



UPDN Planned Future Programs 2023 and Beyond

Program Areas	Specific Objectives	Activity/ies	Strategy	Target Audience- No to be reached	Why Fund this Program
Driver Capacity Building/Development	1.To improve drivers' professionalism to contribute economic development and road safety 2. To empower and support youth and women involvement and participation in road transport	1.Driver Professional Competence Capacity Assessment 2.Tailored Driver continuous professional Development/ training 3.Capacity Building program for driver trainers for standardised driver training programs across Uganda	1.Popularise The UPDN tailored Professional Development training modules for specialised driver training and certification 2.Engagement of Driver employers to take up Continuous Professional Development Training 3.Organise 2/3 mass regional Driver License acquisition and Continuous Professional Development Engagement crusades targeting boda boda, PSV and goods vehicle drivers in Districts / Regions with limited access to Driver license or training services	1.50,000 drivers assessed, trained and certified 2.1,500 drivers reached and supported to access Drivers licenses 3. 100 women supported to join the transport sector as professional drivers, interns and allied workers 4. 50 existing driver trainers re-oriented and refreshed for standardised training and 20 new ones trained among whom are 10 women	<ol style="list-style-type: none"> 1. Be recognised as a sponsor or partner for the program 2. Your Branding included in all the promotional and events materials 3. Opportunity to market your product at the events and activities 4. Mention in all media engagement as sponsor or partner 5. Access to data of over 50,000 drivers and road transport stakeholders 6. Gain National brand confidence among your prospective clients for contributing to National Development activities

			<p>4.Knowledge Management; Gathering strategic industry literature and data to inform and be adopted as National Professional Driver training strategies and best practices</p> <p>5.Promote uptake of relevant insurance covers</p> <p>6.Contact trainers of licensed driver training schools</p>		
<p>Road Safety Knowledge Management</p>	<p>To improve road safety information and knowledge among practicing drivers and stakeholders</p>	<p>1.Establish Road side Road Safety knowledge rooms/Education centres in 2 major high risk highways to reorient traffic offenders referred by Traffic Police upon identification as errant drivers</p> <p>4.Operationalise The UPDN Road Safety Campaign on UBC</p> <p>5. Tool box talks at selected road transport stakeholders' work places</p>	<p>1.Work with Uganda Traffic Police to refer for orientation identified traffic offenders on selected highways</p> <p>2.Gathering strategic industry literature and data to inform and be adopted as National Professional Driver</p>	<p>1.We target to reach 100,000 Drivers and related stakeholders</p>	<ol style="list-style-type: none"> 1. Be recognised as a sponsor or partner for the program 2. Your Branding included in all the promotional and events materials 3. Opportunity to market your product at the events and activities 4. Mention in all media engagement as sponsor or partner 5. Access to data of over 100,000 drivers and road transport stakeholders 6. Gain National brand confidence among your prospective clients for contributing to National Development activities

		<p>6. Upgrade and utilise existing UPDN App and popularise it besides the toll free line to reach over 100,000 drivers in Uganda</p> <p>7. Establishment of WhatsApp platforms for Taxi, Bus and Truck Drivers in Uganda for road safety promotion and communication</p>	<p>training strategies and best practices including translating them into widely spoken local languages among the target users</p> <p>3. Adopting use of media, technology and strategic branding and communication on Road Safety and driver education</p> <p>4. Using incident reporting mechanism and strategic data collection using tailored methods as survey forms, Key informant interviews, score cards, etc</p>		<p>7. Utilise the UPDN App to market your product and services with potential of reaching 100,000 people</p>
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			5.Promote uptake of relevant insurance covers		
Road Safety Awareness	To enhance compliance with existing Traffic and Road Safety National laws, policies and Regulations	<p>1.Establish Road side Road Safety knowledge rooms/Education centres in 2 major high risk highways to reorient traffic offenders referred by Traffic Police upon identification as errant drivers</p> <p>4.Operationalise The UPDN Road Safety Campaign on UBC</p> <p>5. Tool box talks at selected road transport stakeholders' work places</p> <p>6.Upgrade and utilise existing UPDN App and popularise it besides the toll free line to reach over 100,000 drivers in Uganda</p> <p>7.Establishment of WhatsApp platforms for Taxi, Bus and Truck Drivers in Uganda for road safety</p>	<p>1.Utilise available UPDN Website, social media platforms, UPDN Toll free line And The UPDN Mobile Database Application for road safety and Driver welfare strategic communication and awareness programs</p> <p>2.Conduct Road Safety Awareness Barraza's at selected gathering points for informal and formal drivers</p> <p>3.Promote uptake of relevant insurance covers</p> <p>4.Introduce humour in road safety awareness</p> <p>5.Mentor and utilise peers as champions and agents for change using the existing community led structures</p> <p>6.Gathering strategic industry</p>	1. We target to reach 100,000 Drivers and related stakeholders	<ol style="list-style-type: none"> 1. Be recognised as a sponsor or partner for the program 2. Your Branding included in all the promotional and events materials 3. Opportunity to market your product at the events and activities 4. Mention in all media engagement as sponsor or partner 5. Access to data of over 50,000 drivers and road transport stakeholders 6. Gain National brand confidence among your prospective clients for contributing to National Development activities 7. Utilise the UPDN App to market your product and services with potential of reaching 100,000 people

		promotion and communication	literature and data to inform and be adopted as National Professional Driver training strategies and best practices including translating them into widely spoken local languages among the target users 7.Promote uptake of relevant insurance covers		
Advocacy for Road Safety	To contribute to the development and adoption of enabling policies and legal framework for safer road Transport in Uganda	1.Strategic Road safety Engagement meetings with relevant stakeholders 2.Organising The World Day of Remembrance for Road Traffic Victims in Uganda 3. Advocate for development of a National Speed Management Policy, Reduction of speed limit from 50 to 30km/hr and strict enforcement of Speed limits for high risk roads	1.Work with the Inter-Religious Council of Uganda, Ministry of Works and Transport to commemorate Traffic Crash Victims in Uganda 2.Organise and facilitate Breakfast meetings for Transport Managers, Driver Leaders, Police, Driving schools and related stakeholders for their buy in of strategic road safety best practices,	1. Reach to 200 driver employers, 50 policymakers in road transport, 100 driver leaders and 50,000 from the general population	<ol style="list-style-type: none"> 1. Be recognised as a sponsor or partner for the program 2. Your Branding included in all the promotional and events materials 3. Opportunity to market your product at the events and activities 4. Mention in all media engagement as sponsor or partner 5. Access to data of over 50,000 drivers and road transport stakeholders 6. Gain National brand confidence among your prospective clients for contributing to National Development activities 7. Utilise the UPDN App to market your product and services with

		<p>4. Advocate for speedy processing and operationalisation of draft regulations regarding The 5 risk factors</p> <p>5. Advocate for Amendment of The Traffic and Road Safety Act Amended 2020 to include Traffic Issues</p>	<p>programs and activities</p> <p>3. Organise The National/Regional Drivers/Transport Stakeholders Conferences and Awards</p> <p>4. Promote uptake of related insurance covers</p>		<p>potential of reaching 100,000 people</p>
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<p>Driver Welfare</p>	<p>To strengthen drivers and their organizations for better welfare initiatives and programs</p>	<p>1.Re-orient drivers organizations into viable and sustainable “trade” based organizations 2. Implement a needs based capacity building programme to strengthen leadership and management for driver's organizations. 3.Strengthen leadership capacity of drivers organizations to address health, safety and socio-economic initiatives for drivers organizations</p>	<p>1.Organise drivers into development Associations based on their workplace and speciality 2.Organise and facilitate strategic capacity building trainings and programs 3.Build capacity of existing saving groups to have a National microfinance for drivers in Uganda 4.Mainstream road safety into members welfare programs 5.Mobilise for mass uptake of UPDN membership 6. Promote uptake of relevant Insurance covers</p>	<p>1. Empower 20 driver organisations/Associations by December 2023 2. Train and certify 10,000 practicing drivers with different skillsets</p>	<ol style="list-style-type: none"> 1. Be recognised as a sponsor or partner for the program 2. Your Branding included in all the promotional and events materials 3. Opportunity to market your product at the events and activities 4. Mention in all media engagement as sponsor or partner 5. Access to data of over 50,000 drivers and road transport stakeholders 6. Gain National brand confidence among your prospective clients for contributing to National Development activities 7. Utilise the UPDN App to market your product and services with potential of reaching 100,000 people
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