



MEDIA STATEMENT

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Attention : News Editors/ Transport Reporter/ PR WIRES

RTMC STEPS UP ROAD SAFETY CAMPAIGN AMONG THE YOUTH

The Road Traffic Management Cooperation (RTMC) is using the month of June to drive a campaign to educate young people on road safety in an effort to reduce the numbers of fatalities and injuries that result from road crashes. The drive, embarked as part of the celebration of Youth Month and as part of the 365 road safety plan days, will target tertiary institutions and venues where the youth will be gathering in large numbers.

Road traffic fatalities are now recognised as the leading cause of death among young people throughout the world and most of the deaths happen to low and middle-income countries. Trends in South Africa indicate that young people between the ages of 20 and 39 constitute more than half of the people who die on the roads daily as result of road crashes. Speed, drunken driving and jaywalking are among the main causes of deaths on the roads. The use of safety belts will also be highlighted as trends indicate that the low usage of safety belts is a major contributor to injuries and fatalities on the roads. Passengers constitute more than a third of the total number of people who die on the roads while a drivers constitute about 25% of the fatalities.

Texting while driving and walking is also emerging as a factor that exposes both motorists and pedestrians to crashes. The RTMC drive this month will be undertaken under the theme that says: “**I am young and responsible**”. It will involve other stakeholders such as private companies, tertiary institutions, government departments and community-based organisation. It is aimed at improving the behaviour of the youth on the road and address alcohol abuse as a major contributory factor on fatalities.

Schools going children will also be targeted for road safety education as this is a formative stage where lifelong behaviour pattern as developed. Other activities that will be undertaken include the drunken driving awareness with call centre staff at Telesure, visits to Jacaranda college in Pretoria and Rosebank College. Road safety will also be a major highlight at the Izigi nation tour in Soweto on Saturday (June 6). This is a musical concert that will be featuring high profile maskadi artists and it will be held at the Mapetla Sport field.

The 365 plan seeks to sustain road safety awareness throughout the year and change the behaviour of road users. The plan aims to reduce crashes, fatalities and serious injuries on the roads and encourage voluntary compliance with road traffic regulations. The campaigns will target road user categories of passengers, drivers, pedestrians and cyclists. There will be a focus on rural areas where there is a lack of access to facilities such as pavements and public transport which exposes communities to road crashes. The 365 safety plan seeks to ensure the country implements road safety programmes to reduced road fatalities by 50% by year 2020.

Ends

Report bad driving - 0861 400 800

Issued by the - Road Traffic Management Corporation

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