

KWAZULU-NATAL

DEPARTMENT OF TRANSPORT

ROAD SAFETY DIRECTORATE

EASTER 2004

HOLIDAY PLAN

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INTRODUCTION

Previous records indicate that the Easter period is the busiest for KwaZulu-Natal's roads. High traffic volumes on the N3 corridor as well as the N2 North and N2 South are expected. The increase in traffic volumes is further expected to rise with 14 April 2004 (Election Day) being declared a public holiday thus extending the Easter Holiday period.

The Minister and the CEO of the KwaZulu-Natal Department of Transport are committed to reduce the statistics for this period and every effort i.e. education, enforcement and engineering aspects have been fully integrated to ensure that the people of the province as well as our visitors are safe. The focus for this year's campaign is on pedestrian safety since 60% of the statistics account for pedestrian fatalities. Currently three radio adverts in Zulu, English and Afrikaans are being flighted to highlight the importance of pedestrian safety.

The Kwa-Zulu Natal's Easter Holiday Plans have been further structured and integrated to support both The United Nations Road Safety week, which runs from 5th to 11th April 2004 the World Health Organisation which under the auspices of the United Nations have declared 7th April 2004 the World Health Day on Road Safety. The Kwa-Zulu Natal Department of Transport will commemorate this day by holding a Prayer Day at the Kingsmead Cricket Stadium commencing at 10h00.

The focus on the concept of self-policing is being given priority to ensure that road users take the responsibility of safer roads and making road safety everybody's business. This concept is reinforced at the Kwa-Zulu Natal Department of Transport by **The Mpimpa hotline – 086 2211 1010**. The aim of this line is ensure that road safety becomes everybody's business by affording all road users the opportunity of reporting road users that break the law. The Mpimpa hotline is a paid line that operates 24 hours.

TARGET DATES FOR THE PEAK PERIOD

SCHOOL HOLIDAYS

School closes;

Mpumulanga	26 March 2004
Gauteng	26 March 2004
Limpopo	26 March 2004
Free State	26 March 2004
North West	26 March 2004
KwaZulu-Natal	31 March 2004
Eastern Cape	31 March 2004
Western Cape	31 March 2004
Northern Cape	31 March 2004
Construction, factories shutdown	8 April 2004
Good Friday	9 April 2004
Saturday	10 April 2004
Sunday	11 April 2004
Family Day	12 April 2004

PROGRAMMES TAKING PLACE DURING EASTER ARE:

DRIVER AWARENESS FOR LONG DISTANCE TAXI ASSOCIATIONS AND TOUR BUS OPERATORS

This programme will be undertaken with all long distance taxi associations and tour bus operators. Aspects regarding vehicle fitness, pre-trip inspections, the importance of tyres and overloading are discussed.

The KZN Taxi council, the eThekweni Minibus Taxi Forum and the PTEU are also actively involved. In conjunction with this, the Community Road Safety Councils will undertake taxi rank awareness campaigns. The communities will be reinforcing the message "bring our families safely during the Easter period" to the Public Transport Sector.

ALCOHOL AWARENESS

The "Sober is Safe" campaign and the "Omela Ngasekhaya" programme will also be undertaken to reinforce safer roads during the Easter Holiday period by reinforcing the messages that drinking and driving / walking is a crime. The "Sober is Safe" campaign will target the Beach Front Hotels and pubs whilst the Omela Ngasekhaya program will take place at taverns throughout the provinces.

ALCO ROADBLOCKS:

Durban Metro will conduct alco roadblocks on a daily basis in and around the city. Educational material on alcohol will be distributed at these roadblocks.

REST STOPS: PERIOD 08 TO 13 APRIL 2004

DATE	WHERE
8 April to 13 April 2004	N3 Van Reenen Pass N11 Majuba Pass N3 Marianhill Toll Plaza N3 Estcourt EMRS - Satellite stations at strategic points. A helicopter will be on standby Fire- Howick

ROAD SIDE COURTS

DATE	WHERE
02 April to 04 April 2004 08 April to 12 April 2004 16 April to 18 April 2004	Cato Ridge

AWARENESS CAMPAIGNS / PUBLIC PARTICIPATION

DURBAN METRO: INNER WEST

VENUE	ACTIVITY
Marianhill Toll Plaza	Educational material will be distributed to support road blocks
Pavilion Shopping Centre-Westville	Static road safety displays A road safety help desk will be operational

DURBAN METRO: NORTH

VENUE	ACTIVITY
Kwa Mashu Taxi Rank	Distribution of material and discussion on vehicle fitness
Tongaat Taxi Rank	Distribution of material and discussion on vehicle fitness
Tongaat Toll Plaza	Distribution of road safety material
Verulam Charity Fair	Static road safety displays
Gateway Shopping Centre	Road Safety Children's Programme

DURBAN METRO: SOUTH

VENUE	ACTIVITY
Dakota Beach	Static road safety displays
Pick and Pay-Athlone	Static road safety displays
Ispingo Taxi Rank	Distribution of material and discussion on vehicle fitness
Muthwa Shopping Centre	Static road safety displays
OTHER	ACTIVITY
All roadblocks in Durban Metro: South	Distribution of road safety material
M4 (North of Durban) N2	High enforcement visibility

METRO CENTRAL

VENUE	ACTIVITY
Metro Central	Taxi Rank Awareness
Marine Parade	Sober is Safe Campaign
South and North Beach	Satellite stations on alcohol awareness
Kings Park Soccer Stadium	Drivers and Tour Bus Operators (Dangers on speeding) Discussions and distribution of material

OTHER ACTIVITIES

VENUE/DATE	ACTIVITY
CHURCH PROGRAMME 9 April 2004 Umlazi Stadium	All church groups meet to hold a prayer rally at the Umlazi Stadium. As part of the Road Safety Easter Awareness Campaign there will be a static road safety display. Messages on pedestrian safety will be broadcasted during the rally.
PEDESTRIAN AWARENESS 10-12 April 2004 Gugu Dlamini Park – Central Durban	All aspects of safe pedestrian rules and the dangers of drinking and walking will be covered at a music event
TOLCON Ongoing 8 April 2004	Patrols will be doubled along all toll routes N3TC-Construction work will stop Group 5 construction will also halt on the N2 North
QUADRIPLLEGIC ASSOCIATION OF SA 8, 9, 12 April 2004 Van Reenen Garage, Ultra City Escourt, Ridge Oasis in Cato Ridge	Accident victims in wheelchairs will discuss the trauma of being involved in accidents and promote safe road usage
PROJECT DAYTIME RUNNING LAMPS (DRL) 19 March to 18 April 2004	Officers in patrol vehicles are to ensure that their headlamps are switched on at all times during patrols. Officers are requested to lead by example and encourage motorists to drive with their headlamps switched on all the time during the day.
BLUE LIGHTS CAMPAIGN 9 to 12 April 2004	All enforcement officers are required to drive with their blue lights on to create awareness and visibility