

REPORT ON THE 'HANG UP and DRIVE' CAMPAIGN

This problem of distracted driving propelled Arrive Alive to design an engagement strategy with Box Office Development partners to organise a special campaign in the nature of a one-day concert, using entertainment as the platform to attract young people to the message about the menace of distracted driving and the need to avoid all forms of distraction on the road, at the Main Auditorium, University of Lagos, Akoka, Yaba, Lagos, Wednesday, July 31, 2013.

Given the established relationship between Age, Road Safety and Use-of-Mobile-Phone; -

- Road Traffic Crashes are the leading cause of death for persons between the of 15 and 29 years
- The youth population is also a heavy user of cell phones
- 47% of persons who use phones while driving age between 18 and 30 years,

AARSI focused on the use-of-phone-while-driving and conducted a campus based campaign themed, "Hang Up and Drive" which brought together young people from the University of Lagos, Lagos State University and Yaba College of Technology, LASPOTECH, Federal College of Education and the general public.

The attraction for the participating youth was the concert which heralded music and theatre performances by notable Nigerian Performing Artists (Sean Tizzle, Eldee, Olamide, Kaffy, MI, Reminisce, Lamu, Tosyn Bucknor, Grand Komanda, Buchi, etc), a tool to get the young people together and provide the opportunity and atmosphere for key Personalities and Stakeholders in the Nigerian Road Safety Business to drive the message with talks and presentations to demonstrate the value of safety on the wheels, especially in relation to the inappropriate use of phones while driving.

The resource persons present include: the keynote Speaker, Hon. Commissioner for Transport, Lagos State, Comrade Kayode Opeifa represented by the Director, Vehicle Inspection Office (VIO), Mr. A. G. Torriola; Corps Public Education Officer, Comdr. Jonas Agwu; Senior Engineer, Lagos Metropolitan Transport Authority (LAMATA), Mr. Jide Oduyoye; Chairman, Road Safety Coalition, Adenusi Patrick; Director, Vintage Outsourcing Services, Mrs. Ogedengbe; Executive Director, Association for Better Environment, Ms. Ndubuisi Okoji; Director, Life Savers Initiative, Rev. Dayo Akinyosoye; Consultant, Community Health, Lagos University Teaching Hospital, Dr. Tolulope Olufunlayo; Director, AARSI, Mr. Yinka Bello and the Executive Secretary, Mr. Ike Okonkwo.

The message from all speeches and performances revolved around the theme, "HANG UP and DRIVE" and the over 2000 participants were urged to reinforce this same message with those in our areas of concern namely family, workplaces, organizations and class/schools.

The hallmark of this event was the pledge to Hang-Up and Drive, which was administered by the Chairman of the Road Safety Coalition, Mr. Patrick Adenusi, with every participant committing to shutting down the phones while driving, going forward.

The Event in Pictures

