

## **PRESS RELEASE**

**To : All Media**  
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**Attention : News Editors / Transport Reporters / PR Wires**

### **A New Campaign to Promote Road Safety is Launched**

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**Gauteng -:** The Road Traffic Management Corporation and the Department of Transport have launched a new multimedia campaign to educate the public about importance of obeying road rules in an attempt to improve road user compliance and reduce crashes in the country.

The campaign, entitled “Don’t Ignore the Signs”, features the Minister of Transport Dipuo Peters, in a television commercial making a plea to the road users to stop disregarding the rules of the road. Prominent actors such as Nambitha Mpumlwana, Gabriel Temudzani and soccer players such as Mandla Masango also features in some of the adverts.

The campaign is currently flighted on SABC television stations and at soccer stadium television LED screens. It will be rolled out on other communication platforms in the coming weeks and intensified during peak travel periods. Commenting on the campaign, advertising and marketing commentator Brendan Seery said “This spot, on behalf of the ministry and the Road Traffic Management Corporation is bang-on with its plea to motorists: “Don’t ignore the signs.

“Those signs are, of course, the warning ones – stop signs being the favourite ones we don’t see – that alert us to danger ahead or from our lawless or reckless behaviour.” Seery’s observation is that “the ad works because it shows a minister getting involved in the work of her portfolio in something more than a “get my picture in the paper” advert type of way.

“And the message, which is one we all need to heed, gets through. The ministry, Road Traffic Management Corporation and the minister all get an Orchid – for effort”, he concluded. The campaign forms part of the 365 day, 24/7 road safety programme to promote and increase public awareness on road safety.

It is informed by an understanding that almost every road crash is preceded by a violation of road signs and regulations. An analysis of road crashes show that intentional misbehaviour such as ignoring speed limits, drunk (and drugged) driving, dangerous overtaking, and disregarding traffic signs ( such as stop signs, robots, barrier lines etc) is a major contributor to fatal crashes on the road.

Less intentional forms of human error, such as fatigue, poor judgement especially on sharp bends and wet surfaces also play a critical role in crash while failure to wear safety belts is one of the most common causes of death in road crashes. RTMC CEO Advocate Makhosini emphasised that: “Road Safety is everyone’s responsibility and every South African has a role to play in keeping the roads safe. Let us all be responsible in the way we conduct ourselves on and off the road. Do the right thing. Don’t ignore the signs.”

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