**NATIONAL ASSEMBLY:**

**QUESTION NUMBER: 2135**

**Mr M S F de Freitas (DA) to ask the Minister of Transport:**

With reference to the statistics generated during the Easter period in 2018, (a) what road campaigns took place (i) leading up to, (ii) during and (iii) after the specified period, (b) what were the objectives of each campaign in each province, (c) were the objectives met, (d) how was this measured, (e) where did each campaign take place, (f) to whom were the campaigns targeted and (g) what amount was spent on each campaign in each province?

**NW2290E**

**REPLY :**

1. (i)      The following campaigns were undertaken leading up to Easter :

*Driver workshops* – road safety education workshop was conducted among drivers of major bus companies that were scheduled to transport people to different places of pilgrimage**.**The emphasis of the workshop was on fatigue management, pre-trip inspections, safe vehicles, impaired driving as well as reckless driving. Drivers were exposed to public transport accident scene that took place during the 2017 Easter Period. The Department of Health and the Road Accident Fund provided information on issues related to health fitness and wellbeing.

*Road Awareness at institutions* - road safety awareness activities were undertaken at churches, Taxi Ranks, Schools, places of entertainment, as well as filling stations along the major routes.  The purpose of the awareness activities was to increase knowledge and skills among travellers in relation to vehicle safety, overloading of passengers and goods, as well as substance abuse. Road safety officials were deployed at various transport public hubs which were known to be congested during Easter period as a result of travellers to raise awareness about safety on the roads.

*Pedestrian Awareness -*heightened pedestrian awareness activities were undertaken in areas, which are identified as hazardous locations. The focuses of the pedestrian activity were primarily on visibility, the safe crossing of roads, impaired walking as well as jay-walking.

*Youth road safety -*Young people are largest group involved in reckless and negligent driving due to their attitudes towards safe road usage.  Road safety education campaigns were undertaken leading up to Easter at institutions of higher learning and the focus was on impaired walking and driving, dangerous walking and pedestrian visibility.

The activities were supported by a strong media campaign that included interviews and social media activations.

(ii)The following campaigns were undertaken during the Easter period:

* Intensified law enforcement operations by national, provincial and local traffic authorities took place during the Easter period focussing inter alia on speed management, drunken driving, reckless and negligent driving, overloading, vehicle roadworthiness and cross-border operations.
* Road safety education activities were staged on all routes that were identified.
* Radio and television interviews were conducted on local, regional and national stations throughout the period to sustain the messages on safe Easter travel. Social media interactions were also intensified to reach young travellers.

(iii)          The following campaigns were undertaken after the Easter period:

Media interactions continued after the Easter period on all the platforms including TV and road interviews and social media platforms. The campaigns continued over the Worker’s day (May 1)  long weekend.

(b)     The objectives of the campaigns were to reduce fatalities on the identified hazardous routes and improve road user behaviour.

      (c)       There was a reduction in crashes on identified hazardous routes however new hazardous routes emerged in other areas. The number of passenger fatalities were reduced although pedestrian fatalities increased suggesting that more work is still required.

(d)    This was measured by analyzing crashes and fatalities and comparing the outcome to the similar period in the previous years.

(e)    The campaigns took place at churches, institutions of higher learning, taxi ranks, halfway station along major routes, premises of major bus operators, on the roads in the form of roadblocks and on various media platforms.

(f)     The campaigns were targeted at drivers of public transport vehicles, passengers, pedestrians, the youth and faith-based organisations.

(g)   The campaigns were undertaken with approved operational budgets of provincial departments and municipalities.