Deployment of Modern Communication Technologies for Enhanced Road Safety in Kenya

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ABSTRACT
In contrast to the knee-jerk reactions and piecemeal approaches to the frequency and severity of motor vehicle traffic fatalities in Kenya, this paper presents a conceptual proposal for an integrated dedicatedly implemented road safety architecture. With modern communication technologies as its chief driver, and supported by a functional common database, the proposed integrated road safety architecture encompasses, but not limited to, the following action areas: improvements in road furniture, geometry and layout; proper training and road safety sensitization for drivers, effective enforcement of traffic rules and regulations; road safety awareness for the general public; introduction of stringent vehicle safety standards and yearly inspections, investment in emergency and post-injury services along national trunk roads; and, improvement in the reliability of accident reporting.