



transport

Department:
Transport
Province of KwaZulu-Natal

COMMUNICATIONS

MEDIA ADVISORY

TO: ALL MEDIA
DATE: Thursday, 05 May 2017
ATTENTION: Editors, News Editors, & PR Wires

LAUNCH OF THE U.N. GLOBAL ROAD SAFETY WEEK 8-14 MAY 2017

GAUTENG: The Transport Ministry and the Road Traffic Management Corporation together with the provincial department of transport in Kwa-Zulu Natal will launch the Global Road Safety week, which will commence from the 8-14 May 2017. The Fourth U.N. Global Road Safety week seeks to increase understanding of the dangers of speed and generate action on measures to address speed, thereby saving lives on the roads.

The launch will highlight the speed calming measures, scholar patrol with learners and adults being exposed to road safety messaging on speed. The launch will also espouse the "reduce speed" theme with learners demonstrating messages on posters along the roadside. Speed enforcement activities and an in-loco inspection of speed calming measures will also be part of the day's ceremony.

Furthermore, the Week will focus on speed and what can be done to address this key risk factor for road traffic deaths and injuries. In particular it advocates a strong and strategic approach to creating a safe road system, with speed management at its heart.

Details of the Global Road Safety week launch are as follows:

Date: Monday, 8 May 2017
Time: 06h30
Venue: Acacia Primary School, Verulam, Durban

All media houses are invited to attend, journalists interested are requested to confirm their attendance via email: to Tshegofatso Maake on MaakeT@dot.gov.za

NOTES FOR EDITORS:

Objectives of Global Road Safety Week:

- Raised awareness among millions in the country about the dire consequences of speeding and the benefits of speed management;
- Identify and promote evidence-based solutions to manage speed based on systems approach;

- To promote safer road conduct and to solve scourge of road traffic carnage in the broader communities over a sustained period by stimulating speed management actions;
- To inculcate a culture of road safety by improving knowledge, skills and behaviour of targeted road users affected speed;
- To raise awareness on road safety and to instil safer road conduct amongst the targeted road user groups through marketing of road safety;
- Increase community participation in road safety issues with aim of extending the reach of road users.

ENDS

Issued by: Road Traffic Management Corporation (RTMC)
Boardwalk Office Park, Phase 5
Boardwalk Boulevard, Faerie Glen
Pretoria

www.rtmc.co.za

Spokesperson- Simon Zwane: (082) 551 9892