

Concept Note: World Day of Remembrance

Event: World Day of Remembrance
Theme: Global Theme to be announced soon
Format: Physical/In person (Other Audience attending virtually)
When: 19th November 2023: 09:00am – 12:30noon
Location: Kololo Independence Ground (On road-between Spear Motors to Kyambogo University)

REMEMBER
SUPPORT
ACT

Introduction

The purpose of this event is to remember those who have died in road crashes. In 2022, this figure was 4,534 lives lost. The intention is to work with organisations involved in promoting road safety in Uganda, prioritising Kampala including; but not limited to: ROSACU, The BIRGS programme partners, KCCA, MoWT, UNRA, UPDN, URRENO, HOVITA, SWRW and for all parties to pool their resources into one day.

Objectives

The World Day of Remembrance for Road Traffic Victims (WDR) is commemorated on the third Sunday of November each year.

It is a high-profile global event to remember the many millions who have been killed and seriously injured on the world's roads and to acknowledge the suffering of all affected victims, families and communities – millions added each year to countless millions already suffering: a truly tremendous cumulative toll.

This Day has also become an important tool for governments and all those whose work involves crash prevention or response to the aftermath of crashes, since it

offers the opportunity to demonstrate the enormous scale and impact of road deaths and injuries, call for an end to the often trivial and inappropriate response to road death and injury and advocate for urgent concerted action to stop the carnage.

This year 2023, as we wait for the Global Theme, in summary we hope to:

- remember all people killed and seriously injured on the roads
- acknowledge the crucial work of the emergency services
- draw attention to the generally trivial legal response to culpable road deaths and injuries and advocate for an appropriately serious response
- advocate for better support for road traffic victims and victim families
- promote evidence-based actions to prevent and eventually stop further road traffic deaths and injuries

Event format

- Have a symbolic display of shoes to represent the victims, mainly the pedestrians who are the most affected road user in Uganda.
- Preliminary messages/campaigns
- Visit to emergency ward of Mulago Hospital to show case concern for victims admitted at the time
- Social media, TV/radio campaigns

We aim to gain momentum for a full week running up to the day by placing focus on road crashes, impact, causes, behaviours that increase risk (e.g. Boda riders and passengers not using helmets). Use traffic report to highlight key target/focus areas.

Structure

Physical event with 500 participants. Event will run from 09:00am – 12:30noon

We shall have a symbolic display of shoes representative of the victims' shoes which are usually common at scenes of road crashes, especially involving pedestrians who are currently the most affected road user category in Uganda.

Draft Programme

1. Introductions – welcome note from organisers (20 minutes)
2. Influential person (people) who have been in road crashes (15 minutes)
3. Prayers-IRCU (30minutes/1Hour)
4. Short speeches (1 Hour)
5. Closing Remarks from Minister for Works and Transport (20 minutes)
6. Engage the media (20minutes)

Key Actions

- Develop prospective partner/stakeholder database/list.
- Develop event week workplan & budget
- Agree event venue
- Agree event schedule
- Develop/agree mass media engagement plan
- Develop Press Release, feature stories, Opinions

