



# **SUMMER HOLIDAY**

## **ROAD SAFETY PLANS**

**DEC 2004 – JAN 2005**

# **SUMMER HOLIDAY SEASON 2004/2005 ROAD SAFETY PLANS.**

## **Introduction**

The festive period, historically, is always preceded by an influx of visitors from all parts of South Africa, including international and domestic holidaymakers. During this period migrant workers also travel home especially to KwaZulu-Natal and the Eastern Cape to spend the holidays with their families. The influx of people results in increased vehicular and pedestrian traffic. The primary objective of the Summer Holiday Programme is to create a safe road environment and to curb the number of road crashes relative to the holiday season. In order to achieve our objective, the Holiday Planning Committee, consulted broadly with all stakeholders, namely, the KZN CTC, Local Authorities, SAPS, SANDF, Durban Metro Police, RTI, NDOT, CRSC's and other interest groups to co-ordinate our activities to meet the challenge of reducing the carnage on our roads this holiday season.

## **1. Road Safety Education**

### **1.1 Long Distance Driver Awareness Programme** (minibus taxi's and long distance bus operators)

This is a joint project with the KZN Taxi Council, Local Authorities, PTEU, RTI, and Durban Metro Police. All long distance taxi associations and bus operators will be provided with educational material on vehicle fitness, overloading, tyres and driver fatigue.

### **1.2 Alcohol Awareness**

The two programmes that will feature this holiday season are:

#### **1.2.1 Sober is Safe Campaign**

The target audience for this project are people partying at hotels, restaurants, clubs, etc mainly in and around Durban. The "Party" is encouraged to have a "safe sober driver" who will be responsible for people to be driven home safely. Each designated driver will receive a key ring which enforces a road safety message". He /she will also get free soft drinks for the evening from the hospitality industry. This campaign will be undertaken at Umhlanga, Marine Parade, Kloof, Hillcrest, Pinetown, Ballito, Margate, PMBurg Central, Newcastle, Hibiscus Coast, Dolphin Coast and Umzimtoti.

#### **1.2.2 Omela eKhaya**

Communities from the townships who are in taverns will be encouraged to drink at home. Tavern owners will take responsibility for their patrons by seeing that they do not walk home drunk. The owner will provide a sleep over place or have a safe sober driver to escort/take them home. This programme will take place in Chatsworth, Phoenix, Umlazi, Wentworth, KwaMashu, Madadeni, Empangeni, Izingolweni and Port Edward. The Omela program commenced in October 2004 and will run through to the end February 2005.

### 1.3 Rest Stops/Roadside Courts

The aim of rest stops is to encourage motorists to stop and rest after every two hours of driving or every 200 kilometres in a safe area. These rest stops will be manned along the N2 and N3. Rest stops will also be set up at service stations along alternative routes. Law enforcement groups, emergency services, road safety councils and health officials will also satellite at these stops. Water and toilet facilities will be provided. Road safety material on fatigue will be handed to motorists. Rest stops will be situated along the following routes:

AREA	DATES
Van Reenen	03 – 24 December 2004/26 – 31 December 2004/02-03 January 2005/09 January 2005/16 January 2005
Bergville	03 – 24 December 2004/26 – 31 December 2004/02-03 January 2005/09 January 2005/16 January 2005
N11-Majuba Pass	03 – 24 December 2004/26 – 31 December 2004/02-03 January 2005/09 January 2005/16 January 2005
New England Road (Pmburg)	03 – 24 December 2004/26 – 31 December 2004/02-03 January 2005/09 January 2005/16 January 2005
R620-Margate	03 – 24 December 2004/26 – 31 December 2004/02-03 January 2005/09 January 2005/16 January 2005
EMRS satellite stations	On all major routes

### 1.4 ROAD SIDE COURTS

Roadside courts will be set-up at Cato Ridge, Umdloti, Park Rynie, Ladysmith,

### 2. WORLD REMEMBRANCE DAY – 21 November 2004

All church groups will participate in the programme to remember those who were killed on our roads.

The first prayer service will take place on the 21 November in Ladysmith and 27 November 2004 in Empangeni.

### 3. SIXTEEN DAYS OF ACTIVISM AGAINST WOMEN AND CHILDREN 25 November to 10 December 2004

#### Children's Programme

Community Road Safety Council Member's together with RTI and Local Authorities will visit children at hospitals during the festive season. The children will be given colouring in books

and crayons. Hospitals in Durban, Pietermaritzburg, Newcastle, Port Shepstone and Empangeni will be visited.

### **Aids Awareness – 1 December 2004 International HIV/AIDS Day**

The Community Road Safety Council Members will “light candles” in memory of all those who have passed on. This will be done at awareness day events and at taxi ranks.

### **Disability Awareness – 03 December 2004 International Day for people living with disability**

The public are encouraged not to park in specially designated bays reserved for the disabled. Bumper stickers will be given out to enforce this message. The Quadriplegic Association will work during peak times at service stations spreading road safety messages.

### **International Human Rights Day- 10 December 2004**

A strong message to respect each road user will be given. Members of the public will be urged to share the roads, and in public transport to respect women and children.

### **4. COMMUNITY ROAD SAFETY COUNCIL AWARENESS PROGRAMMES**

The following Councils will be involved in taxi campaigns:

Nkandla  
Ndwedwe  
Buhlebamakosi  
Isigolweni

### **5. ROAD SAFETY BEACH FESTIVAL**

The Road Safety Directorate will meet with other stake holders at the ETHEKWENI BEACH from the 20 December 2004 until 1 January 2005. Messages on alcohol; pedestrian behaviour; fatigue and AIDS will be stressed.

The Hibiscus Coast has employed law enforcement officers to patrol the beaches. In addition there will be 12 points-men to direct the traffic on the R61 and R620.

### **6. ROAD SAFETY EXHIBITIONS AND DISPLAYS**

All major shopping centres will have displays on pedestrian and alcohol behaviour during the festive period.

### **7. BOOZE BUS OPERATION: Education to Support**

Educational material will be handed out at all major road blocks in the province during the festive season.

## **8. PROJECT VISIBILITY (DRL)**

Motorists will be encouraged to drive with lights on during the entire period. All enforcement officers are encouraged to lead by example.

## **9. N3TC AND TOLCON**

All cattle that are on the roads will be impounded. Patrols will be increased on the N3 from Cedara to Heidelberg.

Traffic courts can be obtained from the control centre – (036) 631 2412 or 083 222 5947.

## **Road Construction**

All road works will stop from the 14 December 2004 until to 10 January 2005.

## **10. E.M.R.S. – DEPARTMENT OF HEALTH**

They have dedicated 40 vehicles for this holiday period.

The call centre number is 080 000 5133.

They will operate from 03 December until the 2 January 2005.

They will satellite on the major routes N2 North N2 South N3.

Star helicopters will work with them. Netcare will also assist.

## **11. OPERATION: JUGGERNAUT**

Will commence on Monday 1 November 2004 until the 31 January 2005.

This will target all unlicensed and un-roadworthy vehicles, drivers driving without driving licences or PRDP (or expired) and driving under the influence of alcohol.

## **12. MEDIA**

All media reports will be covered by the Communications Directorate.