



MLHUD/ARSDP/CONS/20-21/00304

**Report Highlighting The End Of Media Campaign Conducted As
Part Of The Road Safety Campaign Of The ARSDP Component
2 Subprojects In Hoima And Buliisa**

Submitted By: Capital One Group (U) Limited



Cover Page / Executive Summary

01 Background

The Government of Uganda (GoU), through the Ministry of Lands, Housing and Urban Development, and with support of the World Bank (IDA) is implementing the Albertine Region Sustainable Development Project. The Albertine region is a center for rapid growth which is likely to accelerate with the oil development underway in the region.

To ensure that the benefits of the oil development reach the residents of the area, GoU is keen to improve connectivity to and within the region and local economic infrastructure. The two Districts of Buliisa and Hoima are the focus of the project as well as the Town Council of Buliisa.

This Report is prepared by Capital One Group as the final deliverable for the implementation of the “Consultancy Services To Run A Road Safety Campaign Of The ARSDP Component 2 Subprojects In Hoima And Buliisa “MLHUD/ARSDP/CONS/20-21/00304”.

This Report draws upon the consultations and analytical work conducted by Capital One Group in close consultation with the ARSDP Project team. It also takes into consideration the findings from the field having done a communication campaign in these two districts and finally it proposes key recommendations going forward.



02 Areas Covered

The roads visited include Bulindi-Waki Dwooli (17.6km) Road and Kitoba-Kyabasengya –Kaboijana (14.75Km) Road, these were in Hoima District.

The roads in Buliisa District include:

- ✓ Ndandamire-Bikongoro-Ngwendo Road for Kiyere village
- ✓ Kisiabi-Kijangi-Buribo Road for Kijangi village
- ✓ Kijangi-Kijumbya Road for Kijangi village and Kigwera North East
- ✓ Buliisa-Wanseko Road for Wanseko landing site

03 Objectives

The main objective for the field visits in both districts was;

- ✓ To display the signposts for the benefit of community in these areas
- ✓ To sensitize the people on how to reduce on the levels of road accidents through radio, signs and billboards
- ✓ To educate children and other road users to take precaution while crossing roads.
- ✓ To show the possible dangers that would result from reckless drivers and cyclists.



03 Findings

HOIMA DISTRICT

- ✓ The people were eager to know about the message we were communicating through the signposts.
- ✓ The Locals were very supportive and at the same time cooperated with us and this made our work easy to implement.
- ✓ The people were against the road users who disrespect road signs and regulations
- ✓ The people actually expected us to provide them with jobs when the road construction process starts or commences.
- ✓ In addition to the above, the locals also expected handouts inform of money, alcohol and actually giving them personal signposts to take to their homesteads.

BULIISA DISTRICT

On the other hand the field visit to Buliisa District did not run as smoothly as it did in Hoima District.

- ✓ Some people were against pinning the signposts on their walls
- ✓ The elders in Buliisa expected money in return for their acceptance to pin up the signposts.
- ✓ The locals in Buliisa portrayed a lot of arrogance.



- ✓ The people also wanted personal copies of the signposts that we were pinning.
- ✓ Besides the arrogance portrayed, some of the locals were shockingly cooperative to a larger extent.
- ✓ The locals had a negative perception about us taking photographs of them, thinking we had bad intentions.

04 CHALLENGES

While we executed our activities in Districts of Buliisa & Hoima, we faced a number of challenges and these include;

HOIMA DISTRICT

- ✓ The natives wanted personal copies to satisfy their pride
Suggested solution; smaller copies of these sign posts inform of calendars, brochures should be designed to curb this challenge.
- ✓ One of the natives threatened that the idlers would not let the signposts spend a night, he openly said that, “come back tomorrow and confirm what am telling you.
Suggested solution; the sponsors of this project should think of sensitizing the importance of these signposts to the community so they can embrace it as their very own.
- ✓ The locals expected handouts inform of money from us



Suggested solution; the sponsors of this project should provide soft drinks to the field officers who participate in these activities so the locals can pay full attention and also be more accepting to the message being passed on.

- ✓ Some locals were not cooperative on pinning up the signposts.

Suggested solution; the sponsors of this project should persistently pin up the various signposts with their various advantages.

BULIISA DISTRICT

- ✓ The natives in Buliisa were less interested in the message we had to deliver

Suggested solution; continuous sensitization must be implemented in these areas such that people in these remote areas can begin to see the merits of such programs.

- ✓ The natives wanted small posters for purposes of educating their children.

Suggested solution; the organizers of this project should be looking at designing different sizes of posters tailored to meet the needs of different individuals or sectors.

- ✓ The people in Buliisa are of arrogant nature and this did not make our work any easier,

Suggested solution; the project organizers should consider putting in place items to offer to the locals to grab their attention, these may include branded pens, branded books with the message that is being carried along with the signposts.



05 Conclusion & Recommendations

- ✓ From our own observation, the process of enriching the signposts to these areas was a success to a larger extent and a failure to a relatively smaller extent which was not expected due to the above challenges.
- ✓ However the organizing team can try and look into our suggested solutions and implement those that are possible so as to make this project a success story in these areas.
- ✓ In addition, these areas that were supervised by us were actually promising areas to up take the precautions pinned up especially by the drivers, pedestrians, cyclists and children.
- ✓ Lastly, this project has shown a promising change in these areas and a reduction of wreck less accidents which portrays the project as a success immediately the roads are worked on.

Paul Mwirigi Muriungi, MCIM MCIPR

Lead Consultant & Team Leader



MAIN REPORT

HOIMA DISTRICT

An earlier on survey was conducted in Hoima District, in the villages of Kibugubya-Kisabagwa Parish, Kyabigambire sub county, Hoima District and Buraru village, Buhanika sub county, Hoima District.

The process of pinning up posters was also done within the same villages.

Below are the comments/feedback received from the natives of the aforementioned villages.

KIBUGUBYA VILLAGE

FINDINGS/REACTIONS

It was a warm welcome from the people of Kibugubya village who could ably recognize the team since it had earlier on visited the area.

We reached the chairman's place, which I well knew because the last time we were in the area, we had introduced ourselves to him and knew where he resided very well. He welcomed us and remarked that accidents were very common in the area and so the campaign was indeed good. He gave us a go ahead to talk to his residents and pin up the posters.

The hospitality that the people showed to us was amazing. They were welcoming, they were happy with the message that was being passed to their community since the area was prone to many accidents as a result of over speeding,



drunkard drivers, children who play on the road, animals that are always found crossing the road among other factors.

The posters indeed portrayed the exact problems that the people of Kibugubya were facing and indeed needed sensitization and community awareness on road safety.

People were so much interested in having personal posters to educate their people at home especially for the children's posters. Though they appreciated the ones that were being put in centres, many people were not residents in the centres. They simply go there for specific activities. They therefore wanted to be availed with posters they could take home, display in their houses and educate the family members.

The locals were very specific on what posters to put and in what places especially the boda bodas, while at their stage they would show us a place with a better view, describe the characteristics of the boda bodas at that stage and then tell us to put this specific poster. We found this amazing and it actually eased our work.

People wanted us to create bigger sign posts that can be put along the roads and at corners. They were of the view that the truck drivers who always over speed in most cases do not stop in their centres so it would be difficult for them to read this information. However, if it is a sign post then it is automatic that they will read and get to know the message being put across.



People wanted to be taught before the posters are put on their houses. This is possibly because of the fact that many did not get the opportunity of being sensitized.

The people were very eager to know the message that was being put across. They would look at the posters asking what they are all about. Others would be heard reading and interpreting for those who seemed not to know how to read. They would interpret for others and would begin to comment on the drawings. We then would come in and educate them about the same before pinning them up.

The people in this village would share their experiences and even give vivid example and scenarios of what was happening within their village. On the poster for animals, they gave an example of a person who knocked a dog and this almost cost them their life. On the poster for over speeding, they could call names of those fellas they know and tell them to come and see what their habits will lead them into. On the poster for drinking while driving, they nicknamed the man in the poster as “Mujuni” who is a habitual drunkard yet a boda boda rider. They would take us to the drinking places and tell us to put that poster there. So that if they are drinking, they are reminded that they are not supposed to drive under the influence of alcohol.

Those who were found along the centres in these places were inquisitive to know how they can be helped. Many of them remarked that they just come to such places once in a while, in their villages, they were experiencing the same issues but did not have the same opportunity as these other people within the centres, so how could they be helped?



Challenges

In this village, there were specific issues that were intriguing. A woman approached us trying to explain that she does not reside within the centre but just a few metres away. She informed us that there was a borehole near her home.

Very many people in that area use that borehole, she said that the place was prone to accidents and the people needed sensitization. She requested for posters to pin up in that area. She pleaded with the team for over 4 times. The team was forced to drive there and indeed the place was that bad. We were able to pin up some posters so that the community can be sensitized.

Those who owned nice looking houses though in urban centres denied us the opportunity of pinning up the posters on their houses.

The posters got done when people were still demanding for them that is to say those staying along the roads wanted posters be placed on their houses but these got done.

Recommendations

A proposal was made that a calendar probably created in A3 form is with all the messages on the different posters so that the same can be distributed to people for personal use in their homes and it can be used for sensitization purposes, creating awareness.



BURARU VILLAGE

The residents of Buraru village were so welcoming. Others could ably recognise us with our posters and could be heard saying that these people came here and taught us. However, others could not still recognise us with others not knowing who we were.

FINDINGS/REACTIONS

We proceeded to the different places within the centre where we started executing our tasks. We could approach the different houses, introduce our selves and the purpose of our visit, educate the people on the different posters and then seek permission to pin one of them on the houses. On the trees no permission was sought for as long as it was visible and big enough to accommodate the poster, the same would be placed thereon.

The residents were of a view that all the four different posters be placed in one place instead of one poster per place. To them this could enable them easily read, draw a distinction and no the dos and don'ts while using the road.

The people would call us themselves, ask us about the posters and then they would recommend the good work we are doing. They would go ahead to show us where to place the posters. After pinning they would gather around the poster, start reading and interpreting the message and they could be heard arguing.

Concerned people asked how those who do not reside in urban centres and along these roads can get the message being put across and how they can be helped because they experience the same problems but have not gotten a



chance of seeing the posters. They were encouraged to listen to radio stations because the same messages were being put across as we can see a way of reaching them.

The people were very eager to ascertain the message on the posters. They would look at them and ask what it was all about, others could interpret through drawings, and others would be heard reading and interpreting for those who seemed not to understand.

The locals wanted personal posters that they could simply take and put outside their homes. Others wanted those they could put in their homes which was impossible.

The people were asking for personal posters that can be put in their respective homes. They were more into getting posters for themselves because they thought people would steal the ones pinned up and they would stand a chance of losing out on the message being communicated.

Generally, feedback was positive, the posters gotten finished when the people were still demanding for more.

Challenges

The team only registered one case where they were denied a chance of pinning up the poster. The owner of the house seemed to be a born again and particularly refused the poster for drink and drive. However, even though he refused the poster, other house owners were gladly pleased and requested that the same be placed on their houses.



The people of Buraru raised a concern as to how those who do not leave in urban centres could be helped. They were of the view that these people experience same challenges since they are also road users but have not gotten the opportunity to be sensitized and educated. They were seeking answers on how they can be helped.

Recommendations

Among the recommendations, the people suggested that all the information be put into one poster possibly in calendar form for easy sensitization and these could be distributed for home use. Since most of the people wanted all the four posters placed in one location for purposes of analysis and comparisons, this option would actually do better.

Another recommendation was that the posters be made in sticker like mode with glue behind so that nails are not used. The people were of the view that the nails were damaging the walls. Glue is better because one simply pins the posters with much ease.

BULIISA DISTRICT

Different areas within Buliisa District were visited. These included Wanseko landing site, Kiyere village, Kigwera North East and Kijangi village all being in the aforementioned district.



WANSEKO LANDING SITE

Immediately we reached the place, the people were welcoming and very inquisitive. They wanted to know the reason for our visit and the information we had for them. They started watching from a distance trying to figure out the intention of our visit.

FINDINGS AND REACTIONS

Immediately we reached Wanseko, we headed to the local chairperson one's residence to explain to him the purpose of our visit and get a go ahead to execute our tasks within his area of residence.

Unfortunately, he was attending to other engagements but we were availed with his contact whereby we called him, explained to him the purpose of our visit within his jurisdiction. He actually was very welcoming to the idea and he noted that accidents were very common in his area due to the developments coming up. He gave us a go ahead on the process of pinning up the posters.

The process was started, we found the people very welcoming, eager and inquisitive. Some kept following us wanting to know the message being put across even after talking to them on the same.

Around the houses, the team could first educate the people found there, after which it would ask for the one in authority for a specific place which seemed to be in a better view. When he or she is introduced to us, the team would seek for permission to pin up the posters. And we could hand him/them an allowance fee



which always made them happy and others were heard commenting that more posters be placed in the place.

The posters would be placed in areas with a better view that is to say visible and where people would easily see the poster. After this activity, the locals would gather around where the poster is placed and they could be heard reading the message and trying to interpret. This actually gave us hope that our message was being well put across.

On the big trees, no permission was sought except for those that were located near people's homes. The team could just pin up the posters. Where necessary, the team could first talk to the locals around.

Around the market places, no hindrances were encountered. The locals informed us that the same was public property. They encouraged the team to place posters in every place that was visible and of good sight. The team however, placed the posters in areas with a better view.

In Wanseko there is this one local person who liked the message we were disseminating and decided to take us through areas with better views. He could briefly give an introduction to the owners of the places he wanted us place the posters and then tell us to say more including the issue of sensitization. He could plead with the owners of the buildings to let us place our posters. His efforts were very fundamental and he was grateful for the allowance received.



Challenges

On the well-built permanent structures, the owners of the houses could not let place our posters thereon. They had a perception that the nails could cause damage to their walls.

Only one person denied us the opportunity of putting our poster on her kiosk which was strategically located with a very good review. Generally, feedback in this area was positive.

KIYERE VILLAGE

It should first be noted that this area was sparsely populated with only a centre and a few houses along this road. Nevertheless, this could not hinder the progress of our activities.

The people were very welcoming. However, most of the people who were at the centre were different from the ones we found during our data collection process. This however, did not limit our works in any way.

The team briefly introduced itself clearly taking cognisance of the fact that it earlier on visited the same area. The team educated the locals on what message was being put across as per the different posters.

The locals would be accordingly informed of the purpose of the visit, get introduced to the owner of the building where permission would be sought to pin the poster against the walls of their buildings. Many were welcoming to this idea



since all of them were road users and actually accepted that the posters be placed on their houses.

On the issue of the trees, where permission could be sought, the same could be obtained that is to say for trees near families or centre. Where the same could not be obtained but when in a better view, the pinning would simply be done.

The people in this area appreciated the allowance that was being given to them and they thanked the organizers for that initiative. Some people remarked that other organizations come in their villages with different campaigns but do not give them even a mere coin.

The people in these places vowed to keep a keen eye on these posters and make sure that the same are protected for the good of the whole community.

Challenges

In Kiyere village, a good section of people with well-built permanent structures though along these roads did not want these posters be placed on their walls. They could first ask what was being used in the process of pinning up and when one mentioned nails, they would object alleging that these damage walls.

The same recommendation as earlier on noted of the posters being made in sticker form (with glue behind)) was made so that the posters can just be placed without hammering nails.



KIGWERA NORTH EAST

For the very first time, the team came across groups of people who were not welcoming and very hard to deal with.

Immediately the team got out the posters from their cars, the locals were heard shouting do not approach this side if there is no money. Others were heard remarking that take back whatever you have brought for us.

The team had to strategize and get a better way of approaching the locals who were drinking at the centre.

FINDINGS AND REACTIONS

In a very soft conversation, the team engaged the locals who were seated in groups according to their drinking joints. Introduction was done and we informed the locals of how we have been in touch with their local council one chairperson since the time of data collection. We explained to them the purpose of our visit, educated them about the posters and the message being put across.

They got engaged into our conversation and actually started participating. They were however asking endless questions, trying to challenge everything that was being put to them. These were all drunk.

We got in touch with the owners of the houses whom we engaged with privately and accepted that the posters be pinned.



All the locals who had participated and asked questions were given some allowance and immediately their attitude changed. They were now welcoming and could give every information requested from them.

They informed us of the places we could put the posters because most likely, the locals were going to steal them since many of them wanted personal posters to pin at home.

KIJANGI VILLAGE

The people just seemed not bothered by our presence. They were just curious on where we were from and what we had come to do in their village. The locals were also seated in groups.

FINDINGS AND REACTIONS

We started by approaching the different groups, introduce ourselves to them and tell them about the purpose of our visit.

The locals wanted all the contents on the different posters be explained to them before they would agree or disagree to their pinning. In these groups others seemed not concerned and were heard questioning how that affected them. But these would be immediately answered by their fellows telling them that they were all road users so this equally concerned them.

After educating them and sensitizing them on road use, they asked for personal posters stating that they wanted to put the same in their houses. The team immediately informed them that this was not possible unless they were residing



along the very road under survey to show us their homes and we ascertain if the poster can be pinned thereon. Most of them could not prove this but just kept on insisting to be given posters they can take home and educate the people at home.

Nevertheless, this did not kill our spirit behind the process of sensitization and the pinning up of the posters. We engaged with the owners of the buildings who gave us a go ahead with the process of pinning up the posters and vowed to protect them.

The people in this locality were very appreciative and supportive. They could take us to the exact locations where they wanted the posters be placed and could even select what poster would be placed thereon.

However, they kept on asking for posters that they can take to their respective homes, be able to sensitize their family members and also pin them up outside their homes to sensitize the community.

Challenges

In this village, the locals remarked that we were actually wasting our time putting up the posters because any time them same were going to be pulled down and stolen because people wanted to own them as personal property and put them at their homes.

The locals also wanted posters with different messages be placed in one place for easy reading, comparing and contrasting the different messages. This would enable them to clearly understand the message being put across.



The posters got finished when people were still demanding for more to be placed on their buildings to help on the process of sensitization and creating awareness.

Recommendations

One message be created from the different posters in a calendar form that can be given to people and placed in their homes for more sensitization.

Posters be made in sticker like form with glue behind to cater for those people who do not need nails on their walls.

Generally, the feedback was positive, the people appreciated the efforts that were being injected in sensitizing the people on road safety. They also noted that they have been hearing these messages running on radio stations. For the allowance being given to the locals, they were so much grateful on the same.



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Hoima 12mx6m entering town.























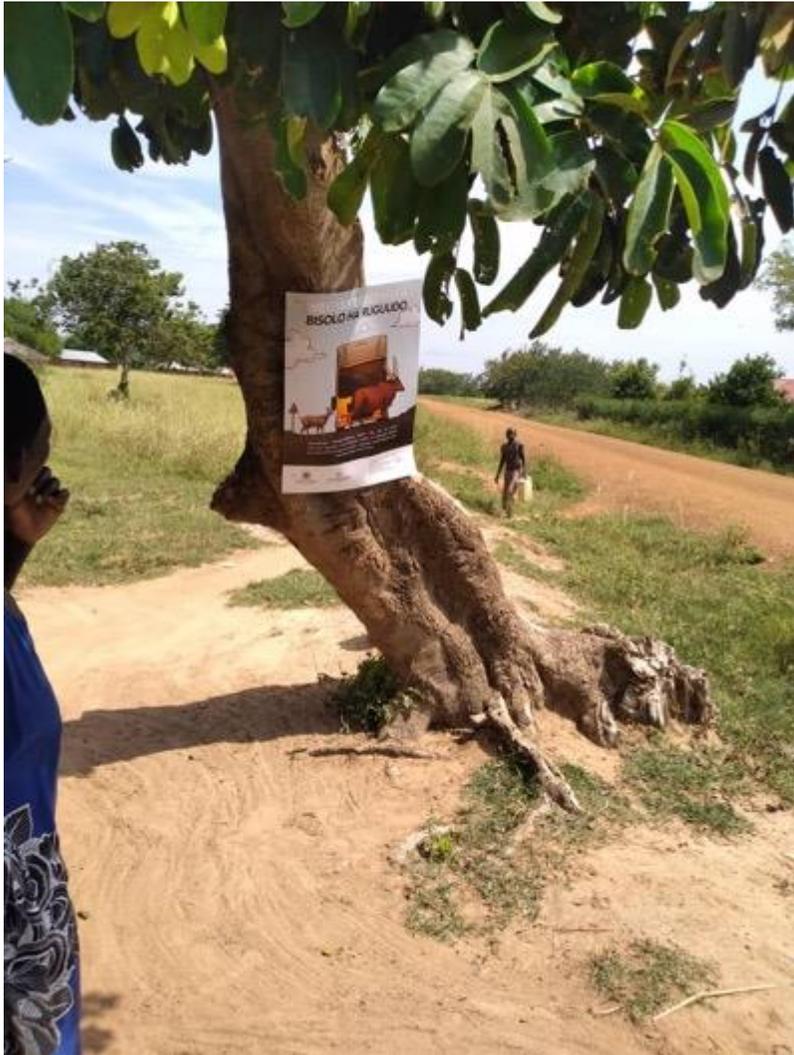
















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