Global Road Safety Training Initiative

IMPACT STORY

Tanzania: Road Data Management System App - OKOA MAISHA

May 2024

Background

The "Road Data Management System App - OKOA MAISHA" project aimed to streamline incident data collection and improve road safety through technology and awareness initiatives in Tanzania. The project was designed to address critical road safety challenges by leveraging mobile technology for real-time data collection and analysis. This approach was intended to enhance the efficiency and effectiveness of traffic management and accident response.

Links with the Sustainable Development Goals (SDGs)

Description

The "Road Data Management System App" focused on creating and implementing a mobile app to collect, synchronize, and analyse road incident data, providing traffic police with advanced tools and training to enhance road safety.

Key Activities:

- App Development: Created a functional mobile app for incident data collection, synchronization, and GPS tracking.
- Training: Provided training materials and equipment to traffic police, including smart devices and deployment plans.
- Public Awareness: Conducted PR and communications advocacy to raise awareness about the app and road safety through media activities.
- Monitoring and Evaluation: Established mechanisms to monitor app usage and performance, collecting feedback from stakeholders.

Quantitative Aspects:

- Training: **85 traffic police officers were trained across three districts**.

- Media Coverage: Extensive **media outreach achieved over 38 million impressions through various channels** including print, radio, TV, blogs, YouTube, and Instagram.

Qualitative Aspects:

- The project involved comprehensive training sessions for traffic police, deployment of smart devices, and ongoing public engagement. The media campaign played a crucial role in raising awareness about the app and road safety.
- Enhanced capacity of traffic police to collect and manage incident data effectively. Increased public awareness and engagement in road safety initiatives.

Most Significant Change (MSC): The most significant change observed was the improvement in the capacity of traffic police to manage and respond to road incidents more efficiently, thanks to the new technology and training provided. This change was complemented by heightened public awareness and participation in road safety measures, leading to a noticeable improvement in road safety perceptions and practices.

Conclusion

The project in Tanzania successfully addressed road safety challenges by leveraging technology and awareness initiatives. Despite challenges such as officer availability and backend access issues, the project effectively developed a mobile app for incident data collection and provided comprehensive training to 85 traffic police officers across three districts. Through strategic public awareness campaigns and media coverage, the project heightened awareness about road safety and the app's functionality, reaching over 38 million impressions.

To enhance our traffic management initiatives, we prioritize continuous training for our officers, ensuring they remain adept with new technologies and methodologies. Simultaneously, we are committed to providing robust technical support for app users, guaranteeing data integrity and seamless functionality. Furthermore, we aim to strengthen community engagement efforts, fostering sustained awareness and active participation in our road safety initiatives.