



Road Traffic
Management Corporation

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The Road Traffic Management Corporation (RTMC)
is an Agency of The Department of Transport and a
Member of the United Nations Road Safety Collaboration

To : All News Editors

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Attention: News Reporters / Transport Reporters /Newswires

RTMC PARTNERS WITH INSTITUTIONS OF HIGHER LEARNING TO RAISE AWARENESS ON YOUTH FATALITIES ON SOUTH AFRICAN ROADS

PRETORIA -: In an attempt to curb youth fatalities on South African roads, especially during festive periods such as the Easter holidays, the Road Traffic Management Corporation has partnered with institutions of higher learning nationally to educate and create road safety awareness among young people.

Youth are considered a high-risk population group and account for the highest number of road fatalities annually. Statistics for pedestrian fatalities in 2019 indicate that of all pedestrians that died that year 43% were youth.

Youth are characterised by risk taking and extremely experimental behaviour which is associated with peer and social pressures making them more prone to demonstrate reckless road user behaviour. The leading causes of these deaths are over speeding, drinking and driving and not wearing of seatbelts which are all preventable.

The youth programme uses a systematic approach to promote road safety and to encourage students to become active road safety ambassadors who advocate for responsible road user behaviour. It also focuses on active participation through awareness campaigns, dialogues, sharing of knowledge, and working together to



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Board of Directors: Mr Z Majavu CD(SA) (Chairman), Ms P Manqele, Ms T Mdlulwa, Mr T Kgomo, Prof. M Mphahlele, Ms T Thankge, Dr E Thebe, Adv. J Makgatho*
Chief Executive Officer: Advocate MS Msibi
Company Secretary: Ms S Petse
**Departmental Representative*

develop action plans aligned to the National Road Safety Strategy, the National Development Plan and the Global Decade of Action.

ENDS

ISSUED BY: THE ROAD TRAFFIC MANAGEMENT CORPORATION (RTMC)

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