

## LOW-COST SOLUTIONS FOR ROAD SAFETY IMPROVEMENT IN GHANA

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### **Extended Abstract**

Road safety is a critical issue in Ghana, where thousands of people die or get injured in road accidents every year. The World Health Organization reports that Ghana has one of the highest road traffic fatality rates in Africa, with an estimated 13.9 deaths per 100,000 population. This statistic is alarming and highlights the urgent need for effective road safety interventions.

Unfortunately, many of the traditional solutions to road safety, such as speed cameras, traffic signals, and road infrastructure improvements, are often expensive and may be beyond the reach of low-income countries like Ghana. However, there are low-cost solutions that can make a significant impact on road safety and save lives.

One low-cost solution is to improve road signage and markings. Clear and visible road markings and signs can help drivers better understand the road layout and anticipate hazards, reducing the likelihood of accidents. In Ghana, many roads lack proper markings, and signs are often poorly maintained or not present at all. By investing in clear and visible road signage and markings, the government can significantly improve road safety at a relatively low cost.

Another low-cost solution is to promote road safety education and awareness. Many drivers in Ghana lack basic knowledge of road safety rules and regulations. By providing education and awareness campaigns on road safety, the government can empower drivers, pedestrians, and other road users with the knowledge and skills needed to stay safe on the road. This approach can be accomplished through various methods, such as radio and TV programmes, public announcements, and education campaigns in schools.

Additionally, low-cost solutions such as enforcing traffic laws and regulations can make a significant impact on road safety. Ghana has traffic laws in place, but they are often not enforced, leading to reckless driving, speeding, and other unsafe behaviors. By enforcing traffic laws and regulations, the government can improve compliance, reduce accidents, and make the roads safer for everyone.

Furthermore, investing in road safety audits is another low-cost solution that can make a significant impact. A road safety audit is an assessment of the safety of a road network, taking into account its design, traffic volumes, speed, and other factors that can impact safety. By conducting regular road safety audits, the government can identify and address potential safety hazards before they become a problem, making the roads safer for everyone.

Finally, promoting the use of helmets, seatbelts, and other protective gear is another low-cost solution that can make a significant impact on road safety. Many road users in Ghana do not wear protective gear, despite its proven effectiveness in preventing injuries and fatalities. By promoting the use of helmets, seatbelts, and other protective gear, the government can significantly reduce the number of deaths and injuries on the roads.

In conclusion, improving road safety in Ghana is an urgent need, and there are low-cost solutions that can make a significant impact. Road signage and markings, road safety education and awareness, enforcing traffic laws and regulations, road safety audits, and promoting the use of protective gear are all effective low-cost solutions. By investing in these solutions, the government can significantly improve road safety, save lives, and reduce the economic burden of road accidents in Ghana.