

DEPARTMENT OF TRANSPORT

1. 2003-2004 FESTIVE SEASON REPORT ON ROAD ACCIDENTS

2. PURPOSE:

This is a brief, preliminary report on fatal road traffic accidents over the past festive season. The report also includes information on fatal accidents for the years 2001 to 2003 with specific reference to rates and trends over the last 3 years.

3. SUMMARY:

There was a slight decrease of 0,82% in the number of fatal road accidents from 976 accidents in December 2002 to 968 in December 2003.

The estimated number of road fatalities in December decreased by 28 (-2,26%) from 1,218 in December 2002 to an estimated total of 1,190 in December 2003. This was achieved in spite of an increase in traffic volumes of approximately 6%.

The primary strategies employed were:

- substantially increased enforcement by all provinces and local authorities , through Operation Juggernaut,
- a very comprehensive television, radio, billboard and poster campaign
- as well as a high profile public relations presence, including the “lights on” campaign.

Building on this successful campaign, the plans for 2004 include the initiation of the point demerit system, the finalisation of the National Road Traffic Law Enforcement Code; improved coordination between government spheres and between departments; and investigate sources of funding for Arrive Alive.

4 DISCUSSION:

4.1 Fatal accidents and fatalities.

During December 2003 an estimated 1190 people died on South Africa's roads. During December 2002, 1218 people were killed.

Accidents in urban areas increased by 31 (+16,49%) from 188 in December 2002 to 219 in December 2003. Fatal accidents in rural areas decreased by -48 (6,09%) from 788 a year ago to 740 in 2003. In December 2003 about 22,84% of the fatal accidents happened in urban areas and 77,16% in rural areas.

488 of the total number of people killed in December 2003 were pedestrians, 407 were passengers and 296 were drivers. This ratio is almost unchanged from 2003.

Initially reported fatalities during the first 19 days in January 2004 numbered 365, with still 144 case numbers to be followed up. The figure for January 19th, 2003 was 505 fatalities. More information on the number of fatal accidents and fatalities on a Provincial basis is given in **Annexures A and B.**

There was a general increase in the traffic volumes on the main routes of about 6,35% throughout the country in comparison with December 2002. More information on the traffic volumes per route and per Province is attached under **Annexure C**. There was a decrease of 3,80% in the fatal accident rate in terms of the vehicle population. Supporting information in this regard is attached under **Annexure D**.

Although this result for December 2003 looks promising, showing a downward trend in fatalities over December, we must look at the long-term crash statistics to gain a clear understanding of success. Crashes are random, and can group themselves before, during or after the period that is under review, and two or three-year trends are more reliable for measurement of success. In this regard the number of fatal road accidents and the resulting fatalities and comparative rates are briefly discussed below.

4.2 An Overview of Annual Fatal Road Traffic Accidents : 2001 to 2003

The annual number of fatal accidents increased by 1,171 (+13,30%) from a total of 8,802 in 2001 to 9,973 in 2002. All Provinces showed increases in the number of fatal accidents from 2001 to 2002.

The number of fatal accidents the following year increased by 235 (+2,36%) from a total of 9,973 in 2002 to 10,208 in 2003.

Detailed analysis of accident information on a month-to-month basis provides valuable short-term enforcement planning and operations data, which should be supported by a continuous analysis of trends in road traffic offences.

The trends in the number of fatal crashes and fatalities per month paint a different picture when the same months are compared on an annual basis (see **Annexure E**). The graphs in this annexure indicate the rate of increase in both the monthly number of fatal accidents and fatalities, over a period of 18 months from about August 2002 to December 2003, is being contained.

4.3 Enforcement

In preparation for the December 2003 – January 2004 festive season, the Arrive Alive road safety campaign gained momentum on 9 November 2003 with the launch of **Operation Juggernaut**. Juggernaut, in support of **Arrive Alive**, is mainly targeted at un-licenced and un-roadworthy freight vehicles, buses and minibus taxis, while all other un-roadworthy and un-licenced vehicles as well as un-licenced drivers are also automatically targeted.

The number of un-registered and un-licenced freight and public passenger transport vehicles decreased during this period due to the high profile of enforcement efforts.

In addition to the increased levels of enforcement during the festive season, the department tested the utilisation of technology to improve the efficiency of traffic officers.

4.4 Advertising

The Arrive Alive brand is very well known. However, the challenge is to use this brand to change attitude and behaviour, which leads to crashes.

Television, radio and print advertising told real stories of people whose lives had been affected by road trauma. International research indicates that this type of emotive message, together with heavy enforcement, has the most effect on driver behaviour.

Television advertisements were flighted to reach 80% of viewing audiences, and radio to reach 93% of radio listeners, including flighting on community radio stations.

4.5 Public Relations

The Department of Transport received enormous support from the media this year, due to personal visits to all the media houses which was undertaken during November.

An emphasis in the hundreds of interviews undertaken was on the importance of each and every death, moving away from the impersonal “cricket score” type of reporting which was previously done. Although this received some criticism, the strategy delivered results and was well received by most people.

There was also a message to stress the co-responsibility of each road user to work with government in attempts to reduce road carnage. The support of the public was shown in the increasing popularity of the “lights on” campaign, which gained momentum as the festive season progressed, with much support from communities and the media. In some rural areas up to 80% of vehicles drove with lights on during the daylight hours.

The National Call Centre, piloted in Limpopo, is now being rolled out throughout the country. In its initial period, nearly 1000 people have registered as traffic observers, reporting 745 incidents that may endanger lives. Most of the calls

relate to reckless and negligent driving, speeding and unsafe overtaking, but many are also made to report fraud and corruption, unregistered vehicles and other issues which may affect road safety.

ANNEXURES

Attached to this brief report are the following Annexures:

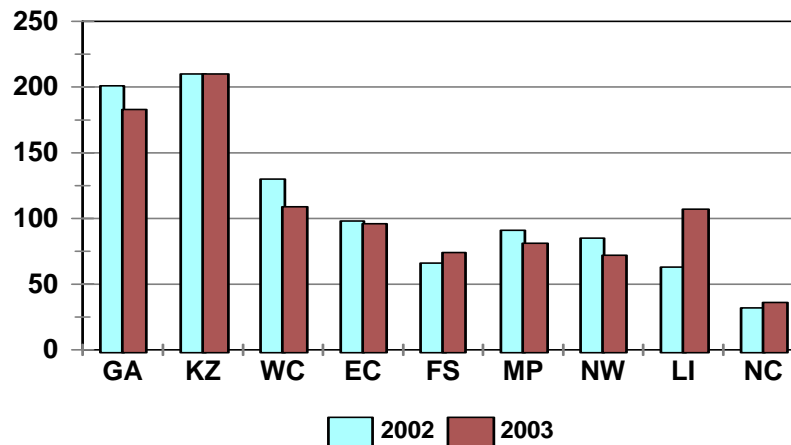
- A. Number of fatal accidents per area and province**
- B. Number of fatalities per area and province**
- C. Average daily traffic per route and per province on national roads**
- D. Number of accidents per 10,000 registered motorised vehicles**
- E. 2001-2002-2003 : No. of Fatal Accidents, Fatalities and percent change in number of fatal accidents and fatalities in comparison with same month the previous year**

**ANNEXURE A : NUMBER OF FATAL ACCIDENTS PER AREA
AND PROVINCE FOR DECEMBER 2002 DECEMBER 2003**

Number of Fatal Accidents per Area and Province													
Dec	Area	Province										Total RSA	
		GA	KZ	WC	EC	FS	MP	NW	LI	NC			
2002	Reported	Urban	88	25	25	15	7	8	9	7	4	188	
		Rural	113	185	105	83	59	83	76	56	28	788	
		Sub Total	201	210	130	98	66	91	85	63	32	976	
	Add SAPS CAS	0	0	0	0	0	0	0	0	0	0	0	
	Total	201	210	130	98	66	91	85	63	32	976		
	Reporting Rate	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	
2003	Reported	Urban	90	52	27	14	10	5	8	10	3	219	
		Rural	89	155	81	82	64	75	64	97	33	740	
		Sub Total	179	207	108	96	74	80	72	107	36	959	
	Add SAPS CAS	4	3	1	0	0	1	0	0	0	9		
	Total	183	210	109	96	74	81	72	107	36	968		
	Reporting Rate	97.81	98.57	99.08	100.00	100.00	98.77	100.00	100.00	100.00	99.07		
Change to 2003	Urban	Number	2	27	2	-1	3	-3	-1	3	-1	31	
		% change	2.27	108.00	8.00	-6.67	42.86	-37.50	-11.11	42.86	-25.00	16.49	
	Rural	Number	-24	-30	-24	-1	5	-8	-12	41	5	-48	
		% change	-21.24	-16.22	-22.86	-1.20	8.47	-9.64	-15.79	73.21	17.86	-6.09	
	Total	Number	-18	0	-21	-2	8	-10	-13	44	4	-8	
		% change	-8.96	0.00	-16.15	-2.04	12.12	-10.99	-15.29	69.84	12.50	-0.82	
2003	Urban	Urban %	50.28	25.12	25.00	14.58	13.51	6.25	11.11	9.35	8.33	22.84	
2003	Rural Split	Rural %	49.72	74.88	75.00	85.42	86.49	93.75	88.89	90.65	91.67	77.16	
Provincial % of Total Acc's			18.90	21.69	11.26	9.92	7.64	8.37	7.44	11.05	3.72	100.00	

The above figures are also reflected in the graph below.

Number of Fatal Accidents

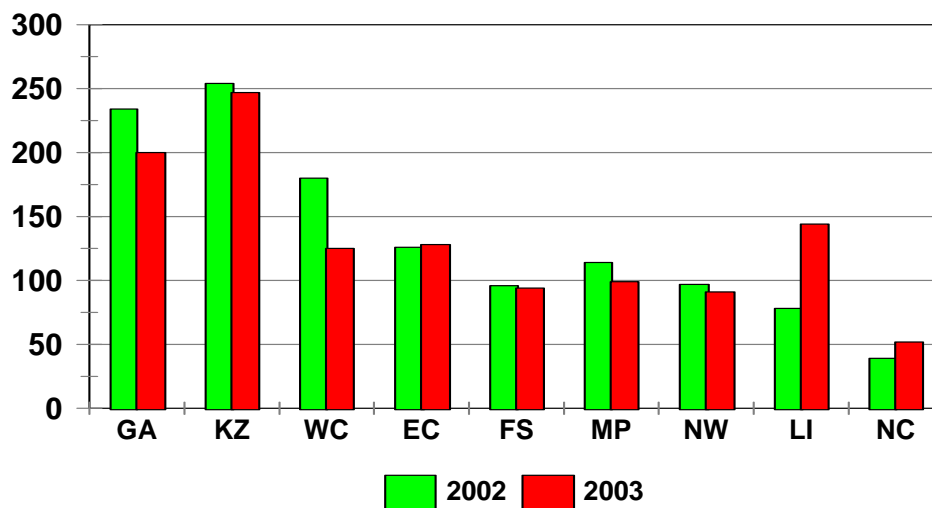


ANNEXURE B : NUMBER OF FATALITIES PER AREA AND PROVINCE FOR DECEMBER 2002 DECEMBER 2003

Number of Fatalities per User Group and Province												
Year	User Group	Province										RSA
		GA	KZ	WC	EC	FS	MP	NW	LI	NC		
2002	Drivers	63	54	46	29	20	33	29	30	10	314	
	Passengers	48	83	72	49	49	46	32	24	17	420	
	Pedestrians	123	117	62	48	27	35	36	24	12	484	
	Total	234	254	180	126	96	114	97	78	39	1,218	
2003	Drivers	59	41	35	24	34	31	25	32	14	296	
	Passengers	37	73	32	61	37	44	33	62	28	407	
	Pedestrians	108	137	59	43	23	25	33	50	10	488	
	Total	204	251	126	128	94	100	91	144	52	1,190	
change 2002 2003	Drivers	-4	-13	-11	-5	14	-2	-4	2	4	-18	
	Passengers	-11	-10	-40	12	-12	-2	1	38	11	-13	
	Pedestrians	-15	20	-3	-5	-4	-10	-3	26	-2	4	
	Total	-30	-3	-54	2	-2	-14	-6	66	13	-28	
% change 2002 2003	Drivers	-5.88	-24.85	-23.21	-17.24	70.00	-4.89	-13.79	6.67	40.00	-5.86	
	Passengers	-23.32	-12.00	-55.14	24.49	-24.49	-5.35	3.13	158.33	64.71	-3.17	
	Pedestrians	-11.90	17.06	-5.59	-10.42	-14.81	-27.68	-8.33	108.33	-16.67	0.86	
	Total	-12.62	-1.35	-29.91	1.59	-2.08	-12.07	-6.19	84.62	33.33	-2.26	

The above total figures per Province are also reflected in the graph below.

Number of Fatalities Per Province



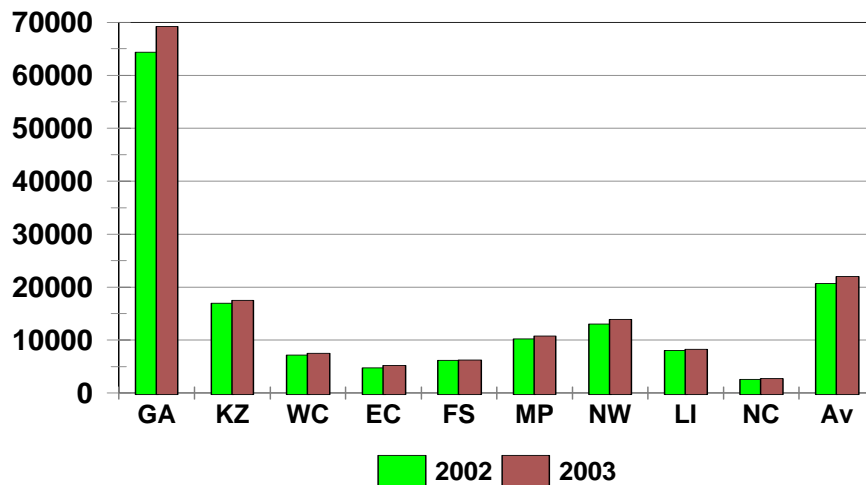
ANNEXURE C : AVERAGE DAILY TRAFFIC PER ROUTE AND PER PROVINCE ON NATIONAL ROADS

Average Daily Traffic (ADT) per Route on National Roads				
Route Number	2002	2003	Change	% Change
N 1	34,235	36,836	2,601	7.60
N 2	9,560	9,960	400	4.19
N 3	31,337	32,979	1,642	5.24
N 4	14,840	15,495	655	4.41
All Other	15,022	15,985	963	6.41
Average	20,711	22,026	1,315	6.35

Average Daily Traffic (ADT) per Province on National Roads				
Province	2002	2003	Change	% Change
Gauteng	64,372	69,225	4,854	7.54
KwaZuluNatal	16,985	17,526	542	3.19
Western Cape	7,145	7,511	366	5.12
Eastern Cape	4,779	5,200	422	8.83
Free State	6,164	6,247	82	1.34
Mpumalanga	10,235	10,790	555	5.42
North West	13,035	13,918	883	6.77
Limpopo	8,056	8,247	191	2.37
Northern Cape	2,560	2,732	172	6.72
Average	20,711	22,026	1,315	6.35

The above figures per Province are also reflected in the graph below.

Av Daily Traffic (ADT) per Province

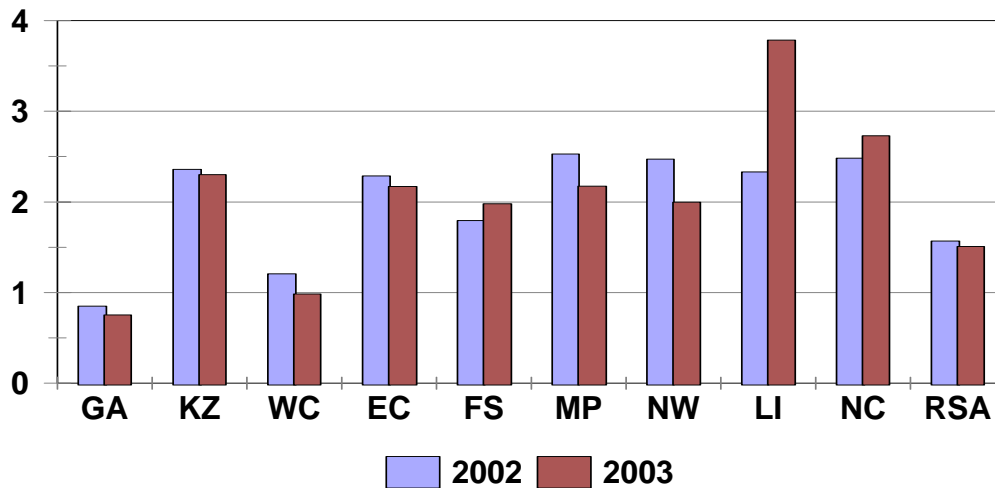


ANNEXURE D : NUMBER OF ACCIDENTS PER 10,000 REGISTERED MOTORISED VEHICLES

Number of Accidents per 10 000 Registered Motorised Vehicles				
Province	2002	2003	Change	% Change
Gauteng	0.85	0.75	-0.10	-11.78
KwaZuluNatal	2.36	2.30	-0.06	-2.44
Western Cape	1.21	0.98	-0.22	-18.50
Eastern Cape	2.29	2.17	-0.11	-4.99
Free State	1.80	1.98	0.18	10.20
Mpumalanga	2.53	2.17	-0.35	-13.99
North West	2.47	2.00	-0.47	-19.15
Limpopo	2.33	3.79	1.45	62.32
Northern Cape	2.48	2.73	0.25	10.02
RSA	1.57	1.51	-0.06	-3.80

The above figures are also reflected in the graph below.

No. of Accs per 10 000 Motorised Vehs



**ANNEXURE E-1 : NO. OF FATAL ACCIDENTS PER PROVINCE
PER MONTH : 2001 – 2003**

Number of Fatal Road Accidents per Province : 2001 2002 2003											
	Crashes	GA	KZ	WC	EC	FS	MP	NW	LI	NC	RSA
2000	Dec	228	216	131	92	98	81	79	84	52	1,061
2001	Jan	145	144	86	49	50	58	48	28	19	627
	Feb	180	137	124	50	55	49	40	25	17	677
	Mch	150	143	104	38	62	55	36	27	15	630
	Apr	168	180	99	47	62	66	57	49	22	750
	May	229	149	95	54	69	72	32	35	21	756
	Jun	179	191	126	41	72	73	45	45	13	785
	Jul	184	165	23	60	61	68	39	4	9	613
	Aug	184	169	90	39	44	69	42	41	15	693
	Sep	188	187	98	44	66	70	37	38	16	744
	Oct	182	162	102	32	69	68	57	42	23	737
	Nov	198	162	137	66	88	84	63	39	18	855
	Dec	219	182	122	79	75	118	69	50	21	935
2002	Jan	134	122	80	51	54	60	45	41	26	613
	Feb	185	134	73	34	48	54	52	28	12	620
	Mch	189	195	97	69	61	77	73	59	11	831
	Apr	171	196	97	55	47	81	64	50	8	769
	May	207	177	100	60	47	77	68	71	32	839
	Jun	210	233	129	63	73	87	66	62	28	951
	Jul	183	207	106	48	85	79	61	45	23	837
	Aug	209	218	123	71	75	104	72	63	28	963
	Sep	207	178	112	55	57	91	89	80	30	899
	Oct	196	162	108	69	75	82	61	51	26	830
	Nov	205	159	98	74	90	67	61	58	33	845
	Dec	201	210	130	98	66	91	85	63	32	976
2003	Jan	133	143	82	68	38	56	62	53	20	655
	Feb	157	124	80	58	48	70	64	52	22	675
	Mch	215	187	120	87	74	80	78	86	22	949
	Apr	182	179	93	82	55	83	76	69	20	839
	May	214	173	103	57	59	68	76	77	16	843
	Jun	187	222	103	63	54	86	61	67	21	864
	Jul	218	195	107	96	60	78	77	64	26	921
	Aug	217	218	106	61	71	94	72	77	20	936
	Sep	203	155	95	61	66	71	65	81	25	822
	Oct	173	200	98	63	70	87	71	65	18	845
	Nov	183	174	114	85	65	97	74	74	25	891
	Dec	183	210	109	96	74	81	72	107	36	968
2001	Year	2,206	1,971	1,206	599	773	850	565	423	209	8,802
2002	Year	2,297	2,191	1,253	747	778	950	797	671	289	9,973
2003	Year	2,265	2,180	1,210	877	734	951	848	872	271	10,208

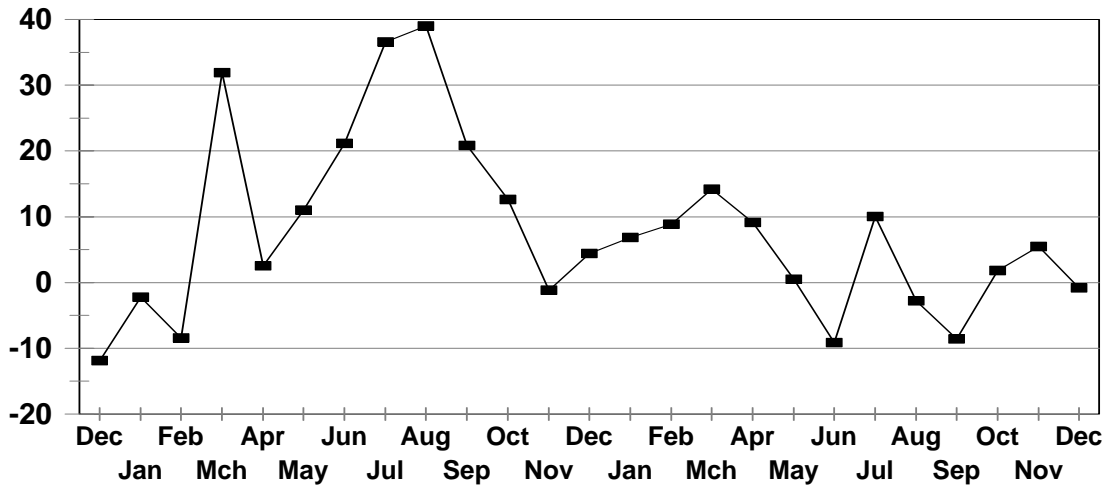
ANNEXURE E-2 : NO. OF FATALITIES PER PROVINCE PER MONTH : 2001 – 2003

Number of Est Road Fatalities per Province : 2001,2002,2003											
	Fatalities	GA	KZ	WC	EC	FS	MP	NW	LI	NC	RSA
2000	Dec	274	272	157	188	123	136	85	102	72	1,408
2001	Jan	155	166	143	64	56	109	75	28	33	829
	Feb	188	160	159	52	75	25	56	25	20	760
	Mch	176	170	123	56	85	55	57	35	23	778
	Apr	229	294	133	56	82	69	78	53	30	1,023
	May	279	192	107	65	90	72	64	35	25	928
	Jun	225	256	169	88	90	82	51	54	13	1,029
	Jul	227	187	24	71	79	84	42	4	10	728
	Aug	229	238	120	49	57	82	53	41	18	886
	Sep	202	255	119	58	94	119	46	38	16	947
	Oct	224	214	107	46	115	109	78	42	36	969
	Nov	216	198	155	100	112	87	80	48	26	1,022
	Dec	256	249	162	105	92	229	104	60	26	1,283
2002	Jan	144	140	88	75	71	78	51	49	37	733
	Feb	227	155	84	35	60	69	59	39	13	741
	Mch	214	246	122	91	72	100	90	77	11	1,023
	Apr	187	253	110	83	86	118	81	54	10	981
	May	258	190	111	73	64	98	93	84	34	1,005
	Jun	252	258	160	90	94	105	81	81	31	1,154
	Jul	196	273	114	102	129	107	77	64	26	1,088
	Aug	237	230	136	78	96	141	87	75	32	1,111
	Sep	228	191	123	94	75	110	108	109	35	1,072
	Oct	213	181	136	89	102	118	70	62	32	1,002
	Nov	231	197	137	87	139	86	68	84	40	1,069
	Dec	234	254	180	126	96	114	97	78	39	1,218
2003	Jan	158	176	106	87	55	69	90	68	24	834
	Feb	171	164	84	68	59	79	69	55	25	775
	Mch	244	198	131	111	95	92	95	101	31	1,099
	Apr	204	224	115	110	67	99	87	92	27	1,024
	May	230	191	110	64	130	81	93	92	21	1,012
	Jun	204	248	139	73	64	100	84	74	27	1,013
	Jul	253	236	123	103	74	100	104	72	31	1,096
	Aug	240	252	128	74	89	111	82	84	21	1,083
	Sep	230	181	131	84	74	86	76	89	32	982
	Oct	228	318	149	119	77	111	74	79	21	1,176
	Nov	249	192	138	119	75	117	91	108	39	1,129
	Dec	204	251	126	128	94	100	91	144	52	1,190
2001	Year	2,605	2,578	1,521	810	1,027	1,121	785	463	274	11,181
2002	Year	2,621	2,567	1,499	1,023	1,085	1,245	964	855	340	12,198
2003	Year	2,614	2,632	1,483	1,140	953	1,145	1,035	1,059	352	12,413

ANNEXURE E-3 : PERCENT CHANGE IN NUMBER OF FATAL ACCIDENTS AND FATALITIES IN COMPARISON WITH SAME MONTH THE PREVIOUS YEAR

% Change from same month Prev Year

Crashes - Dec 2001 - Dec2003



% Change from same month Prev Year

Fatalities - Dec 2001 - Dec2003

