



**DECADE OF ACTION AND ARRIVE ALIVE**  
**NATIONAL ROAD SAFETY STRATEGY**  
**2011-2020**

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## **EXECUTIVE SUMMARY**

Road fatalities are a major contributor to unnatural deaths. Every day 3200 people are killed on roads around the world, most of these being in low and middle income countries, with South Africa contributing around 40 deaths per day and 15 000 annually. The country's mortality rate per 100 000 citizens is one of the worst in the world and the largest unnatural killer of children in South Africa today is road crashes.

The Department of Transport, being the lead agency for road safety in South Africa, has developed this strategy, through an informed and coordinated effort to improve education and enforcement regarding poor road use behaviour, in line with international best practice and recommendations from the World Health Organisation for developing countries.

To this end, South Africa is a party to the Decade of Action (DoA) for Road Safety, which will support international measures to reduce the effect of poor road safety (particularly in sub-Saharan Africa) through the focussing on the five road safety pillars of the DoA, together with the re-vitalisation of the Arrive Alive safety campaign. As a participant, South Africa must report on successes to the United Nations throughout the decade, regarding issues of resource allocation to road safety, the success of partnerships and sponsorships, the activities undertaken and data to indicate the success or failure of projects.

This integrated strategy will lead multi-sectoral efforts within the private and public sectors to reduce road carnage through concentration on the highest risk factors: alcohol (driver and pedestrian); seat belt compliance; moving violations including speed; creation of a safe environment for pedestrians; education in schools; public relations concentrated on achievements to gain the support of the public, and creating an awareness of risks, as well as improvement in the vehicle and road environment (including reduction in fraud and corruption) and improvement of after-crash care to reduce the number of deaths and disabling injuries.

Given that an estimated 33% of accidents happen while commuting to and from the workplace, an organisation exists in the UK, which assists employees in road safety issues. A similar organisation in South Africa would reinforce the need for employers to contribute to improving the driving habits and road safety environment of their employees.

Previous road safety strategies have not entirely achieved their intended impact, given the negligible impact on road safety statistics over the years. This is due to a number of factors, which include: the fact that the strategy was too broad in its focus and aimed to achieve too wide-ranging effects, priority was not given to “quick fix” solutions, and in some cases sufficient resources were not allocated to effect the implementation of identified strategies within the three spheres of Government. Upon reflection of the 2006 road safety strategy, it is evident that the majority of the intended initiatives were not implemented fully and hence there has been no appreciable reduction of the carnage on the roads.

Road fatalities have generally continued to rise over the past decade, although minimal successes have been achieved in a 1%

reduction in deaths per annum in recent years. To achieve the current goal of a 50% reduction by 2015 (the same goal as set in 2006) a decrease of 15% in fatalities per annum is required. Achieving this would translate into a saving of 27 000 lives over the next 5 years.



For the first time, the Department of Transport is preparing pro-forma strategies for the provinces, based on the national strategy but appropriate to the individual regional context. This is important as, although a decision was made nationally to stop funding PET, DOTY and other competitions, the provinces may find these vehicles appropriate for safety training in their regions. It is important that certain levels of autonomy are maintained to guarantee validity of the strategy at provincial and local authority level.

## SECTION ONE: INTRODUCTION AND OVERVIEW

### 1. INTRODUCTION

Road crashes have become recognised internationally as a social and economic burden, particularly in developing countries, in recognising this, the World Health Organisation, World Bank and United Nations have put forward recommendations to mitigate the challenges faced on roads internationally and in particular, in the developing world.

The reason that this strategy is designed for implementation over a 10 year period is because South Africa is joining the international community in the Decade of Action for Safety from 2010 to 2020, initiated by the Commission for Global Road Safety. This campaign supports, in turn, the Millennium Development Goals from the worldwide community and the ACCRA agreement of 2007 by the African Ministers of Transport to halve fatalities in sub-Saharan Africa by 2015. This international and regional movement supports the commitment of our own Minister of Transport who is a declared road safety champion, having tragically lost a son in a road crash in the 1990's.

Statistics from high-income countries provide evidence that road crashes and fatalities can be reduced through specific efforts in the widely recognised best practice model of the 4 "E"s, and with sufficient political and financial support from role-players such as the national insurance and transport related industries. These statistics provide the facts and imperial data which are to be used in the development of a strategy. It is confirmed that in the case of this strategy, this has been adhered to.

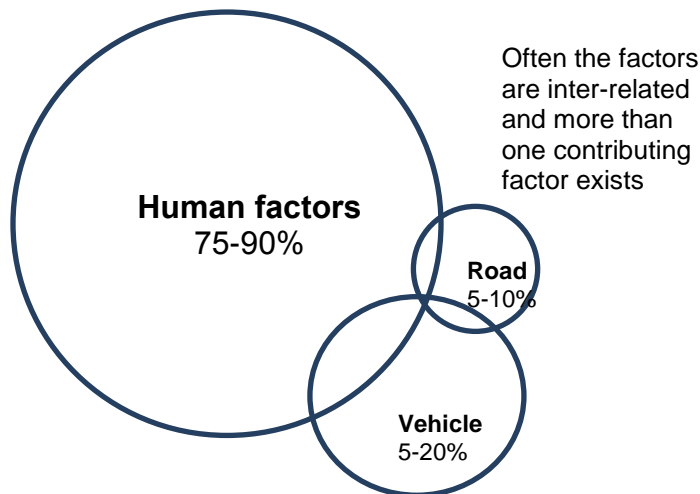
The challenges in addressing road safety in South Africa are primarily those of human behaviour i.e. a lack of knowledge of the rules of the road, and willingness to abide by those rules, as well as inadequate enforcement and a lack of follow up of fines and the resulting "culture of impunity" in respect to punishment of offenders.

The following diagram indicates the contribution of the road environment, <sup>1</sup>human behaviour and vehicles to road trauma:

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<sup>1</sup> Unpublished University of Cape Town research 2010 – Prof Marianne van Schuuren

In terms of the implementation of the road safety strategy, another impediment has been the lack of clarity in terms of the line-function for road safety with respect to the constitutional division of transport functions between the various spheres of government and the agencies involved in implementation of initiatives such as the Road Traffic Management Corporation (RTMC), South African National Roads Agency Limited (SANRAL), Cross Border Road Transport Agency (CBRTA) and the Department of Transport who still hold some of the functions.



The Minister of Transport has requested that the Road Safety line function consult in the development of a goal, vision and mission to support the Departmental vision which is as follows: *To provide safe, reliable, effective, efficient and fully integrated transport systems and operations as well as infrastructure, which will best meet the needs of freight and passenger customers and commuters at improving levels of service and cost in a fashion which supports government strategies for economic and social development, whilst being environmentally and economically sustainable.*

The consultation process has come up with the following as basic terms of reference for the projects:

- GOAL:** To reduce fatalities on the roads of South Africa by 50% by 2015, with further reductions by 2020.
- VISION:** Safe and efficient road transport, contributing to economic growth and development, through improved cooperation and compliance from road users, the business and NGO community and public and private sector interventions.
- MISSION:** Using strong political will and commitment to reach all road users, utilizing a systems' based approach of education, enforcement, engineering and evaluation to change attitude and behaviour and reduce fatalities.

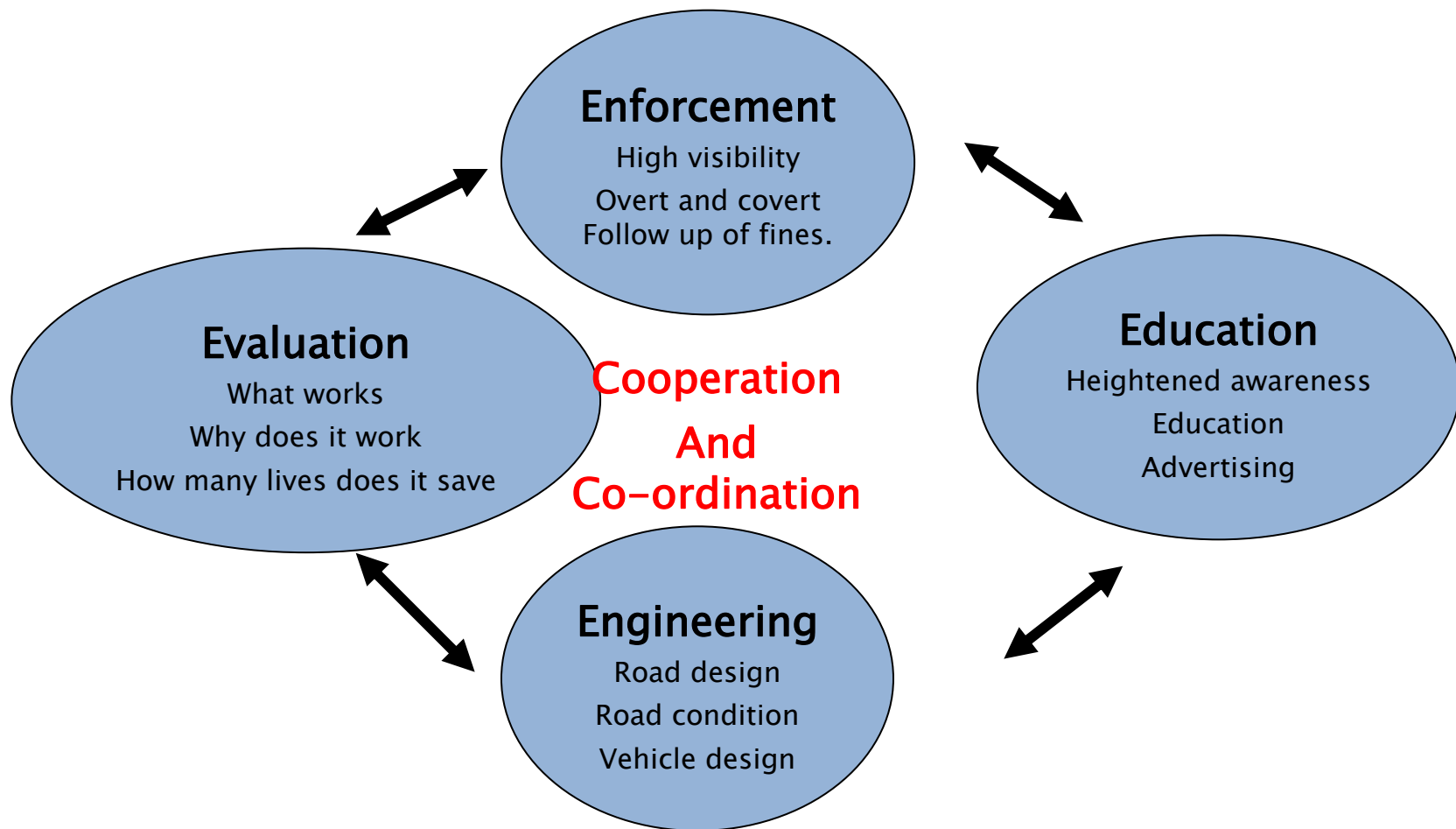
### ***Key Directions***

Several countries throughout the world have adopted “The 4 “E”s strategy”, with South Africa being among them. Although there are variations to this approach, this system has been introduced successfully in many countries and it is now regarded as a World’s Best Practice.

The 4 E’s are :

- heavy and visible **ENFORCEMENT**;
- **EDUCATION** to support the enforcement;
- **ENGINEERING**, involving low cost remediation in hazardous locations, as well as vehicle engineering standards; and
- **EVALUATION** which is research and data collection

# World's best road safety practice



## **2. ENFORCEMENT**

To have the best possible enforcement project, one must create the perception of substantially increased enforcement activities through the strategic placement of high visibility patrolling and enforcement activities. Given the shortage of enforcement personal in South Africa, those who are deployed must make conscious efforts to maximise their visibility and so maintain the perception of widespread enforcement.

Research indicates that seeing a traffic officer affects behaviour for 17 minutes. It is important therefore that officers are intentionally visible to create a maximum impact i.e. omnipresence. It is equally important that the public are made aware that if they disobey the rules of the road, they will be caught and they will be punished.

The campaign in South Africa, running from October 2010 to September 2011, is an effort to improve visibility and check a million vehicle and drivers monthly in 1000 roadside activities every day. This campaign will concentrate on drunk driving, seat-belt wearing, and vehicle condition and legality of all vehicles.

It is important that the enforcement is targeted to the areas where crashes are occurring, by placing enforcement activities in low volume accident areas is a misplacement of resources and fuels perceptions that road-side enforcement is a cash generating undertaking, rather than a road safety one.

Enforcement agencies should concentrate on a single behaviour challenge at any one time e.g. non-wearing of seat belts, and focus their efforts on that offence for a certain period of time – for not less than two months. Efforts focussed on a single aspect must then be supported through media and awareness initiatives and so maximize the efficiency of the enforcement campaign.

### **2.1 *AARTO and Demerit Points***

Implementation of the Administrative Adjudication of Road Traffic Offences (AARTO) system is designed to:

- (1) Reduce the impact of large numbers of fines on the court.

- (2) Decriminalise the lesser offences.
- (3) Identify repeat offenders.
- (4) Improve the fine collection process and ensure that people are appropriately punished for their offences.
- (5) Introduce the demerit points system to enable the process of taking dangerous drivers off the road by withdrawing their licenses.
- (6) Ring-fencing funding collected in fines specifically for road safety projects.

## **2.2 Demerit Points**

In some countries of the world (Ireland, Canada, Australia, New Zealand are examples) demerit points are issued when fines are paid. Payment of fines in these cases is an “admission of guilt” and when a certain number of demerit points are allocated to a driver, their driving license is suspended for a defined period.

**Challenge:** To ensure that the implementation of AARTO is possible, with the introduction of the various new administrative systems and the contravention register, the functionality of the eNaTIS system requires improvement. Under the current management it is evident that additional capacity is required in terms of technical personnel to build in the new functionality prior to 2014. This is a challenge which requires immediate attention.

## **3. EDUCATION**

Education regarding road safety, may involve media, public relations, training projects and any promotion of road safety activities such as events, branding, community road safety council interventions and other promotional activities. Campaigns should be television based (due to the broad coverage of an estimated 93% of South Africans having access to TV), with support on radio, posters and billboards, emphasizing those points and should be concentrated on a single poor behaviour at any one time. They should also support enforcement activities and strategic focus, so that maximum impact is achieved.

Education projects are most effective when they are gut-wrenching and emotive and demonstrate the danger of poor behaviour and show the emotive result (consequences) of deaths and injuries on the roads.

Projects should be concentrated on those drivers who are repeat offenders, and groups who are considered “at risk”. Worldwide, the highest risk drivers are males between the ages of 18 and 23, it is also this category of road users who are least influenced by training initiatives. Other high risk areas include public transport, freight, pedestrians, children and the elderly.

Special education programmes in schools and with workers in business or industry should be ongoing, and so ensure that they understand the rules of the road and the consequences of behaving in a way which does not comply with laws or which is careless or negligent.

In line with current social networking, internet resources such as “twitter”, “facebook”, “Mixit” and other tools commonly used by young people should be fully utilised to reach that sector of the market.

## **4. ENGINEERING**

### ***4.1 Road Environment***

It is important to be aware of high-accident risk areas and to continuously establish whether these are contributed to by the road engineering environment. In recognising these, authorities can often effectively reduce the hazards through the provision of simple remediations such as signs, fences, traffic calming humps and traffic circles. Given also the allowance for human error, roads should provide a forgiving environment which allows for reasonable levels of misuse and carelessness.

Incorporating road safety as a prerequisite at the design of any civil construction is also critical, and should receive more attention at a tertiary engineering level than is currently offered.

In the 1960s and based on the American model, South Africa developed the freeway road system where vehicles were the only consideration. Europe, on the other hand incorporated facilities for pedestrians, cycles and other vulnerable road users, which has supported road safety enormously, especially when considering pedestrian and cyclists, in both the rural and urban context.

PIARC (The International Road Federation) has indicated that South Africa has amongst the best national roads system in the world, after Germany and on par with France. The Provincial and local authority road systems are, however, a challenge, due to a lack of adequate maintenance and the existence of pot-holes. Should maintenance be delayed for three years beyond the recommended time, the cost or rehabilitation escalates by a factor of 6, and should it be delayed for a further three year period, the factor increases to x18.

#### ***4.2 Vehicle Design and Maintenance***

Vehicle design and condition are also important, with safety equipment such as seat belts and air bags, and general good condition of brakes, lights, steering and shock-absorbers being vital to ensure safety. Considering that the average age of the National fleet of vehicles is more than 10 years old, and no regulated vehicles testing taking place (except with change of ownership), vehicle condition plays a large role in crashes in South Africa.

The introduction of Periodic Vehicle Testing (which has been proposed since the mid 1980s) is a priority to ensure that:

- (1) Owners keep their vehicles in the best possible condition, to ensure safety and to prolong their lives and improve second-hand value.
- (2) Harmful emissions produced by poorly maintained vehicles are reduced.
- (3) Provide economic opportunities through the creation of more vehicle workshops, because of the necessity of maintaining vehicles regularly to ensure that they pass annual road worthy tests.
- (4) Ensure maintenance of accepted international standards as recommended by the UN Decade of Action.
- (5) Raise the level of road safety awareness to “front of mind” by the demand to keep vehicles in good condition on an ongoing basis.

## **5. EVALUATION**

The most effective evaluation methods regarding road safety best practice must be scientifically based. With the following questions requiring understanding;

- Where are the key problems areas and their causes?
- What road safety interventions are effective in addressing these?
- Are the interventions effective in terms of the cultures of a particular nation and community?
- What can be done to improve public awareness and behavioural change?

Monitoring and evaluation is considered to be one of the pillars of international best practice. This is effective where reliable information is available, but in the South African context, road safety data, capture, processing and dissemination requires further strengthening.

Monitoring should include reports on the following basis<sup>2</sup>:

- Measure scale of programmes (inputs)
- Assess behaviour shift (outputs)
- Monitor safety improvements across areas of roads, users and vehicles (outcomes – data).
- Report on specific enforcement activity across all jurisdictions.



**Adequate resources  
– Personnel and finances**

<sup>2</sup> Australian road safety strategy 2010.

## **SECTION TWO: COMMUNICATION STRATEGY**

### **1. INTRODUCTION**

The communication strategy is the component of the road safety strategy which addresses road user behaviour, thus making it a key component of the overall strategy. To give it effect, use must be made of media (television, radio, billboards, print), advertising and public relations efforts, as well as the unconventional and new social networking vehicles (such as facebook, twitter etc.) to promote knowledge, leading to attitude change which in turn leads to a change in behaviour.

It also uses any opportunity for education, particularly of vulnerable groups such as children, the elderly and disabled, pedestrians and public transport drivers, to improve knowledge, behaviour and attitude.

### **2. BASIS OF A COMMUNICATION STRATEGY**

International best practice indicates that the following must underpin a communication / awareness campaign.

- Education projects must emphasise the danger of poor behaviour and present the emotive result of deaths and injuries on the roads.
- They should emphasise the consequences of poor behaviour in ways which make people think “that could happen to me”. To say “slow down” without highlighting a consequence has little effect.
- They should be targeted those who are repeat offenders, and groups who are considered “at risk” e.g. public transport and heavy duty drivers, pedestrians and young men.
- They must concentrate on a particular behaviour at any one time, not be generalized or generic in nature. The emphasis should be on the primary offences e.g. non-wearing of seat belts, inappropriate and unsafe speed (control of the vehicle), unsafe overtaking and drunk driving etc.

### 3. STRATEGIC IMPERATIVES

Issues that need to be addressed:

- Develop strategic interventions to reach all stakeholders and segments of society, including the youth and children, rural and urban people, with appropriate, accessible language and style.
- Use interventions which will have maximum reach with minimum expenditure.
- Put in place projects that will change attitudes and behaviour of all road users – drivers, passengers and pedestrians, including education of youth so that when they become drivers, they become part of a compliant, law-abiding society.
- Promote a paradigm of safety and the value for human life, in general as well as on the road.
- Promote ARRIVE ALIVE as a beneficial over-arching policy to save lives, improve safety, reduce the “culture of impunity” of poor drivers, identify repeat offenders and be of benefit to the community as a whole. Make poor driving behaviour and non-payment of fines socially unacceptable.
- Use education through the Department of Education, children’s television, radio and education projects to reach the most vulnerable.
- Identify and use well known, famous role models as ambassadors to promote the system.
- Utilise public relations – using the “talkability” of road safety on radio and television, and the potential for discussion from a reality TV show which may be produced. Ensure a spokesperson is properly trained to give clear, educational information, stressing the responsibility of every road user to abide by the rules of the road and drive safely.
- In line with best practice, road safety messages must be marketed as a “consumer product”, with public relations activities to support enforcement activities and inform road users of the risks associated with road travel.
- Ideally, the strategy should be based on a television campaign, supported by radio, billboards, posters etc. using the same graphics and copy to re-enforce the messages given on the high-visibility television campaign.

Road safety slogans are a useful mechanism of conveying specific messages, with examples being :

- Pedestrian:** “Take pity and stay under 30” (km/h)
- Speed:** “Stay in control, it is YOUR life at stake”
  - “Chance takers are accident makers”
  - “Live longer, by being safe today”
  - “Lose control and you may lose your life”
  - “Control your vehicle each day, and keep the doctor at bay”
  - “Sharp bends require negotiation skills”
- Drunk driving:** “If you drink and drive, you are a killer”
  - “A sober you is a safer me”
  - “Just because you got away with it, does not mean it is right”
- General:** “Safety is a way of life – embrace it”
  - “Safety hero is accident zero”
- Seat belts:** “Click, for your own life’s sake”
  - “Cost – a simple click. Benefit – life”
  - “Safety starts with me – click every trip”
- Cell phones:** “Better to lose your call than lose your life”
- Fatigue:** “Tired drivers are risk takers and accident makers”

## SECTION THREE: SOUTH AFRICAN CONTEXT IN ROAD SAFETY

### 1. INTRODUCTION

Every single South African should know and understand that our country has one of the worst road safety records in the world, **losing over 40 people a day to traffic crashes, with a further 20 being left permanently disabled** and several hundred suffering serious injuries. There are approximately 1 million crashes a year in South Africa.

Most of these crashes (a reliably estimated at 90% plus) are unnecessary and occur due to law infringement. Government can only do certain things to keep our roads safe, but it is the responsibility of every single citizen to ensure their own, their families and their community safety.

Over the years numerous road safety campaigns have been launched and implemented, and yet the deaths on our roads are increasing. The most successful decrease in crashes occurred in the Western Cape (17% decrease between 2008 and 2009) and the least successful provinces were Limpopo and Free State, increasing by 9% per year, and KwaZulu-Natal where the crashes increased by more than 7% during the same period.

Dangerous roads have significant impacts on developmental objectives – especially because of the immense economic and social cost of road crashes to low and middle income countries. It is important that the knowledge gained by high income countries is also transferred and implemented in low and middle income countries. Road accidents cost the South African economy R133 billion annually (RTMC figures), which has a significant effect on other needs such health, education, housing, job creation initiatives, water and electricity production and other state expenses. In Africa generally, more than double the amount given in development aid is lost to road crashes.

Recommendations from the World Bank include the suggestion that 10% of infrastructure spend should be dedicated to road safety. In a recent grant to sub-Saharan Africa only 2% was earmarked for road safety. It is imperative that Governments

begin to take more seriously, their responsibility to put in place strategies to reduce the pain and sufferings caused by crashes and so reduce the effects on the health system and the economy of a country.

Currently, the National annual budget for road safety is R15 million, which is from funds transferred to the Road Safety Promotions Unit by RTMC. This is viewed as insufficient and is consistent with the trend at Provincial and Local levels where many Departments and Municipalities do not have sufficient resources to effectively address the needs of road safety interventions.

The statistics are for fatalities per 100 000 human population, and the increase/decrease is measured between 2008 and 2009 which are the latest available stats from the RTMC.<sup>3</sup>

<b>Eastern Cape</b>	<b>23.21 fatalities</b>	<b>Fatality rate increasing by 3% per annum</b>
Gauteng	23.60	Fatality rate DECREASING by 6% per annum
Western Cape	23.90	Fatality rate DECREASING by 18% per annum
<b>KwaZulu Natal</b>	<b>27.30</b>	<b>Fatality rate increasing by 5% per annum</b>
National average	27	(WHO figures indicate a rate of 32 deaths/100 000 population)
<b>Limpopo</b>	<b>28.54</b>	<b>Fatality rates increasing by 9% per annum</b>
Northern Cape	29.37	Fatality rate DECREASING by 3% per annum
North West	32.76	Fatality rate DECREASING by 4% per annum
<b>Free State</b>	<b>33.33</b>	<b>Fatality rate increasing by 9% per annum</b>
Mpumalanga	46.41	Fatality rate DECREASING by 10% per annum.

The total national reduction in fatalities between 2008 and 2009 was less than 1%, the target is a reduction of 15% per annum.

NOTE: As a comparative figure, targets for Australia (Road Safety 2010 strategy) are to bring road deaths below 5.6 per 100 000 population annually.<sup>4</sup>

<sup>3</sup> RTMC Road Safety Statistics 2009

<sup>4</sup> Australian road safety plan 2010.

## 2. DEPARTMENT OF TRANSPORT

The commitment to Road Safety by the Minister of Transport and the Director General has led to the formation of a **Road Safety Promotions Unit** within the Department of Transport. This unit has been set up in the office of the Minister, and reports to Communications in terms of line-function. It was established to coordinate and promote road safety, and has thus far (early 2011) led the process of the consultation and establishment of Local Road Safety Council (LRSCs).

To streamline road safety initiatives, it is important to align road safety functions which currently exist in various Departments within the Department and its agencies, in such a way that their efforts are sustainable and effective and that the Road Safety Promotions Unit is capacitated in terms of human and financial resources and line-function to coordinate all road safety functions.

Many of the road safety functions fall within the **Road Regulation** branch of the Departmental structure. DOT road regulation is responsible for policy, development and maintenance of legislation and regulation, and standards. There is also a division for **Public Entity Oversight**, which has the line-function of supervision of the agencies.

Implementation functions still remaining with DOT (but planned for transfer to the RTMC) are as follows:

- Infrastructure Safety Audits
- Vehicle Testing, Registration, and Licensing
- Testing and Licensing of Drivers
- Road Traffic Information
- Administrative Adjudication of Road Traffic Offences (AARTO)

Although this information comes from the RTMC web site, it would appear that Infrastructure Safety Audits, Road Traffic Information and AARTO already fall under the responsibility of the RTMC.

### **3. THE ROAD TRAFFIC MANAGEMENT CORPORATION**

The Road Traffic Management Corporation (RTMC) commenced its operations in April 2005 with a mandate to :

“pool powers and resources to eliminate the fragmentation of responsibilities for all aspects of road traffic management across the various levels of government in South Africa, and to bring a professional approach and improved confidence into the entire system.”

The RTMC was established in terms of Section 3 of the Road Traffic Management Corporation Act, No. 20 of 1999, for co-operative and coordinated strategic planning, regulation, facilitation and law enforcement in respect of road traffic matters by the national, provincial and local spheres of government.

The establishment of the RTMC was aimed at achieving the following goals<sup>5</sup>:

1. To establish the RTMC as a partnership between national, provincial and local spheres of government.
2. To enhance the overall quality of road traffic services provision, and in particular ensure safety, security, order, discipline and mobility on the roads.
3. To protect road infrastructure and the environment through the adoption and implementation of innovative technology.
4. To phase out, where appropriate, public funding and phase in private sector investment in road traffic matters on a competitive basis.
5. To introduce commercial management principles to inform and guide road traffic governance and decision making in the interest of enhanced service provision.
6. To optimise the utilisation of public funds.
7. To regulate, strengthen and monitor inter-governmental contact and co-operation in road traffic matters.
8. To improve the exchange and dissemination of information and road traffic matters.
9. To stimulate research in road traffic matters and effectively utilise the resources of existing institutes and research bodies.
10. To develop human resources in the public and private sectors that are involved in road traffic matters.

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<sup>5</sup> RTMC Act 1998

Some road safety functions have been transferred from DOT to the RTMC. These include the following:

- A. Harmonisation of road traffic law enforcement between authorities and all spheres of government.
- B. Management, co-ordination and oversight of road traffic safety communication and education programmes and campaigns.
- C. To manage and co-ordinate the effective, efficient and uniform training of road traffic officials in South-Africa.

#### **4. AGENCIES OF GOVERNMENT**

The following government agencies have a role to play in road safety implementation:

The **South African National Roads Agency Limited (SANRAL)**, established in 1998 with the responsibility of planning, developing, managing and maintaining the 17 000 km national road system, with the assistance of public-private-partnerships through concessions on about 15% of national roads.. These concessionaires are contracted to build / manage certain sections of road, through the collection of tolls to cover development, maintenance and management costs. SANRAL builds access roads in areas which earmarked for economic development, thereby assisting with the stimulation of that local economies. To ensure that the new roads are safely used by local communities, SANRAL does road safety training with those communities.

The **Cross Border Road Transport Agency (CBRTA)** has the responsibility of managing cross border activities, operator systems (permits) and transport of goods and people across the borders of the country. CBRTA has traffic officers who work mainly at the borders of South Africa and who ensure that the traffic coming into our country from our neighbours and other SADC members complies with our standards.

The **Road Traffic Management Corporation (RTMC)**, legislated in 1998 and established in 2005 manages a negotiable 10 functions of government including enforcement, officer training, vehicle registration and testing, driver and road user education, statistics and their analysis.

The **Road Accident Fund (RAF)** was established to pay sums of money to the victims of road trauma – in the form of National personal insurance. This organization has an increasing operational deficit (currently at R44billion) due to high claims from an environment of poor road safety. Training is being rolled out by the RAF to make affected people more aware of their services and to streamline the claim process directly to themselves, without depending on the unnecessary intervention of the legal fraternity.

## **5. OTHER GOVERNMENT DEPARTMENTS AND CIVIL SOCIETY**

Not only is road safety the constitutionally mandated responsibility of all three spheres of government (national, provincial and local authority), but it also falls within the ambit of work of the following departments:

- Health
- Roads and Works
- Community Safety
- Rural Development
- Social Welfare
- Agriculture and Tourism
- Justice
- Safety and Security
- Human Settlements

It is important for the lead agency to consult with the various levels of transport authority, other government departments but also the Non-government Organisations and other associations and stakeholders who are involved with safety issues namely, but not conclusively :

### **Private sector and civil society**

- Lead SA
- Automobile Association
- South African Insurance Association
- South Africans against Drunk Driving
- NAAMSA
- SAVRALA
- Retail Motor Industry RMI
- Global Road Safety Partnerships GRSP

- VESA
- Business Against Crime BAC
- Retail Motor Industry
- NAADA
- Arrive Alive web site
- Drive Alive
- Road Safety Foundation
- Medical Research Council (MRC)
- Development partners (UN, WHO etc)
- Liquor Board
- Road Freight Association
- Road Traffic Management Systems
- Taxi associations
- SABOA (Bus authority)
- Churches and inter-faith communities
- Traditional leaders
- Tow truck industry
- Driving School Industry
- Quadriplegic Association
- Media partners

**Public Sector** (At all spheres of government)

- Department of Transport
- Transport Portfolio Committee
- Department of Health
- Department of Roads and Works
- Department of Community Safety
- Department of Rural Development
- Department of Social Development
- Department of Agriculture and Tourism
- PRASA
- SAPS
- Department of Human Settlements
- Department of Education (Basic and higher)
- Department of Justice
- RTMC
- CBRTA
- SANRAL
- RAF
- S A Defence Force

## The Business Sector.

It is estimated that nearly 1/3 of crashes happen while people are driving to or from work or while doing business.

The business community as employers have a responsibility for the safety of employees not only at work but while travelling to and from the workplace, or doing work on the road. Some companies (e.g. BP South Africa) have made it a dismissible offence to be seen driving without a seat belt, even when in a personally owned vehicle.

This example encourages good behaviour and improves understanding of the inherent dangers of driving on the road. It inculcates good habits for employees and their families and lessens down-time caused through crashes and losses of expertise caused by deaths of personnel.



In the United Kingdom there is an organisation dedicated to improving driving, where it is recognised that employers can contribute towards improving the driving habits of their employees through training as well as through public relations and systems to discourage carelessness.

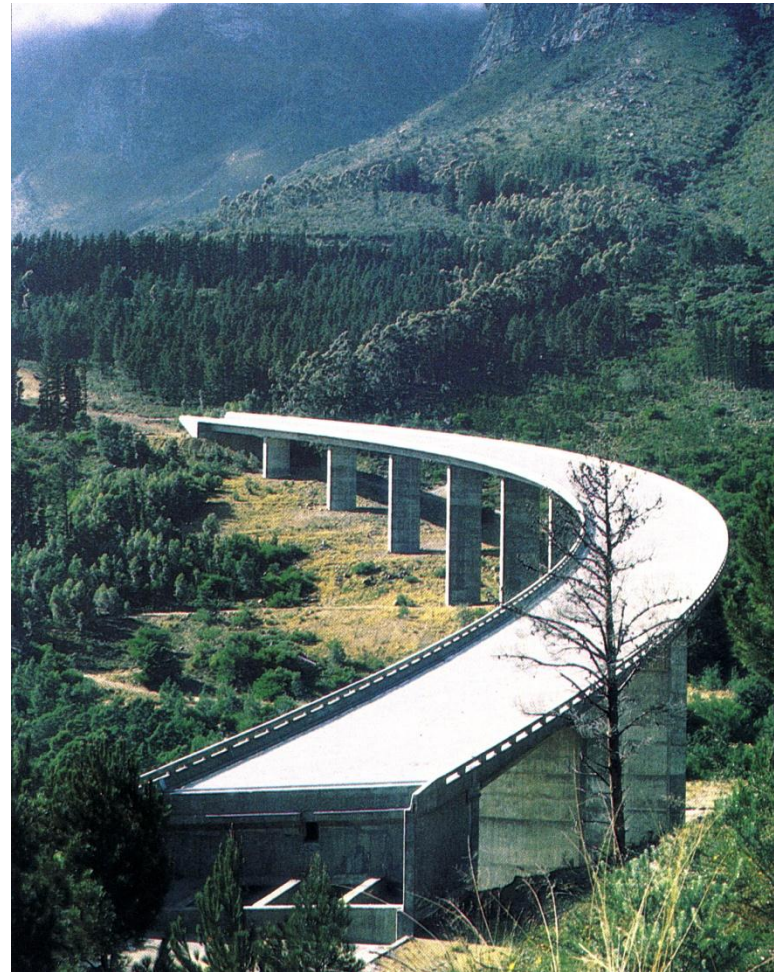
In South Africa this campaign could be started by an enterprising individual, or could be assigned to an organisation such as the Chamber of Commerce, as well as implemented in the heavy vehicle industry by the Road Freight Association (RFA) or by the South African Insurance Association (SAIA) to the general public, giving rewards for upgrading of driving skills for instance.



It is also important to work with and use existing initiatives such as Lead SA which are aimed at improving the life of South Africans by reducing crime, including that which occurs on the roads. This initiative has the support of the media as it is their initiative and has the potential to change behaviour from civil society input into the strategy. It has already started a “lights on” campaign as a follow up to the DOT campaign of a similar name which was successful in 2004-2005.



**Deal with fraud and  
corruption  
Excellent administration**



## SECTION FOUR: THE SYSTEMS BASED APPROACH

### 1. INTRODUCTION

Arrive Alive was originally based on the Victoria Project (now Asiphephe) from Kwa Zulu Natal, where several Australian consultants spent two years working with KZN Transport in developing a “world’s best practice”. In the mid 1980’s Australia also experienced horrendous crash rates, with subsequent financial challenges for the national insurer (Transport Accident Commission) which is the equivalent to the South African Road Accident Fund. A strategy was implemented which emphasised initial heavy enforcement with a more than 5 times the previous visibility, supported by emotive television and radio advertising, enabled the Victorians to reduce crashes over a short period.

Basically the Australian model uses international best practice in the form of a system based approach (see diagram below).

- Achievement of wider community objectives – transport efficiency, social responsibility etc.
- Reduction in level of trauma main goal.
- Safe road system requires responsible behaviour.
- Limiting of physical industry – more forgiving roads, and improved vehicle condition and use of safety system.
- Managing speeds.
- Obedient road users to be created.
- Use of enforcement and penalties – remove privilege of road use from those who are not compliant.
- Cost effective solutions.
- Promotion of public understanding through public participation.

**High level political support**

**Community involvement**

Communities are a vital element in road safety, with special responsibilities for community awareness, behaviour, and community from the Eastern Cape.

**Enforcement of road rules**

**Education and information for road users**

Admittance to the system

Understanding crashes and risks

**Safer vehicles**



**Safer roads and roadsides**

## 2. RESPONSIBILITIES AND ACTION PLAN PRINCIPLES

- Emphasis on multi-disciplinary approach, communities, industry, business and individuals as well as government.
- Focus on priority issues rather than list every action.
- Addresses areas where improved performance is needed.
- Inexplicable fluctuations over short periods are common, and an under-lying long-term downward trend must be the vision.

## 3. SUCCESSES AND FAILURES SINCE 2006

The table below reflects the success of implementation of the 2006 Road Safety Strategy<sup>6</sup>:

Issue (Promise by Government)	Responsibility	Implemented
Heavy enforcement	RTMC Provinces (RTI) Local authorities	Partial and recent
Patrolling of hazardous roads		Partial
Improved alcohol testing and prosecutions		Partial
Video surveillance		NO
Improved Learner and driver training	RTMC and DOT	NO – Still unregulated PrDP – still no training required
Reduction in speed limits – for pedestrians and in hazlocs.	Local authorities Provinces	NO
Establishment of RTMC, AARTO and RTIA	Road regulation DOT	Partial
	DOT/RTMC	No – not yet operative
Removing offence punishments from Justice System	AARTO	NO
Establishment of National Contravention Register	eNaTIS – DOT function	eNaTIS function – still

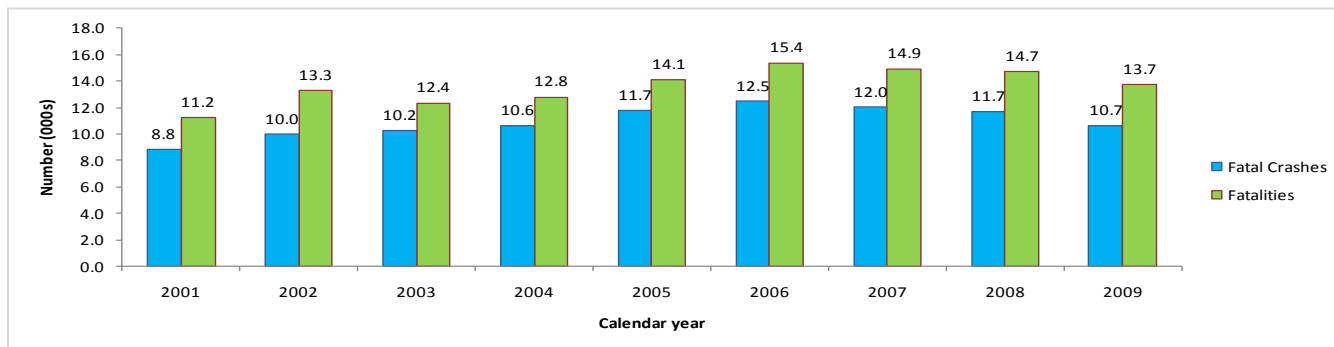
<sup>6</sup> Road Safety 2006 Strategy – analysis WW 2011.

		not developed
Parity of fines	AARTO	NO
Intro of Periodic Vehicle Testing (vehicle fleet 10 years old average, and taxis 13 years)	DOT (Inspectorate within regulation)	NO
Mini road blocks and increased enforcement	RTMC	Yes - recent
Improvement of vehicle standards.	Eg seat belts in recap taxi fleet – not used DOT	NO
Special investigation unit – fraudulent driving licenses	DOT	NO. Department under-resourced
Micro-dotting of vehicles to reduce theft	DOT	NO – some private micro-dotting – no regulation
Best practice in registration process	DOT	Partial – only a few registration centres
Intro of Electronic Vehicle Identification	DOT	NO
Education in schools – visibility and behaviour. eg. alcohol	RTMC and provinces	Partial
Reduction in speed limits in pedestrian locations – backed up by enforcement	Local authorities – national policy required DOT	NO

#### 4. FATALITIES 2001-2009

Through reflection of the statistics on fatalities which are available from the RAF and RTMC data, it is clear that more is to be done to achieve the reduction in fatalities as targeted.

The average growth rate for crashes and related fatalities over the past decade has grown steadily, albeit at a slightly lower rate, but since 2006 the crash rate has dropped somewhat, noting that the integrity of these statistics is not confirmed.<sup>7</sup>



The fatalities per user group for 2009 are as follows:

	2008	2009
Drivers	3982	4066
Passengers	4965	5023
Pedestrians	4927	4678

Contributions to crashes from 2009 have been analysed as follows<sup>8</sup>:

Issue	% contribution
Speed too fast for circumstances	35.4%
Pedestrian jay walking and hit and run	40%
Not stopping at robot or traffic light	3.12%
Unlawful/unsafe turning and following too closely	5.5%
Driver fell asleep	1.22%
Other or unknown	14.76%

<sup>7</sup> RTMC statistics, 2009

<sup>8</sup> RTMC 2009 Road Traffic Report Page 49 – from the annual Offence Surveys.



### ***The role of alcohol.***

The Medical Research Council has indicated that 61% of pedestrians and 59% of drivers killed in road crashes were under the influence of alcohol.<sup>9</sup> RTMC figures for this are unreliable as officers do not methodically test alcohol levels of those involved in crashes due to the invalidation of insurance claims by alcohol related offences.

### ***Vehicle Factors.***

In terms of vehicle factors, 85.48% were due to just three issues, tyres, brakes and steering. Damaged or smooth tyres were a factor in 36.30% of crashes in 2009, faulty brakes contributed to 25.04% and faulty steering 24.14%

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<sup>9</sup> MRC Un-natural deaths report 2008

## 5. CHALLENGES AND OPPORTUNITIES

### 5.1 Challenges

The following have been identified as the **primary challenges** in South Africa:<sup>10</sup>

- a. The primary risk group is men in the 18-45 year age group. Included in this broad group is the high level of public transport and heavy vehicle crashes (although still safer than private vehicles), and non-compliance with driving permits in these categories of driver.
- b. Driving while intoxicated plays a large role in crashes with more than 50% of crashes which occur at night having alcohol as a contributing factor.
- c. Lack of compliance in respect to seat belts and child restraint wearing.
- d. Speed and losing control of the vehicle.
- e. Weekends (Fridays, Saturdays and Sundays) are the most dangerous days of the week.
- f. Rush hour in the mornings, and between 5 and 10 in the evenings (when drunk driving plays a large part) is the most dangerous time on the road
- g. Pedestrian deaths, which make up almost 40% of the total fatalities.
- h. Vehicle condition, in both the private and public transport systems.
- i. Driver and vehicle legality, and fraud and corruption rife in the industry.
- j. There is a challenge with accuracy of data which makes use of data as a scientific basis and evaluation difficult.

Other challenges identified and emphasised through a consultation process include the following:

- k. Lack of capacity in terms of resources – financial resources for Road Safety as well as personnel (and productivity challenges) for enforcement and educational purposes.
- l. The lack of clarity on where the various road safety functions lie – within Road Regulation at DOT, at RTMC, with the Road Safety Promotions Unit and the various agencies. This can lead to initiatives either being duplicated or neglected with no single entity taking responsibility.

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<sup>10</sup> University of Cape Town. Unpublished research Dr Marianne van Schuuren 2010

- m. The loss of impact of the Arrive Alive brand and refusal by certain institutions to utilise and support the brand.
- n. High risk behaviour on the road must compete with other challenges e.g. the high prevalence of violent social crime and HIV/AIDS and thus the “perception of risk” involved. This is particularly relevant for young men as the tendency to indulge in dangerous behaviour such as drag racing indicates.

## ***5.2 Opportunities***

### **Enforcement**

- High levels of publicity with 1 million vehicle checks monthly from October 2010.
- South African Breweries (SAB) support for alcohol centres, 1 in Gauteng, 2 in Western Cape with further 2 being constructed, 1 in KwaZulu Natal and another in Western Cape.
- Our high levels of non-compliance mean that there is vast room for improvement.

### **Education**

- RAF footprint is improving therefore quicker access to medical help.
- EMS is improving.
- Political support is now there through the national Minister who needs to influence MECs in the provinces.
- Successful 2010 FIFA projects have shown us that we CAN do it.
- Decade of Action gives us an opportunity to use UN resources and expertise.
- Training of road safety officials with LCRSC’s is a possibility to improve skills.
- More partnerships with the private sector are being established with general commitment towards road safety being more clearly understood.
- Projects such as DOTY, PET and other competition based projects with limited impact and reach are now recognised as an inappropriate use of resources.
- Communities are getting more involved in road safety issues, leading to the development of community based ambassadors and evangelism for road safety.

## Engineering

- Getting more people to use rail, Bus Rapid Transport (BRT), high occupancy vehicle lanes and Gautrain will improve safety
- Taxi recapitalization should improve safety – better behaviour and safer vehicles, **but only if seat belts are used and drivers are trained.**
- South Africa's National roads are almost the best in the world, and pot-hole remediation is in process on provincial and local authority roads, with a budget having been allocated in 2011 specific to this challenge.



## Evaluation

Improved relationships with other role players such as RTMC, RAF and MRC will enable us to collect more accurate data for evaluation purposes.

## SECTION FIVE: INTERNATIONAL RECOMMENDATIONS

### 1. REPORT ON ROAD SAFETY (WHO) RECOMMENDATIONS

At this stage of the strategic process it is also appropriate to analyse the WHO recommendations<sup>11</sup> and the challenges in meeting these recommendations in 2011.

#### **8.1 .1 Appoint a lead agency who will guide the national road traffic safety effort.**

Although the RTMC was legislated in 1998 and was designed to be the “lead agency” for road safety, five years post its implementation in 2005 all the necessary functions have not been transferred from DOT, it has still not entered into a private public partnership and there have been various governance issues which have led to a shortage of funds and a lack of direction for the corporation which has a very low public profile and is generally regarded having room to improve on key strategic deliverables – thus leading to the establishment of the road safety promotions unit within DOT.

#### **8.1.2 Assess the exact problem, policies and institutional settings relating to road traffic injury and the capacity for road traffic injury prevention.**

The challenges to road safety are well known and understood from prior research processes and annual offence research, as well as data collection by the RTMC and analysis of that data.

What is lacking is sufficient emphasis on implementation, which challenge should be overcome through use of the Road Safety Promotions Unit within DOT, and clarification of roles.

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<sup>11</sup> World Report on Road Traffic Injury Prevention, WHO 2004

### **8.1.3 Prepare a national road safety strategy and plan of action.**

Previous road safety strategies (Arrive Alive 1997, The Road to Safety 2000-2005, the Road Safety 2006-2010 Strategy) have made recommendations which have not yet been implemented due to a lack of both human and financial resources, a lack of political will and the challenges of a multi-tiered responsibility for transport functions. These strategies have been recognised as supporting international best practice, but the implementation and political commitment to making a change has been lacking.

### **8.1.4 Allocate sufficient financial and human resources to address the problem.**

International recommendations are that 10% of infrastructure costs are spent on road safety. In South Africa this recommendation not been adopted implemented, and with a spend by SANRAL of approximately R6 billion annually, an amount of approximately R600 million should be dedicated to road safety projects. With an estimated cost of road trauma of R133 billion per annum to individuals, communities and various spheres and departments of government, there needs to be REAL political commitment to make substantial investments to reduce the loss of life and economic and social consequences of unsafe roads.

The political ethos as a developing country also affects function, and in spite of the best efforts to implement road safety priorities, often the remediation processes remain in policy, on paper and in strategic documents rather than finding their way to areas of implementation and line function, with the projects being stuck in a consultation phase for years at a time, and decision making weak and indecisive.

**8.1.5 Implement specific actions to prevent road traffic crashes, minimize injuries and their consequences and evaluate the impact of those actions. These actions should include measures to reduce excessive and inappropriate speed, to reduce drink-driving, to increase the use of motorcycle helmets, seat belts and child restraints.**

See attached action plans, Section 7.

### **8.1.6 Support the development of national capacity and international cooperation.**

This, according to the RTMC aims and objectives, is a function of the RTMC and today is easily achieved through internet study and research, rather than travel to other parts of the world which is uneconomical.

Elements from best practices in Sweden, Australia and other countries are easy to access, and many South Africans have learned from these models over the past decades. These people should be used to develop national capacity, and to take advantage of international contacts for co-operative purposes.

Road Safety should work closely with organisations such as the Global Road Safety Partnership (GRSP) who have access to international best practice in other developing countries, and vast expertise from the developed world.

Over past years hundreds of South African road safety officials from all spheres of government have visited Sweden, the UK, America, New Zealand and Australia as well as China and other countries with good safety practice, but the effectiveness of this in developing leadership and to a sharing of those learned skills or implementation of projects based on their exposures to other practice has been questioned, against the expense of these travels. This is an example of inefficient spending without taking into account the costs of such trips, and best use of the benefits which should be the result.

## **2. THE DECADE OF ACTION: MAKE ROADS SAFE**



South Africa is participating in the World Health Organisation campaign “Decade of Action for Road Safety” together with other countries in Sub-Saharan Africa and the rest of the world, who have undertaken to increase counter-measures to road safety fatalities, particularly during this decade 2011-2020, and for this reason this strategy speaks to those dates.

Counties are asked to prepare a country plan of activities for the decade, using the WHO framework with the following pillars:

1. Road safety management
2. Infrastructure
3. Safe vehicles
4. Road user behaviour
5. Post crash care

The WHO recommendations call for road safety to be considered as a global policy issue and have called for international collaboration to be strengthened, and also encourage cooperation between international organizations, government, non-governmental organizations and private sector entities. It also recognises that current levels of investment are inadequate to deal with the current risk factors.

To ensure that South Africa complies with its own agenda (the government's call for "A better life for all"), the SADC Ministerial undertakings and the international perspectives of the Decade for Action on Road Safety, the **strategy and operational plans** are thus based on the five pillars as stated above.

A launch will be held in line with the WHO recommendations on 11 May 2011, with activities based around the five pillars and our national consultations as follows:

### ***2.1 Build Road Safety Management Capacity***

- Create multi-sectoral partnerships with both the public and private sectors and ensure institutionalisation of such partnerships.
- Development of a national strategy and ensure clarity of functions/responsibilities of the various role players.
- The setting of realistic and achievable targets, which include effective data collection for planning and monitoring purposes.

- Ensure funding is sufficient for implementation by dedicating 10% of infrastructure spending to road safety and partnering with the private sector through sponsorship or public private partnerships where appropriate to assist resourcing and implementation, and that money is spent exclusively on measurable life-saving activities.

### ***2.2 Influence Safety in Design and Network Management***

- Improve road design, particularly to assist with pedestrian and cyclist safety, in low-cost remediation's of identified hazardous locations.
- Working with local communities (community road safety councils) to identify dangerous areas and work with local authorities to improve infrastructure.
- Pull in private-sector support for local road safety initiatives.

### ***2.3 Influence Vehicle Safety Design***

- Vehicle safety technologies should be developed and used to improve standards and safety.
- Vehicle standards will be harmonised to international standards, including compulsory installation of seat belts in all passenger carrying vehicles (and stop passengers being carried in load areas e.g. on the back of bakkies).
- Improve vehicle testing through reduction of fraudulent activities and introduce phased-in Periodic Vehicle Testing for all vehicles on an annual basis for vehicles over 3 years old, and six monthly for public transport and heavy vehicles.
- Research new technologies in homologation, vehicle testing, and set standards to internationally acceptable levels to ensure improvement in the vehicle fleet condition.

### ***2.4 Influence Road User Behaviour***

- Increase awareness of risk factors and prevention measures through well supported advertising and public relations campaigns.

- Improve education and enforcement for alcohol, seat-belts, moving violations including re-energising of the Arrive Alive brand and educating on the consequences of unsafe behaviour.
- Concentrate media activities around high risk groups – children, young men, the elderly, pedestrians and public transport (mini-taxis).
- Improve fine collection through implementation of the Administrative Adjudication of Road Traffic Offences, de-criminalisation of minor infringements thus freeing the courts of the burden of most traffic offences, ring-fencing part of the revenue from fines for road safety and identifying repeat offenders (and removing their licences to drive through demerit points).

### ***2.5 Improving Post Crash Care***

- Ensuring community members are trained in first aid to assist in post-crash trauma in their own communities.
- Develop Incident Management Systems on National and Provincial Roads (National road management systems already exist).
- Development of guidelines for hospital trauma care to reduce fatalities and the potential permanent disablements caused through injuries.
- Full role out of the Road Accident Fund model to make access to health care and application for financial assistance available to all communities.

## SECTION SIX: THE GOAL OF ARRIVE ALIVE AND THE DECADE OF ACTION

### 1. INTRODUCTION

World leaders developed and committed to the **Millennium Development Goals** to improve the socio-economic situation of the vulnerable communities in the world. These were supported by the African Ministers of Transport during the ACCRA conference in 2007 and later again at Moscow, with the Moscow Declaration.

South Africa experiences very high levels of road trauma, even in comparison with other countries in the SADC region. Currently approximately 14 000 to 16 000 people are killed annually, with a further 7 000 permanently disabled every year. This translates to approximately 40 deaths and 20 permanent injuries on a daily basis, at a cost of approximately R133 billion to the state, communities and individuals. 15 of these deaths (just under 40% of the total) are of pedestrians.

The **ACCRA agreement of 2007** has led to clear goals for SADC, the target of which is the reduction of fatalities by 50% by 2015. As there has been a minimal success in terms of the reduction since then, we now have to reduce deaths by 15% year on year until 2015, with further reductions after that.

The goal of the **Arrive Alive** program is to fulfil the above requirements and to reduce crash fatalities by half by 2015. This requires a five year program of initiatives which will lead to a 15% reduction of fatalities on an annual basis.

A 50 % reduction in fatalities annually for the next five years will reduce road deaths as follows:

<u>Year</u>	<u>Maximum number of fatalities.</u>
<input type="checkbox"/> 2010	15 000
<input type="checkbox"/> 2011	12 750
<input type="checkbox"/> 2012	10 837
<input type="checkbox"/> 2013	9 212

<input type="checkbox"/> 2014	7 830
<input type="checkbox"/> 2015	6 655

This project should save 27 715 lives over the next five year period with a reduction of about 15 000 disabling injuries.

## **2. COMMUNITY ENGAGEMENT**

### ***2.1 Establishment of Community Road Safety Councils***

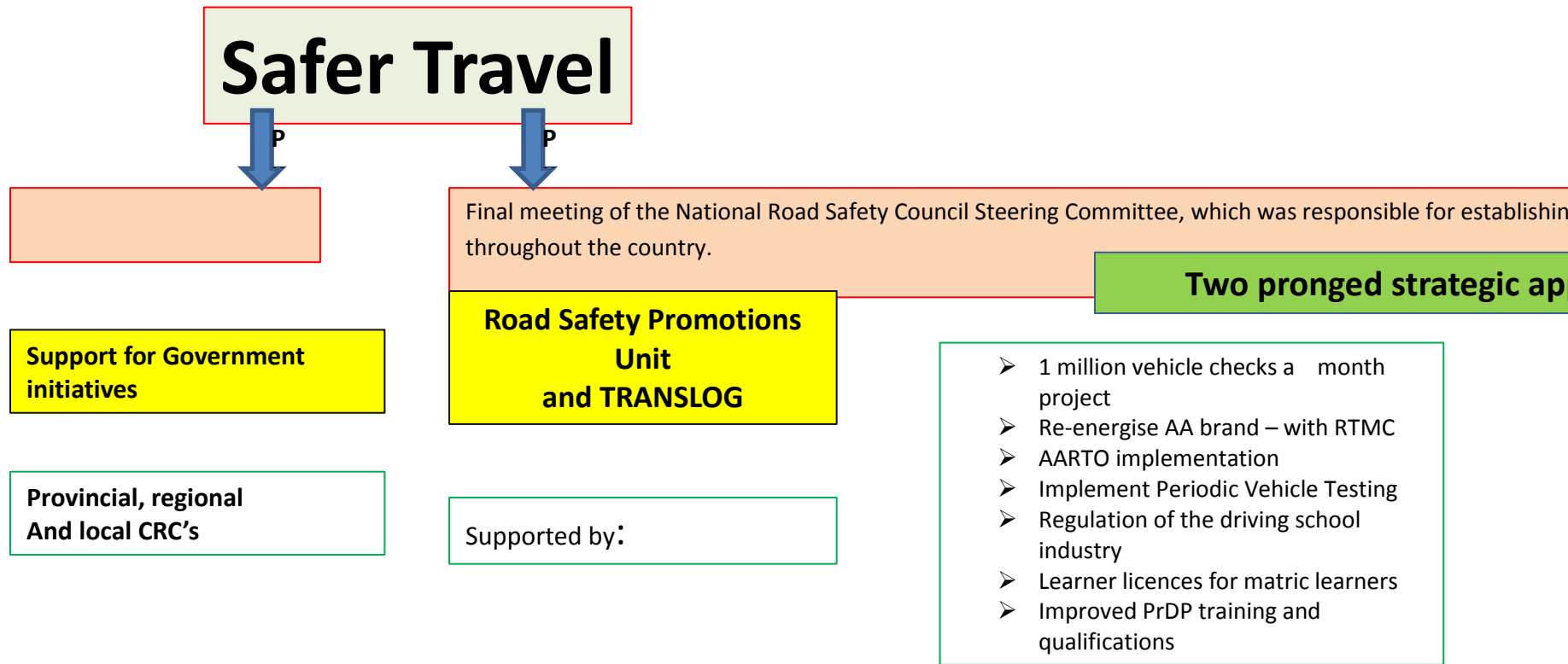
The Minister commissioned that road safety be taken to grass roots level and in this context a summit was held in February 2010 to put together a strategy to develop Community Road Safety Councils (CRSCs) at national, provincial, regional and local levels. This will form a groundswell of movement towards improving road safety, particularly within the public transport and pedestrian sectors of our society.

*“Road Safety is not what you do to a community; it is what you do with a community.”* Minister Sbu Ndebele 2010.

Road Safety Councils have been established in most provinces during 2011, with training underway during 2011 to capacitate communities in improving road safety.



## Safer speeds



### 3. DECADE OF ACTION APPROACH

For this strategy to be effective, international best practice, WHO recommendations and Decade of Action plans must be combined with a well consulted strategy which is appropriate to the South African socio-political and economic context, and be sufficiently resourced to achieve the desired goals of a 50% reduction in fatalities by 2015 as decided in the ACCRA resolution, with further reductions by 2020 in terms of the Decade goals.

The reporting processes to the UN will involve detailed analysis of the successes achieved in terms of both activities carried out, good governance, the effective use of resources, and the reduction in offence rates and fatalities of each member country. The Secretary-General will produce annual reports throughout the decade, and in 2015 (the mid-term point) at the Ministerial Conference on road safety hosted by the Sultanate of Oman.

Road Safety weeks will be held in 2015 and 2018 to highlight the importance of rising to the challenges on the roads.

A launch will be held in line with the WHO recommendations on 11 May 2011, with activities based around the five pillars and our national consultations as follows:

#### 4. GENERAL ISSUES: CAPACITY AND RESOURCES

##### *4.1 Build Road Safety Management Capacity*

Issue identified by Decade of Action.	Comments and relationship to consulted SA context – 10 priority points.
<p>Create multi-sectoral partnerships with both the public and private sectors and ensure institutionalisation of such partnerships.</p> <p>Ensure there is a good understanding of the various roles/responsibilities of government at the three levels, government agencies and business and the private sector.</p>	<p>RTMC – make functional i.e. create PPPs in terms of RTMC legislated responsibilities to use private business to carry out some of the road safety functions.</p> <p>Use private sector to support road safety initiatives and ensure employer responsibility (in public and private sectors) to educate and enforce responsible behaviour.</p>

Issue identified by Decade of Action.	Comments and relationship to consulted SA context – 10 priority points.
<p>Development of a national strategy and ensure clarity of functions/responsibilities of the various role players.</p>	<p>Clarify functions of all the agencies, organisations, business and NGO sectors and civil society and identify priority (short term) and longer term actions.</p> <p>Ensure working on the principle of what can be achieved with the available resources, not a “wish list” of activities.</p>
<p>The setting of realistic and achievable targets which include effective data collection for planning and monitoring purposes.</p> <p>Put in place systems to enable collection and analysis of accurate data for planning and evaluation purposes.</p>	<p>The Minister has made it clear that a 50% reduction by 2015 (in terms of the ACCRA agreement) is non-negotiable – i.e. our target is more challenging than the UN one.</p> <p>Find solutions for data inaccuracies through relationships with RTMC, Medical Research Council, RAF statistics and the establishment of a Road Safety Research Institute.</p>
<p>Ensure funding is sufficient for implementation by dedicating 10% of infrastructure spending to road safety and partnering with the private sector through sponsorship or public private partnerships where appropriate to assist resourcing and implementation, and that money is spent exclusively on measurable life-saving activities.</p>	<p>Persuade government to make more funds available from government. Note UN recommendation of 10% of infrastructure costs to be dedicated to road safety.</p> <p>Ring-fence AARTO income for road safety projects.</p> <p>Use PPP’s (e.g. periodic vehicle testing)</p> <p>Work with Global Road Safety Partnership (GRSP) to ensure multilateral, bilateral and business donors support road safety initiatives.</p>

## 5. ENGINEERING

### *5.1 Influence Safety in Design and Network Management*

Issue identified by Decade of Action.	Relationship to consulted SA context – 10 priority points.
<p>Improve road design, particularly to assist with pedestrian and cyclist safety, in low-cost remediations of identified hazardous locations.</p>	<p>CRSC's to identify pedestrian hazardous locations, identify ways to improve them and work with local authorities to get them fixed.</p> <p>Recognise and publicise the dangers of pedestrians on freeways, the availability of roads for ALL, including pedestrians, through enforcement and public relations.</p> <p>Reduce speed limits in areas which are affected by high pedestrian crashes to 35 or 40 km/hour.</p>
<p>Working with local communities (community road safety councils) to identify dangerous areas and work with local authorities to improve infrastructure.</p>	<p>Establishment and training of Community Road Safety Councils in all local areas as well as regionally. Reporting to a provincial council, and ensuring that local authorities are supported by provinces (as legislated in the National Land Transport Act)</p>
<p>Pull in private-sector support for local road safety initiatives.</p>	<p>Set up agency or find way to join with others (Global Road Safety Partnerships or the NGO community) to ensure business partnerships to fund road safety</p>

Issue identified by Decade of Action.	Relationship to consulted SA context – 10 priority points.
	activities.

### ***5.2 Influence Vehicle Safety Design***

Issue identified by Decade of Action.	Relationship to consulted SA context – 10 priority points.
Vehicle safety technologies should be developed and used to improve standards and safety.	Ensure standards in new taxis (seat belts, anti tyre-burst devices etc) and promote use of safety devices through enforcement and PR activities.
Vehicle standards will be harmonised to international standards, including compulsory installation of seat belts in all passenger carrying vehicles. Research new technologies in homologation, vehicle testing, and set standards to internationally acceptable levels to ensure improvement in the vehicle fleet condition.	Investigate our compliance with basic international standards.
Improve vehicle testing through reduction of fraudulent activities and introduce phased-in Periodic Vehicle Testing for all vehicles on an annual basis for vehicles over 3 years old, and six monthly for public transport and heavy vehicles.	Introduction of Periodic Vehicle Testing  Work with other role players (Business against crime, SAPS and others) to reduce fraudulent activities – driver and vehicle testing and licensing.

## 6. ENFORCEMENT AND EDUCATION

### 6.1 Influence Road User Behaviour

Issue identified by Decade of Action.	Relationship to consulted SA context – 10 priority points.
<p>Increase awareness of risk factors and prevention measures through well supported advertising and public relations campaigns.</p>	<p>Public relations around risk measures – seat-belts, alcohol, vehicle condition, vehicle and driver legality (fraud and corruption), moving violations.</p> <p>Education for Community Road Safety Councils, using them as road safety ambassadors in communities.</p>
<p>Improve education and enforcement for alcohol, seat-belts, moving violations including re-energising of the Arrive Alive brand and educating on the consequences of unsafe behaviour.</p>	<p>Re-vitalise Arrive Alive project as a dynamic and well understood brand.</p> <p>Enforcement – heavy, visible enforcement dealing with moving violations (and not just speed.)</p> <p>Regulate the driving school industry – register instructors, driving schools and associations and ensure development of standards for training and testing with attitude related training and input.</p>
<p>Concentrate media activities around high risk groups – children, young men, the elderly, pedestrians and public transport (mini-taxis).</p>	<p>Public relations activities set around the successes achieved in road safety management.</p> <p>School projects for (1) learner licence education for Grade 12 (2) learner road safety projects (including pedestrian skills) for road safety under life-skills in each</p>

Issue identified by Decade of Action.	Relationship to consulted SA context – 10 priority points.
	school year.
	Improve fine collection through implementation of the Administrative Adjudication of Road Traffic Offences, de-criminalisation of minor infringements thus freeing the courts of the burden of most traffic offences, ring-fencing part of the revenue from fines for road safety and identifying repeat offenders (and removing their licences to drive through demerit points).

## 7. EMERGENCY MEDICAL ASSISTANCE

### *7.1 Improving Post Crash Care*

Issue identified by Decade of Action.	Relationship to consulted SA context – 10 priority points.

Issue identified by Decade of Action.	Relationship to consulted SA context – 10 priority points.
Ensuring community members are trained in first aid to assist in post-crash trauma in their own communities.	First Aid training for CRSC as soon as possible.
Develop Incident Management Systems on National and Provincial Roads (National road management systems already exist).	IMS already exists on national routes in South Africa.
Development of guidelines for hospital trauma care to reduce fatalities and the potential permanent disablements caused through injuries.	Department of Health and emergency health services policies to be developed and implemented.
Develop appropriate road user insurance systems (Road Accident Fund) to finance rehabilitation services for crash victims.	Road Accident Fund in place with appropriate regional and local offices, and appropriate training for CRSC's to raise awareness.
	Ensure that religious leaders and traditional healers are involved in post-crash care both for those killed, those who survive crashes and in cleansing rituals at the places where crashes occur.

## SECTION SEVEN : STRATEGIC MEASURES TO REDUCE FATALITIES

### *Operations, Activities and Measurable Targets*

Year	Activity	Measure
<b>Pre-launch</b>	<p>Finalise consultation process for strategy for Decade of Action.</p> <p>Consultative group to be formed consisting of various departments (Transport, Health, Education, Justice, Social Development and the agencies – RAF, CBRTA, SANRAL and RTMC) and private sector, civil society and NGOs.</p>	<ul style="list-style-type: none"> <li>Final strategy to be approved by DoT, Minister and Cabinet by end April 2011 for launch 11 May 2011.</li> </ul>
<b>2011 – priority SEAT BELTS</b>	<p>Launch decade 11 May 2011</p> <p>Motor cycle rally prior to launch as PR activity.</p> <p>Re-energise Arrive Alive campaign</p> <ul style="list-style-type: none"> <li>Put AA logo on all government correspondence.</li> <li>Radio campaign to be developed.</li> <li>Choose “voice” for road safety PR activities.</li> </ul> <p>High visibility enforcement rolling enforcement plan – vehicle and driver legality, seat belts (including rear), vehicle condition, alcohol.</p> <p>Declaration of traffic enforcement as an emergency service and thus be available on a 24x7 basis.</p> <p>Seat belt campaign (each officer to issue 10 seat belt violation notices per shift)</p>	<ul style="list-style-type: none"> <li>Launch concept agreed on for implementation.</li> <li>Amount of sponsorship raised.</li> <li>Involvement of President, Ministers etc.</li> <li>Number of people reached (attendance – hand-holding etc).</li> <li>Number of government departments using AA logo for promotions.</li> <li>Number reached by radio campaigns.</li> <li>Number of offence notices issued.</li> <li>Number of seat-belt offence notices issued and violation rates after the campaign.</li> </ul>

Year	Activity	Measure
	<p>Regulation of driving school industry.</p> <p>Alcohol campaign in Universities.</p> <p>Learner education in schools.</p> <p>Introduction of Periodic Vehicle Testing.</p> <p>Use of the business community as guardians of their employees safety and behaviour modification.</p>	<ul style="list-style-type: none"> <li>• Progress with regulation of Driving School Industry.</li> <li>• Number of students reached in alcohol campaign.</li> <li>• Finalization of plan to introduce PVT, start of procurement process.</li> </ul>
<p><b>2012</b></p> <p><b>priority</b></p> <p><b>alcohol</b></p> <p><b>drink</b></p> <p><b>driving.</b></p>	<p>– High level public relations activities around alcohol with support for alcohol centres from SAB.</p> <p>– Public relations – road safety “voice” evident on daily basis on radio and television talking about alcohol – suggest South Africans Against Drunk Driving (SADD).</p> <p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan.</p> <p>Community involvement (CRSC’s) in hazloc</p>	<ul style="list-style-type: none"> <li>• Amount of support from SAB for alcohol centres and enforcement and education around drink-driving.</li> <li>• Number of interviews – airtime and value.</li> <li>• At least 6 meetings annually, inclusive, multi-sectoral membership.</li> <li>• Number of vehicles checked and number of offence notices issued.</li> <li>• Number of hazlocs fixed.</li> </ul>

Year	Activity	Measure
	<p>identification and remediation.</p> <p>First aid training for CRSCs.</p> <p>Learner education in schools.</p>	
<p><b>2013</b> – <b>priority pedestrian activities</b></p>	<p>High level public relations activities around pedestrian risks and driving (and lower speed limits enforced).</p> <p>Public relations – road safety “voice” evident on daily basis on radio and television re pedestrian behaviour, visibility and appropriate speeds for vehicles.</p> <p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan including pedestrians on freeways.</p> <p>Community involvement (CRSC’s).</p> <p>Learner education in schools.</p>	<ul style="list-style-type: none"> <li>• Number of interviews – airtime and value.</li> <li>• At least 6 meetings annually, inclusive, multi-sectoral membership.</li> <li>• Reduction in pedestrian deaths as a percentage of total fatalities.</li> <li>• Amount raised for Road Safety through sponsorships.</li> </ul>
<p><b>2014</b> – <b>priority moving violations</b></p>	<p>High level public relations activities around moving violations including inappropriate speed.</p> <p>Public relations – road safety “voice” evident on daily basis on radio and television relating to inappropriate speed particularly in areas of heavy pedestrian activity.</p>	<ul style="list-style-type: none"> <li>• Number of interviews – airtime and value.</li> <li>• At least 6 meetings annually, inclusive,</li> </ul>

Year	Activity	Measure
	<p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan.</p> <p>Community involvement (CRSC's).</p> <p>Learner education in schools.</p>	<p>multi-sectoral membership.</p> <ul style="list-style-type: none"> <li>• Number of vehicles checked and number of offence notices issued and number of moving violation notices issues.</li> <li>• Number of hazlocs fixed.</li> <li>• Amount of money raised through private sector involvement.</li> </ul>
<p><b>2015 – mid-term and ACCRA agreement reporting to public</b></p>	<ul style="list-style-type: none"> <li>• Mid-term reporting to UN.</li> <li>• UN Road Safety week.</li> <li>• Priority: accurate reporting.</li> </ul> <p>Analysis of results thus far – activities and sponsorships in support of road safety initiatives.</p>	<ul style="list-style-type: none"> <li>• Deaths under 8 000 per annum – i.e. target from the ACCRA agreement.</li> </ul>
<p><b>2016 – seat belts</b></p>	<p>High level public relations activities around seat belt wearing.</p> <p>Public relations – road safety “voice” evident on daily basis on radio and television re seat belts and child restraints.</p>	<ul style="list-style-type: none"> <li>• Number of interviews – airtime and value.</li> </ul>

Year	Activity	Measure
	<p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan.</p> <p>Community involvement (CRSC's).</p> <p>Introduce Periodic Vehicle Testing as a requirement for annual licensing.</p> <p>Learner education in schools.</p>	<ul style="list-style-type: none"> <li>• At least 6 meetings annually, inclusive, multi-sectoral membership.</li> <li>• Number of vehicles checked and number of offence notices issued.</li> <li>• Increase in seat-belt wearing rates – measured through the annual traffic offence survey or private research survey.</li> </ul>
<p><b>2017 – appropriate speed for conditions</b></p>	<p>High level public relations activities around appropriate speeds, particularly in areas of heavy pedestrian activity.</p> <p>Public relations – road safety “voice” evident on daily basis on radio and television.</p> <p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan.</p> <p>Community involvement (CRSC's) First aid training for CRSCs.</p>	<ul style="list-style-type: none"> <li>• Number of interviews – airtime and value.</li> <li>• At least 6 meetings annually, inclusive, multi-sectoral membership.</li> <li>• Number of vehicles checked and number of offence notices issued.</li> <li>• Number of hazlocs fixed.</li> <li>• Lowering of speed averages throughout country <b><i>in areas where crashes occur.</i></b></li> </ul>

Year	Activity	Measure
	Learner education in schools.	
<b>2018</b> – <b>fraud and</b> <b>corruption</b>	<p>High level public relations activities around issues of fraud and corruption in vehicle and driver testing and licensing.</p> <p>Public relations – road safety “voice” evident on daily basis on radio and television related to “the right thing to do” i.e. legal drivers and vehicles.</p> <p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan.</p> <p>Community involvement (CRSC’s).</p> <p>Learner education in schools.</p>	<ul style="list-style-type: none"> <li>• Amount of support from SAB for alcohol centres and enforcement and education around drink-driving.</li> <li>• Number of interviews – airtime and value.</li> <li>• At least 6 meetings annually, inclusive, multi-sectoral membership.</li> <li>• Number of vehicles checked and number of offence notices issued.</li> <li>• Number of hazlocs fixed.</li> </ul>
<b>2019</b> – <b>driving</b> <b>skills and</b> <b>legality</b>	<p>High level public relations activities around alcohol with support for alcohol centres from SAB.</p> <p>Public relations – road safety “voice” evident on daily basis on radio and television.</p> <p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan.</p>	<ul style="list-style-type: none"> <li>• Amount of support from SAB for alcohol centres and enforcement and education around drink-driving.</li> <li>• Number of interviews – airtime and value.</li> <li>• At least 6 meetings annually, inclusive, multi-sectoral membership.</li> </ul>

Year	Activity	Measure
	<p>Community involvement (CRSC's) in hazloc identification and remediation.</p> <p>First aid training for CRSCs.</p> <p>Learner education in schools.</p>	<ul style="list-style-type: none"> <li>• Number of vehicles checked and number of offence notices issued.</li> <li>• Reduction in the number of unregistered and unlicensed vehicles on the eNaTIS data base.</li> </ul>
<b>2020</b>	<p>High level public relations activities around alcohol with support for alcohol centres from SAB.</p> <p>Public relations – road safety “voice” evident on daily basis on radio and television highlighting successes in the programme over the decade.</p> <p>Regular meetings of multi-sectoral consultative group.</p> <p>Enforcement – rolling enforcement plan.</p> <p>Community involvement (CRSC's) in hazloc identification and remediation.</p>	<ul style="list-style-type: none"> <li>• Amount of support from SAB for alcohol centres and enforcement and education around drink-driving.</li> <li>• Number of interviews – airtime and value.</li> <li>• At least 6 meetings annually, inclusive, multi-sectoral membership.</li> <li>• Number of vehicles checked and number of offence notices issued.</li> <li>• Number of hazlocs fixed.</li> <li>• Number of CRSC members trained.</li> </ul>

## 7 ANNUAL STRATEGIC ACTIVITIES

Year and Priorities	Activities specific to the year.	Responsibility
<p><b>2011</b></p> <ul style="list-style-type: none"> <li>• Launch DoA</li> <li>• Seat Belts</li> <li>• Arrive Alive</li> <li>• Regulate driving school industry.</li> <li>• Periodic Vehicle Testing – procurement process.</li> </ul>	<ul style="list-style-type: none"> <li>• Launch Decade of Action 11 May 2011 (motorcycle rally, hand holding and launch event)</li> <li>• Set up multi-sectoral Road Safety Board/Council to manage strategy on ongoing basis.</li> <li>• Seat belt enforcement – 10 seat belt violation notices per shift/per officer – especially for recapitalised taxis.</li> <li>• Re-energise Arrive Alive – appoint media agency and AA logo on all government correspondence.</li> <li>• Choose Public Relations “voice” for road safety.</li> <li>• Regulate Driving School Industry.</li> <li>• Introduce Periodic Vehicle Testing – ensure start of procurement process.</li> <li>• Alcohol campaign in universities.</li> <li>• Identify dysfunctional projects and abandon (DOTY, PET and other competitions).</li> <li>• Setting up of fund raising agency to channel sponsorships.</li> <li>• Have traffic enforcement declared as an emergency service so that a 24x7 can be implemented</li> </ul>	<p>DOT RSU DOT RSU</p> <p>LETCOM RTMC</p> <p>DOT RSU</p> <p>DOT RSU DOT/Regulation DOT/Regulation</p> <p>DOT/SADD DOT RSPU and RTMC</p> <p>TRANSLOG</p> <p>RTMC/DOT regulation</p>
<p><b>2012</b></p> <ul style="list-style-type: none"> <li>• Alcohol</li> <li>• Open more alco centres sponsored by SAB.</li> <li>• Introduce PVT</li> </ul>	<ul style="list-style-type: none"> <li>• Enforcement and public relations to concentrate on alcohol.</li> <li>• Informing the public of risks associated with alcohol.</li> <li>• Negotiate with S A Breweries and other sponsors for more alco-centres.</li> <li>• Talks with Justice on importance of appropriate punishments for alcohol related road crime.</li> <li>• Implement PVT in phased-in approach.</li> </ul>	<p>RTMC/LETCOM DOT/RSPU/Media agency</p> <p>DOT/RSPU DOT/RSPU</p> <p>DOT</p>

Year and Priorities	Activities specific to the year.	Responsibility
<b>2013</b> <ul style="list-style-type: none"> <li>• Pedestrian safety.</li> <li>• Alcohol</li> </ul>	<ul style="list-style-type: none"> <li>• Enforcement of pedestrian behaviours on freeways and related to alcohol.</li> <li>• Pedestrian visibility promotions, advertising and PR.</li> <li>• Children’s pedestrian projects.</li> </ul>	RTMC/LETCOM  Media agency/RSPU RTMC
<b>2014</b> Moving violations including speed.	<ul style="list-style-type: none"> <li>• PR around speed too fast for conditions - The value of lowering speeds – safer, less environmentally unfriendly, more economical, less stress.</li> <li>• Heavy and visible enforcement at hazardous locations – overtaking a priority, as well as red light and stop street offences.</li> </ul>	DOT/RSPU and media agency.  RTMC/LETCOM
<b>2015</b> <ul style="list-style-type: none"> <li>• Mid-term reporting to UN.</li> <li>• Last year for ACCRA 50% reduction.</li> </ul>	<ul style="list-style-type: none"> <li>• Consolidation of all projects thus far – seat belts, alcohol and moving violations.</li> <li>• Reporting to Southern African Ministers of Transport.</li> <li>• Reporting to United Nations Decade of Action.</li> <li>• Analysis of cost-benefit thus far.</li> <li>• Analysis of road safety spend and sponsorships (government and private sector involvement).</li> <li>• Looking at accuracy of data.</li> </ul>	DOT and RTMC  DOT – RSPU DOT – RSPU DOT and RTMC DOT-RSPU  MRC, RAF and RTMC
<b>2016</b> <ul style="list-style-type: none"> <li>• Seat Belts</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure ALL vehicles (including public transport) have seat belts installed.</li> <li>• Seat belt enforcement and public relations activities – especially in relation to back seat passengers and public transport.</li> <li>• Public relations and advertising around seat belts.</li> </ul>	DOT- regulation  ROT RSPU and media agency  DOT RSPU
<b>2017</b> <ul style="list-style-type: none"> <li>• Appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Public relations about appropriate speed for areas of heavy pedestrian activity.</li> </ul>	DOT RSPU and media agency

Year and Priorities	Activities specific to the year.	Responsibility
speeds especially in areas of pedestrian activity.	<ul style="list-style-type: none"> <li>Public relations in terms of more severity at higher speeds.</li> <li>Enforcement (visible and at hazardous locations).</li> </ul>	RSPU and media RTMC LETCOM
<b>2018</b> <ul style="list-style-type: none"> <li>Fraud and corruption.</li> </ul>	<ul style="list-style-type: none"> <li>Public awareness of fraud – both parties are liable to be charged.</li> <li>Improvement of vehicle testing and regulations systems.</li> <li>Enforcement re fraudulent driving licences, compliance of officers etc.</li> </ul>	DOT – regulation DOT – regulation RTMC LETCOM
<b>2019</b> <ul style="list-style-type: none"> <li>Driving skills and legality.</li> </ul>	<ul style="list-style-type: none"> <li>Emphasis on legal driver testing and registration.</li> <li>Driving skills training for at risk groups eg. truck drivers, PrDP (other than hazardous materials).</li> <li>PR around driving skills, losing control and appropriate speeds for conditions.</li> </ul>	DOT regulation DOT and RTMC (training) DOT RSPU and media agency
<b>2020</b> <ul style="list-style-type: none"> <li>Alcohol</li> <li>Last year of Decade of Action</li> </ul>	<ul style="list-style-type: none"> <li>PR around final year of the Decade of Action.</li> <li>Reporting to the United Nations.</li> </ul>	DOT RSPU and media agency DOT RSPU

### Ongoing Activities:

- ✓ Identify and appoint high profile person to act as public relations road safety voice (RSPU and media agency).
- ✓ Appointment and meetings of the Road Safety Board – at least three meetings per year. (Representing the various government departments, NGO, and business community – vehicle manufacturers, rental agencies, the insurance industry etc) (RSPU)
- ✓ Introduction of AARTO and RTIA (including development of the eNaTIS functionality) (DOT/RTMC/TASIMA)

- ✓ Reduction in Fraud and Corruption (with others such as Business against Crime)
- ✓ Ongoing regulation of the Driving school industry (DOT inspectorate)
- ✓ Community Road Safety Councils – ongoing training and motivation. (DOT RSPU)
- ✓ Scholar patrol projects. (RTMC)
- ✓ Enforcement – 1 million vehicle checks a month (RTMC/LETCOM and enforcement agencies)
- ✓ Speed and alcohol enforcement (RTMC/LETCOM)
- ✓ Education in schools and places of work (NGO community – SADD and Drive Alive, and RTMC)
- ✓ Improve PrDP qualifications for all categories of permit except dangerous goods which exist. (RTMC)
- ✓ Reduction of speed limits in areas of high pedestrian activity (Local authorities)
- ✓ IRAP road environment assessments (RTMC and RAF)
- ✓ RS Councils identification and remediation of hazardous locations (DOT RSPU)
- ✓ Vehicle testing to international standards (outsourced DOT and RTMC)
- ✓ Improve post-crash care (Dept of Health)
- ✓ Work with traditional healers and religious communities to implement cleansing rituals (DOT RSPU)

*Table of annual priorities*

Issue	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Launch Decade of Action (May and June) – motor cycle rally										
Consult, draft and finalise Decade of Action Strategy.										
Draft Provincial strategy pro-forma and distribute to the provinces.										
<b>Seat belt priority</b> for enforcement and communication – especially rear and public transport										
Re-energise <b>Arrive Alive</b> – appoint media agency, and “voice” for road safety public relations										
Declaration of enforcement as emergency service – 24x7 availability										
Formation of <b>consultative group</b> – road safety board to meet at least 3 x annually										
Alcohol campaign in universities										
Regulation of the <b>driving school industry</b>										
Use of business community to sponsor road safety and take										

responsibility for employees											
Undertake procurement process for PVT											
<b>Alcohol</b> as priority for enforcement and communication											
Community Road Safety Councils – alcohol and hazlocs priorities for the year.											
Introduce <b>Periodic Vehicle Testing</b> – phased in approach annual for all cars 3 years and older and 6 monthly for public transport and heavy vehicles.											
<b>Pedestrians</b> as priority for enforcement and communication.											
Public relations around pedestrian deaths.											
CRSC’s emphasis on pedestrian activities.											
<b>Moving violations</b> emphasis for enforcement and communication plans											
<b>Mid-term reporting to the UN</b> <b>UN Road Safety week</b> <b>Analysis of success to mid-term (target 50% reduction)</b>											
<b>Seat belts and child restraints</b> as priority, together with cell phone and other distractions											
<b>Appropriate speed</b> for conditions and moving violations as priority for 2017											
Fraud and corruption as primary focus											
Engineering – <b>hazardous locations</b> identification and remediation											
<b>Driving skills and legality.</b> Review driving tests (introduce probationary period?) and qualifications.											
Review and Consolidate all projects.											
<b>First Aid training</b> for all community road safety councils											
<b>Alcohol</b> priority focus –											
End of decade celebrations and activities.											
Reporting to the UN on the success of the decade											

## SECTION EIGHT: CONCLUSION

Doing the same thing over and over again and expecting a different result is a sign of no progress. In the South African road safety landscape, and with an enormous amount of consulting and the preparation of at least three strategies in the past decade, South Africa has not made gains in reducing the tragedy of the high levels of fatalities on our roads. Now the Minister, who is self-proclaimed evangelist of the movement of road safety, has the political will to make a change, and has set a clear target of reducing fatalities by 50% by 2015, meaning that by that year no more than 7 000 people should die on our roads. Even these levels are high compared with other nations, and we must ensure that we are successful in reducing the carnage and waste of life and resources in road trauma.

It is clear from analysis of the 2006 strategy that the necessary elements of a road safety implementation plan were contained in the document, but their realisation is yet to happen. This strategy moves away from those of the past in having a clear focus for each of the ten years, based on international best practice and the five road safety pillars as defined by the Decade of Action. We are confident that this new and simpler approach will assist in implementation of those elements that are vital for attitude and behaviour change which will reduce offences and thus reduce fatalities and disabling injuries.

It also pleads for the clarity of roles between the Department of Transport and the Road Traffic Management Corporation, and for sufficient resources to be given to road safety in terms of both personnel and finances. Currently most aspects of road safety are requiring further resourcing, with relatively weak communications resources and no dedicated media agency appointed for advertising and public relations. Importantly, the inspectorates for driving and vehicle testing as well as fraud and corruption line-functions require more personnel, which has hamstrung these functions for the past few years.

France achieved a marked reduction in fatalities (21%) in a single year by concentrating on enforcement and education efforts around seat belts, alcohol and cell phone usage by drivers. There is no reason why South Africa cannot achieve the same successes, and if the goal of a 50% reduction is reached by 2015, more than twenty-seven thousand lives will be saved.

- ❑ We can no longer afford to consult, debate, write and produce documents which are then filed away and with projects that remain academic and are not implemented.
- ❑ We can no longer afford to fail to identify the responsibilities assigned to government and its agencies for implementation of road safety strategies.
- ❑ We can no longer use our constitutionally designated responsibilities at the various spheres of government as an excuse for not implementing strategies to save lives.

South Africa produced a safe environment for the FIFA world cup in 2010, and we showed the world that Africa could be a world leader in managing the largest sporting event in the world.

We now have the opportunity to show the world that we can move from being one of the worst societies in terms of road violence, to the best in the developing world. The starting position is from among the lowest globally and we must use this opportunity to ensure that we rise and implement successful projects to support the programmes in the Decade of Action and Arrive Alive and in so doing save our fellow countrymen and women from thousands of unnecessary deaths and suffering, every year.



**The world is watching us.**

**We cannot afford to fail!**