THE SOUTH AFRICAN EXPERIENCE

BE RESPONSIBLE AND LET’S ARRIVE ALIVE

Strategy Overview & Festive Season

Be responsible, and let’s Arrive Alive
Mr Ntau Letebele, Director: Campaigns
(South Africa)
ARRIVE ALIVE

PRI WORLD CONGRESS, ABU DHABI, UAE, 26 TO 29 March
Strategy Overview & Festive Season
Mr Ntau Letebele, Director: Campaigns (South Africa)
Road Traffic Scenario

- Licensed vehicles: 7.9 million;
- Licensed drivers: 6.9 million;
- Total road network: 650 000 kms;
- Annual vehicle kms traveled: 20.4 billion kms;

Road accidents scenario:
- Over 700 000 accidents from minor to fatal;
- Of these 36 000 are serious or fatal;
- 12 000 fatalities annual
- Total cost of road accidents to economy: R36 Billions or USD $5.7 billion
Campaign Background

• Arrive Alive – South Africa’s road safety brand name;
• South Africans living in a violent society and switch off when being confronted with violent messages – impact of Arrive Alive messages negatively affected;
• Violent messages increases the distance between message and audience;
• UNIARC (Univ. of KZN) research 2003/04 shows that Arrive Alive messages were seen/heard and understood by most people (70%), but added that Enforcement Activities were lacking.
Campaign Objectives

- To introduce and communicate the importance of co-responsibility of all road users and stakeholders to reduce the number of crashes on OUR roads;

- To increase road safety awareness to road users (drivers, passengers and pedestrians)

- Primary aim:
  - Reduce road traffic infringements, and the resultant crashes, injuries and fatalities by 5% as compared to previous year;

  - Combine education, information and enforcement to ensure law compliance;
Campaign Strategy

- Shifting from “blood and guts” to a more “emotive” approach – communicate benefits of good conduct on the roads. TV, Radio, Outdoor – billboards, buses, taxis, street pole ads showing consequences of crashes
- Humanising statistics: emphasising the value of human life through publicity – media breakfasts and interviews
- Emphasising the co-responsibility of all South African road users: “Lights on campaign” – daytime running lights
- Integrating more effectively communication and law enforcement: Arrive Alive Highway patrol Unit
Fatal crashes: December 2005

- More than 1446 people died during December 2004 - nearly 46 people died on our roads EACH DAY for this month;
- Thousands more suffer from permanent disablement, and their families suffer with them;
- Most of the crashes happened at night and over weekends;
- Pedestrians make up nearly 40% of road casualties as they are defenseless against any vehicle which hits them traveling faster than 35 kph. Alcohol a factor in 57% of those fatalities;
- The majority of the vehicles involved in crashes are sedans, and the causes of the collisions almost always involve speed as one of the factors;
- Close to 10% of the people killed were children, with the most "at risk" group being between the ages of 6 and 12.
Main contributory factors

- Speed;
- Drinking and driving / walking;
- Fatigue;
- Unsafe overtaking and reckless driving;
- Unsafe crossing of roads and lack of visibility (Pedestrians);
- Smooth tyres (bursts); and
- Unsafe following distances.
Themes

• Why strong media focus: people travel long distances, road (un)safety is topical and relevant, lack of other news, weekly releases keep focus on road safety;

• Mobilization or sensitization of stakeholders: Nov 2005

• Driver and Vehicle Fitness: Nov/Dec 2005

• Alcohol and Speed: Dec 2005

Pedestrians: Jan 2006
Messages to stakeholders

- Law enforcement: Use information to plan interventions
- Road Safety Officers: Educate public about the road rules and the benefits
- Road users: Communicate to road users the hazardous locations, road conditions, rules of the road, benefits of law compliance (statistics);
- Media: We have a strategy / we are part of a partnership/objectives of programme / contextualising our strategy in terms of research produced / communicate the projects planned
Stakeholder activities

• Law enforcement:
  – workshops / provide data packs / liaise with provincial and metro authorities (top level)

• Road Safety Officers:
  – workshops / media training / data pack / promotional items
Stakeholders activities

• Road Users:
  – Mass awareness: contextualise Arrive Alive in the Road to Safety strategy- media releases, Minister’s speeches & appearances on TV,

• Media:
  – Media house visits, editors breakfasts, information services
## CRITICAL OFFENCES

<table>
<thead>
<tr>
<th>Theme</th>
<th>Legislation</th>
<th>Facts / Benefits</th>
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</thead>
<tbody>
<tr>
<td>Speed</td>
<td>Adhere to the prescribed speed limit</td>
<td>10% slower will reduce fatalities by 40%</td>
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<tr>
<td>Seatbelts</td>
<td>All occupants of a vehicle must wear their seatbelts – front and back</td>
<td>A seatbelt can save lives</td>
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<td></td>
<td></td>
<td>If the seatbelt wearing rate increases by 2% we can save more than 200 lives per annum</td>
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<tr>
<td>Alcohol</td>
<td>BAC of 0.02 for professional drivers and 0.05 for other drivers</td>
<td>50% of people who die in road crashes have a BAC above 0.05</td>
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<tr>
<td>Vehicle and driver fitness</td>
<td>Drivers must be licenced</td>
<td>Licenced drivers are better drivers</td>
</tr>
<tr>
<td></td>
<td>Vehicles must comply with the road worthy regulations</td>
<td>Defective vehicles cause crashes</td>
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</tbody>
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## Law Enforcement Summary

<table>
<thead>
<tr>
<th>Enforcement Operation</th>
<th>Action</th>
<th>Target Offences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road Patrolling</td>
<td>Drive in traffic stream</td>
<td>Moving offences, Reckless driving, Overtaking, Driver seatbelts</td>
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<tr>
<td>2 - 3 hours per team per day</td>
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<tr>
<td>Traffic Stops</td>
<td>Stop and check at least 15 drivers and vehicles</td>
<td>Drivers &amp; passengers, Driving licence &amp; PrDP, Alcohol, Seatbelts, Vehicles</td>
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<tr>
<td>4 - 5 hours per team per day</td>
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<tr>
<td>Hazardous Locations</td>
<td>At selected locations</td>
<td>Speed control, Overtaking, Ignoring traffic signals</td>
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<td>1 – 2 hours per team per day</td>
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</table>
## Road safety messages

<table>
<thead>
<tr>
<th>Theme</th>
<th>Core Message/Emotive</th>
<th>Media</th>
<th>Core Message/Cognitive</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed</td>
<td>Emotive campaign focusing on all themes and incorporating the “Value human life” mechanism.</td>
<td>TV, Radio, Cinema, Outdoor, Alternative</td>
<td>Publicity Campaign: From November 2005 to January 2006</td>
<td>All media</td>
</tr>
<tr>
<td>Seatbelts</td>
<td>Main message: Loss of life vs. a theme.</td>
<td></td>
<td>• Various stories to be drafted on (Examples)</td>
<td></td>
</tr>
<tr>
<td>Alcohol</td>
<td>Pay-off line: “THEME – It’s just not worth it – be responsible and lets all Arrive Alive”</td>
<td></td>
<td>• How does a slower speed save lives</td>
<td></td>
</tr>
<tr>
<td>Vehicle and driver fitness</td>
<td></td>
<td></td>
<td>• How does alcohol influence driving</td>
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<td></td>
<td></td>
<td></td>
<td>• What is the effect of worn shock absorbers on a car’s handling?</td>
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Law Enforcement: Co-ordination with Communication

- Strategic focus of enforcement officers is supported by communication themes to ensure maximum synergy with television, radio, outdoor and poster advertising in order to change behavior;

- Media releases include information on violations, as most serious crashes are preceded by offences;

- The public is informed about the most dangerous geographical locations as well as the most dangerous behaviours on a regular basis;
Be responsible, and let’s all Arrive Alive

Co-Sponsored by the Road Accident Fund