



# The Key to Driver Behaviour Change & Attitude

Presented by: Registrar of the RTIA

**Japh Chuwe**

# Contents

---

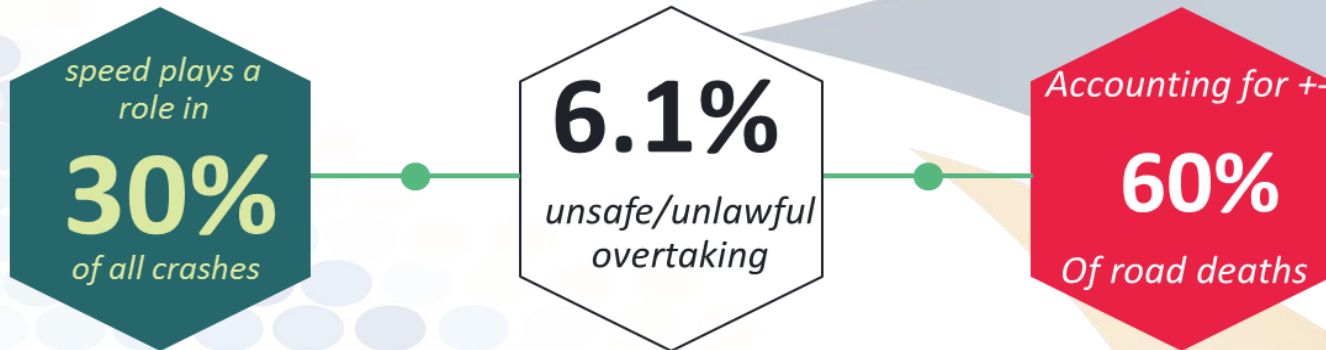
- Introduction
- Facts About Crashes in South Africa
- Understanding AARTO
- How AARTO works
- Changing behaviour & attitudes
- Conclusion: The power of AARTO
- Comments & Inputs

# Introduction

---

<https://www.youtube.com/watch?v=Uainf3UV1-Q&sns=em>

# Facts about crashes in South Africa



UNROAD-WORTHY VEHICLES

**10%**



95% of crashes are preceded by an **INFRINGEMENT** IS A MAJOR FACTOR

## DID YOU KNOW

- SA vehicles have an average age of 11-12 years
- 4.3% with faulty break lights





# Facts about crashes in South Africa



# Facts about crashes in South Africa



# ***Facts about crashes in South Africa***

## ***How likely are you to....***



**Use your mobile phone whilst driving?**



**Fail to wear a seatbelt?**



**Get off the road to by-pass traffic jam?**



**Fail to stop at a pedestrian crossing?**



**Drive under the influence?**



**Driving too close to the car in front?**



**Stopping in a prohibited area to pick a passenger?**



**Exceed the speed limit?**



# *Facts about crashes in South Africa*

## ***One of South Africa's Greatest Challenges!!!***

To significantly reduce the  
carnage on our roads!



# Facts about crashes in South Africa

## ***Ponder over this:***

- **2013 WHO "Global Status Report on Road Safety" indicates RSA's** quality of law enforcement rates amongst the worst in the world – **2.6 out of 10, compared with** world average of 6.0 and a high of 8.6 (France).

## ***Compare with:***

- (Swaziland = 5.8; Zimbabwe = 5.0 and Namibia = 4.4).

# Facts about crashes in South Africa

- highly visible and efficient law enforcement operations on a continuous basis;
- Effective public awareness, communication & education programmes;
- Transparent & expeditious adjudication processes;
- Points demerit system;
- Rehabilitation programmes

# Understanding AARTO

- The AARTO Act provides for three main areas



# Understanding AARTO

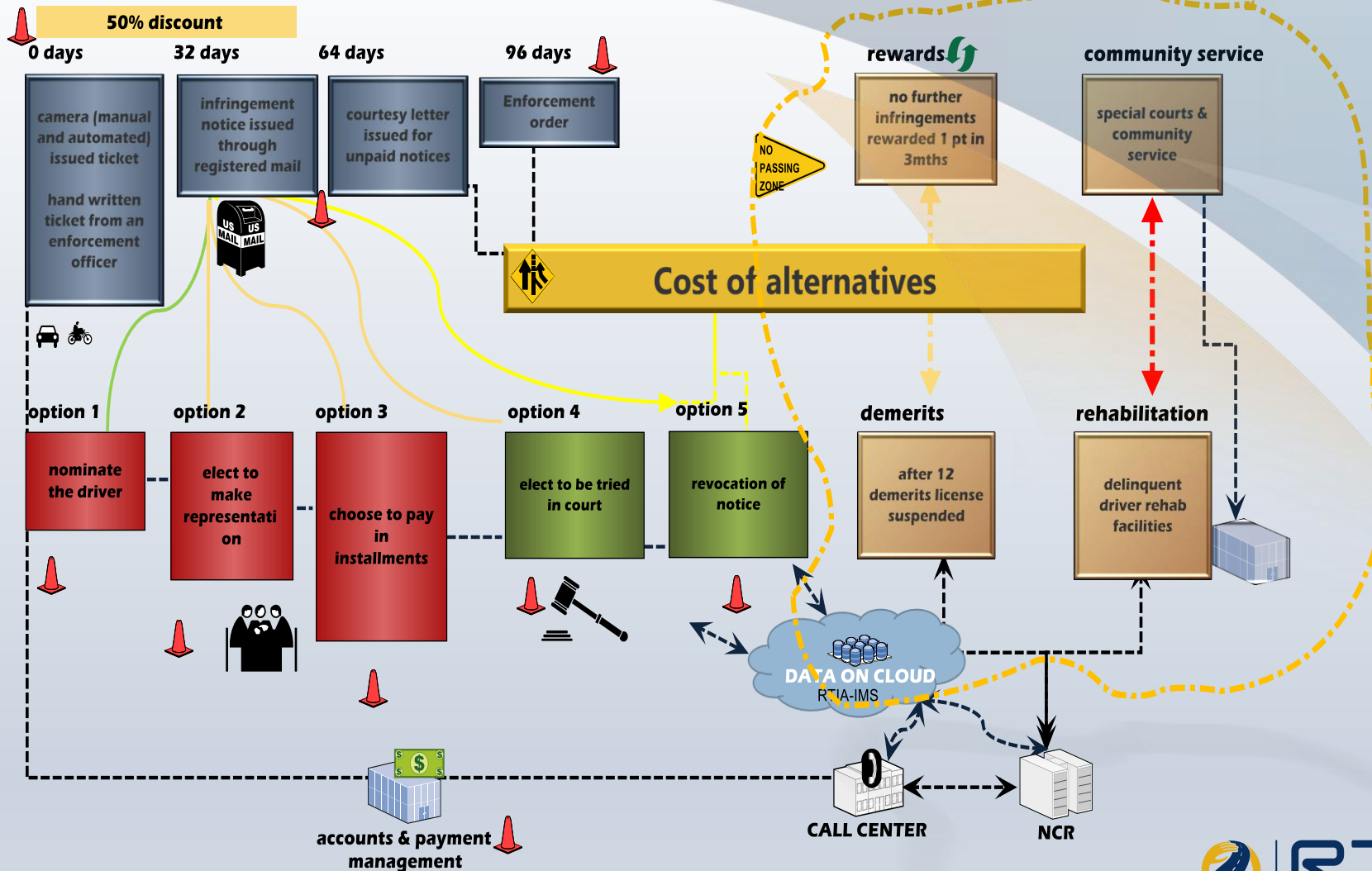
- 1 Enforce compliance by penalizing the contravention of road traffic laws
- 2 Enforce payment of penalties
- 3 Change road user behaviour
- 4 Administer a points demerit system

- 5 Increase access to AARTO information
- 6 Alleviate the burden on the courts
- 7 Establish a monitoring and evaluation system



# How AARTO works

## Administering Traffic Infringement Notices under AARTO



# Changing behaviour & attitudes



## Pillar 4 UNDoARS



### ACTIVITY 1

- Increase awareness of R/S risk factors
- Promotion of prevention measures
- Social marketing for behavioural change

### ACTIVITY 2

- Compliance with speed limits & foster evidence based stds
- Reduce crashes & injuries

### ACTIVITY 3 & 4

- Reduce alcohol related crashes
- Reduction of head injuries & motor cycle crashes

### ACTIVITY 5 & 6

- Promote use of seat-belt & child restraints
- Transport & OHS for freight, fleet & public transport

### ACTIVITY 7 & 8

- Reseach & Policies for work-related RS PPP & informal sectors
- Graduate Driver Licensing Systems

# Conclusion: The power of AARTO

- Highly interactive system with strict timeframes
- Ushers in common standards and operations across the country
- Makes identification of habitual infringers easy and objective
- Provides a sustainable and credible base for assessing driver behaviour change
- It is administrative and thus lessens the criminalization of infringers
- Fosters behavioural change
- Similar systems have proven highly successful around the world

