



**Road Traffic**  
Management Corporation

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The Road Traffic Management Corporation (RTMC)  
is an Agency of The Department of Transport and a  
Member of the United Nations Road Safety Collaboration

## **MEDIA STATEMENT**

**To : All News Editors**

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**Attention: News Reporters / Transport Reporters / Newswires**

## **RTMC AND STAKEHOLDERS UNITE TO PROTECT CHILDREN ON THE ROADS DURING NATIONAL CHILD PROTECTION WEEK**

To bring focus on the safety of children on the roads, the Road Traffic Management Corporation (RTMC), will this week collaborate with key road safety stakeholders, to observe National Child Protection Week.

The awareness campaign which will run from 29 May to 05 June 2025 will seek to shine a spotlight on the rights, safety, and overall well-being of children — especially their vulnerability as road users.

Working alongside Wheel Well, Supa Quick, Gauteng Province, road entities, and the National Department of Transport (NDOT), we are leading a coordinated national campaign to promote safe transportation for children. The focus is on educating parents, caregivers, and communities about the critical importance of using proper child restraint systems and ensuring vehicles are always roadworthy.

This year's theme recognises road safety as a vital aspect of child protection. Children are among the most vulnerable road users, often transported in unsafe vehicles, improperly restrained, or exposed to hazardous conditions as pedestrians. Tragically, in 2024, children aged 0 to 14 years accounted for 10.2% of road fatalities, or 1 217 in 2024. Yet, this age group represents 27.5% of the total population, underscoring the urgent need for action.

The RTMC urges all parents and transport operators to recognise the safety of children begins with them as adults and that they should take the following simple and life-saving steps to protect them.

- Use the correct car seat for your child's age and size.
- Ensure car seats are properly installed—check regularly.
- Always buckle up—every trip, every time.
- Keep children in the back seat, securely buckled.

Child restraint seats save lives. They must be used correctly and consistently, even on the shortest of trips.

“It is our collective responsibility to create safe environments for children, whether at home, school, or on the roads. Through education, service delivery, and advocacy, the campaign will not only protect children during this week but will also lay the foundation for long-term behavioural and systemic change,” said the RTMC Chief Executive Officer Advocate Makhosini Msibi.

The RTMC remains steadfast in its commitment to protecting children from all forms of abuse, neglect, exploitation, and harm. It also calls for severe penalties for those who endanger children's lives and emphasises the importance of upholding the Constitution impartially and with respect.

Together, let us create a safer, brighter future for our children.

**ENDS**

**ISSUED BY: THE ROAD TRAFFIC MANAGEMENT CORPORATION (RTMC)**

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