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INDUSTRY'S SUBMISSION TO THE NATIONAL ROAD TRAFFIC AMENDMENT BILL (NRTAB)

16 March 2020

Agenda

1. Introduction
2. Industry Social Compact to address drinking & driving
3. Industry Submission to the National Road Traffic Amendment Bill (NRTAB)
4. Conclusion

Introduction



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Introduction

- We recognize and are very concerned about road fatalities. As a society we have to address the high levels of fatalities on our roads caused by drivers who break the law by driving over the legal Blood Alcohol Content (BAC) limit.
- We believe that South Africa needs holistic evidence based programs to reduce fatalities and increase successful prosecutions of drunk drivers. In this regard we impress the need to amplify the Alcohol Evidence Centres (AECs) across South Africa.
- To do this we need strong partnerships, policy amendments, stricter regulatory and enforcement as well as social norms campaigns to address driving under the influence, and drink and walking
- We would like to join forces with the Department of Transport (DOT) in the form of a Social Compact to assist the DOT to meet its ambitious targets of reducing the deaths on our road by 20% year on year.
- Therefore, as an industry we are in full support of the objectives of the proposed amendments to the NRTAB in general and the reduction in BAC however we are of the firm belief that changes in regulations alone, will not have the desired impact, unless we adopt a zero tolerance approach.
- We take this opportunity to thank the DOT for its headship in reducing fatalities in SA.
- We believe that by joining forces those ambitious targets are attainable

Industry Social Compact to address drinking & driving



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Insights collated on Drinking and Driving showcase importance to target weekend nights, and prioritising Gauteng and Kwazulu-Natal in the roll out of interventions



Where do most traffic deaths occur?

- **Kwazulu-Natal, Gauteng** and then Eastern Cape
- Lack of available data to determine "**hotspot**" locations (i.e. areas / roads with highest concentration of drink driving accidents and entertainment establishments)



- Prioritize Gauteng , KZN& Easter Cape in roll out of interventions
- Need for access to key data



When do most traffic fatalities occur?

- Most fatal crashes occur at night (occurring between **19h00-21h00**)
- Most fatal crashes occur over the weekend (**Friday – Sunday**)²



- Interventions shall take period of high occurrence into account in roll out .


The cost to the economy is estimated at **~R18.2 billion per annum**

The **number of fatalities over the festive period decreased** from 1780 in 2018/19 to 1617 in 2019/2020 which is an encouraging improvement

Through our initiative we wish to **accelerate this positive momentum**

1. WHO estimate for alcohol-attributable road traffic fatalities
2. Road Traffic Management Corporation : State of road Safety Report - % of fatalities used (no data available on fatalities related to alcohol for the granular drivers)
Source: Road Traffic Management Corporation (RTMC): State of road Safety Report, January –December; World Health Organisation

We have designed two programmes to address Drink Driving: 1.Our Alcohol Evidence Centers enabling for more successful drink driving prosecutions 2.Our Safely Home programme incentivise responsible driving behaviors



Drink driving

- Increasing successful prosecutions
- Increasing number of arrests for drunk drivers
- Reducing road fatalities

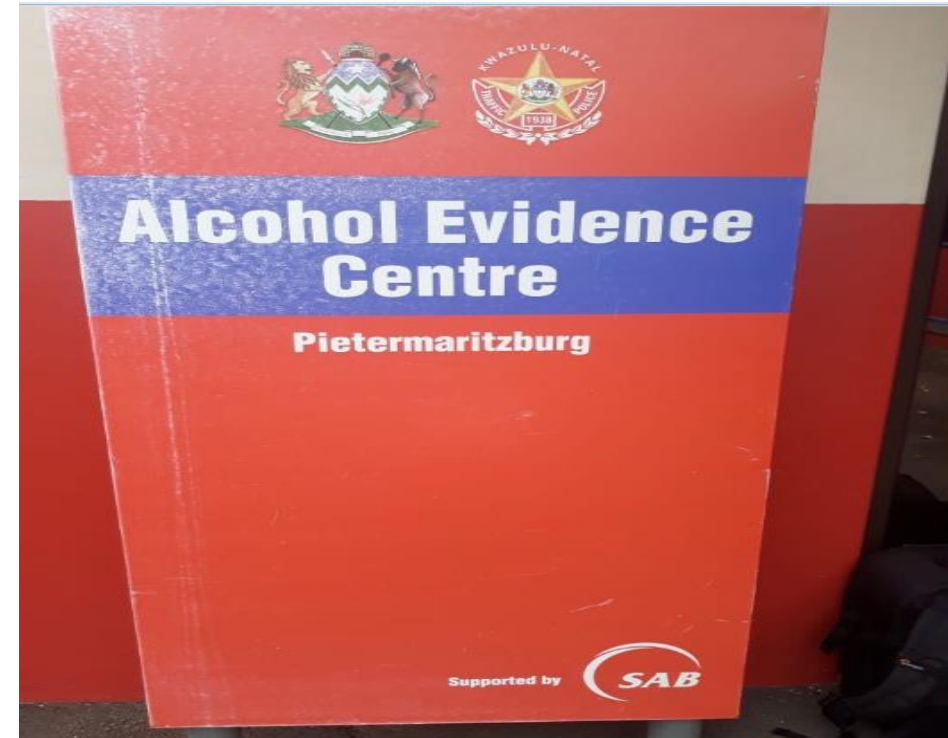
Flagship Programme	Approach
Rollout of Alcohol Evidence Centers (AEC)	<ul style="list-style-type: none">Expedite rollout of 35 AEC’s across provinces by 2022Mobile AECs to be positioned in hotspotsImplementation of mobile courts to fast track prosecutionImplementThe United Nations Institute for Training and Research (UNITAR)
Safely Home	<ul style="list-style-type: none">Designated driver social norms campaign to enhance importance of being the Designated Driver of a groupMajor events will move to becoming car free zones supported by sponsoring of ride sharing vouchers (eg. Uber; Bolt...)Community Patrollers network escorting people safely home

Government Support Required:

- DOT & RTMC to engage with relevant DPPs and ensure alignment with AECs
- DOT & RTMC to provide data to identify hot spot areas and to do root cause analysis, with proper monitoring and evaluation
- DOT & RTMC, Provincial and Local Law enforcement to ensure all officers attending to AECs are fully trained on theoretical and practical elements of the law so officers impart evidence in a manner that confirms successful prosecution of drunk drivers
- Provincial and local Law enforcement to ensure drivers are compliant with traffic laws

Preliminary Results from Pilot in Pietermaritzburg have confirmed the effectiveness of this initiative

- The Alcohol Evidence Centre (AEC) in Pietermaritzburg (ECR Region), came into operation in April 2019
- SAB invested in the infrastructure of the building and the Evidential Breath Alcohol Testing (EBAT) machine
- Since implementation of this machine, **fatalities in the jurisdiction** of the AEC have been **reduced**
- The **same period last year** recorded **46 fatalities** in the jurisdiction of Pietermaritzburg.
- Since implementation of AEC, **26 fatalities** were recorded, resulting in a **44% reduction in road fatalities**
- Over **1500 arrests** made
- Over **1094 confirmed successful convictions** of drivers under the influence of alcohol.
- **307 successful prosecutions** made since then



AWARE.ORG FESTIVE DON'T DRINK DRIVE/WALK CAMPAIGN

Support Gov in reduction of road fatalities due to drunk driving/walking, Deter Drinking and Driving / Walking
Educate and create awareness around the harmful effects of drunk driving/walking and the law related thereto
Support vigorous and visible law enforcement on drunk driving/walking
Each of us has a role to play in reducing alcohol related fatalities

Drinking and Driving

Drinking and Walking

Play your part/ “WE” instead of “ME”

INSIGHT - The consequences of drinking and driving extend beyond the person behind the wheel. Should something happen to them, or anyone in the wrong place at the wrong time on their route, it has an impact on their friends and families for years to come. The circle of consequences can be wide: When a drunk driver causes an accident, 'victims' include; the driver herself (hurt or die) which in turn affects her/his family members; driver can hit others (hurt or die) & family members; effects doctors; nurses; COVID patients & the healthcare system; the driver's future (criminal record); add to overall moral decay of a society that flouts the law.

Being responsible for more can, and should, result in a reduction in alcohol-related harm and bring us closer to achieving our vision of a generation free from the harm of alcohol misuse and abuse.

We all need to play our part.

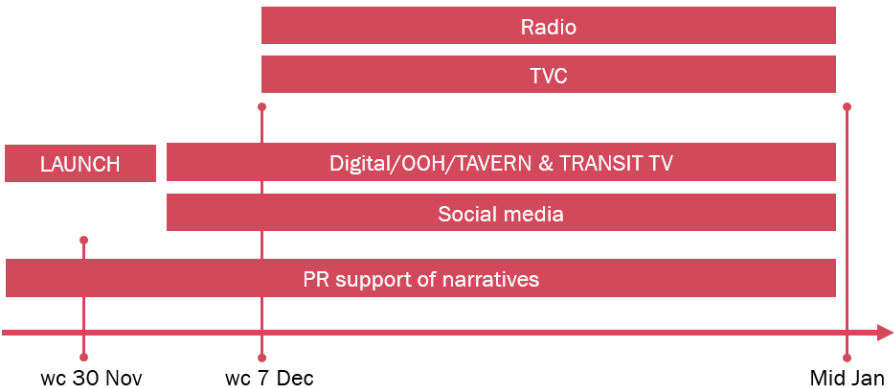
We all need to do more. We all need to be responsible. For more.

IDEA

WHO DO YOU TAKE WITH YOU WHEN YOU DRINK AND DRIVE?

CAMPAIGN LINE

It's not just about you. If you drink, never drive.



DRINKING & DRIVING/WALKING 2020/2021 FESTIVE SOCIAL NORMS CAMPAIGN

WITH RTMC
(ROAD TRAFFIC MANAGEMENT CORPORATION)



Operations were intensified for the 2020/2021 Festive Season. Transport Minister, Fikile Mbalula released the 2020 festive season statistics on end January 2021.

PERIOD: 01 DEC 20 - 10 JAN 21

1 625 K78 roadblocks conducted

1 313 453 vehicles stopped

4 022 arrests for various offences

1 600 Arrests for drunk driving = 40% of total arrests

7% decline reported in road fatalities from the previous year.



DESIGNATED DRIVER CAMPAIGN 2020

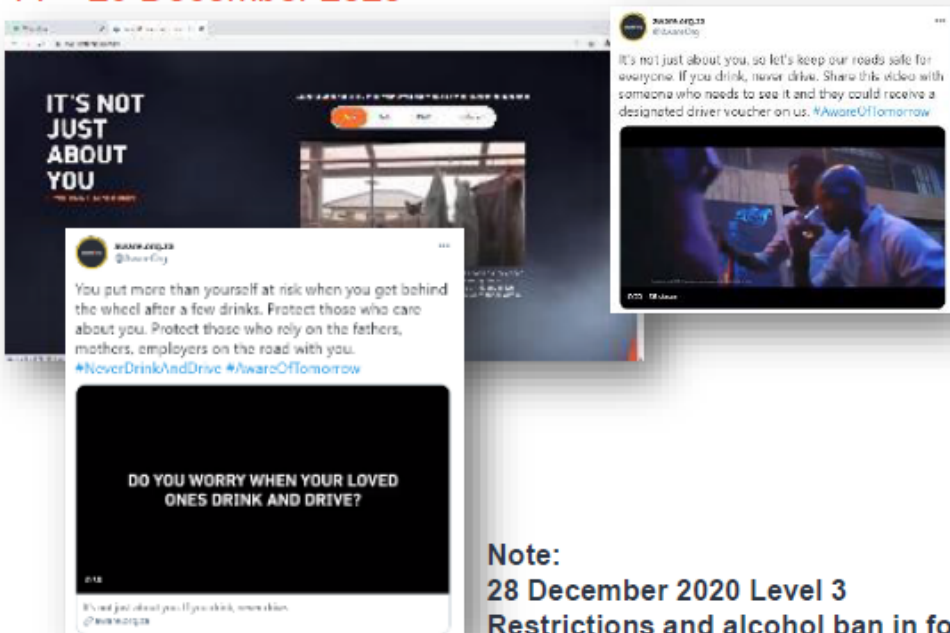
Digital and social platforms, including microsite

Using digital and social platforms, we will use a simple tracking mechanism, we will deliver messages to drink drivers from people who love them, along with an Uber voucher to encourage them to take up more responsible behaviour.

2585 Uber vouchers issued as part of targeted Designated Driver Campaign

3200 Industry Ride Share Uber vouchers issued

14 – 29 December 2020



Note:
28 December 2020 Level 3
Restrictions and alcohol ban in force

SAFELY HOME INCLUDING MEMBER CONTRIBUTION

Community radio, supported by digital and social media campaign elements

Using the Top 10 community radio stations nationwide in high-risk areas:

- Driving awareness around the harms related to drink walking using local radio community personalities and that safer alternatives should be considered to drink walking
- Driving messaging through powerspots and live reads supported by the distribution of airtime vouchers when people share their stories of drink walking experiences

1000 Airtime vouchers issued

30 Nov – 30 December 2020

STATION	LANGUAGES
GAUTENG LOCAL	
ALEX FM	ENGLISH & ZULU
KASIE FM	ENGLISH
MPUMALANGA LOCAL	
MKHONDO FM	SWATI
LIMPOPO PROVINCE LOCAL	
ENERGY FM	ENGLISH
FREE STATE LOCAL	
GWA powersports RADIO	SOTHO
NORTHWEST PROVINCE LOCAL	
MAHIKENG	TSWANA
KWAZULU NATAL LOCAL	
IZWILOMZANSI	ZULU
EASTERN CAPE LOCAL	
UCR	XHOSA
WESTERN CAPE LOCAL	
RADIO ZIBONELE	XHOSA



DIGITAL

Reach 983,474
Impression 1 866,231
CTR 0,94%



SOCIAL

Reach 5 796,319
Impression 12 266,410
Video Views 7 920,697
CTR 0.51% VTR 38,31%



STATUS | SAFELY HOME | COMMUNITY PATROLLERS

Programme/Element

Current/Planned Activity

Implementation Timeline

CPF Patrollers (Safely Home)

LIQUOR LICENSE AND COVID PROTOCOLS COMPLIANCE, GBV PREVENTION AND COMMUNITY PATROLLER PROJECT - "An initiative of the alcohol industry of South Africa"

Phase 1
1 December 2020 – 31 January 2021

Phase 1.2
1 February – 6 March 2021

KPIs:

Achieve an 85% Overall Compliance across 4 pillars: (1) COVID-19 Protocols, (2) Responsible Trading Principles, (3) GBV measures, (4) Pedestrian Safety

+10% Improvement of Liquor Trader Compliance

+20% Improvement COVID-19 Safety Protocols

-10% Reduction of GBVF (SAPS Stats, quarterly)

-10% Reduction in Pedestrian Fatalities (SAPS Stats, quarterly)

Create 550 Youth income opportunities and work experience

Number of outlets to be audited >4 000 per month

Help 50 SAPS Stations over 9 Provinces fight crime through the project

- Progress report submitted by Memeza weekly
- Updated report received 17 February 2021
- PLEASE NOTE: Stats relate to the 1 – 28 December 2020**

Phase 1:

Baseline was 67%

75% Overall Average Compliance achieved within a 4-week period, **pre-Level 3 lockdown**, average including all pillars

At Baseline, Responsible Liquor Trade was 73%. Average compliance as at 28 December 2020 was 78%.
5% improvement - with the focus on licensing.

+12% Improvement in COVID-19 Protocols achieved within a 4-week period, pre-Level 3 Lock down

Please note: Quarterly stats due from SAPS

- 5% Improvement of safety of Patrons (walking home)** achieved in a 4-week period, Pre-Level 3
- Please note: Pedestrian fatality SAPS stats not yet released*

1 000 Income opportunities created

Phase 1 = 550 Patrollers Phase 1.2 = 450 Patrollers

3 670 outlets were audited from 1-28 December 2020, with **15 892 audits completed**.
To date, 56 465 audits have been completed

Overall, worked in **100 SAPS stations**

Phase 1 = 55 SAPS stations Phase 1.2 = 45 SAPS stations

TOTAL INVESTMENT
+R7 million



Industry Submission to the National Road Traffic Amendment Bill (NRTAB)



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Industry
Submission to
the National
Road Traffic
Amendment Bill

- A zero tolerance to drinking and driving has the full support of our industry
- We want to play our part in achieving the reduction of fatalities on our roads
- We support the intention of the legislation of 0% BAC, but we have to be cognizant of the unintended consequences
- A 360 approach is required to achieve the desired impact of reducing fatalities on our roads
- We need to move the needle by using evidence based methodologies that achieves optimal impact on our roads
- We submit that the NRTAB, together with intensified law enforcement, evidence based programs as well as education and awareness programs, can be most effective in reducing fatalities in South Africa
- Hence the Department of Transport has our full support in implementing the National Road Traffic Amendment Bill

**Key to success:
Strong Enforcement
and Implementation**

Addressing Road Safety should form part of a broader approach

Alcohol is estimated to account for 3.4%¹ - 5.5%² of road fatalities

94 273 cases of driving under the influence of alcohol and/or drugs. Considering that SA has 12.3m licensed drivers in the country, (ENatis 2017), this would equate to <1% of drivers driving drunk³

1. Source: OECD Transport Forum 2019

2. Source: Road Traffic Management Corporation Study 2016-2018

3. Source : SAPS Annual Report 2019 - 2020

Survey on TOP 10 Traffic Offenses⁴

Overloading (goods)	2 038 724	101 936	32,2%
Overloading (passengers)	1 115 462	55 773	17,6%
Seat belt	432 417	15 164	6,8%
Unlicensed Vehicles	329 667	16 483	5,2%
Front Lamps/Head lamps	272 462	13 623	4,3%
Speeding	268 735	3 447	4,2%
Other Moving Offences	238 103	11 905	3,8%
PRDP (None)	211 226	10 561	3,3%
Side and Rear Retro Reflective Markings	187 839	9 392	3,0%
Driving licence (Fail to carry)	161 933	8 097	2,6%

! Arrests for Drunken Driving made up 0,4% of offences.

16 233 847
vehicles stopped



1.3%
tests for alcohol



0.2%
arrests for DUI

4. Source: The RTMC traffic offence survey (2018) detailing data collected from the National Traffic Police and the nine provincial traffic departments from April 2013 to January 2015 . It excludes data on offences in five major cities (Cape Town, Ethekwini, Ekurhuleni, Johannesburg and Tshwane), where metropolitan police forces are responsible for enforcing traffic laws. This is a limitation but the survey serves as a proxy.

Conclusion



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Conclusion

- **As an industry we wish to confirm our commitment to working with government to bring about the desired behavioral change that is needed to turn the tide on drinking and driving in our country**
- **We aim to effect behavioral change in South Africa to reduce the harmful use of alcohol & promote a culture of responsible drinking**
- **We believe that stronger enforcement and zero tolerance for offenders will act as a deterrent to would be offenders which will go a long way to changing behaviors.**
- **We look forward to working with the Department in bringing about that change.**

Thank you!



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