

NCA MARKS WORLD CONSUMER RIGHTS DAY WITH NATIONWIDE SENSITISATION ON MASTS AND TOWERS

The National Communications Authority (NCA) successfully commemorated the 2025 World Consumer Rights Day (WCRD) with series of nationwide sensitisation activities on 17th March, 2025.

Although the global theme for this year's WCRD was "A Just Transition to Sustainable Lifestyles," the NCA, adopted a local theme "Masts, Towers, and the Consumer: Myths, Benefits & Challenges". The initiative focused on dispelling misconceptions about radiation emissions from telecommunication masts, addressing consumer concerns, and reinforcing the importance of these structures in ensuring reliable connectivity.

The sensitisation activities, conducted in collaboration with the Radiation Protection Institute (RPI), took place across multiple locations, including the Oti Regional Coordinating Council in Dambai, Krachi West Municipal Assembly, the Ghana Police Service in Koforidua, the Ghana National Fire Service in Cape Coast, Ho, Bolgatanga, Takoradi and Sunyani. Prior to these engagements, the teams conducted radio interviews on the theme with selected radio stations across the country.

As part of the sensitisation, consumers were reassured that telecommunication masts and towers pose no health risks, as they comply with international safety standards set by the World Health Organization (WHO) and the International Commission on Non-Ionizing Radiation Protection (ICNIRP). Scientific research confirms that electromagnetic radiation levels emitted from these structures remain far below harmful thresholds.

Following the success of this year's WCRD celebration, the NCA plans to expand consumer education initiatives, leveraging digital platforms and public engagements to foster greater awareness of telecommunication infrastructure and

services.

The Authority extends its gratitude to the Radiation Protection Institute, Ghana Broadcasting Corporation, all participating institutions, radio stations, and stakeholders for their support in making WCRD 2025 a resounding success.

Cape Coast



Ho



Dambai



Kumasi



Koforidua



Krachi



Tamale



Bolga



Takoradi

