



## EUROPEAN UNION

### PRESS RELEASE

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#### THE EUROPEAN UNION SUPPORTS TRAINING OF JOURNALISTS ON THE ROLE OF MEDIA IN IMPROVING ROAD SAFETY

**Tuesday, 21<sup>st</sup> July 2015; Dar es Salaam:** Today the European Union (EU), together with Amend, a non-profit organization focussed on road safety, hosted a training session for leading journalists on the role of media in reporting information on transport issues including road accidents.

Johansen Kahatano who is the Senior Assistant Commissioner of Police, Mr Gianluca Azzoni, the Chargé d'Affaires of the European Union as well as Engineer Leopold Lwajabe from the National Authorising Office-Ministry of Finance were present to officiate the training.

*"The EU as one of the most active partners in the Transport and Road sectors believe every Tanzanian has a role to play in making the roads safer, and that includes the media. By changing the way they report crashes and other transport and road safety issues, journalists can have an impact on the way people think and the way they behave on the road."* Mr Gianluca Azzoni said in his opening remarks

In his remarks, SACP Johansen Kahatano said, *"The Police are not the only ones responsible for road safety; this is a community effort. As journalists you have the responsibility to report incidents on violations of traffic rules to the proper authorities and educate the citizens on their rights and responsibilities on road usage."*

The training was led by the award winning journalist, Mkinga Mkinga, together with experts on road safety Mr Aboubakar Famau from the BBC Media Service and Mr Tom Bishop, Director of Amend. The training is meant to enhance the journalists' understanding of the role they can play in improving safety, and to strengthen their ability to play this role effectively. Furthermore, the participants have launched a journalists' association for road safety as a consolidated step to ensure good reportage on road safety measures.

This initiative is just one of a series of road safety-related events that the EU is supporting in and around this year's National Road Safety Week, celebrated from 3<sup>rd</sup> to 9<sup>th</sup> August in cooperation with Amend. On 29<sup>th</sup> July, a launch event will be held at Kasulu and Ilala Primary Schools, both of which will receive improved pedestrian infrastructure (speed humps, road signs, zebra crossings, etc.) as part of the EU initiative. Road safety education will be taught in eight primary schools in Dar es Salaam, and 2,500 children will receive special reflector-enhanced school bags so that they can be easily seen by drivers while walking to and from school.

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