



Arrive Alive via internet

The Arrive Alive campaign is currently getting an unofficial boost from a Free State legal adviser and a couple of IT experts. They are funding the www.arrivealive.co.za website out of their own pockets.

Johan Jonck, a legal adviser with a financial services company, obtained the website's domain name and created a portal where more detailed information on issues such as road safety and the improvement in driving skills get attention. He even covers subjects like how to handle aggressive drivers and spot

fatigued drivers in an instant.

According to Jonck, it garnered a favourable review in *Beeld* and *Die Burger*. *Volksblad* gave the site nine out of ten and it was website of the week on the radio station 5fm's website.

"The driving force behind the development of the site is that we can all make a contribution to preventing the carnage on our roads and it need not only be financial," says Jonck.

Visit www.arrivealive.co.za to air your opinion or contribute to making people aware of road safety.

ROAD SAFETY AND YOUR POCKET



The allocation of this year's national budget proved once again that in South Africa road safety has a significant impact on the taxpayer's wallet. *Johan Jonck*, a legal adviser at a financial services company, investigated the costs involved.

Every year funds have to be found for infrastructure such as the country's road and rail networks, as well as for road safety campaigns such as Arrive Alive and other educational programmes. And these campaigns are analysed, discussed and criticised as the road death statistics over the holiday season are released.

However, while no-one doubts the necessity for expenditure to promote road safety, it is important to get an overall picture of the impact of the carnage on our roads in order to better judge the successes of awareness campaigns.

The CSIR conducted a study to determine the estimated cost of accidents that occurred in 1998. The total cost was estimated at R12.3 billion.

This amount was calculated by putting a value on loss of production, vehicle damage, pain and suffering, medical expenses, administration, legal factors, and so on. They were categorised under fatal, serious, minor and no-injury accidents.

Since official accident figures have not been made available in this format since 1998, a table of current accident costs is not available. Only the figures for fatal accidents are released.

The figures for 1998 are simply adjusted each year by the inflation rate (CPI) to determine the current costs associated with accidents. However, the CSIR has undertaken a new study and the figures should be released next year.

If inflation is taken into account,

the estimated unit costs per accident for 2003 are as follows:

One fatal accident:	R501 483
One serious accident:	R113 916
One minor accident:	R30 623
One accident with no injuries:	R20 259

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These figures are based on data from a number of sources, including short-term insurers and the Road Accident Fund.

The obvious physical damage to vehicles is therefore not the only thing that must be taken into account, but damage to the economy at large as well. It is clear that improved road safety is a requirement for sound economic growth and that every road user has a contribution to make to this.



OUR ROADS: THE FACTS

- South Africa has approximately 735 000 km of roads.
- About 7 200 km of these are national roads.
- There are 56 000 km of provincial roads, 13 000 km of which will become national roads in the next seven years.
- Rural roads stretch over 220 000 km.
- There are 170 000 km of urban roads.

■ Johan Jonck is a legal adviser at Dynarc Financial Services and the developer of the website www.arrivealive.co.za. This site was developed to create greater awareness regarding road safety.