys during peak periods for retail sales in the morning and afternoon. Survey supervisors were chosen from sub-contractors regularly used by companies specialising in surveys.

The supervisors trained regional selected individuals to conduct the surveys at the fuel stations collecting the following information:

- Seat-belt usage (driver and passengers for different vehicle classes)
- Motorcycle Helmet usage
- Use of Mobile ‘phone while driving
- Spectacle wearing

The sample size was 12,000 drivers and was conducted at 14 fuel stations covering 5 regions in Ghana.

Conclusion and main lessons learnt

There is some indication that the seat-belt safety message is being heeded, at least by the some car drivers. Poor compliance in other vehicles may be due to the poor condition of seat belts. Passengers have not taken on board the seat-belt message and it appears that drivers do not encourage their passengers to wear a belt.

Motorcyclists appear to be heeding the advice to wear a safety helmet. However, it is not clear what condition the helmets were in or whether they had been damaged in a collision. It may prove helpful to make a separate assessment on this issue. Drivers continue to use mobile phones while driving, regardless of the risk that it imposes on both themselves and other road users.