###### National Assembly

###### Question Number: 327

**Ms T Gqada (DA) to ask the Minister of Transport:**

(a)(i) What are the details of the festive season road-safety campaign, including dates and activities and (ii) on what basis was the campaign designed, (b)(i) how was the success of this campaign measured and (ii) what factors emerged that showed statistics to be worse this festive season than the previous one and (c) what plans are in place to rectify this? NW346E

**REPLY**

(a)(i) What are the details of the festive season road-safety campaign, including dates and activities

The focus was mainly on drivers, passengers and pedestrians, although cyclists contribute a minimal percentage to the road fatalities, they were also targeted.

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| Road User Group | Venue | Province |
| |  | | --- | | **Drivers, Passengers, Pedestrians** | | Drivers, Passengers | | Drivers, Passengers | | Drivers, Passengers | | Drivers, Passengers | | **Drivers, Passengers** | | Drivers, Passengers | | Drivers, Passengers | | Drivers, Passengers |  |  | | --- | | **Drivers, Passengers** | | Drivers, Passengers | | **Stray animals** | | | Stray animals | | | Stray animals | | | Stray animals | | | Stray animals | | | Interfaith | | | |  | | --- | | **Launch - Eldoradopark** | | Alzu    Petroport  NI Shell Ultra City | | Graaf Reinet  Launch EC Festive | | Ngodwana, N4 | | Newcastle Taxi Rank | | **N12 and Potchefstroom Taxi Rank** | | Kuruman Taxi Rank  Motswako Galeshewe | | Engen Kranskop and tollgate  Bela Bela Taxi rank | | Engen Bloemfontein and Tollgate |  |  | | --- | | **Kwaggafontein Complex** | | Port Edward  Margate Taxi Rank | | Ikageng Gate, Potchefstroom  Potchefstroom Taxi Rank  Lichtenburg Taxi Rank |  |  | | --- | | **Nkomazi** | | Elokwatini | | Seoding Village, Kuruman | | Nkangala | | Kagung, Kuruman | | Maruping Village, Mothibistad,  Kuruman | | |  | | --- | | **Gauteng** | | Mpumalanga     Gauteng | | Eastern Cape | | Mpumalanga | | KZN | | North West | | Northern Cape | | Limpopo | | Free State |  |  | | --- | | **Mpumalanga** | | KZN | | North West |  |  | | --- | | **Mpumalanga** | | Mpumalanga | | Northern Cape | | Mpumalanga | | Northern Cape | | Northern Cape | |

(ii) on what basis was the campaign designed

This is informed by our crash data that the majority of people who die on our roads are vulnerable road users. Thus the campaign sort to reach out passengers and pedestrians. It is common cause that during the festive season people travel long distances on the road, hence the campaign was also developed and targeted drivers as well.

(b)(i) how was the success of this campaign measured

This was through determining the number of people that were reached through our campaigns using various mediums. As well as through the feedback we received while engaging road users.

(ii) what factors emerged that showed statistics to be worse this festive season than the previous one

Factors that emerged to make this year’s statistics worse than the previous one include the rainy conditions that conditions that prevailed over this period. The festive season was also characterised by three successive long weekends. This encourage the consumption of alcohol and lond distance traveling.

(c) what plans are in place to rectify this?

Road Safety Education planned a more intense 365 Day Road Safety Plan. The Department, provinces and all the Roads Entities are gearing up to implementing the National Road Safety Strategy once approved by Cabinet. In the meantime efforts are being put in place to enhance the work that is being done through law enforcement, education and awareness campaigns as well as media campaigns. These programmes focus on the following:

* Driver programme which includes dangerous driving, impaired driving, distracted driving and roadworthiness of vehicles
* Passenger programme which includes seatbelt usage, child restraints, distracted behaviour
* Pedestrian programme which includes impaired walking, distracted walking, dangerous walking and visibility
* Cyclist programme which include impaired cycling, distracted cycling and dangerous cycling and visibility
* Youth driver programme which was directed specifically to the youth driver Youth at Institutions of Higher Learning which was directed to youth at Universities and colleges
* Stray animal programme which was directed to cattle owners and how to look after the cattle, visibility
* Interfaith programme which was directed to churches