

## **MEDIA RELEASE**

**To:** Allgemeine Zeitung  
Die Republikein  
Informante  
Kosmos Radio  
Namibian Sun  
Namib Times  
Nampa  
New Era  
One Africa TV  
The Economist  
The Namibian  
The Namibian Broadcasting Corporation  
Windhoek Observer

**For Attention:** The News Editor

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### **MVA FUND LAUNCHES 'KIDS POWER' CAMPAIGN IN KAVANGO AND CAPRIVI REGIONS**

The MVA Fund this week empowered children in the Kavango and Caprivi regions with vital information about road safety, as part of the launch of the Kids Power campaign.

At Rundu the event was attended by an overwhelming 1500 children while Katima Mulilo recorded a turnout of 800 school going children.

The campaign was officially launched by Martinus Hamutenya from the Regional Education Office on behalf of the Regional Director of Education, Mr. Alfons Dikuwa.

Dikuwa commended the Fund for initiating the campaign which he believes will save the lives of many children particularly in the Kavango region where pedestrian related crashes are reported on a daily basis.

Dikuwa further urged the young ones to actively participate in the campaign and make road safety part of their daily lives. “Let your voices be heard! Remind your parents to stick to road safety rules such as speed limits and avoid driving while under the influence of alcohol.”

“I would also like to request teachers to ensure that the Kids Power campaign does not die tomorrow or the day after tomorrow. I would like to see it yielding positive results that of bringing about desirable behavioral change amongst our children and their parents and to cascade to all road users”, said Dikuwa.

In Namibia, 30% of all pedestrians involved in motor vehicle accidents are school going children and this number is ever increasing. The Fund has thus taken an initiative to educate the youngsters and empower them so that they can become advocates for road safety within their communities. Ultimately this campaign is geared towards encouraging the young ones to take a firm stand to make the roads safe.

At the Fund we believe that kids hold the power for change in the palms of their hands and this campaign aims to engage them and harness this power to bring about positive road user behavior. Through Kids Power, Namibian children are empowered with information about road safety from an early age so that they are able to influence their parents' driving patterns and also become responsible road users as they are growing up.

The Fund wish to thank community of Rundu and Katima Mulilo for the support and mobilization efforts that result in an overwhelming turn out of children at the launch.

In addition to Rundu, the campaign has previously been launched in Ongwediva, Okakarara, Okamatapati, Windhoek and Bethanie.

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