



SAFE ROADS

CAMPAIGN 2025

REPORT

INTRODUCTION

LIFE+LIMB

Primary Trauma Care

Northern Uganda Chapter

SAFE ROADS Campaign 2025

13-19
OCTOBER

Theme

**Empowering Road Safety and
Lay First Response**

Campaign Goal

**To reduce preventable deaths and disability from
road traffic accidents by building traumatic injury response
capacity among lay first responders and promoting
community awareness about road safety**

Our Objectives

- 01** To enhance basic traumatic injury care knowledge and life support skills among medical students through a structured quiz and skills competition
- 02** To train boda boda riders in basic traumatic injury care and first response at road traffic accident scenes
- 03** To create public awareness about road traffic accidents prevention and response through a one-week online campaign

GULU CITY, UGANDA

INTRODUCTION



This project was implemented with a **grant worth \$500**. Thanks to our generous donor (anonymous).

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PROJECT ACTIVITIES

01

First Aid Training
for Motorcycle
riders

02

Injury Care Quiz for
Medical Students



03

Injury Care Skills
Competition for
Medical Students

04

Community Road
Safety Awareness
via Radio and Social
Media

IMPLEMENTATION APPROACH

01



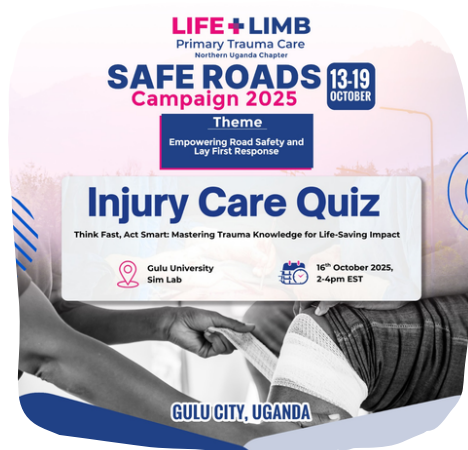
We kicked off the campaign with a 2-hour first aid training for selected motorcycle (boda boda riders) in Gulu City. Focus areas included **airway management, stopping bleeding, immobilizing a broken limb and transportation of the victim**. We used simulation-based approach and adult learning principles.

IMPLEMENTATION APPROACH

02



03



Following a call for participation, twenty selected participants received Primary Trauma Care (PTC) course reading materials a week earlier in preparation of the quiz and skills competition. Additionally, they were also granted access to Gulu University sim lab to practice injury care skills prior to the competition.

The Quiz and skills competition were set using PTC course training and assessment materials. Five participants turned up for the quiz and skills competition after which the winners were awarded with medals, notebooks and certificates.

IMPLEMENTATION APPROACH

04



We had a week-long virtual community awareness on road safety and lay first response for injury victims. We emphasized the need to observe road safety measures and for all community members to have basic skills in first aid for injury victims.

We also had a 1.5 hour radio talk at **Radio Rupiny**- a local radio station having one of the widest coverage in the Northern Uganda Region.

PROJECT OUTCOMES



We conducted first aid training and certification for **five** boda boda riders from different stages in Gulu City. All the participants and **other five** selected boda boda riders (randomly selected from different stages)

The chairperson of one boda stage remarked **“hope this is not ending with us, every one in our business needs to have these skills, they save life”**

PROJECT OUTCOMES



Five medical students participated in the injury care quiz skills competition. These gained fundamental knowledge and skills in primary trauma care.

PTC course materials were also shared with them for further reference during their practice to foster PTC knowledge retention.

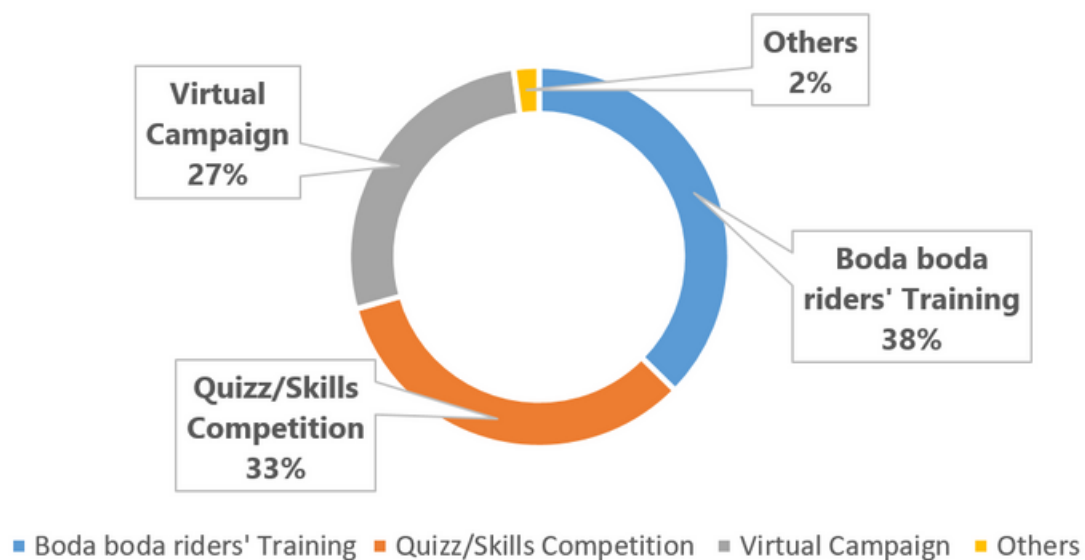
PROJECT OUTCOMES



Through different social media platforms and **Radio Rupiny**, we reached more than a million people in Gulu City, Uganda at large and beyond, creating road safety awareness and lay first response for injury victims. We hope that this inspired behavior change and created vigilance about road safety in Gulu City and beyond

BUDGET ALLOCATION

Chart Showing Budget allocation to the different Project activities



STRENGTH

Multi-stakeholder engagement and partnership with local organizations and institutions made the project feasible, effective and impactful

LIMITATIONS

Competing priorities among our target audience limited the number of those who actively participated in the project.

Additionally, the scope and reach of project was limited by the shortage of resources and funds

LESSONS LEARNT

- Small funding can achieve big impact:** When paired with local collaboration, volunteerism, and innovation
- Community ownership drives sustainability:** Boda boda riders and students showed genuine commitment when actively engaged in planning and implementation
- Multi-sectoral partnerships are powerful:** Collaboration between health, transport, media, and technology sectors enhanced outreach and impact
- Practical, skills-based learning works best:** Hands-on training improved participants' confidence in providing first aid and trauma response

LESSONS LEARNT

- Media and technology amplify reach:** Radio and online platforms proved essential in spreading road safety messages widely and affordably
- Local context matters:** Using local language, examples, and relatable messengers increased community engagement and understanding
- Recognition motivates participation:** Certificates and public acknowledgment encouraged greater involvement and pride among participants
- Low-cost models are effective, can be easily sustained and replicated:** This structured yet simple project achieved the intended objectives and it can be sustained and scaled other cities or districts

FUTURE DIRECTIONS

With more partners, we hope to make this project an annual event in Gulu City and expand it to cover the entire Northern Uganda Region in the near future.

ACKNOWLEDGMENTS



CONTACT US



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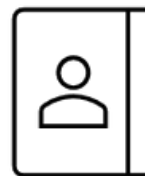


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**Gulu City, Northern
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