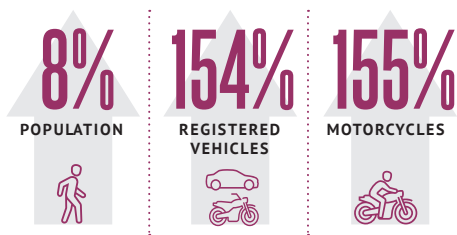


Risky Road Behaviors in Accra

Burden of Road Traffic Injuries

Accra is the capital of Ghana with a population of 1.9 million in its metropolitan area in 2017. In addition, more than half a million people from the Greater Accra region commute to the city daily for work. Walking is the most common mode of mobility, including walking to and from public transportation. In 2015, nearly 3,000 road crashes were recorded in Accra, a 40% increase from 2014. Pedestrians are disproportionately affected by road crashes. In 2016, pedestrians accounted for 49% of road injuries and 71% of road deaths. These vulnerable road users, along with motorcyclists and cyclists, accounted for 80% of road deaths in 2016.

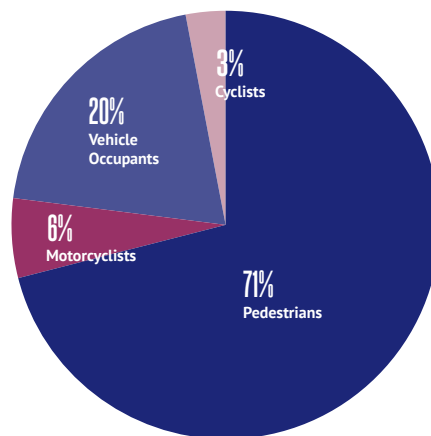
Accra's Growth, 2013-2017



Impact of Road Crashes, 2016



Most road deaths in Accra are among pedestrians, 2016



Road crashes are largely preventable. Globally, four risk behaviors contribute most to serious road injuries and deaths: speeding, drink driving, not using seat-belts or child restraints, and not using motorcycle helmets correctly.

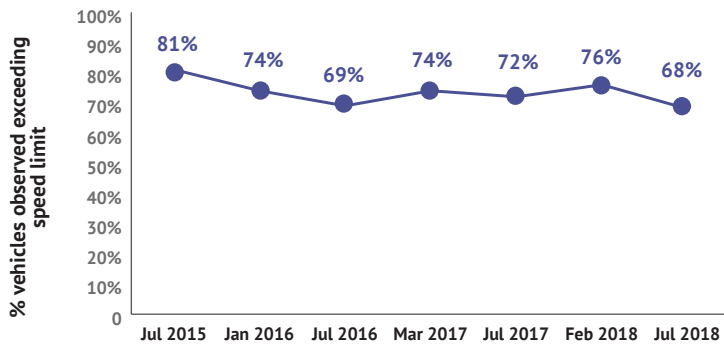
In 2015, the city of Accra joined the Bloomberg Philanthropies Initiative for Global Road Safety, which aims to reduce road injuries and deaths. As part of this initiative, the Johns Hopkins International Injury Research Unit, in collaboration with the Building and Road Research Institute of Ghana, assesses key road user behaviors twice a year. This report primarily highlights results based on the latest round of road user behavior surveys (July 2018) and, where noted, compares the results to six previous survey rounds. Recommended actions are also presented.



KEY MESSAGES

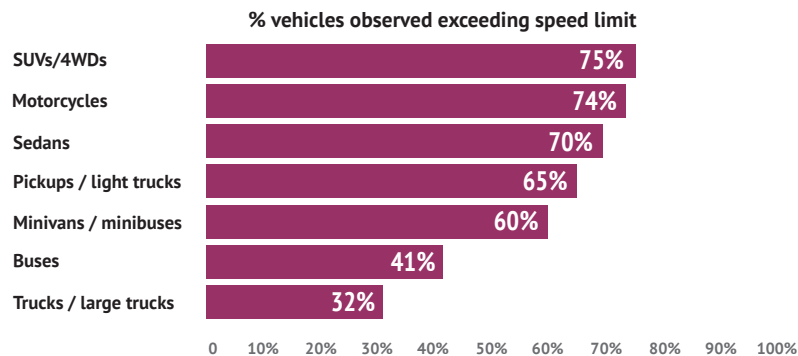
- The speeding rate was high in Accra with more than two-thirds of vehicles observed exceeding the posted speed limits.
- Speeding was common across all vehicle types. SUVs/4WDs and motorcycles were most frequently observed to exceed the speed limit.
- The high prevalence of speeding underscores the importance of speeding enforcement in Accra.
- Correct helmet use has increased but was lower among passengers, highlighting the importance of promoting correct helmet buckling for all motorcycle riders.
- Drink driving remained low and has decreased over the past year to the lowest rate since 2015.
- Seat-belt use was low among vehicle passengers. Rear seat passengers and children under 5 were less likely to wear seat-belts and child restraints.

Speeding has decreased since 2015, but remains very high



- More than two-thirds of all vehicles observed during the most recent survey were driving above the posted limit.
- Speeding decreased from 81% in July 2015 to 68% in July 2018.
- Speeding was more frequent during weekends (75%) than weekdays (65%).
- The reduction in speeding was observed among cars speeding <5 km/h above the posted speed limit; more extreme speeding was unchanged.
- Speeding was common across all vehicle types but was highest ($\geq 70\%$) among SUVs/4WDs, motorcycles and sedans.

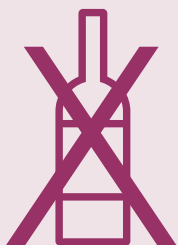
Speeding was highest among SUVs/4WDs, motorcycles and sedans



CONTEXT

- Higher speed raises both the risk of crashes and the severity of injuries in case of a crash. Even small increases in speed are particularly dangerous for vulnerable road users: pedestrians, cyclists and motorcyclists.
- A 1% increase in average speed leads to a 3% increase in the risk of crashes where someone is injured, and a 5% increase in the risk of crashes where someone is seriously injured or dies.
- Pedestrians have a 90% chance of surviving a crash at 30 km/h or below but less than 50% at 45 km/h or above.
- The Accra Metropolitan Assembly's 2017 Pedestrian Action Plan addresses speed management through intensified enforcement, urban speed limit reviews, and speed calming measures in priority corridors.

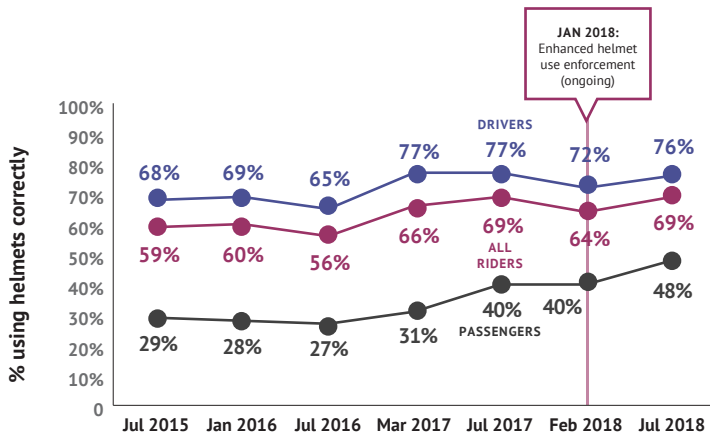
Drink driving remained low



Drink driving rates have remained below 1% since 2015

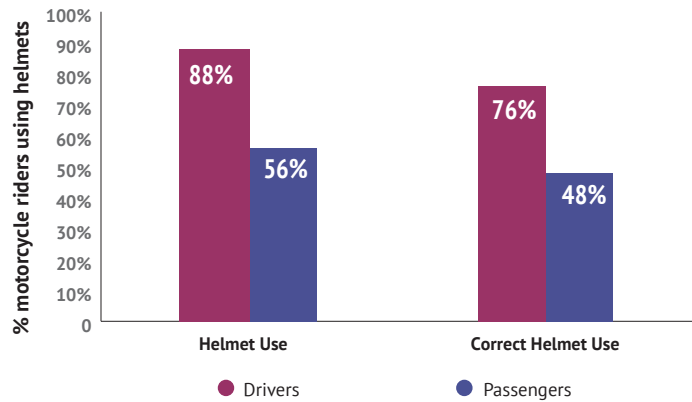
- All drivers who tested above the alcohol limit in July 2018 were male.
- No differences in drink driving were observed between weekdays and weekends.

Correct helmet use has increased



- Correct helmet use has increased from 59% in July 2015 to 69% in July 2018, but remained lower than overall helmet use (80%).
- Between July 2015 and July 2018, correct helmet use increased among motorcycle drivers (68% to 76%) and increased even more substantially among passengers (29% to 48%).
- Motorcycle drivers (76%) were still more likely to wear helmets correctly than passengers (48%) in the most recent survey.

Helmet use was high among drivers but low among passengers



CONTEXT

- Using a motorcycle helmet correctly can reduce the risk of death by 42% and the risk of head injury by 69% in case of a crash.
- This level of protection is the same for both drivers and passengers, but passengers are less likely to correctly wear helmets.
- A proven way to increase correct helmet use is combining enforcement campaigns with hard-hitting mass media campaigns.

Seat-belt use has increased since 2015



- Overall seat-belt use among vehicle occupants increased from 47% to 62% between July 2015 and July 2018.
- Drivers were much more likely to wear a seat-belt (86%) than passengers (22%).
- Front seat passengers wore seat-belts (22%) more often than rear seat passengers (7%).
- Improvement in child restraint use among children under 5 years old was observed; child restraint use increased from 10% in February 2018 to 17% in July 2018.

Implications for action in Accra

FOR POLICE AND LAW ENFORCEMENT

- Intensify enforcement for speeding by using speed guns at priority high-risk locations.
- Continue and intensify enforcement for correct helmet wearing, with checks for correct buckling.
- Maintain enforcement efforts for drink driving.

FOR LOCAL GOVERNMENT

- Accelerate review of speed limit policies and collaborate with national authorities to ensure national highways within the city are addressed.
- Implement media campaigns for speed reduction and correct helmet use to complement police action in these areas.
- Implement speed calming measures in accordance with the 2017 Pedestrian Action Plan.

FOR RESIDENTS

- Slow down to respect speed limits and pedestrian crossings.
- Never drink and drive.
- Motorcyclists: always wear a helmet and buckle it correctly.
- Wear a seat-belt, whether you are a driver or a passenger.

Methods

See “Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) 2015-2019 Data Technical Report-Round 7, July 2018” for full details. The methods for this data were developed by Johns Hopkins International Injury Research Unit (JH-IIRU) and implemented in collaboration with the Building and Road Research Institute of Ghana. This report provides results from observational surveys that represent population-level (citywide) prevalence of the four main road safety risk factors (speed, drink driving, helmet use, seat-belt and child restraint use), and shows changes over time. Observations were conducted twice yearly starting in July 2015 with seven rounds completed to date. For drink driving there were approximately 3,600–7,800 observations per round; for helmet use 15,600–31,000 per round; speeding 16,300–43,500 per round; and seat-belt and child restraint use 46,400–58,000 per round. All percentages presented in this report have been rounded to the nearest ones unit.

Observation sites were randomly selected except for drink driving, conditional on the safety of observers. There were six to eight observation sites per risk factor. Measurements correspond to population-level measurements and cannot provide insights into interventions conducted in specific locations in the city. In general, these surveys are not designed to determine the causes of changes in behaviors. Observations were performed between 10:00 a.m. and 10:00 p.m. for drink driving and between 7:30 a.m. and 7:00 p.m. for the other risk factors; both weekend days and weekdays were included. Drink driving observation sites were determined and managed by police according to their own protocols.