



International Women's Day

March, 8th, 2013

Event Summary

During the International Women's Day, ALINAGNON decided to draw women's attention to the importance of wearing a helmet when riding a motorcycle.

A group of 40 women stood at some of the busiest intersections of Cotonou and went talking to other women about the danger of being on a motorcycle without a helmet.

Their goal was to convince them that their safety is more important than their hairstyle. Indeed, most Beninese women do not want to wear a helmet because it messes with their hairstyle.

At the same time, "statue men" dressed up as women wearing helmets stood still and silently at the intersections. On their belly, drivers could read the motto "One helmet = one life". They were there to catch people's attention with their stillness and strange looks.

Awareness raising at the city's intersections



Statue men



The crew





THANK YOU! É NAN CHÈ NOU MI!