CHAPTER FOUR

ROAD SAFETY PROMOTION STRATEGIES

4.1   INTRODUCTION

An analysis of the Road Safety Promotion Strategies that are usable in South Africa as a whole is attempted in this chapter. Various approaches that could be used to evaluate the Road Safety promotion strategies in a selected Social Marketing model were determined in this chapter. Several challenges face the nation in Road Safety. In the quest to improve safety on the roads, the Social Marketing model is to be developed, which will be harnessed in the evaluation of the present Road Safety Strategies so as to offer solutions to managers, agencies and all stakeholders in the Road Safety environment. The following are some of the strategies that are suggested to improve Road Safety in South Africa:

-       Road design and road furniture
-       Routine Road maintenance
-        Road safety audits
-       Traffic control, driver training and regulation of professional drivers,
-       Public education and information
-       Road Traffic Law enforcement and sanctions

According to the findings quoted by Elvik & Vaa, (2005) the survey done in Norway in 1991/2 shows that pedestrians and cyclists are more vulnerable to road accidents when they are on the road compared to drivers and passengers. It shows that pedestrians are 4-6 times and cyclists 6-9 times higher at risk of accidents than those in the vehicle. Therefore strategies are needed to improve the safety of all road users. These findings could be linked to the Road Safety situation in South Africa. The road environment seems to have negative effects on the safety of some categories of road users, especially pedestrians and cyclists. Most of the road designs are made in favour of motor vehicles and their drivers, but unfortunately, most of the other road users are not always catered for and they are at risk as they use such roads.

Notwithstanding, it became imperative to develop a set of questions from which to develop criteria from the adopted Social Marketing Model for the evaluation of Road Safety Promotion Strategies.

The set of questions towards the criteria to evaluate Road Safety promotion strategies are set out as follows:

1. **What** is the Road Safety problem which the selected strategy could address?
2. Are there **appropriate** or correct **actions or activities** suggested in the strategy in question to address the road safety problem?
3. Does the strategy outline or by implication, cite **the implementer of the suggested actions?**
4. Does the strategy spell out the **targeted audience** or beneficiaries from the Road Safety problems?
5. Has the strategy indicated **why** the problem has to be solved or addressed?
6. Does the strategy show **where** (place) the selected actions must be performed?
7. **Which** actions must be taken in order to help meet the needs of the targeted audience or beneficiaries?
8. Does this Road Safety strategy give an outline as to **how** to communicate to the targeted audience or information about the what questions must be raised and **how, why, where** they must apply within the selected model?
9. Has the strategy considered policies and rules that have any influence on the Road Safety problem?
10. Is it clear what policies and rules (referred to in 9 above) are taken into account by the strategy?

This set of questions is used to assess compliance of Road Safety Promotion Strategies with Social Marketing requirements as set out in the model.

4.2   IS ROAD SAFETY A PROBLEM?

The question whether Road Safety is a problem or not depends on the extent to which Road Traffic accidents, fatalities and disabilities have increased and the extent to which authorities have reacted to the increase in the latter. Because we speak about Road Safety

promotion and Road Safety Promotion Strategies, it means there is a problem with road Safety, which demands that we avoid accidents, fatalities and disabilities, and the problem is "Safety" itself.

Safety, according to Andersson and Svanstrom, (1998) is a fundamental need of human beings. It is a state or situation where enough control of threats, physical, material, or moral is exercised. Safety contributes to the perception of being sheltered from danger. The latter perceive of safety as not absolute but as a dynamic state. They argue that safety is not just the absence of injuries and threats and certainly does not equate to the absence of injuries or threats, and hence Safety Promotion should not be narrowed down to injury prevention.

Safety Promotion is all organised efforts by individuals, organisations and communities to achieve that ultimate goal of aiming to provide groups with the means to ascertain the presence and to maintain the conditions that are needed to reach and to sustain high levels of safety. Behaviour changes, be they structural, attitudinal or behavioural, all aim at creating sustained supportive physical, social, cultural, technological, political, economic, and organisational environments for safety. The aim of safety promotion is to change attitudes and behaviour as a means to achieve a milieu and a social environment with built-in safety.

While roads underpin our economic success, road transport, especially freight, bus, and taxi transport, have been the most important provision for mobility within the country. The road accounts for 96% of all passenger movement and 90% of all freight movement. Road accidents impact negatively on the economics of road transport in South Africa, and human beings and business suffer equally.

The National Road Safety Strategy, (2007) recognises that if responsibility for Road Safety is seen to rest with government and public agencies only, then it will fail. Road Safety depends critically on public support from individual citizens and from voluntary and other local interests.

Local authorities are mandated to promote Road Safety as part of their democratic mandate and because of their close involvement with local communities. They are the key player in the promotion of Roads Safety initiatives within the local municipalities.

Central to this approach is the promotion of each local authority, based on their democratic mandate and close involvement with local communities as a key player in the pursuit and promotion of Road Safety initiatives at local level.

Road Traffic signs and signals are part of the oldest methods of improving Road Safety. The road markings like centre lines and barrier lines and other road marking formats, coupled with driver testing and licensing, concluded the earliest forms o control. These lists of early interventions are some examples of the "three E's": engineering, education, and enforcement efforts to overcome human error and imperfect human reliability Thebe, (2005). Persuasion methods emerged after government convened conferences and put together strategies for Road Safety, and hence the 2001-2005 Road to Safety Strategy, the 2006 National Road Strategy, and the 2007-2010 Road Safety Strategy. Road user error is the reason this has happened. It has also been recognised that road user error has been recognised as a principal causative factor of crashes and collisions from the beginning. The Road Traffic authorities have also noticed that the percentage of crashes directly attributable to animals or mechanical failure is very small. Generally, crashes appear to be results of the "three I's", that is, inattention, illness, or impairment, rather than malice or terror. Vulnerable road users bear the consequences of the 3 I's.

4.2.1 Defining the problem

The problem is speed. Speed is a key goal of modern road design, but impact speed determines the severity of injury to both occupants and pedestrians. Joksch, (1993) found the probability of occupants death for drivers in multi-vehicle accidents increased as the fourth power of impact speed (often referred to by the mathematical term ÿv ("delta V"), meaning change in velocity). Because pedestrians travel slowly, vehicle speed dominates the delta V in pedestrian collisions. Best estimates suggest that 5% of pedestrians who are

struck at 30 km/h are killed, 45% at 50 km/h and 85% at 65 km/h, Ashton and Mackay, (1979).

Ashton and Mackay, (1979) maintain that it is safety concerns that have ensured some innovations like segregating motorists from other road users who may be vulnerable. As a result of the need for safety, footpaths, underpasses, guard rails and overhead bridges have emerged in several high pressure traffic areas.

4.2.2   The scale of the problem

Increasing motorisation has resulted in a corresponding growth in crashes and it is currently accepted that in most OECD (Organisation for Economic Cooperation and Development) member countries, the cost of road traffic collisions amounts to about two percent of their Gross Domestic Product (GDP). Silcock, (2003).

Above discussion highlights the problem in global perspective. It gives a clear picture of the global situation; it isolates problems of the road in general for a comprehensive understanding of what is entailed in Road Safety.

The above discussion has been an attempt to highlight aspects of road safety against those of disease

Table 4.2.2.1:

1990		2020	
Disease or Injury		Disease or Injury	
1	Lower respiratory infections	1	Ischaemic heart disease
2	Diarrhoeal diseases	2	Unipolar major depression
3	Perinatal conditions	3	**ROAD TRAFFIC INJURIES**
4	Unipolar major depression	4	Cerebrovascular disease
5	Ischaemic heart disease	5	Chronic obstructive pulmonary disease
6	Cerebrovascular disease	6	Lower respiratory infections
7	Tuberculosis	7	Tuberculosis

8	Measles	8	War
9	**ROAD TRAFFIC INJURIES**	9	Diarrhoeal diseases
10	Congenital abnormalities	10	HIV

Above table highlights the position of Road Traffic Injuries against diseases mentioned, as this position shifts from 9 to 3 as per projection by the Source, Silcock, (2003).

Road Traffic injuries are indeed a matter of and a serious problem for health and social welfare in the country.

This is partly due to improvements in medicine reducing deaths from other causes but largely due to the steady increase in motorisation around the world, reflecting the greater severity of motor traffic versus other causes of injury. The scale of road casualties is also a concern for public health which must be communicated to all stakeholders as it has become part of the problem. The present study looks at issues of Social Marketing for Road Safety Promotion even in this domain, where public health authorities must engage transport authorities in dialogue.

A recent survey revealed that South Africans spend an average of seven and a half hours a week in their cars. That is equivalent to spending over two and a half years behind the wheel in an average lifetime.

It is a statistic that puts into perspective the importance of ensuring people travel safely and responsibly while on the road. However, new safety initiatives are not always well received. One only needs to think back to the days when people complained about the introduction of seat belts. They were presented as severe infringements of personal liberty then; but today, nobody in their right mind gets into a car without putting on a seat belt. Some people will remember the introduction of the breathalyser - that was tantamount to the arrival of Big Brother! But the vast majority of motorists now agree that anyone who is caught driving while drunk should be prosecute, Murray and Lopez, (2002).

The task at hand is to change attitudes and the observed driver behaviour of speeding. Speed cameras have been used as part of the solution, and have the dual purpose of sanctioning drivers and reducing casualties at known accident hotspots.

Government would be very happy if they never raised a penny from cameras, because it would mean everyone was travelling at the appropriate speed, and saving lives as a consequence! What needs to be made clear though, is that when policies that are proven to improve Road Safety are introduced, it is unlikely that they will be supported by every driver. Driver behaviour is changed, to a large extent by enforcement through fines emanating from their negligence. This does not guarantee change in behaviour, but it does have a temporary impact, as has been observed over time, as drivers pay their fines happily as routine, and continue to disregard road signs. The visibility of speed cameras improves driver behaviour, since they communicate a valid message for safety. However, even this measure deters erratic behaviour only somewhat. The tendency is to continue with such behaviour, especially during peak hours. This study should benefit from other persuasion modes in the domain of sanctions and enforcement, De Wet, (2010).

Excess or unsafe speeds continue to be cited as a contributing factor among more than 15% of fatally injured road users. Crashes at intersections, which involve a combination of factors including a growing number of drivers who disobey traffic signals, contribute to 25% of fatalities annually. A strong, determined, and patient corps of Road Safety managers is required, if policies are to gain broad acceptance from road users. Communication will always be at the heart of an ongoing dialogue between Road Safety managers and their road user counterparts at all levels. The study actually evaluated two-way communication and other forms of message design, to include encoding and reception-listening systems. The Imbizos suggested by respondents are testimony to this. It is good to get feedback from people on the ground, who represent mostly the pedestrian and non-driver population on our roads. It is also good to listen to taxi drivers and other public transport motorists.

Some governments have baulked at the prospect of introducing potentially unpopular legislation.   The "million car road block" announced recently was not well received by South African motorists, resulting in resistance to change. The campaign was perceived more as an intimidation **tactic** than a Road Safety strategy, as was reflected in the media. The more Road Safety policies are seen to be successful, the easier it will be to start cutting road deaths across the world.

Nubian Touch PR & Events has evaluated and assessed the challenges to Road safety and subsequently, based on their work, approached this proposal with immense excitement and passion. The proposal is filled with visions of what might yet become the greatest sustained Road Safety campaign in the country.

In order to address these challenges, Nubian Touch PR & Events, recommends that the department undertakes Road Safety Vision 2010 aimed at making the Province's roads the safest in the country and the region. Road Safety Vision 2010 is an enhanced plan that will be supported by all levels of government, as well as by instrumental Public and Private sector stakeholders. It also emphasizes the use of a broad range of initiatives that focus on road users, roadways and motor vehicles. It will also enhance initiatives that address the most obvious problem areas, non-use of seat belts or child restraints, drinking and driving, and other high-risk behaviour such as speeding and aggressive driving.

Road Safety, according to Vision 2020, should ascertain reduction of accidents on roads that will be constructed in future, as well as those that will be rebuilt. A safety checklist is recommended for this function.

The majority of the world's safest countries have long term Road Safety targets in place. The efforts of the Department of Transport to develop and implement effective strategies are intended to achieve a high level of success that calls for a 30% decrease in the average number of road users killed or seriously injured during the period 2006 - 2010. Achieving or surpassing the vision's overall target will result not only in considerably safer road travel, but also in the saving of thousands of lives, a substantially lower serious injury toll and considerable reductions in societal costs during the time frame of the plan.

4.3   ROAD DESIGN AND ROAD FURNITURE

The design of the road and its furniture is of great importance to road users - they serve as one of the measures to reduce road accidents on our roads. Road design and furniture needs improvement to cope with the new technology of vehicle designers, cyclists and pedestrians since they are all using the road. There are measures that can be used to reduce the death of pedestrians and cyclists on the roads and meeting the needs of all road

users. The measures that can be used or made are pavements for pedestrians, cycle lanes, tracks for walking and cycling and interchanging crossing paths. These measures separate pedestrians and cyclists from motorized traffic, meaning if these parties use their facilities, accidents where they are hit by vehicles will be reduced, Elvik et al., (2005).

One of the strategies of "The Road to Safety" is we want safer pedestrians and cyclists, and to achieve that, the Department of Transport, (2001:35) ensured the full provincial and local implementation of the new pedestrian facility guidelines and the new SA Road Safety and speed limits manuals. Again, on narrow roads pedestrians and cyclists do not have enough space to use compared to wider roads, especially where the traffic is heavy, Elvik, et al., (2005).

According to Elvik et al., (2005), many of our older main roads were not designed to carry a heavy traffic load and that results on poor traffic flow. The construction of the roads has more effect on road safety, and some improvements are needed to improve the situation. The central reservation (median) is mentioned as another way to reduce road accidents compared to the use of road marking, especially when they are erected on a road consisting of four lanes. It also shows that they cause more accidents in rural areas in roads consisting of two lanes with about 20% compared to those in urban areas. Elvik et al, (2005).

Improving the cross-section is one way of decreasing road accidents according to Elvik, (2005). The measures that could be used or applied are to increase the number of lanes, the width of the road and shoulder width, the construction of passing lanes and hard shoulders, increasing the width of bridges and the approaching roads to be the same width. According to an American study, the findings of Mark, (1987) quoted by Elvik, (2005), these measures reduced the rate of accidents by around 30%. Increasing the number of traffic lanes and the width of the road with 1-3 metres reduces accidents and injuries, especially of cyclists who are hit by vehicles on the road. The road is able to carry more volumes of traffic compared to narrow roads and the construction of passing lanes reduces the rate of accidents. It also shows that according to Elvik et al.,(2005) accident rates were reduced by around 20% though with the double lane, there was a 40% reduction. It is important to improve the alignment and sight distances like curves, hilltops, vegetation and buildings on

the road, Elvik et al., (2005), define the alignment as the road's path in a horizontal and vertical plane (the road's spatial curve).

4.4   ROUTINE ROAD MAINTENANCE

The maintenance of roads is crucial for safety of all road users and the health of those living next to the road.   Gravel roads cause a lot of dust that can cause problems for road users and residents living along the road, Elvik, (2005). Gravel roads have a high rate of accidents compared to paved and sealed surfaces roads. Poor maintenance of the road surface results in potholes and poor driving quality. Again, if road reserve and road verges are not properly maintained, it endangers the lives of the road user. Therefore, roads must be maintained to prevent poor road verges, potholes, and fences should be erected and maintained to prevent stray animals from wandering onto roads, DoT, (2001). Therefore Road Safety is not only about road users, but also about those entrusted with maintenance and care of roads.

The following are some key areas of road maintenance for safety as mentioned by TRL & ODA (1991:113):NB. Only relevant ones have been selected, among which are road infrastructure, monitoring and routine road maintenance of potholes, drainage ditches free of obstructions, surface and ground water that is able to drain away from the road, pavements with adequate side supports, and all possible road hazards to drivers, like serviced slopes and bridges, efficient road control devices and controlled landscaping and vegetation control. Hazards to drivers are reported by field officers to the unit responsible for maintenance teams, at local district municipalities as well as at provincial and national levels, and this has implications for co-ordination collaboration and co-operation as pillars of the social marketing strategy that persuaded organisations to talk to one another. The present study serves to examine this parameter very closely.

The South African Department of Transport, (2001:35) in their "Road to Safety Strategy" undertook to expand the upgrade maintenance programmes of all rural roads nationwide and integrate safety training in the process of improving road quality and visibility. This

demonstrates the significance of road maintenance, especially in rural areas where roads are still not tarred or paved.

4.5 ROAD TRAFFIC CONTROL, DRIVER TRAINING AND REGULATION OF MOTORISTS

The problem of Road Safety is largely a problem of motor vehicles, drivers, pedestrians, cyclists and motor cyclists. The Road safety establishment often forgets to provide for pedestrians, cyclist, motor cyclists and wheel-chair users, all of the road users who still have to get solid Road Safety promotion programmes from the government and collaborating agencies. Often, remedial measure focuses more on "reducing accidents" rather than on changing the behaviour and attitudes of road users other than the motorists. However, roads must not be hostile to safe driving. Advocacy campaigns indicate that warnings are part of the good messages on roads, where drivers are told to reduce speed, to heed road constructions ahead and so on.

This study endeavours to highlight the significance of these messages for the sake of Road Safety. The audience of these messages vests in all those politicians at local, provincial and national level and all those decision makers in the management seats of government and its Road Traffic and Road Engineering agencies across the country.

Interest groups working on behalf of pedestrian rights and needs, the environment, and some non-governmental organisations have always wanted faster action, citing the lethargy shown by government and traffic authorities in the problem of dangers posed to vulnerable road users. These interest groups have been hostile to excessive enforcement and sanction. On the other hand, the road traffic departments have failed to ensure that roads are safe for users. The tendency on their part has always been to correct the road users in preference to checking all roads to ensure that they are safe. "Safe roads first, and safe road users next" is the cry of the interest groups.

It is argued that the problem of Road Safety is largely being stated in the wrong terms. Most road safety measures are designed to increase the safety of drivers, but many road

traffic casualties are not drivers (in the UK only 40% of casualties are drivers), and those measures which increase driver safety may, perversely, increase the risk to these others, throughrisk compensation.

Whereas the drivers' attitudes and how they use their vehicles as a behavioural change exercise as well as psychological conditioning in the formation of good driver habits should be the focus of the Road Safety authorities, indeed the focus is on the driver as a person being confronted for not using the seat belts, the safety cages and other gadgets. The emphasis is on the mechanical gadgets which protect the driver from intrusion by impacting objects, crumple zones, which absorb collision energy as well as on legal restrictions on drunk driving, or driving after medication or drug use, using a mobile phone while driving, driving an aged vehicle without subjecting it to safety checks, maintenance, fittings and repairs, and other legalities relating to insurance, driving hours of commercial vehicles, and tachograph fittings, and so on. All these mechanical checks have nothing to do with behaviour change or attitude change, but rather with enforcement and policing, sending the more negative messages for the drivers. The traffic officers are also more of police persons than peace and education officers.

Pedestrians in particular are often reluctant to use segregated facilities that result in extra distance, extra effort or perceived extra risk. Facilities such as cycle lanes, underpasses and overhead-bridges, pedestrian crossings, traffic calming and speed humps are provided with the cyclist and the pedestrians in mind. There are other interventions, most of which obviously benefit the pedestrians, but often opposed by the motor lobbyists, who object to extreme use of speed humps in selected areas, and indiscriminate over-reduction of urban speed limits in selected areas.

Two-way communication between residents and local traffic authorities is also part of this thesis, and needs to be articulated in the findings and recommendations of this study that the traffic regulators also listen, as listening is a form of communication.

4.5.1 Solution

According to Vision 2010 Road Safety Promotion, human beings must be accountable for their road actions to avoid the present situations where a great majority of accidents have been the result of drunken driving, speed, neglect of safety belt use, and other irresponsible behaviour. Responsibility for Road Safety must be shared amongst the national, provincial and local municipal levels of government.

National Government is responsible for the development and implementation of safety standards and the enhancement of existing standards. Road Safety should establish and distribute information according to set Road Safety standards. Standardisation should impact on shared information and "joint space between different agencies for example police, traffic and ambulance officers on the accident scene, casualty officers at the hospitals, and other interested groups like researchers and non-governmental officers and social workers.

This study is a quest for collaboration between Road Safety agencies at all levels, so that each agency is persuaded to co-operate and to communicate. This is the essence of the study, which aims at looking for a Social Marketing model that changes the entire behaviour pattern in the Road Safety Environment.

South Africa's dramatic victory to host the FIFA Soccer World Cup 2010 has catapulted the country's tourism industry into a must-visit-international destination and has injected an incredible spirit of oneness amongst its people. However, the majority of the people of this country live in rural areas and in most cases, road design, higher posted speed limits and emergency medical response time often contribute to serious casualties on rural roads. Greater congestion on our roads, faster traffic speeds, more outbursts of road rage, all of which lead to road crash trauma, are some of the problems. How does this study assist?

Campaigns so far mounted have not persuaded the entire Road Safety fraternity of managers, designers, road users and the entire community through a campaign of the magnitude of the HIV-AIDS campaigns so far mounted. Could the problem be budgets, communities, Road Traffic Departments, lack of co-ordination, lack of business partnership, lack of foresight?

For South Africa to be an international tourism destination, Road Safety may be a priority solution to the problem. This study examines a model best suited to the massive problem at hand.

4.5.1.1 Driver of the year competition: heavy motor vehicle

Recruitment of drivers, age group, participation at local level, participation at regional level, participation at provincial level, participation at national level entails communication to solicit as well as to promote driving acumen. This strategic thrust is a small part of the massive problem, but a good small measure in the right direction, which could be South Africa wide, highly promoted and publicised. It has the potential to be the greatest media campaign and a strong partnership between many entities.

4.5.1.2 Driver of the year competition: lady driver

This category is important and could be part of the women's day celebrations often mounted in localities during the month of August. How it is mounted is very important. Change is the key word, in order to give the event popularity and impact. Social Marketing needs to bring out better parameters in the messaging strategies to be applied to give impact and meaning.

4.5.1.3 Driver of the year competition tractor

The tractor driver competition has been a very good campaign for rural Road Safety, whose aim would be to reduce accidents through tractors from rural roads. The campaign has always needed to be extended to all provinces and local municipalities, supported by farmers and banks that finance tractors. No impact from this strategy has been enjoyed, and how it must be mounted needs review. Tractor drivers need to be highly rewarded for driving safely, slowly, sober and discreetly, taking care to yield to other drivers. The rural development sector of government should support this initiative.

4.6   ROAD SAFETY AUDITS

Road Safety audit is one of the suggested strategies to improve Road Safety and is useful in promoting road safety in South Africa as a whole.

4.7   NORTH WEST PROVINCE SPECIFIC ROAD SAFETY PROMOTION STRATEGIES

4.7.1 SCHOLAR PATROL

Learner patrol (commonly known as scholar patrol). The two levels of government (Local and Provincial government Departments) will, through the relevant department (Transport, Roads and Community Safety in the case of North West, Department of Community Safety in the case of Gauteng Province and Department of Transport, Roads and Public Works in the case of the Free State) (the three Provinces involved in the study) establish a need of safe crossing for learners. The process involves parent or legal guardian to endorse the participation of the learner in the scholar patrol operations. Principals, Road Traffic Officers, Municipal or Provincial Road Traffic Officers, Road Safety Officers and Road Safety Engineers for marking are also involved to ensure that the facilities are available to implement the operation. The department provides comprehensive insurance cover for learners operating the facilities and utilizing the controlled crossing by the operations. That is accommodated in the Road Accident Fund of the country.

The crossing is utilized by learners during school periods with uniform and equipment provided by the Department. Recruitment of these learners is the responsibility of the School Principal or his/her delegate. The learners remain team members for a period of one (1) year and cease to become a member because of various conditions that include disability or death. Members are elected at the beginning of each school year and registration is done by Road Safety Officers on an annual basis. The Road Traffic Officers are obliged to monitor compliance of motorists towards scholar patrol operations.

4.7.2 Oratory competition

Learners in grade 11 to 12 participate in this competition. The competition starts from the school (High /Secondary Schools) and continues to a District Competition (Local Municipality Area) and then proceeds to the Regional competition (four to five local Municipalities). Only positions one to three represent the District at the Regional Competition. The competition proceeds to Provincial level (five Regional Offices make up the Provincial Competition) with position one to three representing each region. On annual basis, reasonable topics for debate are given to these learners. It is presented orally but facts given out by the learners are of the greatest importance. These facts are translated to Road Safety activities or programme to address or to attempt to reduce road accidents. These are guided by the existing policies in each Province.

4.7.3 Road Safety Education in Schools

Public health sector campaigns in the field of road injury prevention have encompassed a wide range of measures, but education has always featured as the mainstay of prevention. In the light of ongoing research and experience systems approach to road injury prevention, many professionals in the field have re-examined the role that education plays in prevention. It is clear that information and education road users can improve knowledge about the rules of the road and about such matters as purchasing safer vehicles and equipment. Basic skills on how to control vehicles can be taught. Education can help to bring about a climate of concern and develop sympathetic attitudes towards effective interventions. Consultation with road users and residents is essential in designing urban safety management schemes. Belk, (2006).

As the previous section showed, when used in support of legislation and law enforcement, publicity and information can create shared social norms for safety. However, when in isolation, education, information and publicity do not generally deliver tangible and sustained reductions in deaths and serious injuries. Historically, considerable emphasis has been placed on efforts to reduce road user error through traffic safety education – for example, in pedestrians and cycle education for school children, and in advanced and

remedial driver training schemes. Although such efforts can be effective in changing behaviour, there is no evidence that they have been effective in reducing rates of road traffic crashes, Belk, (2006).

Belk, (2006) has suggested a number of additional measures that could be employed. Among these are provision of signs and means to protect school children near school routes and roads both provincially and locally, Road Safety competitions, school visits, well-designed information packs for learner drivers, use schools for Road Safety publicity, include Road Safety in the primary school curriculum, prepare post-licensing Road Safety materials to new drivers, campaign for dimmed winter lights, distribute leaflets and avail literature, use reflective road gear and promote use of school bags made of reflective material, get partners to put Road Safety messages on their products for school children to see. Many of these suggestions have been implemented to a lesser extent by the Department of Transport's communication sector, without partnerships from outside, and with a limited budget.

4.7.4 Road Safety Community Outreach/communication programme

Large companies are usually very active with community relations. Community relations, however, doesn't have to be for big companies with big bucks.   South Africa for instance, has the largest pedestrian mortality rate, with deadly streets as the norm. The Department of Transport could team up with large corporate companies, take the issue, partner with various mayors and get employees out on the streets for a pedestrian awareness day. Models and local celebrities could be included to help the elderly cross the most deadly intersections. All the role players could wear shirts emblazoned with the Road Safety Promotion emblem and the Minister's smiling face together with the words "Pedestrian Awareness Day 2006: It shouldn't kill you to cross the street." The result would be: saved lives, instant press publicity, instant community goodwill and instant awareness of the company. The cost, a couple of T-shirts.

Additional perks could be considered, such as:

- Open house to celebrate the day with the usual warm welcome such as providing directions, handing out maps and brochures on major routes, restaurants, golf attractions, tours to historic sites, lodging facilities.

- The Regional Road Safety Office together with the Toll Road Management companies could complement the campaign's important impact by serving complimentary ice cream cones or water to motorists at the toll gates.

- Advertorial placements in local newspapers on a special event calendar, information on how motorists and responsible drinking and driving can make a memorable festive season, and messages regarding the importance of tourism's impact on the province and the country.

- Design **"Responsible driving works for South Africa"** buttons to be distributed at major routes, tourism and related business establishments.

- Design free post cards with paid postage for visitors. Local residents are encouraged to send a **"Road Safety Promotion Greeting"** to friends and family, courtesy of Department of Transport.

- Design a **"Passport to South Africa Road Safety"** promotion that entitles passport holders to special free items or discounts at participating tourism attractions and restaurants. Motorists can pick up a free passport card and a list of attractions and restaurants at any of the participating businesses.

- Organise a **"Blood Drive"** with the local blood bank encouraging both visitors and residents to give the gift of life during the Road Safety promotion week.

- Plan a special media event in either Gauteng where mayors from the province along with the Member of Executive Council (MEC) for Transport, Roads and Community safety are invited to show appreciation to our residents and visitors by opening taxi doors, serving coffee and giving flowers to motorists and pedestrians while wearing Road Safety Promotion regalia.

- Have an online promotion with a national publication featuring a Road Safety Trivia contest highlighting the importance of responsible driving to our society.

- Develop a **"South African Road Safety Promotion on My Mind Day"** with an afternoon of entertainment, arts and crafts demonstrations, drawings, exhibitions

and information displays. The activities must include putting greens, basket weaving, local fire and rescue demonstrations, free blood pressure checks and much more. The Department may present the **"Living healthy lives and reduced medical costs through responsible driving"**.

- Organise a special **"Patriotic salute to your road traffic law enforcement day"** to show support for those who are committed to making the world a safer place, where people are free to travel, learn, and experience other places.

- Guest appearances will be made on local morning radio and television shows, and live radio remotes to inform the public of the festivities and educate them about the importance of responsible driving.

- Every 100th motorist will receive a special prize and have their photo placed on the **"Responsible driver Hall of Fame"** board in the Department's lobby, which will remain on display for a year.

- Design a label to put on popcorn bags that will read **"Pop in any time at South Africa Road Safety section"** to be served at the border posts where a video will flight images that showcase the importance of responsible driving.

- Design **"Thank You"** cards including pins that honour the country's patriotic and diverse community, thanking motorists/travellers for visiting our province.

- Residents from various rural communities would be invited to choose a region of the province they would like to visit and board a motor coach for a full day of activities and a workshop on Road Safety Promotion, compliments of the South Africa Department.

- In partnership with a national radio station, giveaways will be provided on a morning or afternoon programme. Listeners will receive a "Road Safety Survival Pack" that includes two guest passes covering complimentary admission to area attractions. Also included in the pack will be a post card, provincial and a local map.

- Organise and implement the **"Thank You Tickets"** where the local police department will pull over cars with out-of-province plates and give them **"Thank You Tickets"** for visiting the province and a packet of local special offer **"See South Africa Bookmarks"**. The police will also randomly select an **"Arrested Family"** for media interviews with regard to their experience in the South Africa.

- An "Energy to Experience South Africa Road Safety" campaign where the police will offer selected families a good cup of energy drink or water will be organised.

4.7.4.1   Sonic triggers

To enhance all the plans, we recommend that a sonic trigger be applied to each Road Safety promotion message, interview or discussion. It is the aural equivalent of the logo, i.e. sound identities that penetrate the emotional and logical mind. Sonic branding allows increased brand recognition across a variety of platforms. Sound, particularly music, has a strong memory trigger that heightens the brain's ability to recall.

4.8. PROMOTING ROAD SAFETY IN SOUTH AFRICA: SELECTING A MODEL

In his master's degree thesis, Thebe, (2005) examined four Social Marketing models, which he considered as substantial to inform the Social Marketing model that he adopted and modified for North West Province. The four namely: **theory of reasoned action, the Triandis model, the strategic communication model, and the Social Marketing model** are grounded on the theories used by Thebe, (2005) to evaluate Road Safety Promotion Strategies in the North West Province and to formulate a communication model. These models were compared, and from the comparison, Kirby's, (1995) model was chosen over the others for communicating Road Safety.

One of the most vital reasons for the choice of the Kirby, (1995) model of Social Marketing was that it may trigger participation within the target audience. It may also influence attitudes and behaviour of the target population.
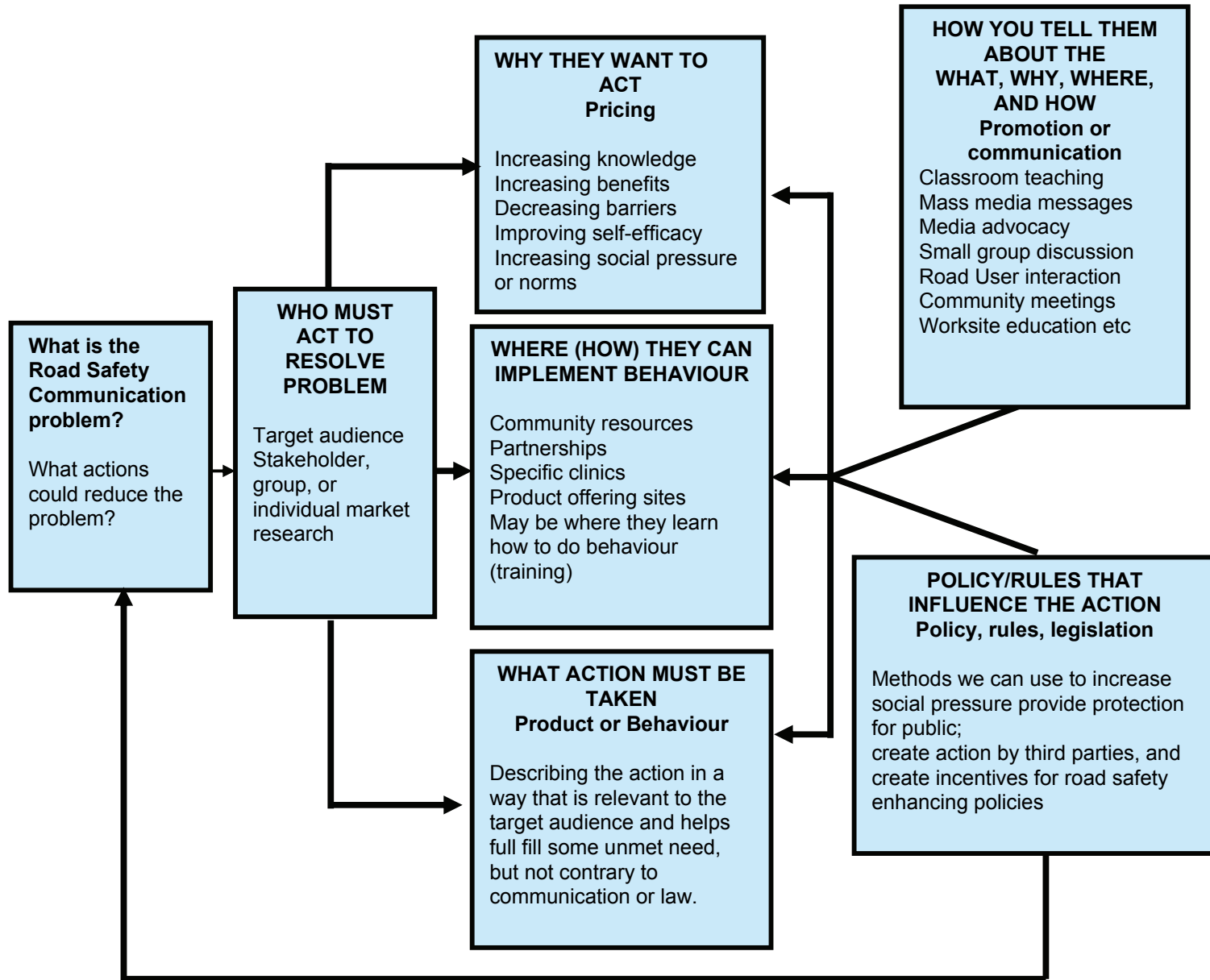
The selected model of Kirby, (1995) cites the following directions:

i)   decisive actions towards reduction of the RS problem
ii)   empowering communities, improving their self-efficacy
Iii)   changing aspects of peoples' behaviour in communities.

The target audience of the model is expected, in high probability, to be involved, relevant, and participatory within the Social Marketing strategies of communication. In particular, the model is highly suited to communicating Road Safety because of its relevance and applicability. Other reasons for the choice of this model are based on the results of the empirical investigation as discussed in chapter 6.

The model is problem specific, gives direction, and provides the actions, the reasons, the place and the time of behaviour application. It is communication mode specific, and gives an indication towards the solution, offers support in the form of policy and guiding rules for behaviour influence and actions necessary to deal with the problem. Figure 4.8.1., below depicts the model as adopted.

Figure 4.8.1: Final proposed Social Marketing model for communicating road safety in South Africa

WHY THEY WANT TO ACT
Pricing

Increasing knowledge
Increasing benefits
Decreasing barriers
Improving self-efficacy
Increasing social pressure or norms

HOW YOU TELL THEM ABOUT THE WHAT, WHY, WHERE, AND HOW
Promotion or communication
Classroom teaching
Mass media messages
Media advocacy
Small group discussion
Road User interaction
Community meetings
Worksite education etc

What is the Road Safety Communication problem?

What actions could reduce the problem?

WHO MUST ACT TO RESOLVE PROBLEM

Target audience Stakeholder, group, or individual market research

WHERE (HOW) THEY CAN IMPLEMENT BEHAVIOUR

Community resources
Partnerships
Specific clinics
Product offering sites
May be where they learn how to do behaviour (training)

WHAT ACTION MUST BE TAKEN
Product or Behaviour

Describing the action in a way that is relevant to the target audience and helps full fill some unmet need, but not contrary to communication or law.

POLICY/RULES THAT INFLUENCE THE ACTION
Policy, rules, legislation

Methods we can use to increase social pressure provide protection for public;
create action by third parties, and create incentives for road safety enhancing policies

(Adopted from: Kirby, 1995)

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"With regard to attitudes and behaviour change, the adopted model offers a theoretical viewpoint which projects cognitive constructs or knowledge and awareness as more likely to guide behaviour when they are accessible in terms of memory recall. Frequent use of a construct activates it and assures permanent accessibility. This kind of information would inform all the Road Safety communication programmes aimed at influencing attitude and behaviour of road users. For instance, a Road Safety awareness programme may aim to increase the target audience's awareness of the negative consequences of drunk drivers, and may even change their attitudes and drinking behaviour. Temporary accessibility of these constructs is increased through primes such as posters, special awareness weeks or speeches by leaders. Repeated exposure to these primes could help to make constructs of consequences "Kirby, (1995).

On the basis of the foregoing, Kirby's Social Marketing model is therefore considered useful for communicating Road Safety in the Republic of South Africa.

The Social Marketing Model selected can be applied in specified contexts. For example, this model can be used (among other Road Safety problems) in the campaign against the problem of stray animals in the Republic of South Africa.

This is one of the many examples of the situations or contexts within which the Social Marketing model can be applied to communicate Road Safety towards dealing with Road Safety problems in the Republic of South Africa.

4.9 The need for a Social Marketing Model for Road Safety Promotion in South Africa

- Road Safety in the Republic of South Africa needs an effective Social Marketing communication model and approach that could address the Road Safety problems in the country.
- There is a need to address Road Safety problems through a Social Marketing approach. This is because Road Safety is considered a social issue.
- The adopted and modified Social Marketing model has the potential to change the attitudes and behaviour of road users.

- The adopted and modified Social Marketing model is deemed useful for communicating Road Safety in the Republic of South Africa.
- The adopted and modified model is deemed relevant to be applied in specified contexts in solving and addressing Road Safety Problems in the Republic of South Africa.
- The adopted and modified Social Marketing Model contains all the necessary variables which do play a role in a Social Marketing Model for communicating Road Safety.
- All Road Safety problems and issues in the Republic of South Africa should be addressed by use of the adopted and modified Social Marketing Model in Figure 4.8.1.
- Government should buy into the use of the Social Marketing Model produced in this study.
- The adopted model should be implemented first at both municipalities and provincial levels and later at national level to ensure synergy among all Road Safety efforts and it is therefore recommended that the model should not be applied only in the participating Provinces, but also in all other provinces as well as nationally.
- At least one audit should be conducted to check the success of the model as this would allow for quality audit both at provincial and national levels.
- This model will facilitate the integration of all communication efforts pertaining to Road Safety on provincial level and ultimately at national level.
- Government departments, non-governmental organisations and private sectors should have knowledge and understanding to implement the model.
- Management at various levels of Government need to buy into the adopted and modified Social Marketing Model for communicating Road Safety in the Republic of South Africa.

4.10   CONCLUSION

Pre-testing and evaluation:

So far, Social Marketing or its important stages, are critical features of accident prevention work in overseas countries outside South Africa. Very few examples of Road Safety campaigns have found their way to the hearts of the target audiences, because budgets are tight, officials are untrained, and agencies work as individuals.

In the Republic of South Africa, Road Traffic law enforcement tends to be rated highest within the ranks of road users as promoting attitude and behaviour change because of heavy fines, and sometimes imprisonment. It has become the most effective method of promoting safe road usage. This study has been an attempt to suggest that Social Marketing of Road Safety would have a far greater effect in reducing road accidents in South Africa, and would rather complement law enforcement. In Social Marketing, attitude and behaviour change is voluntary. Therefore sanction, coercion and enforcement, De Wet, (2010), all of which may have negative semiotic connotations, are often rather avoided or otherwise complemented.

CHAPTER FIVE

NATURE OF ROAD SAFETY PROMOTION

5.1   INTRODUCTION

The preceding chapter discussed the theoretical background of Social Marketing. Emphasis was laid on how Social Marketing implicates Road Safety practice or messages. The present chapter discusses the essence of Road Safety promotion. The principles, laws, rules and ethical issues underscoring the implementation of Road Safety promotion strategies are highlighted. Possible aspects which relate to Road Safety have been pointed out as premises for the evaluation of Road Safety promotion strategies in a selected Social Marketing model.

5.2   NATURE OF ROAD SAFETY

It will be inappropriate to discuss the nature of science and technology without doing the same with Road Safety, especially, as the emphasis of this chapter is on establishing the relationship among the three fields.

Road Safety is a compound term that is made up of two sub-terms, namely, traffic and safety. Each of these sub-terms are defined and viewed as separate phenomena, and a combination of the two gives a higher and added value to their meaning and significance as opposed to a case when each is considered separately. For example, applying the concept of safety to a traffic situation implicates and qualifies how the interaction among the people, vehicles, and goods handling as are engaged in a traffic situation should be conducted, White & Spellicy, (2000); Dreyer et al., (1999). The study therefore maintains that the quality and degree of safeness of movement in traffic situations and environments involving the coming and going, the moving of or transporting of persons and goods on roads or streets from place to place, usually (but not always) with the idea of movement in opposite directions simultaneously would therefore signify Road Safety.

When considered separately, the term "traffic" refers to vehicles moving on a public highway, especially of a specified kind, and density, or the transportation of goods from one point to another, the coming and going of people; dealings or communication between people. On the basis of the foregoing, the term "traffic" could be considered to having a broad meaning that could be classified into any form of movement or "coming and going", and interaction, White & Spellicy, (2000); Dreyer et al., (1999).

Furthermore, the term "safety" denotes security, freedom from danger, protection and refuge, being without fear, and also the condition of being safe, being free from danger or risks Dreyer et al., (1999). There are three components that make up the concept of road traffic, namely the static component, the dynamic component, and the interaction component. The static component comprises roads, pavements, traffic lights, kerbstones, and other road signs like the yellow light or traffic signs like the stop sign. The dynamic or movement component consists of vehicles and pedestrians.

Safety in traffic depends on, amongst other things, the roadworthiness of vehicles, the clothing of pedestrians, motorcyclists, cyclists, and the speed with which the components travel in the traffic. The traffic participant has to possess qualities like knowledge of traffic rules, observation of speed limits, personality factors, knowledge of vehicles and other people's behaviour, as well as willingness to take responsibility.

The knowledge of the traffic participant is influenced by several factors such as his development level, previous experience, cognitive level, social orientation, as well as attitudes toward obeying or disobeying of the traffic rules, Dreyer et al., (1999); White & Spellicy, (2000).

These three components are constantly in interaction and must therefore not be perceived as being effective in themselves as separate components. Traffic has become part of the everyday reality in which the present-day human beings find themselves. Modern street traffic is, however, so complex that traffic rules, regulations and prescriptions are necessary for its control.

Human beings must therefore be equipped and become skilled at conducting themselves safely in the traffic situation with regards to themselves and their fellow road-users, Economic Commission for Africa, (1997); Dreyer et al., (1999).

Furthermore, man's inborn need to defend himself against loss of life, injuries or harm is morally expressed in the sixth of the Ten Commandments - of God Almighty - which can be explained as follows: that men may not only "harm or wantonly endanger" another but also themselves.

When safety is related to road traffic it implies that the participant in a traffic situation must survive in the street or road and be protected against traffic dangers. This requires rules that will guide conduct in traffic situations, so that persons who venture in the street might reach their destination safely. It also implies that the intended and expected accident free movement or interaction among the traffic components, could lead to no incidents of collisions, no bodily injuries, deaths and no economic loss. In this regard "Road Safety" usually implies the prevention of loss of lives and injuries, as well as all measures that can be taken to prevent traffic accidents. For this reason the traffic and transportation legislation and its enforcement are indispensable parts of Road Safety, Economic Commission for Africa, (1997); Dreyer et al., (1999).

Consequent to the above, one could maintain that road traffic and safety, their principles and operations utilise to a greater extent the fruit of science and technology, so much that one is inclined to assert that without science and technology, road traffic and road safety would not be what they are today. For example, how would motor vehicles themselves be manufactured? How would airbags, anti-braking-system devices and other safety components are manufactured. Furthermore, due to the contribution and impact of science and technology, Road Safety is regarded as a science, White & Spellicy, (2000). This is largely because Road Safety has its methods through which scientific and technological methods are implemented or applied.

5.3   ROAD SAFETY PROMOTION IN SOUTH AFRICA

In South Africa, it is expected that Road Safety Education (RSE) should be taught in a formal setting finds its place in the country's Road Safety Management System (TSMS) of the 1990's.

5.3.1 Purpose of Traffic Safety Management System (TSMS)

The purpose was to have an integrated planning by various communities in the country to prevent road accidents and injuries. These communities implemented or actively participated in the promotion of Road Safety independently. No positive impact could be realised as these silo systems have never brought about the intended results.

5.3.2 The TSMS consisted of 11 functional areas. These were:

5.3.2.1   Road Safety Education

It was performed in a formal and informal manner. It was about the safe interaction between various road users. No examination in the formal setting was conducted to ensure that the knowledge and skills gained during the process were utilised. However, road users practiced Road Safety interventions with other road users to ensure that road accidents and injuries were prevented. No evaluation was conducted except that every month and every year road accidents were recorded by National Department of Transport. An analysis of the statistics was conducted. The aim would be to develop counter measures to decrease the statistics.

5.3.2.2   Road Environment

Road constructions play an important role in the promotion of Road Safety. The virtual assessment, soil testing designs, road signs and marking need to conform to the prescripts of Road Safety Promotion. For example the road alignment passing through the villages or

urban areas have a specific set of construction and other requirements such as speed and traffic accommodation.

The road must conform to advertising policy and accommodate other road users from South African Development Countries visiting the country. The Road Safety Promotion cannot independently develop an action plan that will prevent road accidents and injuries. The road traffic Act 93 of 1996 define public road as an area where the public have the right of access to use the road.

5.3.2.3   Registration and licensing

The Road Traffic Act of 93 of 1996 makes provision for all vehicles and motor vehicles used on a public road to registered and licensed. This piece of legislation requires that all vehicles used on the public roads be roadworthy. The insurance companies can only insure registered and licensed vehicles that are operated by licensed drivers or learner drivers accompanied by a licensed driver. This legislation cannot be implemented independently.

5.3.2.4   Adjudication

The application of the traffic law enforcement has to be complemented by the country's judicial system. All traffic offences are sanctioned by the court of law in the country. The court ensures that road traffic offenders do not habitually and freely disregard traffic rules and should be held accountable when they do so.

5.3.2.5   Traffic information

This function aims at providing traffic information to road users on a regular basis. This would entail regularly updating road users with traffic information on various destinations. For example, in the event of a road accident happening, information is provided to enable road users to deviate or re-plan their routes.

5.3.2.6 Medical rescue services

As the name implies, the function operates on the public roads in a manner as to provide assistance to road users at accident scenes depending on the nature and dynamics of such an accident. For example, the provision of medical care and fire extinguishing services.

5.3.2.7 Marketing and Communication

This function is aimed at the promotion of Road Safety by use of communication and marketing principles, strategies, programmes, and activities. This function is in reality the anchor of this study. It has the task of designing and implementing marketing and communication strategies that would promote safe road use by all road users. It makes use of different media to fulfil its purpose.

5.3.2.8 Driver training

The function concerns driver fitness to effectively control the vehicles on public roads. It provides the provision of adequate driver training, understanding and application of the rules and regulations of the road. For example, drivers are trained to take breaks after every 200km distance travelled.

5.3.2.9 Technology transfer and implementation

The design and use of road infrastructure and technologies is the core concern of this function area. The use of speed cameras to monitor and control speed of vehicles on the road, and the use of weigh-bridges to control overloading on the roads are but few examples within this function area.

5.3.2.10 Traffic control and traffic policing

To ensure compliance with the rules and regulations of the public roads at all times. Road traffic agencies at different tiers of government work together in an integrated manner to

enforce traffic rules and regulations on the road. Different measures are used in enforcement of these rules and regulations on the road to a point that punitive measures are applied to compel road users to obey the rules of the road.

5.3.2.11   *Legislation*

The three tiers of government must ensure that road traffic regulations are enacted for enforcement of traffic laws by the enforcement agencies. All the above 11 functional areas work in an integrated manner.

5.4   APPROACHES TO ROAD SAFETY PROMOTION IN THE NORTH WEST PROVINCE

Road Safety Promotion encompasses a number of strategies and approaches that include the following:

- Road Safety Education
- Community involvement and outreach programmes
- Communication and Marketing

5.4.1 Road Safety Promotion through Road Safety Education

Road Safety education is primarily aimed at achieving the following:
- helping learners to gain clear insight into, and understanding of, basic Road Safety principles which must prepare and equip them for safe road usage in any situation
- transferring thorough knowledge of road usage
- developing an interest in Road Safety by ensuring that learners get the opportunity
- investigating Road Safety issues individually or in groups
- making careful observations
- discussing various findings and drawing conclusions
- recording and analysing findings

- developing the ability of the learners in applying Road Safety knowledge and methods to solve problems encountered in daily road usage situations

- contributing to the overall development of learners

- encouraging a commitment to Road Safety

- making them aware of the importance of the interaction between various factors which influence safe road usage

- accepting the principle of defensive road usage, especially with regard to driving vehicles according to the system of vehicle control.

- providing learners with the opportunity of:

  -acquiring and using appropriate Road Safety terminology

  -equipping themselves with basic principles and facts

  -learning the correct technique in the handling of vehicles

  -researching Road Safety issues in greater detail.

5.4.1.1   *Why Road Safety Education?*

Road Safety records of mortalities on South African roads for the past few years have reached such an alarming rate that many calls are received from various quarters demanding for the education of the broad masses, stricter and efficient law enforcement and greater funding towards improvement of the roads and transport systems in the country.

It is very easy to compare South Africa with other countries, especially first world countries where attitudes and driving habits are vastly superior to those here. One must keep in mind that two major factors account for better driving in these countries, namely:

- a well developed, functional and dependable public transport system of buses, taxis, trains, metro's, underground, and others

- a strict, continuous and implemented law enforcement policy with genuine and effective punitive measures that ensure adherence to traffic regulations and better driving manners.

However, these two pivotal issues were, and are, understood by continuous and effective education of drivers/pedestrians/commuters/passengers. This education does not begin with the entrance of the individual into the wage-earning strata of society, but with the very beginnings of awareness of the road and the traffic environment as well as road usage and basic travel.

It must be stated from the onset that education is always a lengthy and ongoing process. For example, schooling is done over twelve years for a basis from which further education and training can be undertaken, and many employees are involved in ongoing training in their professions, in spite of their theoretical background.

The information that is put across to the young prospective road user is based on three pillars, which are:

- Knowledge - types of transport, dangers in the road traffic situation, rules and regulations, types of situations that may be encountered, where to partake safely in traffic situations.
- Skills - the use of the knowledge gained in specific situations; the practical application of the knowledge gained, and the practising of various skills, use of vehicles.
- Attitudes. Pedestrians, cyclists and motorists will inevitably increase. This conflict will not necessarily be reduced by merely teaching "road safety skills" or improving the abilities of people to use them, but through attitudinal change.

Road Safety education involves more than teaching people to cross the road, ride a bike, or pass a driving licence test - although these are all very important. Safe road usage places demands on such things as problem solving, decision-making, attitudes and values in addition to the knowledge of traffic laws, consequences of one's actions and an understanding of technical matters related to safe vehicle operation.

Road Safety, then, is not only to be studied at school, but by its very nature should contribute to the development of a person's broader life skills. For example, the school in

its role as one of the community's educational institutions should reflect this philosophy and cater for Road Safety Education as an accepted part of the curriculum.

Road Safety Education in the community should aim to assist people in learning new skills and improving their knowledge. It should challenge their ideas and beliefs and lead towards an appraisal of attitudes. It should encourage adults to examine their roles as suitable models for children to ensure that what is passed on is not in conflict with what is learned formally.

5.4.1.2   Effective Road Safety Education

Road Safety Education develops knowledge, skills, attitudes and values to enable safe usage as pedestrians, cyclists, motorists, drivers and passengers. This requires an integration of emotional, social, physical and intellectual processes. Road Safety Education must encourage people to examine and explore traffic situations that are relevant to them. These situations should require persons to:
-       study the implications for themselves and others
-       examine available options of action
-       consider the consequences of actions taken.

Choosing options involves the clarification of:
-       various issues
-       ideas and values
-       collecting and organising information
-       deliberating on and communicating ideas
-       considering alternatives, and making sound decisions based on the above.

This process is a basic ingredient in the acquisition of any life skill or technical process ability, especially where adaptation and change of action is required. Part of a driver's make-up is closely aligned to this process, and is more commonly known as the SIDP process. This process forms the foundation of defensive driving techniques.

Technical knowledge and skills must be developed to enable responsible decisions to be transformed into informed actions. Apart from this, Road Safety education also needs to take personal and social influences into account when forming concepts regarding problem-solving techniques.

5.4.1.3 The role of formal education in Road Safety Education

Road Safety Education is likely to be more effective when:

- the formal education sector (Department of Education) recognises the significance of the safety and personal development of all learners and allocates a specific place to Road Safety Education in the curriculum
- provision is made for educational staff to attend in-service training with regard to Road Safety Education
- formal educational institutions reflect the concerns of their various communities with regard to Road Safety issues
- appropriate resources within formal education are allocated to the implementation of a directed Road Safety Education programme;
- relevant Road Safety programmes are implemented and evaluated in terms of overall effectiveness and reach
- ongoing appraisal of learner's needs in relation to their immediate communities takes place, with wider social issues and future trends being taken into account
- educational institutions recognise the importance of establishing ownership of Road Safety by establishing an institutional safety culture.

5.4.1.4 Where Road Safety Education begins

Road Safety Education in SA is started at the lowest level possible, which is pre-school age, and is continued through the schooling phases in a continually expanding and developing nature, from the ordinary safe crossing of a street to the driving of a vehicle carrying passengers. Much time, effort and money was ploughed into this approach though the development of the Curriculum 2005 material, with specific emphasis on the Outcomes Based Education (OBE) principles of the new system of education. Presently the OBE is

being discarded, but parts of the Life Skills learning could look into critical areas like Road Safety. According to the Strategy 2000 document released by the National Department of Transport in May, both short and medium term goals were put down. It will take many years before the fruits of these labours can be seen, but even this will not be worth much if the broad mass of road users do not care or involve them in the active task of making our roads safer.

5.4.1.5   *How can the educational experiences gained at early learning stages of children be held in good stead later in life?*

Continual exposure is one method, through the use of media campaigns, target oriented advertisements, community involvement, advanced training schemes, whilst another method is visible and protracted law enforcement, through the use of safety belts, tough measures against reckless driving, drinking and driving, and others. Another highly successful method of ensuring continued educational awareness is the point system for driving licences linked to the retesting of these licences after five years.

Education in any sphere is based largely on a cause and effect relationship. A house is built in a certain way, or sequence of steps, and not in another way otherwise it will fall apart and walls will crack.

Road Safety Education is built along the same principles. Street should be crossed in a certain manner; otherwise the pedestrian may be seriously injured or killed. One does not overtake on a blind rise because of the danger to yourself and other road users.
Road Traffic Law enforcement should be implemented to re-enforce this concept. Failure to adhere to basic laws governing road usage will mean trouble, whether with the law, or through accident and death, financial loss or compulsory re-training and education.

Education is long term whilst immediate consciousness of the correct type of action in people minds as well as the correct attitudes, are not. Education should be stimulated and re-enforced, especially, when the opportunity for formal education is no longer possible.

5.4.2 Community participation in Road Safety

The term community in the context of health and welfare policy usually refers to marginalised people whose need for access to health and welfare services are to be addressed. However, these people should not be viewed as passive recipients, but should be involved as active stakeholders. Most of the above-mentioned changes include inter-governmental or inter-sectoral co-operation.

Participation in service delivery should include all aspects, from planning and decision-making to the management of the implementation, and should eventually lead to the empowerment of the community representatives on the stakeholder structure. Some examples are found in health committees, policing forums, and council committees. Practical aspects of participation: Communities have been contributing to health and welfare through the ages, as in the care for the disabled or elderly or in home-based care for the terminally ill.

5.4.2.1 The role of the community

The wider community as a whole plays an important role in Road Safety Education. This can be shown by:

- supporting local school initiative to include Road Safety Education in the curriculum
- encouraging members of the community to undertake appropriate Road Safety education programmes
- providing practical, technical, advisory and financial assistance where necessary
- promoting safety practices within the community
- encouraging the improvement of, and interest in, local Road Safety initiatives
- providing positive role models for children
- providing leadership in developing a safe community and a community safety culture.

5.4.3 Changing Road Safety Behaviour

Road Safety behaviour can only be influenced through the Social Marketing route for Road Safety whose ideas must ultimately be ingrained in the mind of the target audience. Communication is a necessary human activity and will therefore be important when considering Road Safety behaviour. The ideas on Road Safety behaviour should be communicated in the most effective ways in the North West society. The significance of inter-personal communication cannot be emphasised enough in this case, although it is not feasible within the present milieu.

5.5   OTHER IMPACTS

5.5.1 Social and Economic impacts

Estimating the cost of road crashes to the society is important for several reasons. Firstly, it is essential for raising awareness of the seriousness of road crashes as a social problem. Secondly, it serves to make proper comparisons between road traffic crashes and other causes of death and injury. Thirdly, since the social cost of road traffic crashes is a reflection of the social benefits of reducing crashes through safety interventions, scientific assessment of the costs enables priorities between different interventions to be made, using cost-benefit methods, Transport White Paper, (1996).

5.5.2. The vulnerable and disadvantaged road users

Many poor people in several countries are vulnerable and do not have a voice, being cyclists, pedestrians or animal-drawn cart drivers. Their safety may be disregarded while motorists are favoured. The guiding rule for any country should be equal protection of all road users, and avoidance of the unfair injury and death for poorer people and vulnerable users. Equity is central to reduction of road crashes, death and injury.

5.6   PEOPLE'S RIGHT TO SAFETY

In May 2002, the 6th World Conference on Injury Prevention and Control was held in Montreal, Canada. An outcome of that conference was the finalization of a draft charter on the people's rights to safety (previously adopted by participants of the 5th World Conference in New-Delhi). "We recognized that this issue of Health and Human Rights, with its special focus on violence, health, and human rights, provided a fitting opportunity to bring together a group of health and human rights experts with diverse opinions and perspectives on the value of recognizing this new right. Awareness of the above facts and of our responsibility to move toward a world in which the right to safe life must be ensured for all resulted in a preliminary workshop on people's Right to Safety". Following discussions at the workshop, all conference participants adopted the Delhi Declaration on a People's Right to Safety on 8 March 2000.

This first declaration endorses the notion of safety as a human right and as an important policy tool for injury control and safety promotion. It outlines further steps that need to be undertaken to develop a charter on a people's Right to Safety.

5.6.1 Safety as a Human Right

On 10 December 1948, the General Assembly of the United Nations (UN) adopted and proclaimed the Universal Declaration of Human Rights (UDHR). Article 3 of this Declaration states: "Everyone has the right to life, liberty and security of person." The UDHR also cites rights related especially to the ability to live in good health. The legal obligations of governments under international human rights law have been used effectively all over the world in many an arena: the rights of the child, the rights of women, the rights of workers, and the rights of people in development in general. These rights have been elaborated on and strengthened in international human rights instruments, such as the International Covenant on Economic, Social and Cultural Rights, the Convention on the Rights of the Child, the Declaration on the Elimination of Violence Against Women, and the Employment Policy Convention (Convention No.122).

By adopting these conventions, declaration, and charters, individual, civil society groups, and citizens' organisations are able to demand safer products, safer working and living conditions, and a safer environment in which to live. In response, governments and courts in many countries have instituted safety standards, legislation, and enforcement mechanisms. These efforts to make life safer are not, however, based on the same principles and theories as those used to control malnutrition and infections and contagious diseases. Most efforts to promote safer products are correctional measures rather than policies based on principles of rights. Although the right to life safe from debilitating injuries may seem implicit in the right to life, decision-makers and the public at large have yet to use this right to influence policy in this respect. Therefore, it has become necessary to promote in clear and explicit terms a right of people to live in a world safe from harmful injuries as a fundamental human right.

5.6.2 The Need for a Right to Safety

The demand for establishing a right to safety emerges in a society where people feel the need for a norm on which to base an actionable claim for protection from physical, social, or emotional harm. This need is also strengthened when societal agreement and action take hold. In the past, people used products and lived in homes and in an environment that they themselves, or local communities, participated in creating, and they blamed themselves if they suffered harm or injury from such arrangements. Modern systems, however, do not allow us to live in isolation or independently of others. Normal activities continually preclude individual choices. For example, most of us cannot choose the time at which we travel to work or the road we use to do so. Most of us live in homes that are designed and built by others and use technologies manufactured by powerful organisations not necessarily under our control, and we dare not guess the hazards found in chemicals and other products we purchase.

This is a new development in human history, and for this reason we have to develop a new regimen of rights that protects us from unreasonable harm. Ethical and moral responsibilities of the state need to be understood by civil society, by politicians, in order to ensure that all individuals have a right to life. This need for a right is strengthened by

research that has revealed severe limits to ensuring individuals' safety by "educating" them, and that there is a wide variation between people's knowledge and their actual behaviour. This is particularly true for those situations in which we cannot specifically select the people who will be involved in certain activities, such as domestic work, use of the roadways, and in most of our work environments.

Individuals have a right to lead healthy lives and thus must operate in environments that give them a reasonable opportunity to do so. Therefore, we have a social and moral responsibility to design our products, environment, and laws so that people can easily and conveniently behave in a safe manner without sacrificing their right to earn a living and fulfil their other societal obligations. Systems must be designed safely, not only for "normal" people but also for those who might belong to any of the groups listed above. Such designs, rules, and regulations would reduce the probability of people hurting each other or themselves, even when someone makes a mistake.

Such changes will take place in a systematic manner only when safety is recognized as a fundamental right of communities and is not dependent only on the goodwill of powerful institutions. Perrow, (2003) states this issue forcefully: "Above all, I will argue, sensible living with risky systems means keeping the controversies alive, listening to the public, and the essentially political nature of risk assessment. Ultimately the issue is not risk but power, the power to impose risks on the many for the benefit of the few. A people's Right to Safety is likely to help us move in this direction".

5.7   Chapter Summary

In this chapter a number of aspects pertaining to the nature of Road Safety Promotion were outlined. The principles, laws, rules and ethical issues underscoring the implementation of Road Safety promotion strategies were highlighted. Possible aspects that relate to Road Safety have been pointed out as premises for the evaluation of Road Safety Promotion Strategies in a selected Social Marketing Model. In the next chapter efforts are made to analyse the Road Safety Promotion Strategies. Attention is given to the determination of

various approaches that could be used to evaluate the Road Safety Promotion Strategies in a selected Social Marketing Model.