



# COMBINED MANUAL FOR THE TRAINING OF COMMERCIAL MOTORCYCLE RIDERS

**5** For Bike Delivery Riders



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stand-alone trainings or used to enhance current training offerings.

## How to use this manual

This manual is designed to be a reference for training facilitators. Each module is designed to deliver an introduction and overview of the topic, and can be used in addition to other training materials.

As a guide, each module can be comfortably delivered in less than one day in settings of up to 20 participants. Facilitators may consider adding additional time for larger groups, or for modules with practical elements.

## Target trainees for this manual

This manual is designed for the training of commercial motorcycle riders in . It is further relevant to all motorcycle riders and pillion passengers interested in improving their own knowledge of motorcycle safety.

## Who can use this manual

This manual is intended for use by training facilitators with some prior knowledge of motorcycle use, including rider trainers, SACCO (cooperative) leaders and other civil society groups. The five training modules included in this manual can be delivered as

# Acronyms and abbreviations

AED	Automated External Defibrillator
CoVAW	Coalition on Violence Against Women
CPR	Cardiopulmonary Resuscitation
FGM	Female Genital Mutilation
FGC	Female Genital Cutting
GBV	Gender Based Violence
BS	Bureau of Standards
NPS	National Police Service
NTSA	National Transport and Safety Authority
PPE	Personal Protective Equipment
PVC	Polyvinyl Chloride
SACCO	Savings and Credit Cooperative Organisation
SWRW	Safe Way Right Way
SGBV	Sexual and Gender Based Violence
UN	United Nations
UNFPA	United Nations Population Fund
UV	Ultra Violet
VAWG	Violence Against Women and Girls
WHO	World Health Organization



# HELMETS & PROTECTIVE GEAR





## Introduction

Every time riders take to the road on a motorcycle, they must always think safety first. Whether they're an experienced rider or a novice, the rider and their passenger must wear the correct personal protective equipment (PPE) at all times.

Unlike drivers of cars, trucks and buses, riders are not surrounded by protective steel enclosures or held in place securely by a seat belt. In the event of a crash with other vehicles or fixed objects, riders are more susceptible to serious injury or death. The increased risk is also due to riders being less visible than larger modes of transport, and having to share the road with fast-moving vehicles.

Riders must wear 'protective equipment' or 'protective gear'. Its main purpose is as follows:

**Protection** - In the event of a crash, protective equipment will help prevent or reduce the severity of injuries and the risk of fatality.

It is important to take the following factors into account when wearing protective gear:

**Visibility** - Brightly coloured or reflective clothing increases a motorcycle riders' visibility;

**Comfort** - Properly fitting, well-made protective gear will help stay comfortable when encountering various weather elements and riding conditions. Uncomfortable protective equipment can distract you from riding safely.

This section discusses the rider's protective equipment and the laws pertaining to its use.

## Training objectives and training outcomes

This training aims to equip motorcycle riders with the necessary awareness around the

importance of wearing a helmet. This is cognisant of the fact that a large number of riders do not wear helmets, and in many cases, where they are worn, they are worn incorrectly without the chin strap secured. It is often the case that helmets are of poor quality, or previously damaged and needing to be replaced.

## In this training the rider will learn:

- The importance of wearing a motorcycle helmet whether as a rider or a passenger;
- How a helmet reduces the risk of serious injury in the event of a crash;
- The different types of helmets, how their quality is graded and what protection they offer;
- Helmet use and national and county laws.

## Outcomes:

- Be informed when purchasing a helmet and know how to care for it;
- Positively adopt wearing a helmet when riding;
- Consistently wear a helmet correctly, as and when needed;
- Adhere to relevant helmet wearing and enforcement laws.

# Helmets

Head trauma is the leading cause of death for riders. Safe, quality helmets reduce the risk of death in a road crash by over six times, and reduce the risk of brain injury by up to 74%.<sup>1</sup> A large proportion of motorcycle riders sustain head injuries in crashes. A 2018 hospital-based study from Western Kenya reports that 42% of powered two- and three-wheeler riders admitted had sustained head injuries.<sup>2</sup> More recently, a study between May 2022 and October 2023 showed that head injuries are the leading cause of hospital admission for injured motorcycle riders, representing more than one third of all injuries (35%) according to hospital records<sup>3</sup>.

Wearing a sub-standard helmet, wearing a helmet incorrectly, and not wearing a helmet at all are all factors contributing to the high prevalence of head injuries.

## How do helmets work?

In the event of a crash, a helmet works in three ways:

**It increases the deceleration of the skull**, and hence the brain movement, by managing the impact. The soft material incorporated in the helmet absorbs some of the impact, so the head comes to a halt more slowly. The brain does not hit the skull with such great force;

**It spreads the impact force over a greater surface area** so that they are not

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concentrated on particular areas of the skull;

**It prevents direct contact between the skull and the impacting object** by acting as

a mechanical barrier between the head and the object.

## The components of a motorcycle helmet

These three life-saving functions are achieved by combining the properties of the helmet's four essential components (see photo on the following page):

- 1. The outer shell** The solid outer surface of the helmet distributes the impact and therefore lessens the force before it reaches the head. Although the shell is solid, it is designed to compress when it hits anything hard. It also protects against penetration by small, high-speed objects (such as gravel flung from the road) and protects the padding inside the helmet from abrasions and knocks during daily use.
- 2. The impact-absorbing liner** The layer beneath the outer shell is made of a soft, crushable padded material – usually expanded polystyrene. This dense layer cushions and absorbs more of the shock by slowly collapsing under impact as the helmet stops and the head tries to continue moving.
- 3. The comfort padding** This is the soft foam-and-cloth layer that sits next to the head. It helps keep the head comfortable and the helmet fitting snugly.
- 4. The retention system or 'chin strap'**

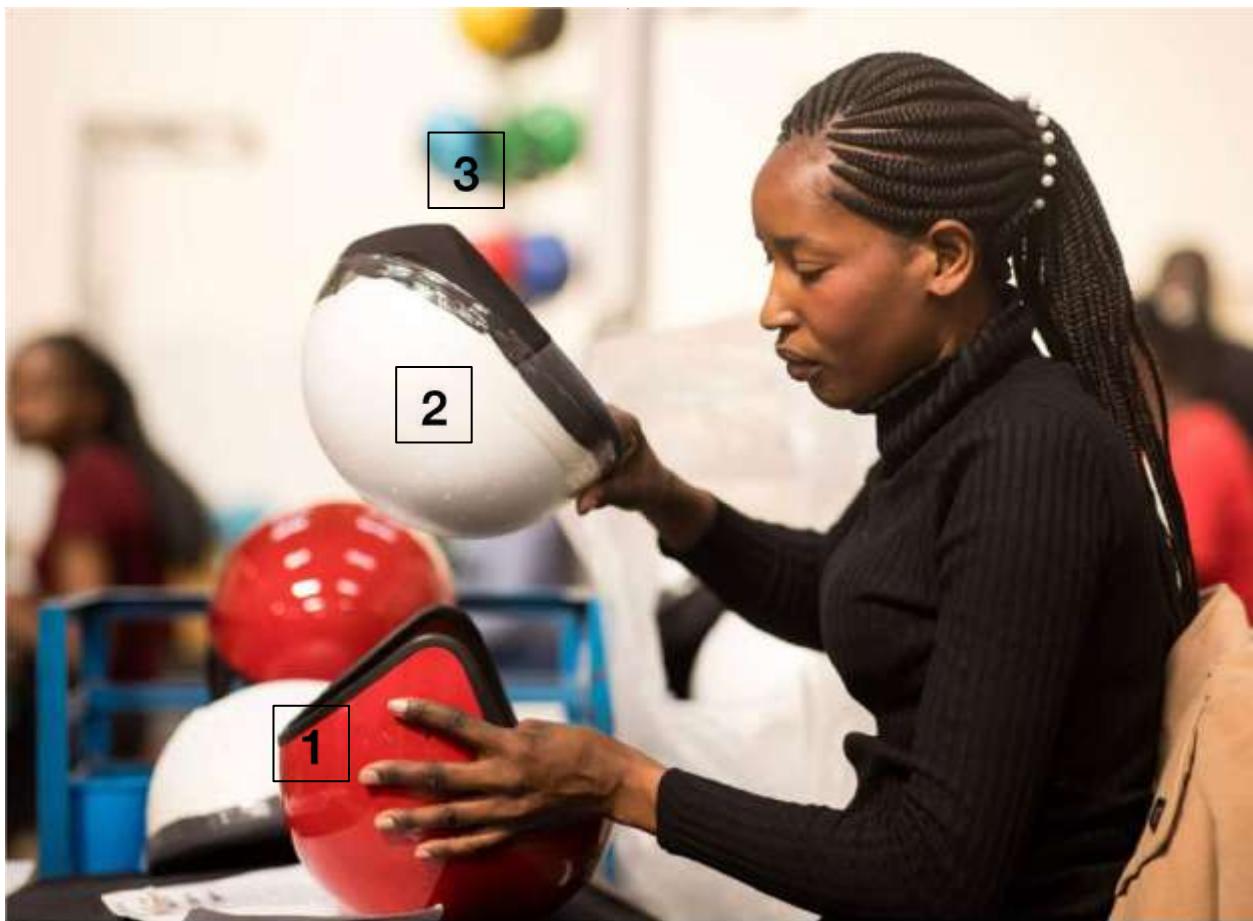
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<sup>1</sup> WHO. Helmets: A road safety manual for decision-makers and practitioners 2023 second edition.

<sup>2</sup> Sisimwo PK, Onchiri GM. Epidemiology of head injuries and helmet use among motorcycle crash injury: a quantitative

analysis from a local hospital in Western Kenya. *Pan Afr Med J.* 2018;31(1).

<sup>3</sup> Nyachieo, Wandera, Peden, Clark. A Fare Price: An investigation into the health costs of motorcycle taxi crashes in Kenya. 2024.



This mechanism keeps the helmet attached to the head in the event of a fall or crash.

### Approved helmet standards

Helmet standards are used as a regulatory measure to ensure a uniformly recognised safety level for helmets available on the market and used by riders. Good helmet standards save lives by ensuring quality. Helmets that do not adhere to an approved standard may not be safe and should not be used.

### The Kenya Helmet Standard

In Kenya, the national helmet standard is set by the Kenya Bureau of Standards (KEBS). The KS 77: Protective helmets for motorcyclists — specification has been in use since 2012. According to Kenyan law, every helmet manufactured, imported or sold

in Kenya must meet or exceed the KEBS KS77 standard.

### How to identify the Kenya Standard KS77

Helmets which meet the KS77 standard should feature the KEBS standardisation mark, either placed directly on the helmet or on a label attached to the helmet at the point of purchase.



## **The most common types of helmets in**

There are various styles of helmets which afford different levels of protection. The three most common types of helmets in are:



### **Full-face helmets**

These helmets offer facial protection in addition to impact protection. Their principal feature is a chin bar that extends outwards, wrapping around the chin and jaw area. Extending above the jaw, there is a vision port that allows the wearer maximum range of sight, in line with the requirements for peripheral and vertical vision.



### **Open-face (or half-coverage) helmets**

Open-face helmets give standard protection from impact with their hard outer shell and crushable inner liner similar to full-face helmets.

They may or may not have retractable visors and chin bars to protect the eyes and jaw. They offer less protection for the jaw and chin area than full-face helmets.



### **Tropical weather helmets**

These helmets are relatively new to Kenya and have been designed for rider comfort in hot, humid climates. They are lightweight open-face helmets with additional ventilation holes to provide maximum airflow to reduce heat build-up. They may or may not have retractable visors.



## Counterfeit helmets

There are counterfeit helmets that do not adhere to the recognised helmet standard. These types of helmets do not provide adequate protection and should not be used. The widespread availability and use of counterfeit helmets is a growing cause for concern.

## How to identify counterfeit helmets

All qualifying helmets should have undergone testing in accordance with the KEBS Standard KS77. Though not always possible, counterfeit helmets can be identified by a rider through visual inspection in two steps:

1. The KEBS Standardisation KS77 mark should be fixed to the helmet either directly or on a label attached to the helmet;
2. Helmets must have the four components as described in the section above. Counterfeit helmets, especially those made for children and young adults, often do not have the impact-absorbing polystyrene layer. Helmets that do not have a chin strap do not comply with the KS77 standard.

## Helmet Ownership

A good quality motorcycle helmet is a financial investment. A rider should ensure the helmet is the correct fit and proper care should be taken in order to prolong its life.

## Purchasing the correct size helmet

A rider should purchase an approved helmet to achieve a good standard of protection by observing the following:

- a) Only purchase a helmet from a trustworthy dealer;
- b) The helmet should fit the rider's head tightly but also provide all-day comfort;

- c) There should be no pinches or pressure points;
- d) To see if a helmet is a correct size, the rider should put it on and try to move it around their head with their hands while holding the head still. If the helmet doesn't rotate, it is the right size;
- e) The rider's head shape and size vary, so it may be necessary to try on several different helmets to find the correct size;
- f) For a helmet to be effective, it needs to be of sufficient quality to provide maximum protection to the head.

## Second-hand or used helmets

Second-hand or used helmets may have damage you cannot see which could affect their integrity. You should only buy a secondhand helmet from a reputable dealer who can establish the helmet's history.

## Replacing a helmet after a period of time

A helmet's materials wear out over time. Things such as Ultra Violet (UV) radiation, differences in temperature and rain influence the helmet's outer shell over time. The interior also wears out, compromising the helmet's fit. The shock-absorbing layer also hardens after a while. This material should ensure the impact is absorbed and that the forces are damped, however, when it has hardened it will not absorb the impact properly.

Whereas it is normal for a helmet to display signs of daily wear a tear (cosmetic scuffs and scratches), it is harder to see the more serious damage caused to a helmet that is exposed to the elements over long periods of time.

A helmet used regularly has a life expectancy of around three years<sup>4</sup>

### Replacing a helmet after a collision (even if it looks fine)

If your helmet has received a serious crash impact, you will need to replace it. Even low-impact crashes can cause the shock-absorbing layer of the helmet to compress, which decreases the chances of it effectively protecting you in another crash. For the same reason, you should not attempt to repair a helmet after a collision.

### Correct helmet care

You should follow the manufacturer's cleaning instructions for the specific helmet you've purchased. If you only occasionally use your helmet, you should store it safely, somewhere where it won't be dropped or knocked. You should never store a helmet lying on its crown (the top) or near to a source of heat as this can damage the helmet's materials. You should avoid applying paint or stickers to a helmet as some adhesives and aerosols may weaken the helmet's outer shell.

A helmet will become dirty through use. To maintain the helmet's life and the rider's comfort, the helmet should be regularly cleaned:

- **Every day:** Remove any visible dirt from the outer shell and visor with damp cloth.
- **Every week:** Clean the helmet's vents and chin strap buckle with a small brush
- **Every three months:** Clean the helmet's interior to remove sweat and other debris. Leave the helmet to dry naturally.

## Gloves

Full-fingered motorcycle gloves protect hands from blisters, the sun and cold and help prevent cuts, bruises and abrasions in day-to-day riding. Seamless gloves (or gloves with external seams) will help prevent blisters. In the event of a crash, gloves will help protect the rider's hands from injury.

Gloves that fit correctly will improve the rider's grip on the handlebars. Bulky or loose-fitting gloves should be avoided as they could impede the rider's ability to operate the controls safely. For that reason, gloves should be replaced as they begin to wear with use.

Motorcycle gloves are available in many styles. Lightweight gloves may be more comfortable in warmer weather, while heavier, lined and insulated gloves provide additional protection and warmth. Gauntlets (gloves with extended cuffs) will prevent cold air entering the sleeves.

## Footwear

Sturdy, over-the-ankle boots are best at protecting the rider from various riding hazards. In case of a crash, boots that are properly fastened help provide valuable protection against foot and ankle injury. Training shoes and flip-flops offer little to no protection and should not be worn while riding.

In the event of a crash, the feet and lower legs of a rider are particularly vulnerable to injury. A 2018 study of 4,200 motorcycle trauma patients found that after head injury,

<sup>4</sup> SHARP: Department for Transport, UK Government

Kenyan National Helmet Wearing Coalition



the leg and foot were the next most common trauma sites<sup>5</sup>.

Appropriate boots will also protect against burns from hot exhaust pipes and against any harm to the foot or ankle from flying road debris. Boots with oil-resistant, rubber-based composite soles will give you a firm grip on the pavement and help you keep your feet on the pegs. If the boots have heels, they should be low and wide.

## Safety and High-Visibility Clothing

Orange- or yellow-coloured suits increase the rider's visibility to other road users. The trousers should be elasticated at the waist and have stirrups under the foot or tie-strings on the legs to wrap around the rider's boots. The jacket should have a high collar that can be fastened tight below the chin. The front should zip up, and a wide flap should secure across the opening to prevent water from

entering. The wrist openings should be elasticated and fit snugly.

For riders, a waterproof riding suit is essential during the rainy season. A dry motorcyclist is more comfortable and alert than a wet and cold rider. One or two-piece waterproof riding suits are available in various materials, the most common being polyvinyl chloride (PVC) and nylon.



<sup>5</sup> 2018: Injury Patterns Among Motorcyclist Trauma Patients: A Cross

Sectional Study on 4,200 Patients; p. 368



# RIDER INSURANCE



## Introduction

Rider insurance gives you financial protection in the event of an accident. Insurance also covers claims arising from injuries to other people and property. If you operate a motorcycle, you legally need at least a basic level of cover, called third party insurance. It is known that many riders do not have basic insurance coverage. Not only could this lead to prosecution, but in the event of an accident a rider without insurance will need to pay for their own medical costs which can run into millions of Shillings. This burden has enormous consequences for the family, who often have to borrow money and sell possessions to meet costs. Some riders do not complete medical treatment in order to avoid further debt, this can lead to lifelong disabilities.

## Objectives and outcomes

Insurance is an additional cost many riders view as optional. This training aims to explain the 'risk-benefit' of having insurance. It is important that riders understand the likely risks (in terms of the incidence and severity) versus the likely benefits.

Whereas all motorcycle riders require insurance by law, a commercial rider who uses their motorcycle frequently for work is exposed to more risks than a casual rider. Simply put: the cost of insurance is very low when compared to the possible cost of being injured (or injuring someone else), especially when you are exposed to this risk every day.

### In this training:

- What rider insurance is and how it works;
- Why a rider must have insurance, and the laws requiring this;
- The different types of insurance, and what they cover;
- The insurance claims process.

- Appreciate that having insurance is more than a legal formality;
- Understand how insurance reduces your exposure and protects you and your family;
- Be able to make an informed decision about the level of coverage you need;
- Encourage other riders to protect themselves with adequate insurance coverage.

## Outcomes:

# What is insurance?

An insurance policy is essentially a product purchased by the vehicle operator. This policy constitutes an agreement between an insurance company and an individual whereby in return for a premium paid by the vehicle operator, the insurance company agrees to cover the losses incurred in the event of a road traffic crash.

It is important to understand that there are different levels of cover provided by the insurance cover, depending on the type of policy that the vehicle operator purchases.

In purchasing an insurance policy, the vehicle operator reduces the risk to him or her, as well as the risk to his or her family members in the form of financial compensation. This risk is borne by the insurance company and is often reflected in the cost of the insurance policy.

In other words, in circumstances where there is a high level of probability that a crash will occur, the premium paid for the policy by the vehicle operator is likely to be higher. In theory, the probability of a crash reduces, as should the cost of the policy, if the vehicle operator undergoes rider training, and ensures that they are equipped with the necessary personal protective gear at all times.

It is important for all vehicle operators to understand the conditions of their insurance policy. These conditions outline the circumstances under which the insurance company will provide financial compensation.

- Insurance protects the operator, the vehicle and other road users against liability in the event of a crash;
- Insurance provides financial compensation to cover the cost of any injuries to the people involved in a crash, and/or any damage to their vehicles.

As well as providing cover in the event of bodily injury and/or death, insurance can also cover for the loss of or accidental damage to motorcycles.

Depending on the type of insurance policy, cover can include:

- Medical expenses due to injuries to the vehicle operator and other people (e.g. passengers or pedestrians) incurred as result of a crash;
- Funeral costs where a death or deaths have occurred;
- Repairs and maintenance to the vehicles involved in the crash if damage is incurred;
- Replacement of any vehicles involved in the crash if the vehicle is assessed to be beyond repair.

# Why do I need insurance?

Where a road traffic crash occurs, the principal reasons for making sure that all vehicle operators are insured are as follows:



# Rider insurance and the law

It is a legal requirement for all motorcycle riders to have a valid insurance policy

## **The Traffic Act 39 of 1953 subsidiary (Revised in 2015)**

Section 103B. Helmets and reflector jackets.

(3). Every motor cycle shall be insured against third party risks in accordance with the Insurance (Motor Vehicles Third Party Risks) Act (Cap. 405).

## **The National Transport and Safety Authority (Operation of Motorcycles) Regulations (2015)**

Section 5: Every owner of a two wheeled motorcycle shall - (d).

For private motorcycles, ensure that the motorcycle is at the very minimum insured against third party risks in accordance with the Insurance (Motor Vehicles Third Party Risks) Act.

(e). For two wheeled motorcycle taxi, ensure that motorcycle has a Third-Party Public Service Vehicle Insurance.

Manner.

Most insurance companies offer additional levels of insurance cover that go beyond the legal requirement.

**The precise nature of cover will vary from company to company so ensure that you understand the policy before you purchase it.**

## **Third-Party only**

This type of insurance cover is the minimum legal requirement in . Third-party insurance offers you the most basic level of protection in the event of a crash.

It makes sure that compensation covers any damages, injury or death caused by the vehicle operator (the holder of the insurance policy) to the other people (including passengers) and/or other people's vehicles. It does not cover any of the rider's own costs as a result of the crash.

By law, **the minimum that all motorcycle operators require is Third-Party insurance** before being able to operate a motorcycle in a public place. Commercial motorcycle riders, including boda bodas, require ThirdParty Public Service Vehicle.

## **Third-Party, Fire, and Theft**

Third-party fire and theft insurance offers slightly more protection to the policyholder than the third-party cover. Besides covering the third party in the event of a crash, it also covers the policyholder against damage by fire or if the motorcycle is stolen.

## **Comprehensive**

This provides the same cover as third-party fire and theft. However, it also covers the vehicle operator should your vehicle be damaged in the event of a crash. The precise level of cover varies from company to company, and for specialist cover the vehicle operator can expect to pay a higher premium, however, compensation is often offered for the following:

- Accidental damage
- Theft

# Types of policies

There are three types of insurance policies in pertaining to motor vehicles, namely:

1. Third-Party only.
2. Third-Party, Fire, and Theft.
3. Comprehensive.



- Fire
- Third-party bodily injury and death
- Third-party property damage
- Emergency medical cost
- Damage as a result of naturally occurring events such as floods
- Political violence and terrorism cover
- Road rescue
- Theft of accessories such as side mirrors, headlights, tail lights, indicators.

#### **Insurance (Motor Vehicles Third Party Risks) Act**

##### **Section 4. Motor vehicles to be insured against third party risks.**

(1). Subject to this Act, no person shall use, or cause or permit any other person to use, a motor vehicle on a road unless there is in force in relation to the use of the vehicle by that person or that other person, as the case may be, such a policy of insurance or such a security in respect of third party risks as complies with the requirements of this Act.

#### **Insurance (Motor Vehicles Third Party Risks) Act**

##### **Section 4. Motor vehicles to be insured against third party risks.**

5. Requirements in respect of insurance policies. In order to comply with the requirements of section 4, the policy of insurance must be a policy which-

- (a). is issued by a company which is required under the Insurance Act, 1984 (Cap. 487) to carry on motor vehicle insurance business; and
- (b). insures such person, persons or classes of persons as may be specified in the policy in respect of any liability which may be incurred by him or them in respect of the death of, or bodily injury to, any person caused by or arising out of the use of the vehicle on a road:

Provided that a policy in terms of this section shall not be required to cover-

- (i). liability in respect of the death arising out of and in the course of his employment of a person in the employment of a person insured by the policy or of bodily injury sustained by such a person arising out of and in the course of his employment; or

(ii). except in the case of a vehicle in which passengers are carried for hire or reward or by reason of or in pursuance of a contract of employment, liability in respect of the death of or bodily injury to persons being carried in or upon or entering or getting on to or alighting from the vehicle at the time of the occurrence of the event out of which the claims arose; or

(iii). any contractual liability;

(iv). liability of any sum in excess of three million shillings, arising out of a claim by one person. [Act No. 46 of 1960, s. 48, Act No. 10 of 2006, s. 34.]

##### **7. Certificate of insurance**

(1). A certificate of insurance shall be issued by the insurer to the person by whom a policy of insurance is effected.

(2). Such certificate shall be in the prescribed form and shall contain such particulars of any conditions subject to which the policy is issued and of any matters as may be prescribed, and different forms and different particulars may be prescribed in relation to different cases or circumstances.



**Important:** At all times before you sign up to a policy, make sure you understand exactly what cover your policy offers you.

## Penalties for not complying with insurance legislation

Whenever a rider rides a motorcycle on the public roads, they must hold a valid insurance certificate. Failure to not comply with the law can have serious consequences.

It is therefore vital you protect yourself.

**Insurance (Motor Vehicles Third Party Risks) Act Section 4. Motor vehicles to be insured against third party risks.** (2). Any person who contravenes subsection (1) shall be guilty of an offence and be liable to a fine not exceeding ten thousand shillings or to imprisonment for a term not exceeding two years or to both, and such person upon a first conviction for such offence may, and upon a second or subsequent conviction for any such offence shall, unless the court for special reason thinks fit to order otherwise, be disqualified from holding or obtaining a driving licence or provisional licence under the Traffic Act (Cap. 403) for a period of twelve months from the date of such conviction or for such longer period as the court may think fit.

The total cost of comprehensive vehicle insurance depends on a variety of influencing factors such as:

**Make and model of vehicle** Many insurance companies apply a safety rating to vehicle makes and models depending on the previous number of claims made for a given make or model.

### Use of vehicle

The insurance company considers whether the vehicle is for personal or commercial use.

### Value of the vehicle

The higher the value of replacing the vehicle, the higher the cost of the policy.

### Claim history

A rider who has made a previous insurance claim(s) may be considered a higher liability, and therefore may be charged more than a rider with no previous claims for the same insurance policy.

### Important to remember:

- Get multiple quotes before purchasing a policy;
- Read and understand the policy before you purchase, ask your Savings and Credit Cooperative Organisation (SACCO) if you need help;
- Approach more than one insurance company to compare policies;
- Ensure that you keep your insurance certificate with you.

# The cost of an insurance policy





# Insurance claims procedure

In the event of a road crash whereby injury and/or damage to the vehicles involved occurs, and the policyholder decides to make a claim against their insurance policy, it is important to follow the correct procedure to ensure that the insurance company processes your claim as quickly as possible.

1. Exchange insurance details and contact details with the other people involved ;
2. Report the incident to the police – the insurance company will usually require a police report ;
3. Notify your insurance provider – this should be done as soon as possible ;
4. Crash evidence – make sure any damage is well documented by taking photos or video;

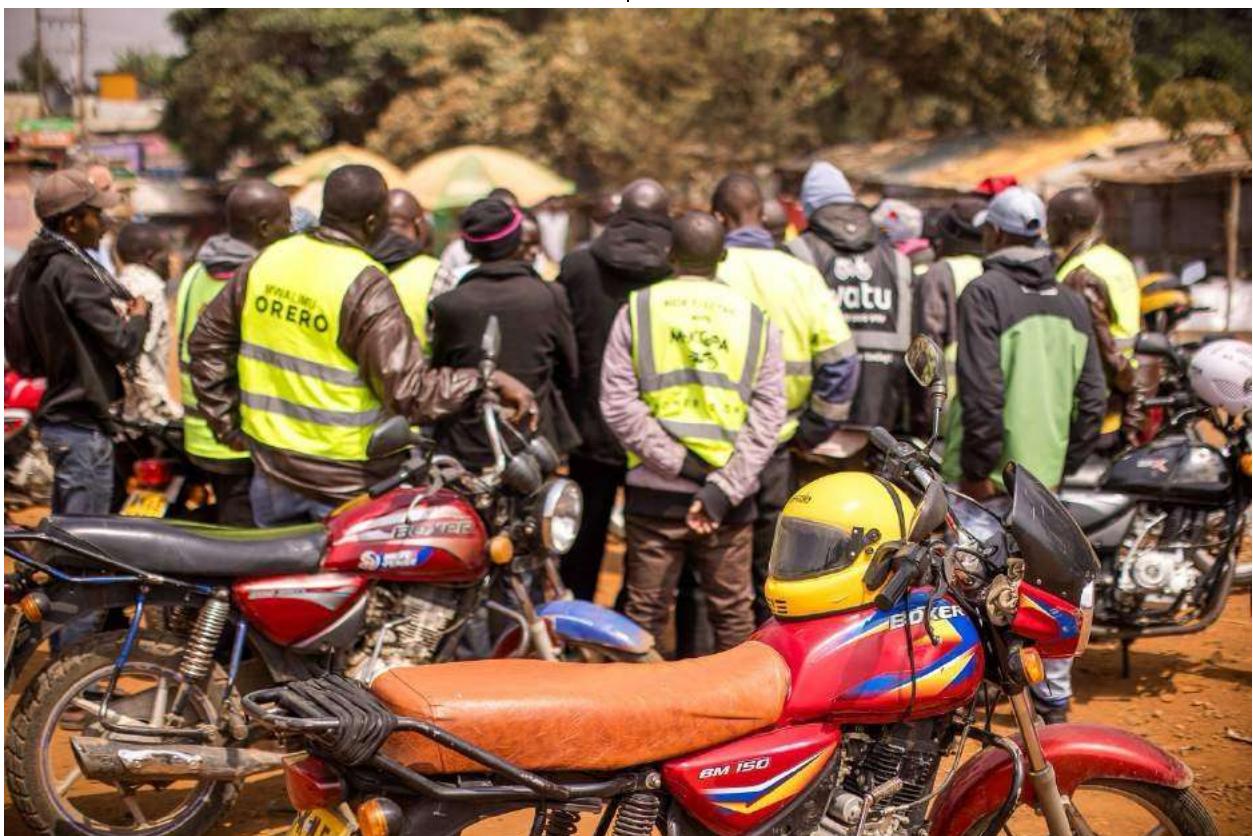
5. Insurance provider issues a claim form – complete this as soon as possible ;

6. Submit the claim form to the insurance company – include the police report, photographic/video evidence, your identification card and driving license.

At this point the insurance provider will start assessing your claim and may ask to assess any related damage to the vehicle(s).

Provided there is no inconsistency with the information reported, the insurance provider should then proceed to authorize compensation.

If an inconsistency is found, the insurance company may ask for clarification, and may appoint an investigator, therefore cooperation will expedite this process. Otherwise, there is a risk that your claim will be considered fraudulent and therefore rejected.



# CUSTOMER SERVICE



## Introduction

Whether you are working for a company or for yourself, all commercial motorcycle riders have customers. Customer service is how you – the service provider, interacts with the customer – the service consumer. If you deliver good customer service, the customer is more likely to request your services again. You are also more likely to be recommended to friends and family, growing your business and income as a rider.

- Learn good communication skills, and present professional behaviours;
- Treat all customers fairly and equally, retain business and improve your employment opportunities

## Training objectives and outcomes

The number of boda-boda and delivery riders in Kenya is growing fast. At the same time, app-based taxi and delivery companies are growing in popularity. Users of these apps are able to rate a rider's service; the better the service, the more likely you are to be selected for more work. Understanding what these companies offer their customers will enable you to satisfy a customer's expectations.

Remember, a good customer experience is **always** a safe experience. Always ride safely, abide by traffic laws, and never do anything that might risk harm to yourself, your passenger, or any other road user.

### In this training:

- What is customer service and how it applies to commercial riders;
- Customer engagement and professional presentation;
- Communication and the customer focused approach;
- Accommodating customers who need additional support.

### Outcomes:

- Understand what customers expect of riders;
- Know what customers value and how to improve your level of service;

# The basics of

# customer service

## First impressions

A first impression is what a person thinks when they first encounter or meet another person. It is the feeling a person gets due to their initial evaluation of another individual. In any business, consistently making a solid first impression is essential to gaining new customers and clients, which every rider must do to succeed. A famous saying is that you never get a second chance for a first impression. In business, the first impression that the customer has must be positive. If they have a negative first impression, they will probably look at alternative providers for the service the rider offers. Therefore, first impressions are crucial and can make or break an opportunity.

It's human nature to make a judgement about someone when you first meet them. It takes just one-tenth of a second for people to judge someone and make a first impression.

A first impression can be formed as a result of a conversation, but it can also be created from just catching a glimpse of another person, even from a distance. Body language and eye contact can significantly impact the first impression. If a negative first impression is provided, it may not be easy to regain the custom in the future.

## Professionalism

Professionalism is the most basic and the first to be demonstrated by a rider at his workplace. The rider should be responsible and take it upon themselves to get the customer to their destination on time and, more importantly, safely. The rider must ensure that the service is appropriate and concurs with the customer's expectations by considering the following factors:

- **Speed:** What speed is appropriate for the journey being undertaken, and is the

passenger happy with travelling at this speed?

- **Safe & comfortable:** Is the rider safety conscious and the passenger comfortable? (If the rider is carrying cargo, it should not compromise the comfort or safety of the passenger)
- **Additional needs:** Have all of the passengers' needs been considered, e.g. if the passenger is elderly or has a disability?

## Customer engagement

Customer engagement is essential to customer care, ensuring that the customer feels valued and has a positive experience throughout the service being provided. The actions outlined below can change customer perceptions and ultimately affect the success of the efforts that are made. The rider should adhere to the following guidelines when in contact with customers:

- **Smiling:** Positive facial expressions can set the tone of a customer conversation and make the interaction more relaxed and pleasant;
- **Eye contact:** Directly address customers when appropriate. (Cultural customs may prevent this from being applicable in all situations);
- **Handshake:** When appropriate;
- **Appearance:** Personal appearance is important. Personal hygiene, appropriate, clean clothing and a professional manner will provide respect from the start of

customer interaction;

- **Posture:** The rider's pose or posture should express attention, friendliness, and openness. Lean forward, face the customer and nod to let them know they are interested;
- **Attentiveness:** Always be attentive to the customer and actively listen to them when they speak – this may include indications such as head nodding to show that the rider is listening and paying attention to any needs they may have;
- **Tone of voice:** Always convey friendliness and amicability. Do not raise your voice in frustration or anger, no matter how difficult or tiresome a customer may behave;
- **Personal space:** Leave adequate distance between them and their customer. Sufficient space is essential to making customers feel secure and unthreatened (for further information, see Training 4 in this manual);
- **Observation:** Observe the customers' reactions in different scenarios and evaluate how to influence situations to positively influence situations to provide the best customer care

As with most jobs, riders will experience both good and bad passengers. In most cases, good passengers will nearly always outweigh the wrong passengers. However, it's only realistic to assume that every rider will experience several passengers that are stressed, frustrated, upset, late for an early flight or intoxicated.

## The 'seven Cs'

The best riders understand that their passengers will exhibit a wide range of emotions. A good rider can pick up on such feelings and act appropriately. Riders must

read their audience and determine the best means of communication.

When communicating with a customer, the

'seven Cs' should be used to ensure that the rider successfully displays the message they want to convey to the customer:

1. **Be clear:** Information should be communicated in a simple way, where the meaning is critical message is solid and understandable. The rider should ensure that the purpose of their communication is identifiable; where possible, the communication should take place in the customer's preferred language;
2. **Be concise:** Do not use unnecessarily long words or sentences if the context of the communication can be achieved in a much simpler form;
3. **Be consistent:** Ensure that the information provided is reliably accurate based on facts. This will build trust and demonstrate good knowledge of the specific subject;
4. **Be correct:** Speak the truth, and the customer will respect the credibility of the information that the rider has to offer. Providing correct information helps to boost credibility and builds trust with the customer;
5. **Be coherent:** The information should be communicated logically and understandably where possible, and the communication should take place in the customer's preferred language;
6. **Be confident:** The rider should be confident of the information he is communicating and rely on the facts; if he demonstrates confidence, the customers will be more likely to trust him;
7. **Be courteous/compassionate:** Use positive language and always remember to be polite and using the best manners. Understand the needs of the customer and emphasise them where possible.

When a message is clearly, accurately and politely communicated to a customer, they will

feel valued, increasing the possibility of them using the service again.

## A people-centred approach

From the outside, professionalism first means staying calm and collected. If a customer is upset about your service or the situation, it can be easy to get defensive and respond to their complaints with the same tone and volume. However, mirroring a customer's behaviour when they're unhappy rarely solves the problem. Keeping calm, however, provides reassurance that their concern is solvable and that you're there to help.

### Applying a 'people first' attitude

Encourage Customer-friendly behaviour by speaking to your customers in a polite tone, even if you are having a bad day or disagree with someone's point of view. Customers want to feel like they can trust you. It would be difficult for them to do that if you were rude.

Value and appreciation when passengers hire your vehicle. Fostering a "customer first" attitude means creating a work culture that values the customers. It needs to be applied internally and externally.

### Promptness

Delivery of the requested service must be on time. Delays and cancellations of services should be avoided when possible.

Customers also associate professionalism with the speed of customer service. For example, if someone asks for your support, always respond as quickly as possible, so they don't have to wait too long.

Show professionalism by exceeding what was expected of you – even during difficult situations! This can be especially beneficial for building strong relationships with customers for future business.

However, remember that safety should never be compromised through excessive speed.

### Going the extra mile

Customers with additional needs must be taken into consideration at all times, and special effort must be made to offer them top service and convenience. Transporting passengers with specific needs, includes customers who may require additional assistance to ensure they receive an appropriate level of service. These include:

- Elderly passengers;
- Pregnant passengers;
- Passengers with physical disabilities;
- Passengers with communication problems;
- Passengers with hearing impairments;
- Passengers with visual impairments;
- Passengers carrying large items/lots of luggage.

The groups of people above may require additional assistance compared to the average passenger. It is crucial to ensure that patience and consideration are demonstrated when needed. It may also be applicable for the rider to perform some of the following:

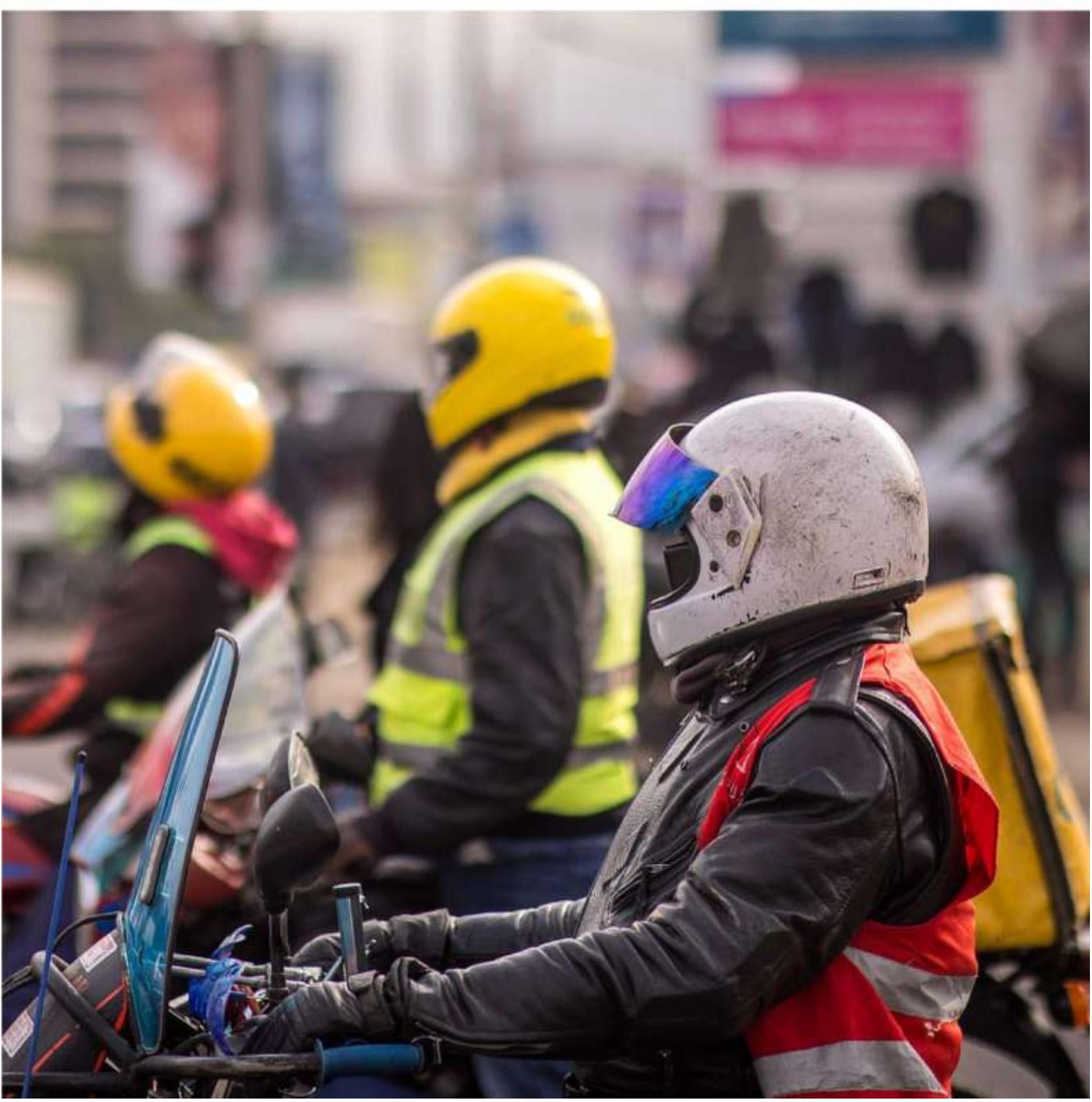
- Assistance to board the vehicle;

- Help to carry luggage;
- Adaptation of communication style to ensure the passenger understands;
- Speak slowly and be precise, and increase the volume of your voice if needed;
- Use appropriate language.

Additionally, patience and consideration when moving off and stopping when carrying any of the listed groups of passengers may be needed to ensure a safe and pleasant journey for them

When encountering passengers with cultural or gender-specific needs, consider any adaptations that may be needed from the standard service.

# SEXUAL & GENDER BASED VIOLENCE



## Introduction

There is a global movement to eradicate sexual and gender-based violence. An area of growing concern is public transport of all kinds, which includes motorcycle taxis.

In and elsewhere, boda-boda riders provide an invaluable means of transport for people and goods, especially in difficult to access areas where there are sometimes few alternatives. However, the sector has received scrutiny in recent years due to reports of sexual harassment and bullying perpetrated by a minority of riders and their colleagues.

Sexual and Gender Based Violence (SGBV) comes in many forms. In terms of transport, an understanding of SGBV is essential in order to effectively safeguard and protect transport operators and users from aggravated harm relating to their sex, gender or sexuality.

### Important to remember:

- Commercial motorcycle riders include both men and women. The majority of riders are men;
- SGBV affects both men and women. However, there are more incidences of women being affected by SGBV;
- Both men and women can be perpetrators of SGBV. However, there are more incidences of men being reported as perpetrators of SGBV.

## In this training

This training aims to introduce participants to the concepts needed to understand, define and recognise SGBV and its impacts, and how it can be prevented through a rights-based approach.

## Outcomes

- To increase motorcycle/taxi riders awareness on Sexual and Gender Based Violence (SGBV) and its impact on

vulnerable groups, especially women and girls;

- Enhance motorcycle taxi riders' understanding of their role and responsibilities in prevention and response to SGBV in the transport industry;
- To enhance motorcycle taxi riders' knowledge of the SGBV reporting mechanism

## Creating a Safe Space

There are topics covered in this training module that some participants may find uncomfortable or distressing. As a facilitator, it is important that you create a safe space at the beginning of the training by enabling the group to establish ground rules that everyone agrees to.

## Participants' expectations

Having the participants share their expectations of the training is an effective way of communicating the individual and group's ground rules. The given expectations should be written down and revisited during and at the end of the training.

# Understanding

# SGBV and its impact

This module equips motorcycle taxi riders with knowledge on SGBV: what is SGBV, forms of SGBV, root causes of SGBV and the impact of SGBV. The learners will be able to use the knowledge and skills acquired in prevention and response to incidents of SGBV as part of their roles and responsibilities in providing safe transport services to vulnerable groups.

## Learning objectives

- Develop a common understanding on gender, sex and SGBV;
- Identification of various forms of SGBV;
- Understand the negative impact of SGBV.

## Key messages:

- Every person is a potential survivor of SGBV;
- Women and girls are at a higher risk of SGBV because of their vulnerability;
- Reporting of SGBV incidents is a preventive and response measure;
- Motorcycle taxi riders can play a key role in leading anti-SGBV campaigns and reporting of SGBV cases.

## Defining SGBV

The World Health Organisation (WHO) defines GBV as any act of gender related violence that results in or is likely to result in physical, sexual or psychological harm or suffering towards a person.

The UNHCR (the United Nations Refugee Agency) defines SGBV as any act perpetrated against a person's will and is based on gender norms and unequal power relationships. SGBV is a one of the most persistent human rights violations globally.

Further it is a major obstacle and affront to fundamental freedoms, equality and principles of non-discrimination.

## Differentiating between gender and sex

Sex refers to the biological differences between man and woman. Sex is biological, universal, natural and has no variation.

Gender refers to the cultural or societal differences between men and women. Gender is socially constructed, acquired, nurtured, context specific and varies with time.

## What is vulnerability?

Vulnerability is often used to define segment of the population which is liable for extra care and attention. Vulnerability describes the ways in which people are less selfsufficient than they perceive. It demystifies factors beyond our control, for instance people, events and circumstances-can influence our ability to live our best lives.

In the transport industry, women and girls are vulnerable to abuse because of the power dynamics that exist between them and the service providers, most of whom are men. These power dynamics are informed by culture, attitudes, stereotypes that encourage men to misuse their power to exploit those they perceive to be unequal to them.

Examples of vulnerable groups: Persons with disabilities, women, teenage girls, children, elderly people and refugees.

## Different forms of SGBV

SGBV can be experienced in many forms; in both private and public spaces. The forms include:

**Physical violence:** any act which involves unlawful use of force through bodily contact and which causes or attempts to cause physical injury on a person. Examples include groping, indecent touching of body parts, pushing and shoving, slapping/hitting, kicking, etc;

**Sexual violence:** according to the WHO sexual violence refers to a sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic, directed, against a person's sexuality using coercion, by any person regardless of their relationship to the victim, in any setting, including but not limited to home and work.

Examples include rape, defilement, sexual coercion, sharing nude photos, sexting, sodomy, etc.

**Psychological/emotional violence:** any act directed against a person which may diminish the sense of identity, dignity and self-worth of a person. It also includes a pattern of degrading or humiliating conduct towards a person and includes insults, body shaming, etc.

**Economic violence:** any act which intends to control access to financial resources and which diminishes the victim's capacity to support themselves and as a result depends more on the perpetrator.

In the transport industry there are many incidents of short-changing clients, including refusing to handover change from a fare, overcharging, or stealing a fare payer's goods through the use of threats and intimidation. Note that this is a serious offence and one can be charged with robbery with violence.

## The root causes of SGBV

These are some of the root causes and contributing factors to SGBV:

### Discriminatory norms and practices:

Gender norms, negative attitudes towards women in patriarchal societies and unequal power relationships form the basis for all acts of SGBV; e.g., child marriages, forced marriages, rape, incest and Female Genital Mutilation (FGM);

**Limited economic independence:** Most survivors are financially and socially dependent on the perpetrator for survival. The dependence can leave them more vulnerable to financial abuse and trap them in abusive situations for longer, with fewer options for seeking help.

### Limited access to support services:

Limited access to legal protection and lack of trust in the judicial system, lack of support from families and friends.

## Negative effects of SGBV

### Health

- Psychological trauma to the survivor;
- Unwanted pregnancies;
- Sexually Transmitted Infections (STIs) including HIV&AIDS;
- Loss of life.

### Social

- Stigma and discrimination in the event of SGBV;
- Depression;



- Breakdown of the family unit, especially for domestic violence cases;
- Emergence of conflict between the perpetrator and the survivors and their sympathizers/family.

#### **Economic**

- Economic burden on the government in terms of increased spending on health care, social services, the civil and criminal justice system;
- Absenteeism from work, and lost productivity and output;
- Unequal political landscape in which the affected population are denied an opportunity to participate in decision making.

#### **Group activities**

##### **Activity 1**

1. Equally distribute the participants into groups.
2. Ask the groups to discuss what it means to grow up as a boy and a girl in their community, starting from birth to 18 years old.
3. Ask them to think about the different ways that boys and girls are supposed to act, how they are treated, the differences in importance and value, role and responsibilities between the two as they grow up.
4. Finally, ask them to discuss what are factors that increases the vulnerability of girls to GBV.

##### **Activity 2**

1. Split the participants into groups and discuss the following question: "What are some of the reasons a motorcycle/taxi rider might feel compelled to use violence on a client?"

2. This activity should trigger conversations on cultural beliefs system, stress management etc.

## **A rights-based approach to the prevention of SGBV**

This module will equip the participants with knowledge and deeper understanding on rights-based approach to prevention of SGBV, SGBV reporting mechanism, legal framework, SGBV reporting mechanism, how to help an SGBV survivor and the role of motorcycle/taxi riders in SGBV prevention.

#### **Learning objectives**

1. Create awareness on principles of human rights- based approach;
2. Enhance knowledge on how to incorporate rights-based approaches in managing cases of Violence Against Women and Girls (VAWG).

#### **Key messages:**

1. All individuals are entitled to their rights without discrimination;
2. Every person is entitled to participate in the decision-making process;
3. Rights based approach should be in line with the legal framework governing human rights;
4. Duty-bearers are accountable to the rights-holders in fulfilling their obligations.



## Defining a Rights Based Approach

Adopting a rights-based approach reflects a change in thinking from a charity model towards a human rights model. This approach stresses that people should not be seen as passive aid recipients, but as rightsholders with legal rights to protection and assistance. It also emphasizes the

### National Legal Framework

**Constitution of 2010 Article 27:** recognizes that every person is equal before the law and has a right to equal protection before the law;

**Article 28:** every person has inherent dignity and the right to have that dignity respected and protected;

**Article 29:** every person has the right to freedom and security of the person and not to be subjected to torture whether physical or psychological or to be punished in a cruel, inhuman or degrading manner.

**obligations and accountabilities of the** corresponding duty bearers for upholding those rights.

A rights-based approach recognizes that SGBV cannot be justified or condoned for reasons of culture or religion. This approach lays emphasis on the rights of individuals and in this case, their right to be protected from SGBV.

## Define rights holders and duty bearers

**Duty bearers** are those responsible for promoting, respecting and fulfilling human rights. The state is the primary duty bearer in

some cases non-state actors can also be considered as duty bearers<sup>5</sup>.

**Rights holders** are individuals or social groups who are entitled to make legitimate claims<sup>7</sup>.

## Characteristics of human rights

- **Human rights are inalienable.** They cannot be taken away by anyone. For example, you cannot use the excuse that your client is a woman or has a disability or is a child to abuse them;
- **Human rights are universal.** They are enjoyed by all people, all the time, all rights, everywhere. For example, you cannot use the faith, religion, tribe or nationality of your client;
- **Human rights are indivisible.** They cannot be separated into parts and are equally important. You cannot justify one form of violence over another;
- **Human rights are interrelated.** The realisation of one right contributes to the realization of another. As a motorcycle/taxi rider you have a right to economic empowerment through your work. Similarly, your client has a right to be served in a violence free manner. When clients feel unsafe because of the behaviour of the rider, your ability to earn is affected.

## SGBV legal framework

The constitution of under Article 2 recognizes that international conventions and treaties ratified by will form part of laws of .

<sup>5</sup>

[https://www.unfpa.org/sites/default/files/resourcepdf/human\\_right](https://www.unfpa.org/sites/default/files/resourcepdf/human_right)

s.pdf/. Accessed on 24th Nov 2022 <sup>7</sup><https://socialprotection-humanrights.org/key-issues/universality-of->



## International laws and legal frameworks adopted by

- **Universal Declaration of Human Rights Article 5:** No one shall be subjected to torture or to cruel, inhuman or degrading treatment.
- **Convention on Elimination of All Forms of Discrimination Against Women (CEDAW) Article 2:** condemns discrimination against women and requires states to establish legislation to take up measures to prohibit and protect women from discrimination.
- **United Nations Convention on the Rights of the Child Article 19:** state parties shall take appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect, maltreatment or exploitation, including sexual abuse.
- **The Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa Article 4:** addresses violence against women and calls for measures to address to address violence taking place in private and public including punishing the perpetrators, identification of causes of VAWG and provision for services for survivors.

## Applicable law in cases of SGBV

- **Sexual Offences Act of 2006** outlines different forms of sexual offences such as rape, defilement, attempted defilement, sexual harassment and sexual exploitation, sexual harassment and the conviction of such offences if found guilty;
- **Penal Code Cap 63 Section 251** recognizes the offence of Assault and causing bodily harm. If one is found guilty is liable to imprisonment for 5 years;



- **The Children's Act of 2022 Sections 22 and 23** advocate for the protection of the children from any form of abuse or harmful cultural practices such as FGM and forced early marriages. It provides punitive measures for the perpetrators;
- **Victim Protection Act of 2014** protects victims/survivors of sexual violence from the perpetrators or witnesses during the proceeding of court cases. The Act ensures protection of the survivors' rights and upholding of their rights during the trial process;
- **Protection Against Domestic Violence Act of 2015** provides for protection and relief of family members from domestic violence. The Act addresses abuse such as; child marriage, intimate partner violence, FGM, sexual violence, forced marriages etc.

### **The SGBV Reporting Mechanism**

If you or someone you know has been sexually assaulted it's important to remember that it is never the victim's fault.

Sexual violence is a crime, no matter who commits it or where it happens. Don't be afraid to get help. There are services that can help if you've been sexually assaulted, raped or abused.

A victim of SGBV should consider getting medical help as soon as possible for any injuries and because they may be at risk of pregnancy or STIs. If you want the crime to be investigated, the sooner a forensic medical examination takes place, the better.

There are steps you can take to preserve the evidence of the assault that has taken place.

These include:

- Reporting to a health facility before bathing or shower;

- Continue wearing, or take with you the clothes you were wearing when the assault happened (in a clean paper bag).

Even if you haven't yet decided to report the assault to the police, it is highly recommended you take steps to preserve any evidence of the assault.

### **Phone numbers for reporting cases of SGBV**

**CoVAW:** 0800 720 553

**National SGBV Hotline:** 1195

**Police Hotline:** 086 001 0111

When the perpetrator is arrested you can expect the following steps to happen:

1. The police will prepare a charge sheet to arraign the suspect in court.
2. The accused is presented with the charge(s) in court.



3. The accused enters a plea (guilty or not guilty);



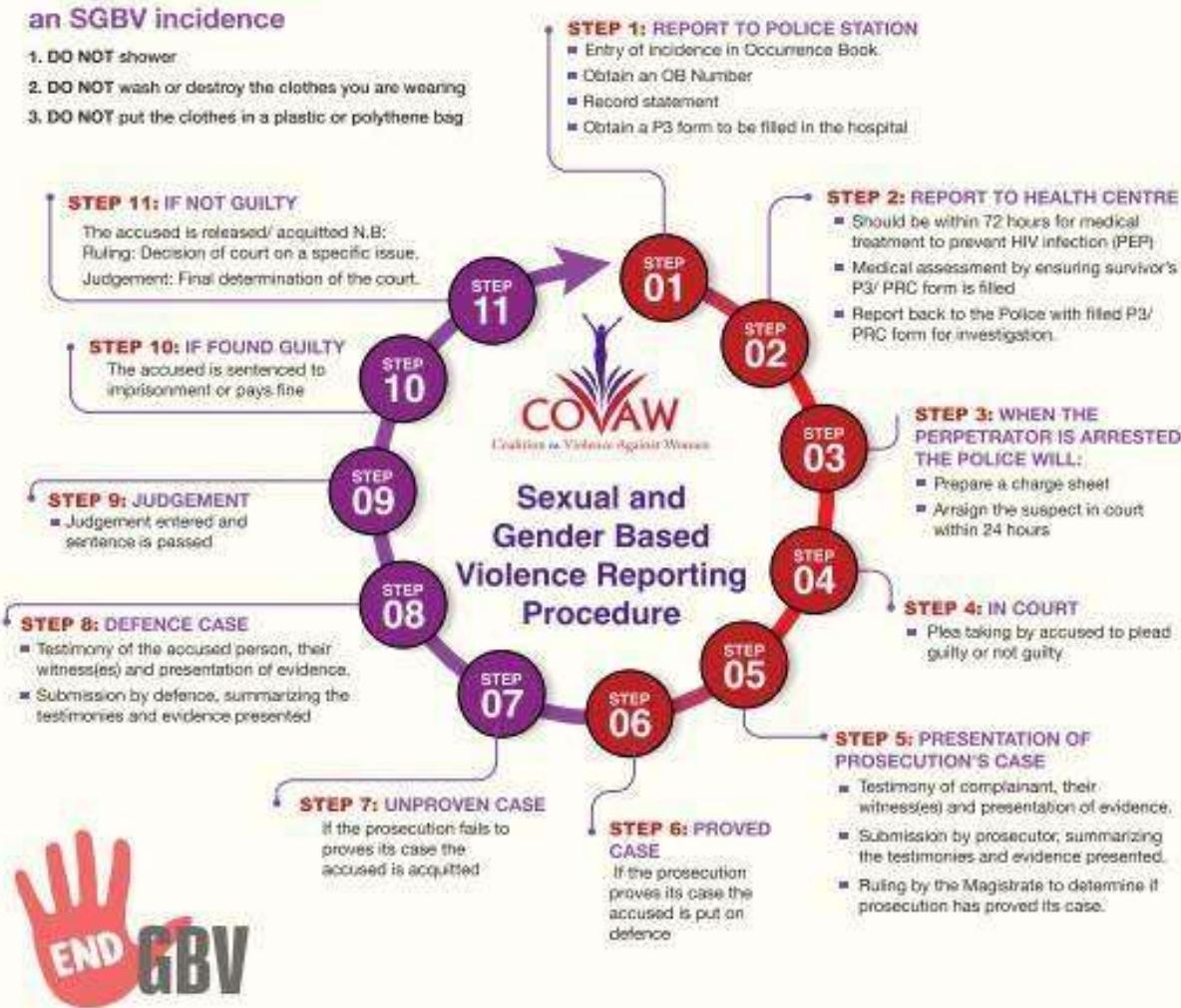
4. Presentation of prosecution's case;
5. Presentation of the defence;
6. Judgement (and sentencing).



## Sexual and Gender Based Violence Reporting Procedure

### Things not to do after an SGBV incidence

1. DO NOT shower
2. DO NOT wash or destroy the clothes you are wearing
3. DO NOT put the clothes in a plastic or polythene bag



Need support? Call COVAW GBV Helpline: 0800 720 553



[www.covaw.or.ke](http://www.covaw.or.ke)



[info@covaw.or.ke](mailto:info@covaw.or.ke)



@covaw



@covaw

Supported by:-





# How to become a SGBV champion

The motorcycle taxi rider should:

1. Comply with all regional and national SGBV laws and policies;
2. Refrain from using abusive, threatening and derogatory statements towards their clients and on social media platforms;
3. Refrain from asking overly personal questions and making unwanted physical contact with their clients;
4. Speak out against SGBV at community level including sensitising fellow riders;
5. Not engage in human trafficking activities. Human traffickers rely on motorcycle taxi riders for transportation of the victims, especially children. They should refrain from offering transport services to human traffickers and report any suspected case of human trafficking to the nearest police station;
6. Resolve disagreements with passengers and other road users in a calm, restrained and peaceful manner and avoid physical and verbal abuse. Where need be, they should involve the police instead of taking the law into their own hands;
7. Avoid being a conduit for criminal activities including transportation of drugs, stolen goods or being used as a getaway from a crime or robbery scene.

## Group activity

### Activity 1

Ask the participants to individually reflect on the following questions and note down the answers:

1. Do you have positive personal qualities?
2. Which of your traits benefit your wellbeing?

n National Helmet Wearing Coalition

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3. Which of your traits benefit your work?
4. Which of your traits benefit others?
5. How can use your positive traits to champion for end of SGBV?

The facilitator should highlight the following points in addition to what the participants will share from their self-reflection activity:

- Strengthening the motorcycle/taxi riders' associations and using the platform to sensitize the public and other riders on SGBV;
- Form a watchdog committee to spearhead anti-SGBV campaigns, identification and reporting of GBV cases committed by the riders and community members;
- Collaborate with key stakeholders in GBV case management in anti-GBV campaigns such as actively participating in advocacy initiative

# FIRST AID RESPONDER



## Introduction

A first aid responder is among the first to arrive at the scene of road traffic collision. Their role is to maintain life and prevent a situation from worsening while waiting for the emergency services to arrive. A first aid responder should be able to recognise and diagnose injuries and illness, as well as understand how to administer emergency treatment and life support.

Immediately following an incident, traffic collision scenes can themselves become dangerous environments. Common risks include moving vehicles, fire hazards and explosions (from ruptured fuel tanks). Traffic collisions also draw attention from bystanders, and can quickly become chaotic and stressful. Knowing how to manage the scene is essential to ensure you do not place yourself or other people in harm's way.

The large number of boda bodas on Kenya's roads means that riders are often involved in road traffic collisions. Riders are also among the first to arrive at the scene of a traffic collision. This training is meant as an introduction to scene management and first aid. Further advice and advanced training can be sought from the Red Cross Training Institute.

## Training objectives and outcomes

Witnessing a traffic collision can be distressing. Knowing how to respond in this difficult situation can help keep you safe while improving the health outcome for anyone injured.

### In this training:

- The primary principles of first aid;
- How to manage a scene and protect yourself from harm;
- How to assess a casualty;
- How to call for help and what first aid to administer;

- When it is right to remove a helmet or move a casualty.

### Outcomes:

- Know how to assess an incident scene and prioritise safety;
- Be able to assess a casualty and relay vital information to the emergency services;
- Administer the correct first aid depending on the situation;
- Protect the casualty by keeping them safe until the emergency services arrive.



# What is first aid?

First aid is the first assistance given to a casualty after an injury or sudden illness using available resources and accepted principles of treatment before handing over to a medically trained person or hospital.

## Primary aims of first aid:

1. Preserve and save lives – deliver immediate first aid;
2. Prevent further injury – do nothing to worsen the injured casualty;
3. Promote recovery – stabilise and maintain the casualty's safety;
4. Seek medical help – call the emergency services.

# Personal safety and managing the incident scene

Traffic collisions can range in severity. It is crucial that the incident area is safe before you attempt to help any casualties. This is so that you, the casualties and other road users are protected.

When you arrive at the scene of an incident:

- Park your motorcycle at the roadside, away from moving traffic;
- Wear a hi-viz vest and keep your helmet on;
- Survey the scene – only re-enter the road if it is safe to do so;

Identify any immediate threats – is there a risk of fire or explosion?

- Identify yourself as a first aid responder;
- Communicate – coordinate with others to make the scene safe.

# Casualty Assessment

Assessing the casualty helps to decide what care should be given and provides information to relay to the emergency services.

## Primary survey/ Initial assessment

- Danger – check for immediate threats;
- Shout for help – if you are alone, shout for assistance;
- Response – is the casualty conscious?
- Airway – is the casualty's airway clear?
- Breathing – is the casualty breathing?
- **Call the emergency services**

## Secondary Assessment

- Head to toe survey checking for injuries.

# Administering first aid



First aid is given to a casualty before the emergency services arrive. It is essential that the emergency services are called as early as possible. Once you have ensured the scene is safe and you have assessed the patient, your first act of first aid is to call the emergency services.

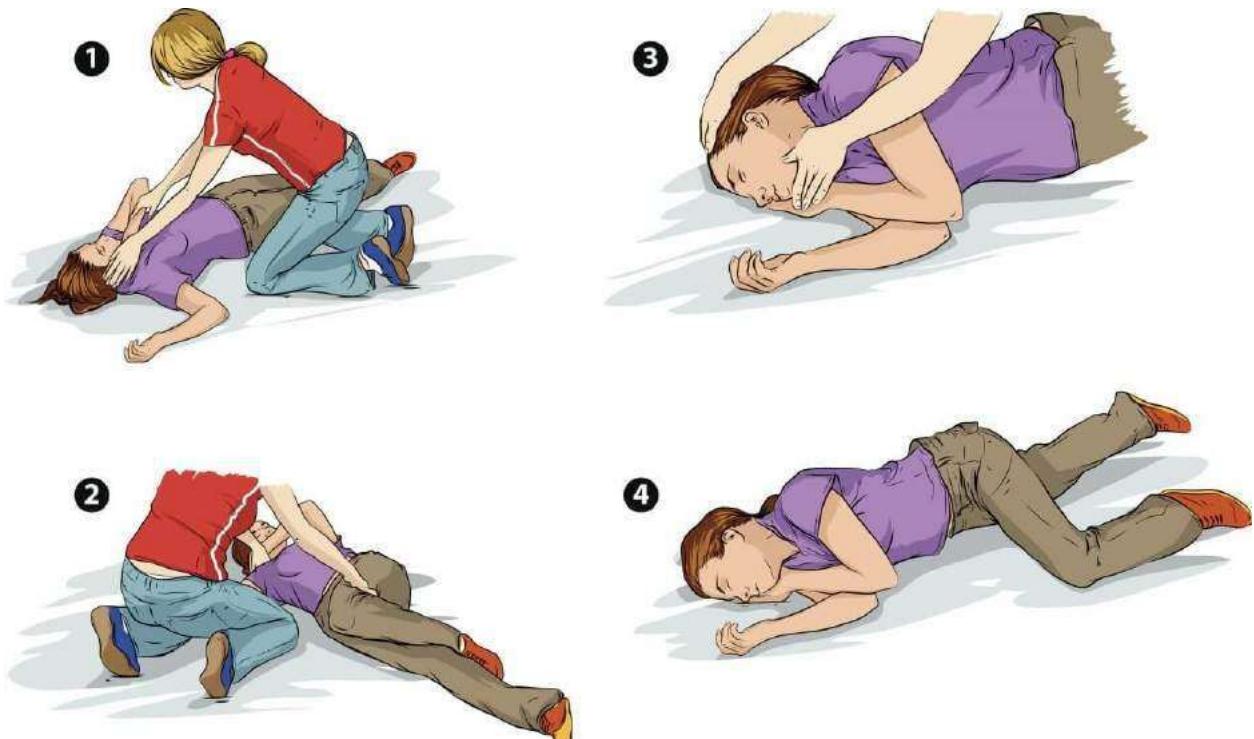
### **Call the emergency services**

The more information you can give, the better prepared the emergency services will be when they arrive:

- Who is the casualty?
- Where is the casualty located?
- Why and where are they injured?
- What happened?
- What time did this happen?

<b>Police:</b>	999 / 112
<b>Red Cross</b>	0700-395-395
<b>Ambulance:</b>	0738-395-395
<b>Emergency Ops Centre:</b>	1199
<b>AAR:</b>	0725-225-225
	0734-225-225
<b>St Johns Ambulance:</b>	0721-225-285





### If the casualty is breathing

If the casualty is unresponsive and breathing normally, put them in the recovery position.

The recovery position is when someone is rolled onto their side allowing gravity to help their tongue flop forward and the contents of the stomach to drain out.

#### Follow these steps:

1. Fold the patient's arm further from you so their hand rests on the opposite cheek;
2. Bring the patient's knee furthest from you up so their foot is aligned with their other knee;
3. Gently roll the patient toward you, tilt their head back;
4. Continue to monitor the patient until help arrives.

## The casualty is NOT breathing

Cardiac arrest results when the heart stops beating. If a person is unresponsive with abnormal or no breathing, it is reasonable to assume the person is in cardiac arrest. When the heart stops, blood supply to the brain is stopped, which damages the brain:

- 0-1 minute: cardiac irritability
- 0-4 minutes: brain damage not likely
- 4-6 minutes: brain damage possible

## Chest Compressions

6-10 minutes: brain damage likely

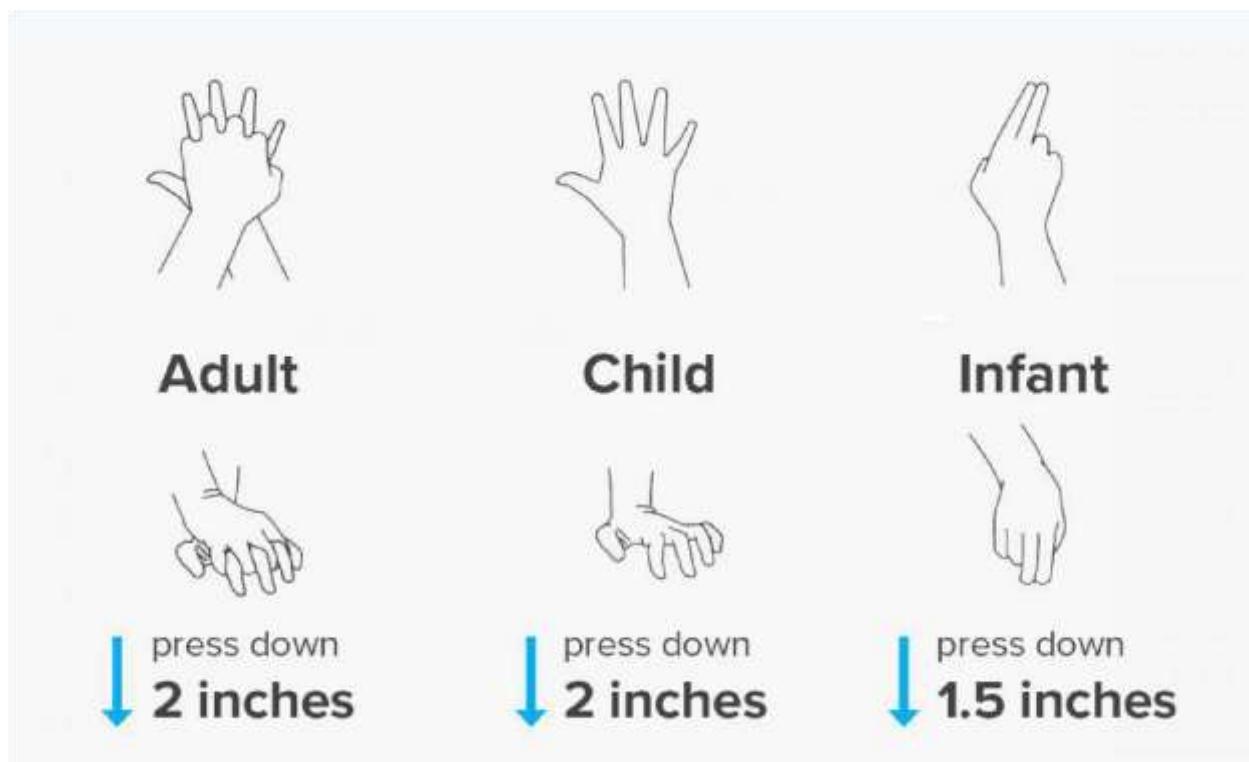
- 10+ minutes: irreversible brain damage

The heart must be massaged into its normal rhythm again. This procedure is called cardiopulmonary resuscitation (CPR). CPR moves blood to the heart and brain by giving chest compressions.

**Before starting CPR call the emergency services and ask them to guide you.**

Place one of your hands on top of the other and clasp them together. With the heel of the hands and straight elbows, push hard and fast in the centre of the chest, slightly below the nipples.

Push at least 2 inches deep. Compress their chest at a rate of least 100 times per minute. Let the chest rise fully between compressions.



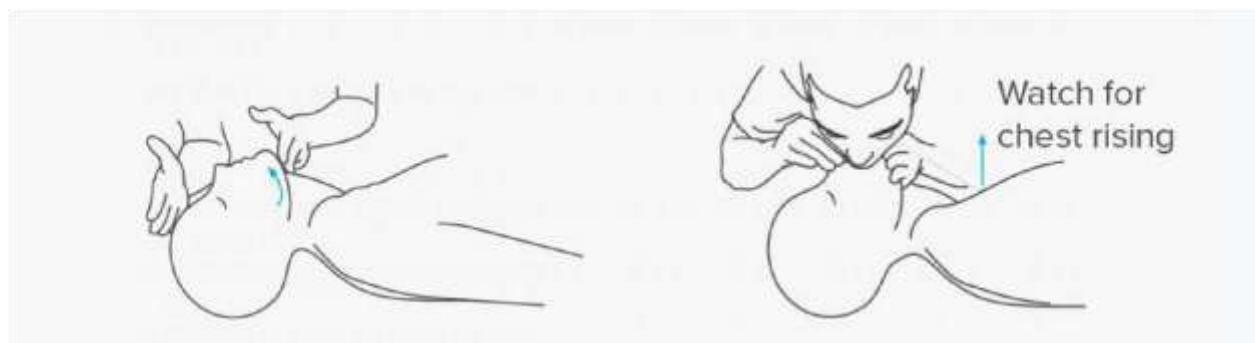
**NEVER practice or perform CPR on a person who is not in cardiac arrest.**

## Rescue breaths

Making sure their mouth is clear, tilt their head back slightly and lift their chin. Pinch their nose shut, place your mouth fully over theirs, and blow to make their chest rise.



If their chest does not rise with the first breath, re-tilt their head. If their chest still does not rise with a second breath, the person might be choking.



## Repeat

Repeat the cycle of 30 chest compressions and two rescue breaths until the person starts breathing or help arrives. If an Automated External Defibrillator (AED) arrives, carry on performing CPR until the machine is set up and ready to use.

### When to STOP CPR:

- When the casualty starts breathing spontaneously;
- When emergency services personnel arrive and care is transferred to them;
- When you are too tired to perform CPR correctly – hand over to another person;
- When a physician on scene tells you to terminate your efforts.

A study of motorcycle rider injuries between May 2022 and October 2023 showed that the most common type of injury was to the head (35%)<sup>6</sup>.

An impact to the head may result in traumatic brain injury. Mild traumatic brain injury may affect the brain cells temporarily. More-serious traumatic brain injury can result in bruising, torn tissues, bleeding and other physical damage to the brain. These injuries can result in long-term complications or death.

Signs of a head injury include:

- Deformed head
- Visible crack in the skull
- Bruising

A casualty who is conscious and communicating may still have a serious head injury and still needs to be checked by medical professional.

# Head injuries

Although Kenya already has a compulsory motorcycle helmet use law, enforcement is currently inconsistent and helmet use is low.

### When to remove a helmet

Head injury may cause the brain to swell. Since the brain is covered by the skull, there

crashes in

<sup>6</sup> Fare Price: An investigation into the health costs of motorcycle taxi





is only a small amount of room for it to swell. This causes pressure inside the skull to increase, which can lead to brain damage. Removing an injured person's helmet can reduce this swelling and enable a better assessment of the patient. However, it must be done with the upmost of care to avoid causing further injury.

**Too often there is an impulse to remove the casualty's helmet, but this should only be done when absolutely necessary.**

A helmet that fits well prevents a casualty's head from moving and should be left on, as long as:

There are no impending airway or breathing problems;

It does not interfere with assessment and treatment of airway or ventilation problems;

You can properly immobilise the spine;

There is any chance removing it will further injure casualty.

Only remove a helmet if:

- It makes assessing or managing airway problems difficult ;
- It prevents you from properly immobilising the spine;
- It allows excessive head movement;
- The casualty is in cardiac arrest.

### **How to remove a helmet**

You should not attempt to remove a casualty's helmet without help. **Removing the helmet is a two-person job.**

1. One first-aider must stabilise the head and provide constant in-line support to the neck and airway;
2. A second first-aider can then unfasten the helmet and slowly slide the helmet off the casualty's head.





Once the helmet is removed, the first-aider supporting the casualty's neck must continue to hold this position until a neck brace is fastened by a trained paramedic.

Ensure the helmet is kept with the casualty and handed to the emergency services. Damage to the helmet can indicate where the casualty's injuries are most severe.

- Move casualty only when necessary;
- Move casualty as little as possible;
- Move casualty body as a unit;
- Use proper lifting and moving techniques;
- Have one rescuer give commands.

## Moving a casualty

Do not move a casualty unless there is further danger, for example from other traffic or fire. The casualty may have unseen or internal injuries. Moving them unnecessarily could cause further injury.

General principles to follow:

Do no further harm to the patient ;

### Safe moving method

If it becomes essential to move a casualty, you should minimise any movement of the head or spine. One person must support the head at all times – using their fingers and thumbs to hold the chin 90 degrees to the chest and shoulders.

Shoe laces and belts can be applied to the casualty's feet and legs and minimise any movement to the lower spine. Lifting a casualty is a group effort. **Never drag a casualty from the road by their limbs.**



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