

Wapic Insurance's 'Road Sense' campaign boosts road-safety in Nigeria

Disturbed by the rate of accidents on our roads, one of Nigeria's leading underwriting company, Wapic Insurance, has commenced a vehicular intelligence campaign that emphasizes road rules and the discipline to obey them as essential for safety on our roads.

The campaign, tagged "Road Sense" is a 3-month long advocacy conceived to encourage and entrench safe-road use culture in Nigerians. Specifically, the digital instructive awareness drive will promote knowledge of the road signs and encourage the different categories of road users to respect the meanings of the signs on our roads in our daily endeavours.

"Road-Sense" is an attitudinal-change online campaign dedicated to promoting safety on Nigerian road by calling Nigerians to responsibility. The initiative is sequel to the highly successful "Safety-on-Wheels" campaign executed by Wapic Insurance in partnership with some notable government and security agencies including the Nigeria Police Force (NPF), Federal Road Safety Corp (FRSC) and Lagos State Transport Management Authority (LASTMA) in February.

Unlike the 'Safety-On-Wheels' campaign, which enlightened over 1000 drivers about safe road-use practices, importance of adherence to road traffic regulations and appropriate road as well as vehicle maintenance cultures, "Road-Sense" seeks to reach a broader audience across the different demographics.

According to Mrs. Adeyinka Adekoya, the company's Managing Director "Many road users do not really know the rules of the road or understand the signs. This results in bad driving habits as well as inappropriate road-use culture that cause accidents".

Wapic Insurance is a vociferous advocate of proactive risk avoidance. The underwriting firm, which boasts an enviable record of claims payment, is a prime promoter of initiatives that empower people with relevant knowledge and apposite skills that reduce road accidents in Nigeria.

As a socially responsible corporate citizen with focus on thematic areas of Health, Education, Social Empowerment and Environment, Wapic Insurance is nationally and internationally acknowledged for its defining roles and social interventions that have consistently enhanced the quality of living and humanity.

Through its numerous interventions, the company is committed to driving social progression and instituting safe-road use culture in Nigerians, by ensuring that motorists, passengers and pedestrians have adequate knowledge about road-use commandments that guide traffic interactions.