

LEAD SA ROAD SAFETY

On Thursday, 19 March 2015 the Corporation participated in the Lead South Africa Road Safety initiative together with other road safety stakeholders. An identified location on the N14 west was used to raise road safety awareness to road users. Statistics indicates that in South Africa we lose about 47 lives on our roads daily. Forty Seven coffins were displayed on the N14 to try to bring to reality to the public what we are faced with on a daily basis on our roads. The Department of Transport together with its entities, Gauteng provincial Department of Transport, Gauteng law enforcement agencies, the National Traffic police and various key stakeholders were also part of the proceedings.

The minister of Transport Hon. Dipuo Peters gave an address with regards to the initiative and road safety in general. The Minister also conducted an interview on Radio 702 to discuss road safety matters. The initiative was met with mixed reaction from the general public, others thought it was a great initiative that makes one to think twice about their actions on the roads meanwhile others thought it was inappropriate to have coffins on the roads and it caused unnecessary traffic but it surely got people talking about road safety on the media and at their homes. The Corporation also participated in a mini exhibition and interacted with motorists giving them water and road safety related booklets.

