

PRESS RELEASE

To : All Media
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Attention : News Editors / Transport Reporters / PR Wires

Traffic Officials Getting Ready for Easter Travellers

GAUTENG -: Road safety and traffic law enforcement officers throughout the country are gearing themselves up for an intensified road safety campaign to educate the public and deal with increased traffic on the roads ahead of this year's Easter weekend.

Officers are already deployed at key points this week in preparation for the start of school holidays and Human Rights day public holiday. Traffic leaving major centres especially Gauteng and Western Cape is expected to increase on Friday because of the school holidays. This will be followed by another upsurge on Thursday when religious people travel to various places of worship.

Because of the shorter working days next week (Monday being Human Rights day and Friday the start of Easter) many people are expected to take the three days in between as leave to travel to various destinations.

In an attempt to reduce crashes, injuries and fatalities, authorities have planned road safety awareness campaigns at convenient centres next to identified hazardous locations, rest stops for long distance travellers to prevent fatigue, increasing visible traffic law enforcement patrols on identified hazardous routes, as well as operations focussed on driving and drinking, speeding and overloading.

Provincial authorities will be undertaking massive public transport focussed operations this week and early next week to ensure that busses and taxis that will be transporting people to different places are roadworthy and that drivers are in a fit and healthy state to drive long distances.

Attention will also be paid to improving pedestrian and passenger safety. Statistics from last Easter indicate that pedestrians and passengers constitute 70% of people who died on the roads during this period.

The Quadriplegic Association of South Africa is also planning to deploy its members at filling stations located on major national routes to encourage motorists and passengers to wear seatbelts in order to reduce the number of spinal cord injuries from road crashes.

Motorists will be approached by the disabled members of the association and asked to sign a pledge to *buckle up*. The association will be executing the campaign under the theme that says: “**Buckle Up. We don’t want new members**”.

Quadriplegics & Paraplegics involved with this road safety campaign will be branded with bibs which identify them as campaigners and will introduce themselves in order to encourage motorists to wear their seat belts on their journey.

The association estimates that more than 900 people sustain spinal cord injuries in South Africa per annum and half of the injuries are from road crashes.

The Road Traffic Management Corporation (RTMC) will also be deploying the National Traffic Police to work with provincial authorities to reduce crashes on identified hazardous routes.

More details will be revealed when the Minister of Transport, Dipuo Peters launches the Easter Road Safety Campaign in Mankweng, Limpopo on Friday 18 March 2016.

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ISSUED BY: The Road Traffic Management Corporation

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