

#STOPATRED



ROAD TRAFFIC CHALLENGE 2021: DRIVING SOCIAL CHANGE THROUGH THE SDGs
[SDGS GOAL 11 - "SUSTAINABLE CITIES AND COMMUNITIES"]

"If Nigeria will change for the better, then WE must take responsibility for the changes in Nigeria."

- Sunday Adelaja (Religious Leader)

A. Introduction:

The Fundacion Exito (**FundELG Africa**) **#StopAtRed! Challenge** 2021 is a strategic National Re-Birth Project and celebration of the 2021 UN Day, today October 24, 2021 to contribute to **'Making our roads, cities, human settlements and society generally inclusive, safe, resilient and sustainable'** by promoting adherence to Road Traffic Rules, especially the **Traffic Light**.

Road Users MUST note that, road traffic crashes are one of the world's largest public health problems; which is all the more acute because the victims are overwhelmingly healthy before their crashes. According to a World Health Organisation (WHO) report, more than 1 million people are killed on the world's roads each year; and also, traffic collisions are the leading cause of death among children 10–19 years of age. The report also noted that the problem was most severe in developing countries due to increasing urbanisation and that simple preventive measures could halve the number of deaths.

Do you obey the "Traffic Light"? Do you #StopAtRed!?

B. The #StopAtRed! Challenge - A Tool for Social Change:

#StopAtRed! is a major civic responsibility!

#StopAtRed! is also a metaphor for doing the right thing in every space where you find yourself.

Obeying Traffic Rules is only the first step to causing the required social change in our society and leadership from a bottom-up citizenship approach. Nations across the globe have recurrently proven that change can happen when ordinary people come together and organise themselves and their communities for a common cause. If we want to achieve the change we seek, we'll need a strong, dynamic and values focused citizens' movement leading the charge. This is what gave rise to the **#StopAtRed!** Campaign in 2015.

"Every progressive Nation has a National Mainframe and Narrative" and it is imperative that as Nigerians we identify and adopt a national narrative that will spur nationhood, growth and development. A critical mass of Nigerians choosing to do the right thing is a major step in building a collective national mainframe. Rwanda is an example of how a Nation can change its trajectory by simply adopting a National frame. They took steps to roll back all the challenges that held them down. We can do so much more with the **#StopAtRed! Challenge**.

Creating a good society is not a walk in the park. It is an active and engaged responsibility. Nations go bad because of the absence and inaction of good people who create the critical mass required to preserve those societies. Remember, it was good people who fought for our independence; abolished nationalised slavery; ended the killing of twins; fought for civil rights; and created emigration paths for refugees & professionals.

Civic responsibility must become personalised Action & Advocacy!

Advocacy must become entrenched and enforceable laws!!

The Law must create enduring institutions and leaders of these institutions!!!

That's how a Nation achieves Greatness.

Do not let go of your picture and hope for a better Nigeria.
You must play your part and begin NOW!
Start today, 24th October 2021 - simply **#StopAtRed!** at the next Traffic Light.

C. Components of the #StopAtRed 2021 Challenge – STOP:

1. **#StopAtRed!** – Obey every Traffic Sign and the Red light wherever you see it, take a picture if you can, when you can and share it to encourage others;
2. **Train Others [Educate & Challenge]:** - Enlighten those who violate the Traffic Light and encourage them to obey all Traffic Rules;
3. **Own It [Name & Shame]:** - When you see people who deliberately violate traffic rules, take a picture of them with their cars and post it on social media and tag us using the hashtags - **#StopAtRed & #StopAtRedChallenge**; and
4. **Promote Legacy:** - Leave a legacy of doing the right things as a Nigerian and teach that to your family.

D. The #StopAtRed! 2021 Road Traffic Challenge:

The 24th day of October every year is celebrated as the United Nations day and it is devoted globally to making known the aims, objectives, achievements and impact of the United Nations; as well gain support for its work. As part of the strategy for achieving **Goal 11- Sustainable Cities and Communities**, and to commemorate the 6th edition of the **#StopAtRed!** Campaign on Sunday, October 24, 2021; **FundELG Africa** calls on Christians and Religious Leaders in Nigeria to **#StopAtRed!** at all times, everywhere and at all cost.

E. Conclusion:

The long term goal of the **#StopAtRed!** Campaign, is to build personal and collective leadership values, character, integrity and credibility as well as individuality and nationhood in every Nigerian Citizen; one man, one idea and one change at a time. We believe the vision for a great Nigeria must be created and owned by each citizen first, before we can collectively evolve as a Nation!

#StopAtRed!

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Support **#TheGreenCampaign** - Join the **#StopAtRedChallenge**. ... **#StopAtRed!**

... Building a National Ideology for the next Generation ...

[24 – 10 – 2021]

Think	GREATNESS
Act	BOLDLY
Impact	CHANGE