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#### SOUTH AFRICA IS ONE OF THE COUNTRIES WITH THE HIGHEST NUMBER OF ROAD FATALITIES IN THE WORLD.

More lives are lost on the roads.
Statistics paint a worrisome picture. In
the last 10 years, close to 135 000
people have been killed on the roads in
South Africa, according to the Ministry of

In December 2018, a total of 767 people died on SA roads over the festive period. This was 16% more than the previous year. Human error is blamed for 86% of all incidents, with road and vehicle faults accounting for less than one-in-seven traffic collisions. If human error is responsible for high number, then road users (drivers, passengers and pedestrians) have a pivotal role to ensure safety.

The Tsogo Road Safety Toolkit is a step-to-step guide for Road Safety Ambassadors. It will use some of the most innovative learning approaches towards road safety campaigns. It further seeks to share practical insights and resources on road safety.

This is an instrumental component of the Tsogo Road Safety Programme that is being implemented in four provinces (Gauteng, Limpopo, Northern Cape and Mpumalanga) in South Africa with over 800 participants with the youth in majority. The Tsogo Road Safety Programme is a 4-month intervention to address the road safety knowledge and explore the best practices amongst youth. This is aimed at minimizing their vulnerability on the roads and also to expose them to the opportunities within the transport sector.



- 01. Choose an interesting topic to tackle in Road Safety.
- 02. Draft a creative storyline for the chosen topic.
- 03. Choose and setup a minimum of 3 social networks where a majority of your target audience are users.
- Look for influential people on social media to collaborate with for the campaign.
- OF Create great content for the storyline which will be shared on the various social networks.
- Of Post content using strategic hours for the different days of the week.
- 07 Tag the influencers who are going to boost your campaign on social media by sharing your content.
- 08 Engage with your target audience on the social media pages.
- 09 Build and increase brand recognition using social media.

# HOW TO CREATE A ROAD SAFETY SOCIAL MEDIA CAMPAIGN



Always be prepared to stop for pedestrians.

Expect the unexpected.

Be extra vigilant at night.

Take special care near animal crossing warning signs or signs warning of the absence of fences.

Never assume that pedestrians will see your car and move out of the street.

When tired rest

Avoid road rage at all costs. Don't respond to provocative actions. Be courteous and stay calm if provoked

Thoroughly check your car before undertaking a trip (long or short).

Always fasten your safety belt (make sure passengers including children have seathelts on)

Scan the road and the sides of the road ahead for potential pedestrians or cyclists.

Before making a turn, look in all directions for pedestrians crossing or cyclists coming up the road.

Do not drive distracted.

Don't drive after consuming alcohol or other drugs. Do not use your cell phone while driving.

For maximum visibility, keep your windshield clean and headlights on.

Yield to pedestrians in crosswalks, whether marked or

Yield to pedestrians when making right or left turns at intersections.

Do not block or park in crosswalks.

Never pass/overtake a vehicle that is stopped for pedestrians.

Obey speed limits and come to a complete stop at STOP signs.

Use extra caution when driving near children playing along the street or older pedestrians who may not see or hear you.













Always obey road signs and traffic lights (robots

Wear high visibility and reflective clothing. Don't walk on the road but on the pavement.

If there is no pavement, walk as near to the edge as possible, facing the oncoming traffic.

Avoid roads at all times when drunk

When crossing the road and there is a pedestrian bridge, use it, even if it means walking further.

Never cross the road without looking both ways.

Never assume that you have been seen – many disturbances might attract the attention of the motorist.

Be wary. Most drivers are nice people but don't count on them paying attention.

Watch out - make eye contact to be sure drivers see you.

remain beside the road until both lanes are clear for you to cross safely.

At traffic lights, wait until cars come to a complete stop before crossing.

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Ensure your bike is in good condition.

Always wear helmet to prevent head injuries.

Replace any damaged helmets for maximum protection Wear eyewear to protect eyes from dirt, wind and bugs.

Wear reflective clothes always.

Obey the rules of the road and know what each traffic sign means.

Ride with the flow of traffic, not against it.

 $\label{thm:conditions} \mbox{Watch out for surface conditions like potholes}.$ 

Allow ample time to inform vehicles behind of your intention to turn either left or right with hand signals.

Keep both hands on the handlebars unless signalling.

Be very cautious at blind spots- think ahead before you react.

At bends and corners of junctions, do not try to speed past a lorry or long vehicle when turning, the driver may not have seen the cyclist approaching at the near side. It can be very dangerous.

Avoid swerving left and right on the road, ride in a straight line.

Avoid carrying any load that will affect your balance.

Avoid speeding behind a moving vehicle, if it stops suddenly there could be a collision.

#### IMPORTANCE OF SCHOOL PATROLS

The Scholar Patrol program benefits the school, the community and the student safety patrollers.

The program provides quality training and recognition for student safety patroller's efforts.

Apart from providing safer access to schools at nearby crossings, this program inspires patrollers to develop positive relationships with peers and authority figures and develop leadership skills, teamwork, maturity and a sense of responsibility.

The Scholar Patrol helps foster closer ties with the community and increases the school's visibility in the community.

Student patrollers are visible ambassadors for their school and assist both parents and their children at school crossings.

#### QUALITIES OF SCHOOL PATROLLERS

#### Responsibility

A focus on the safety of pedestrians is of paramount importance.

#### **Punctuality**

The team and our fellow pedestrian scholars depend on the team to be on duty, on time.

#### **Dedication**

Demands are made on the free time of scholars and their ability to come out in any weather conditions, their enthusiasm and need for ongoing training.

Commitment to teamwork with character traits like dependability, attention to detail, honesty, seriousness etc



### SCHOOL PATROL

Scholar Patrol performs a very important and responsible public service by controlling traffic and by safeguarding scholar pedestrians Student patrollers guide fellow students and prevent them from entering traffic when it is unsafe.

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A Flash Mob is a large public gathering at which people perform an unusual or seemingly random act and then disperse, typically organized by means of the internet or social media. Flash mobs can occur anywhere (at a taxi rank, a park, a mall or even at a bus station or train station). If you want to attract media attention, make sure your location (as well as song choice) is unique.

An example of a flash mob can be that of staging a freeze. You can organise yourselves in a group of 10-20 people wearing the same attire and be placed at a specific location. All of a sudden, you freeze and do not move for a minute or two. People's attention will be focused on all of you. That way, you will be able to attract attention of the people and media at large.

## HOW TO BECOME A SAFETY PATROL

It's the responsibility of the school to make necessary arrangements to implement school patrol programme.

The school principal has to contact the provincial and national government to obtain paper work. Arrive Alive (www.arrivealive.co.za) has more information.

## ROAD SAFETY ONLINE RESOURCE LINKS

Tsogo Road Safety Programme https://www.tsogo.org.za
Transport Education Training Authority http://www.teta.org.za
Road Accident Fund http://www.raf.org.za
e-Toll Calculator http://tollcalc.sanral.co.za/etoll/
Namola App https://namola.com/#download
CHEK-iCOAST https://web.facebook.com/ChekiCoast
Arrive Alive https://www.arrivealive.co.za/
SA Toll Roads Cost Calculator https://www.drivesouthafrica.co.za/tollroads/

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