

PRIMARY SCHOOL PEDESTRIAN PROGRAMME

In light of the high carnage experiences due to road accidents involving school children, the Road Safety Directorate has committed itself to reduce these grim statistics. In order to effectively and efficiently fulfill this mandate the Road Safety Directorate has embarked on an extensive Road Safety Campaign focusing on our most vulnerable target group, that is school children. Annually thousands of children are killed, maimed or injured in traffic accidents. Statistics provide by the KwaZulu-Natal Road Traffic Inspectorate indicates that in 2003 alone, 106 children (pedestrians) between the ages of 6-12 were killed and 27 between the ages of 17-18 were also killed on our Provincial roads. These figures are unacceptably high and require a drastic turnaround. A number of these deaths occur as a result of negative attitudes towards the use of the road and a deficient knowledge of traffic rules and regulations. A holistic approach towards Road Safety should be regarded as a priority to avoid the carnage, which occurs daily on our roads. Citizens, more especially children, who could have made a positive contribution to the development of our country are killed unnecessarily on our roads.

The Department of Transport: Road Safety Directorate undertakes to implement a Primary School Pedestrian Programme at all schools in the Province. The Primary School Pedestrian Programme will assist learners in being safe and responsible road users. The theme of the campaign is "I promise". The emphasis is placed on kids to promise to be exemplary on the roads by religiously adhering to the rules. The Primary School Pedestrian Programme consists of the following aspects:

- **Asiphephe Road Safety Club**
All primary schools in the Province will be encouraged to join the club and participate in all activities of the club.
- **Educator Resource Material**
Educators will be provided with resource material outlining the road safety promises that learners are expected to adhere to.
- **Road Safety Mascot**
Research has shown that learners no longer relate to the current road safety mascot. This has resulted in the Directorate conceptualizing a new road safety mascot.