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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

## **MEDIA ADVISORY**

**To : All News Editors**

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**Attention: News Reporters / Transport Reporters / Newswires**

## **ROAD TRAFFIC MANAGEMENT CORPORATION EMBARKS ON PEDESTRIAN SAFETY CAMPAIGN**

The Road Traffic Management Corporation (RTMC), in collaboration with law enforcement authorities and road safety stakeholders in Gauteng, is embarking on a comprehensive pedestrian safety campaign starting 3 October 2024 ending 31 December 2023. This initiative will focus on addressing pedestrian fatalities and increasing road safety awareness through targeted interventions in high-risk communities.

The interventions aim to educate communities about pedestrian safety and raise awareness on the critical need to adopt precautionary measures to reduce fatalities. The RTMC in collaboration with the SAPS, Joburg Metro Police, Ekurhuleni Metro Police and Gauteng Traffic Police will be visiting communities to engage directly with pedestrians, offering safety tips and insights on how to prevent avoidable accidents. This intervention will take place across Gauteng province, with Johannesburg, Ekurhuleni, and the West Rand being key areas of focus due to their high pedestrian fatality rates.

Pedestrians are among the most vulnerable road users. Each province faces unique challenges in combating pedestrian fatalities due to their distinct environmental landscapes.



**Board of Directors:** Ms N Mufamadi (Chairperson), Prof. M Mphahlele, Ms T Thankge CD(SA), Dr E Thebe, Adv. X Stemela, Ms L Magalo, Prof C Twala, Mr NJ Kudzingana, Adv. J Makgatho\*  
**Chief Executive Officer:** Advocate MS Msibi  
**Company Secretary:** Ms S Petse  
*\*Departmental Representative*

Gauteng is home to approximately 15.83 million people, representing 25.1% of the South African population. Being the most densely populated province, Gauteng has reported the highest number of pedestrian fatalities. Contributing factors include high traffic volumes and rapid urbanisation. These concerning statistics underscore the urgent need for enhanced pedestrian safety measures at both provincial and national levels.

### **Key Objectives of the Pedestrian Safety Campaign:**

#### **1. Educating and Promoting Safe Road Use:**

The initiative seeks to encourage road users, especially pedestrians, to practice safer habits while using the roadways. Through outreach activities, communities will learn more about how their behaviour can prevent accidents and ensure their safety.

#### **2. Reducing Fatalities Through Coordination:**

This campaign is part of a broader effort to decrease fatalities by utilising an integrated and coordinated approach involving all key stakeholders. By working together, law enforcement and safety agencies will align their efforts to combat the alarming rise in pedestrian fatalities.

#### **3. Heightened Road Safety Activities:**

RTMC and its partners will conduct intensified road safety campaigns and awareness activities across Gauteng, ensuring pedestrians understand the risks they face and the steps they can take to mitigate them.

#### **4. Integrated Response to Road Safety Challenges:**

The coordinated response will ensure that all stakeholders – from law enforcement to community leaders – are part of the solution. By engaging in discussions and collaborating on the ground, this initiative seeks to foster a unified approach to the road safety crisis.

The RTMC urges all road users to prioritise safety and be mindful of their surroundings while using roads, especially in highly congested areas where pedestrians are at high risk.

**ENDS**

**ISSUED BY: THE ROAD TRAFFIC MANAGEMENT CORPORATION (RTMC)**

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