

CHAPTER EIGHT

CONCLUSIONS AND RECOMMENDATIONS

8.1 INTRODUCTION

The findings emanating from the data collected and interpreted in chapter seven are listed here as a basis for drawing conclusions and recommendations. Conclusions form the basis for recommendations, which will be the foundation for new strategies for promotion of Road Safety, using the Social Marketing Model. The set of recommendations made should indicate areas of further study in this regard.

8.2 ASSESSING THE RESEARCH QUESTIONS

The following research questions were posed in section 1.3 as the nucleus around which all the actions taken to complete this study revolves. As such, after having done so much and having come this far, it was critical to devote sufficient time to collate all evidence. This paved the way for coding, in order to establish conclusion statements based on the research. Recommendations then followed.

8.2.1 What is the impact of Road Safety Promotion Strategies on road traffic accidents and injuries?

From the responses of the interviewees, there is virtually nothing that one could put on the table as a concrete answer to this research question. An elaborate discussion has been made on the responses of interviewees to interview questions 3 and 4 as presented in sections 6.3.3 and 6.3.4 respectively. It is imperative to turn to the information in the literature to find authentic answer(s) to this research question.

An extract from the speech, (2008) of the Chief Executive Office of the Road Traffic Management Corporation (RTMC) at the official launch of the Arrive Alive campaign exposes some very interesting statistics and facts. What has been cited in the focus group

interview clearly establishes a high correlation between the facts from the interview responses and the facts cited in the speech. The conclusive evidence is obvious: **NO IMPACT.**

According to Rakgoale (2008:21-24) the following information applies:

i. HIV-AIDS accounts for 30% of deaths, being the first highest death statistic.

ii. Tuberculosis and road traffic accidents account for the second highest death statistic.

iii. Road crashes come between sixth and tenth in all categories. This is about the same status as crashes in most of the developing countries of the world. The World Bank estimates that by 2020, should nothing effective be done, road crashes will raise to second place as an unnatural cause of death.

According to Rakgoale's findings,

a. Road crashes in South Africa are the seventh largest contributor to deaths in the country which is comparable with other developing countries in the world.

b. The World Bank estimates that should nothing effective be done, road crashes will rise to the second largest cause of deaths in SA by 2020.

c. More than 14 000 people die annually on our roads and nearly 50% of these are pedestrians. In addition, around 7 000 road users are annually left permanently disabled and 40 000 are seriously injured.

d. The number of road fatalities decreased by 499 (3,24%) from 15,419 fatalities during 2006 to 14,920 fatalities during 2007.

e. Crashes of motorized vehicles decreased by 1,64(9,71%) from a rate of 16,85 in 2006 to a rate of 15,22 fatal crashes per 10,000 vehicles in 2007.

f. Increases in fatal crashes were recorded as follows (2006):

- ❖ Mpumalanga : increase 146 (13,14%);
- ❖ North West : increase of 32 (3,34%);
- ❖ Limpopo : increase of 24 (2,38%); and
- ❖ Western Cape : increase of 22 (1,63%)

g. Increases in fatalities were recorded as follows: (2007)

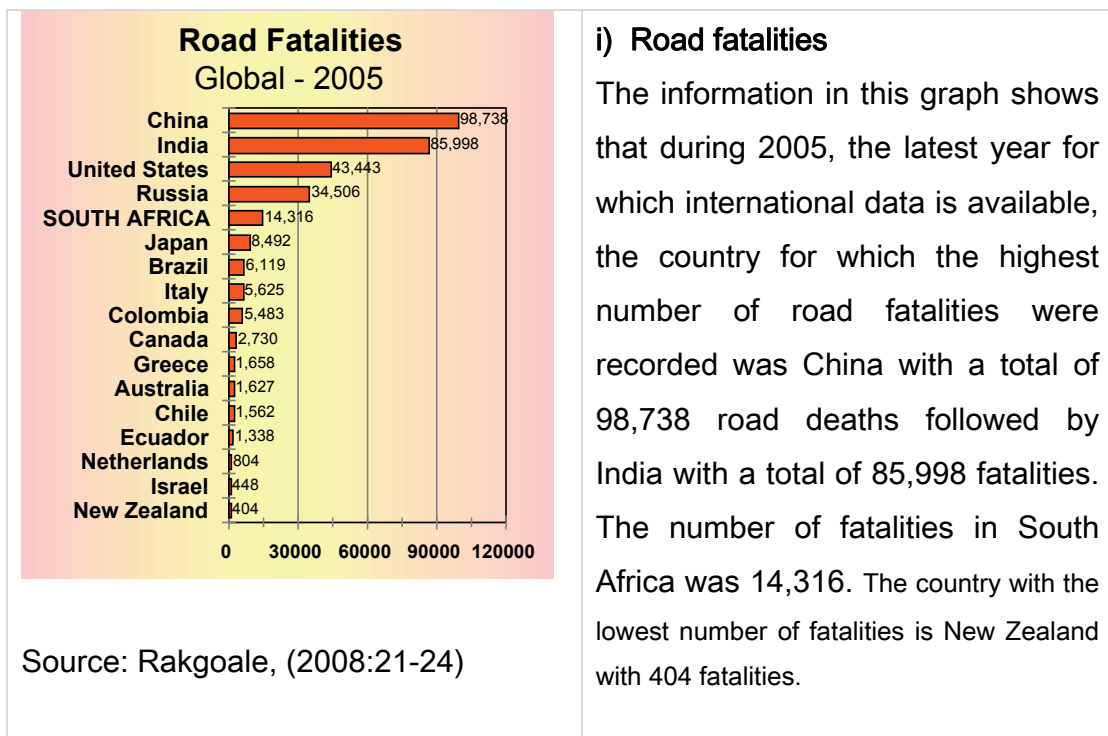
- ❖ Mpumalanga : increase of 290 (19,47%);

- ❖ Limpopo : 79 (6,10%);
- ❖ North West : 28 (2,26%).

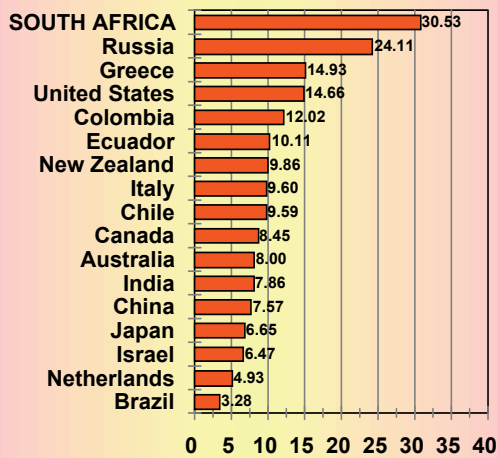
h. The number of fatalities per 100 million vehicle kilometres (mvk) travelled decreased by 0,96 (7,96%) from a rate of 12,02 in 2006 to a rate of 11,06 fatalities per 100 mvk in 2007. The percentage (%) annual change in the number of fatal crashes and fatalities over the past 3 years is reflected in the figure below.

8.2.1.1 A comparison between the South African situations with that of other African Countries

The South African situation compared with the global environment:



Fatalities per 100,000 Population Global - 2005

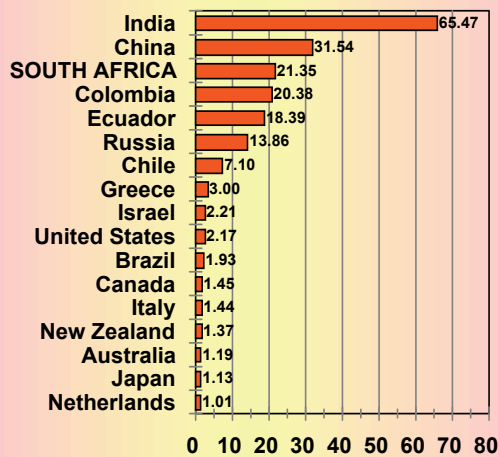


Source: Rakgoale, (2008:21-24)

ii) Fatalities per 100,000 population

The information in this graph shows that during 2005 the number of fatalities per 100,000 human population in South Africa was 30,53. The country with the second highest rate in this regard was Russia (24,11), followed by Greece with a rate of 14,93. The country with the lowest rate was Brazil with a rate of 3,28.

Fatalities per 10,000 Vehicles Global - 2005



Source: Rakgoale, (2008:21-24)

iii) Fatalities per 10,000 vehicles

The information in this graph shows that during 2005 the country with the highest number of fatalities per 10,000 motorised vehicles was India with rate of 65,47 followed by China with a rate of 31,54. The South African rate was 21,35 and the country with the lowest rate was the Netherlands with a rate of 1,01.



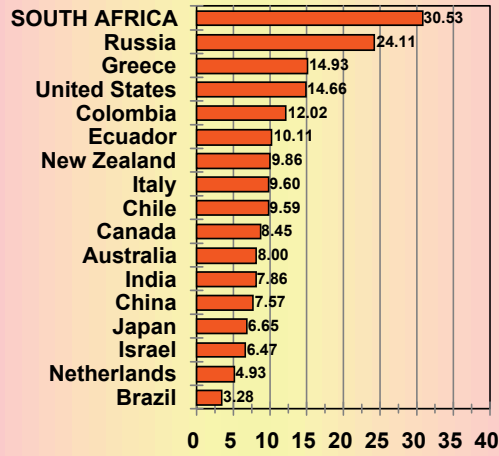
Source: Rakgoale, (2008:21-24)

i) Road fatalities

The information in this graph shows that during 2005, the latest year for which international data is available, the country for which the highest number of road fatalities were recorded was China with a total of 98,738 road deaths followed by India with a total of 85,998 fatalities. The number of fatalities in South Africa was 14,316. The country with the lowest number of fatalities is New Zealand with 404 fatalities.



Fatalities per 100,000 Population
Global - 2005

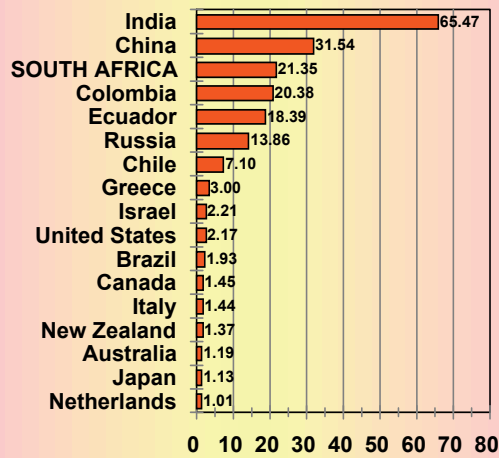


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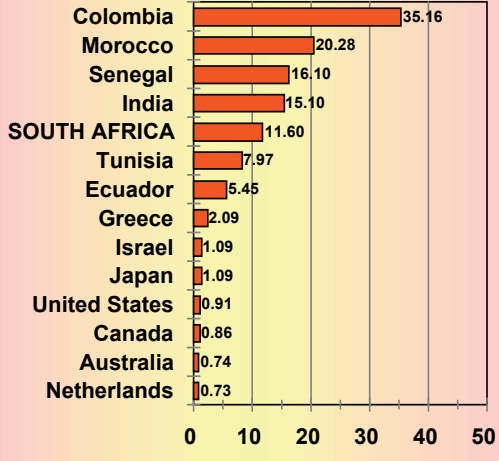
Fatalities per 10,000 Vehicles
Global - 2005



Source: Rakgoale, (2008:21-24)

iii) Fatalities per 10,000 vehicles

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<p>Fatalities per 100 Mil.Veh.Kms Global - 2005</p>  <table border="1"> <thead> <tr> <th>Country</th> <th>Fatalities per 100 Mil.Veh.Kms</th> </tr> </thead> <tbody> <tr><td>Colombia</td><td>35.16</td></tr> <tr><td>Morocco</td><td>20.28</td></tr> <tr><td>Senegal</td><td>16.10</td></tr> <tr><td>India</td><td>15.10</td></tr> <tr><td>SOUTH AFRICA</td><td>11.60</td></tr> <tr><td>Tunisia</td><td>7.97</td></tr> <tr><td>Ecuador</td><td>5.45</td></tr> <tr><td>Greece</td><td>2.09</td></tr> <tr><td>Israel</td><td>1.09</td></tr> <tr><td>Japan</td><td>1.09</td></tr> <tr><td>United States</td><td>0.91</td></tr> <tr><td>Canada</td><td>0.86</td></tr> <tr><td>Australia</td><td>0.74</td></tr> <tr><td>Netherlands</td><td>0.73</td></tr> </tbody> </table>	Country	Fatalities per 100 Mil.Veh.Kms	Colombia	35.16	Morocco	20.28	Senegal	16.10	India	15.10	SOUTH AFRICA	11.60	Tunisia	7.97	Ecuador	5.45	Greece	2.09	Israel	1.09	Japan	1.09	United States	0.91	Canada	0.86	Australia	0.74	Netherlands	0.73	<p>iv) Fatalities per 100 million vehicle kilometres (100 mvk)</p> <p>The information in this graph shows that during 2005 the country with the highest number of fatalities per 100 mvk motorised vehicles was Colombia with rate of 35,16 followed by Morocco with a rate of 20,28. The South African rate was 11,60 and the country with the lowest rate was the Netherlands with a rate of 0,73.</p>
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Note: All the information in section 7.2.1 has been taken from the speech of the Chief executive officer of the Road Traffic Management Co-operation Mr. Rakgoale, R.J. (2008:21-24.)

It is very clear from the above information that South Africa's Road Safety Promotion Strategies are not making the desired impact. Part of the research question has been therefore answered on the basis of the information given above.

8.2.2 Why and how should Road Safety Promotion Strategies be evaluated as part of a Social Marketing Model?

Responses to research question 5 from the interviewees stipulate that Road Safety promotions strategies **should be evaluated on a continual basis** as part of a general community engagement exercise. Also, the interviewees outlined the reasons for which these Road Safety Promotions Strategies should be evaluated as presented in section 6.3.6.

The interviewees further gave some tips on “how” the Road Safety Promotion Strategies should be evaluated on a continual basis as part of community engagement exercise as listed in the same section 6.3.6.

This research question is therefore considered to have been answered adequately.

In addition, a summary of Road Safety Strategies to support an ‘all embracing’ policies on all levels of Government (including local and community) is given in the Matrix table below:

8.2.2.1 Matrix table

GOVERNANCE	SOCIAL RESPONSIBILITY	SUSTAINABILITY
There is a need for complete integration of related services to address the issues of Road Safety; in much the same way health, education and social services impact on all levels of activities.	Business community needs to take active part with civil society and local government in addressing the social obligation. Collaborative Partnerships* Co-operation as Pillar* Communication as Tool (Social Marketing to evaluate impact)*	Identification and evaluation of the ‘real’ cost; and allocation of resources.
Adopting of “top down” and “bottom up” approaches	Adopting of “top down” and ‘bottom up” approach	Identifying what percentage of infrastructure costs should go to Road Safety Education
Identification of the levels in society, led by government and the business community of clear lines of responsibilities, and accountability etc.	The impact of commercial interest on road network, infrastructure and the general population’s use of roads. For example, the separation of “pedestrian traffic” and motorized traffic (related to most deaths, etc)	Providing Road Safety as part of legislation ‘obligation’
Mandatory public reporting by all levels of Governments on their coordinated plans, strategies on annual basis on how we are doing	Costing the benefits , in terms of impact on every costs, e.g. insurances, taxes for health care etc	Costing the benefits in terms impact on every costs, e.g. insurances, taxes for health care etc
In as much as King II impacted on	Engagement of the critical groups	Mandatory planning and reporting

good governance in business, there is need for similar high profile study on Governance and social responsibility.	of society, e.g. Education as part of curriculum; Safety of the family and the community; Safety in design of “safe” areas for play, access to schools, town and trading centers;	on performance. Ensure that trends are captured. Publishing league tables at national and local levels (down to communities).
Legislation to reinforce good governance obligations, mandatory reporting and evaluation. This was archived in SA for the obligations mandatory reporting on their finances, ‘risk’ assessment in the mid 1990’s to ensure good governance	Engaging transport/ road designers, providing community with feedback on progress regarding their needs/demands	Running competitions, in design, for heroes in the industry, contribution of enforcement agencies etc
Integrate “Road Safety” with health education, as major killer and high social cost	Integrate “Road Safety” with health education, as major killer and high social cost	
Costing the real cost of road accidents and allocation of resources accordingly; including the cost benefit and impact on health services, enforcement agencies	Costing the real cost of road accidents and allocation of resources accordingly; including the cost benefit and impact on health services, enforcement agencies	

Above table has highlighted the significance of policy and policy dimensions with regard to governance, social responsibility, and sustainability issues in the area of Road Safety Promotion. The matrix effectively establishes a framework with which to evaluate, in future, the National Road Safety Promotion Strategy within the Social marketing parameters.

8.2.3 Are Road Safety officers/ practitioners adequately trained to evaluate road safety promotion strategies in selected provinces? NO

Interview question 7 was dedicated to addressing this research question.

From the proceedings of the focus group interviews, it is evident that Road Safety officers/practitioners were **never adequately trained** to evaluate Road Safety Promotion Strategies that are supposed to be used in their provinces.

This research question is also answered on the basis of the findings as presented in section 6.3.7.

8.2.4 Has there been general public engagement in the Road Safety Promotion strategies?

Responses to this interview question do not provide a sense of **the quality of community engagement** that this research question implies.

- i. Follow-ups to the affirmative answer points to serious weakness in such a community engagement advanced by the respondents.
- ii. Another serious point of concern is about the fact that communities are involved in some drafting of the strategies **but not in the implementation thereof!** Yet another focus group interview asserted that there is no level of community engagement at all.
- iii. This research question is answered in a manner to demonstrate that there is no convincing evidence of community engagement or participation in drafting and implementation of Road Safety Promotion Strategies.

NB. This matter however, needs to be addressed by relevant authorities. The question then is: how does feedback on these discrepancies revert back to the relevant authorities?

8.3 RESULTS OF THE RESEARCH: FINDINGS AND CONCLUSIONS

8.3.1 Road Safety Officers

Road Safety Officers are **not conversant with the Road Safety Promotion Strategies** in the country.

8.3.2 Road Safety Promotion Strategies

- It is **not clear** whether or not the Road Safety Promotion **strategies being used** in the country is **making impact on Road Safety**. This is due to the fact that **no evaluation** is done to determine the impact.
- NB. There is every indication that **very little is done** and that this area of operation is grossly neglected at the provincial level and at local level, where **strategies are NOT found** which could have taken direction and guidance from the National Strategies as formulated.

8.3.3 Evaluation of Road Safety Promotion Strategies

- Road Safety Promotion Strategies **should be evaluated on a continual basis** as part of a community engagement (participation and involvement) exercise.

8.3.4 Road Traffic Officers and Road Safety Practitioners

- Road officers and practitioners **are not adequately trained to translate** Road Safety Promotion Strategies into relevant communication messages for dissemination to the diverse target market of road users. They **might not even have the capacity** to evaluate the Road Safety Promotion Strategies formulated by government at national level.

8.3.5 Community Engagement (Participation and Involvement)

- **Community engagement** in the design and implementation of Road Safety Promotion Strategies is **grossly insufficient**. Community debate or discourse on Road Safety related issues is so minimal that the resultant apathy levels have rendered this serious civil matter irrelevant among community members.

8.3.6. What is the feasibility and possibility of formulating Road Safety Strategy for Provinces and municipalities?

- This is a post hoc question, which is not a direct research question, but one that emanates from the responses from other questions. This research question was subjected to expert opinion of an independent expert, as well as to three provincial representatives in the sample, all of whom agree on a high possibility and feasibility of individual strategies for municipalities under provinces, guided by the national strategies.

The independent expert opinion (these have been familiarised with all aspects of this study) says:

- ✚ The soil for the formulation of local and provincial Road Safety Strategies and communication strategies for dissemination of information and education to target audiences (both internally and externally) is already fertile, since the policies and strategies at national level are in place.
- ✚ The results of this qualitative survey indicate a large gap in Road Safety Education across the entire milieu within the Road Safety fraternity, to include both officers, who are the implementers of policies, strategies, information and education dissemination, and their targets within communities, both within the provinces and the local government scenario.

8.4 RECOMMENDATIONS

On the basis of what has transpired in the entire study, the following recommendations are hereby advanced:

- 8.4.1 Road Safety Promotion Strategic imperatives** aligned to communication messages should be evaluated on a continual basis in order to determine their impact on Road Safety and the reduction of road accidents in the country.
- 8.4.2 Road Safety Officers and Practitioners** should be continually and adequately trained in persuasion communication that leans heavily on Social Marketing for Road Safety work to have the desired impact in the country.
- 8.4.3 Continual community engagement** based on Road Safety Promotion Strategies should be given due attention, with the Social Marketing Model as the dominant communication mode.
- 8.4.4** A dire need exists to **conduct an impact analysis of the strategic imperatives** for utilisation of Social Marketing for Road Safety in order to ascertain whether or not the **campaign messages have the intended impact**.
- 8.4.5** The questionnaire **survey revealed astounding confusion** on the part of the respondents, the supposed dispensers and implementers of Road Safety messages of persuasion. It is clear that these subjects have not participated and been involved with community forums or other **local structures** or **events and campaigns** to make them aware of the significance of Road Safety Education, awareness, and any other form of advocacy pertaining to the reduction of accidents and deaths on the roads. The local level scenario of external communication of Road Safety Promotion messages is apathetic and needs attention. Communities must be made aware of Road Safety and educated on an ongoing basis.

8.5 RECOMMENDATIONS FOR FURTHER STUDY

8.5.1 A study on impact analysis/evaluation

A study should be done on **impact analysis and evaluation** of the existing **Road Safety Promotion Strategies**. Such a study would provide not only information on whether or not there is an impact but would also assist in providing pointers to areas in the strategies that need improvement or strengthening.

It is extremely crucial that such a study is conducted urgently. The study should expose critical aspects such as

- i. formalising Road Safety for all South African and adding it to the School Curriculum as a compulsory subject, and extending it to the ABET classes.
- ii. changing the way licensing is conducted in the entire country, thus involving as many education stakeholders as possible, among which may be private learner driver institutes, FET colleges, Universities which offer course in Transport and Logistics, NGO,s CBO's, Vehicle Financing Institutes, including Banks, taxi Associations and other Civil Society Groupings.
- iii. Structuring and selling this strategy to government. In rural areas under Traditional Authorities, the Department of Transport can kickstart stakeholder meetings for a co-ordinated driving training and licensing drive, for instance, that will take the monopoly off the hands of field traffic officers, thus ensuring that licenses get into the right hands and doing away with corruption. The outcomes are mentioned below.

8.5.2 The levels of training

An investigation into the levels of training the Road Safety Officers have received should be done soon. The relevance of their training content is also critical to this action.

8.5.3 Training and Education

All consumers of Road Safety need both formal and informal education in Road Safety. All of the leaders at local level must be trained to assist the communities on Road Safety awareness, information, education and practice, inter alia, communication, design of messages, posters, competitions, events and several others mentioned in this thesis. NB. All are consumers of Road Safety, and this includes also the manager's right at the top, including the politicians. This aspect should be taken very seriously. All are affected.

8.5.4 Road Deaths

Road deaths are as devastating as the deaths from HIV and AIDS, and therefore the Social Marketing Promotion Strategies of Road Safety should be as equally virile and visible as those of HIV and AIDS.

8.6 SUMMARY AND CONCLUSION

It is possible and feasible to penetrate the active society with Road Safety messages using the Social Marketing Model. For successful campaigns, the Social Marketing Promotion Strategies must ensure collaboration, co-operation, communication and the community spirit among the implementers (providers and the consumers) of Road Safety Strategies. This approach, which must also be multi-disciplinary, will only succeed when the three pillars of funding, support and continuity are in place as part of the model.

Road Safety, like the any national campaign, belong to the “joint space” of development, Mosime, (2005) and needs to be fully integrated, “co-owned, co-determined, collaborated, co-operated, and co-celebrated” in the end. South Africa did it during the World Cup, and can still do it in order to reduce the ravaging road carnage. The Road Safety Strategy, (2001-2005), the Road to Safety Strategy 2006 Onwards, the National Road Safety Strategy, (2007-2010), the Millennium Goals, (2014) need to be co-visited with all the tools of the Social Marketing Promotion Strategy “to make things happen” Umrabulo, (2005) for Road Safety in South Africa. In conclusion, national, provincial and local community co-operation, collaboration, and communication, supported by joint space (co-ownership), joint funding, and joint monitoring and evaluation, are the pillars of the sustainability model of Social Marketing for promotion of Road Safety, which will ensure that the Road Safety Promotion Strategies will also “arrive alive”, and thus keep the Road safety metaphor alive.