



Annual Newsletter for 2012

Letter from the GRSP ZA Programme Manager

Welcome to the GRSP ZA Annual Newsletter for 2012.

I joined the GRSP team as the interim programme director at the beginning of November, with the main aim of ensuring business continuity, immediately following the departure of Vareshni Moonsamy, who has taken up a position with the department of Community Safety in the Western Cape. The operations team, which consists of Raushana Arnold, events and marketing coordinator and Sydne Japhtha, a volunteer with film-making qualifications and her own “personal story” has worked really hard to ensure that the electronic collateral of GRS and day to day administration is kept up to date. Well done!

Over the last few weeks, I engaged the team in robust and creative planning sessions, to prepare them to take GRSP South Africa into 2013 and beyond. Solid leadership and direction from the management board is going to be critical to ensure GRSP ZA’s vision of a South Africa free of road crash deaths and injury is realized.

This year is an iconic year for GRSP South Africa - we penned a multi-million rand contract with a European partner (PAU), the University of Stellenbosch and the South African Red Cross Society to research, implement and evaluate a drunk-driving project in two communities in South Africa. This is an exciting time for GRSP ZA – we will come out stronger as we build and strengthen our resolve in our commitment towards the Decade of Action. Bringing more members on board and communicating the value of the network platform is work in progress – your help is needed, so please be ready to assist.

This issue includes a report on the programmes that ran through 2012, a special featured article for the Safe Roads 4 Youth three year project and we have an interesting article on distractive driving is a major current issue, not only in South Africa, but all around the world.

I wish you a safe and happy festive season.

Feryal Domingo | Interim Programme Director



Safe Roads 4 Youth Project

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The Safe Roads for Youth is an internationally funded Research-In-Action Project targeted at reducing Drinking and Driving and Drinking and Walking at two sites in South Africa. The study will be implemented simultaneously in South Africa, Vietnam and Argentina over 2012 to 2014. Global Road Safety Partnership South Africa together with South African Red Cross Society and the research team from Stellenbosch University coordinate the project for South Africa to evaluate and implement the Safe Roads 4 Youth project in Belhar, Cape Town, with Strand as a control area, and Nelspruit in Pretoria, with Polokwane as a control area. They have been working with various govern-

ment departments and road safety policing structures at from spheres, schools in the community, youth groups, cultural groups and other various NGOs to make the programme a success.

The Belhar and Nelspruit SR4Y Launch this year was both a major success, getting both communities excited and involved. This is only the beginning for the Safe Roads for Youth project and it can only grow with the support from the public, project stakeholders and the people within the communities.

The project’s objective is to improve the understanding of the impact of cultural factors in the effectiveness and efficiency of drunken driving and walking preventative actions. Results will be disseminated internationally, in order to promote effective community programs to

prevent drunk driving and walking, and to improve road safety. The project’s objectives are in support of the Decade of Action for Road Safety 2011 – 2020.



Minister of Transport Dan Plato made a speech at the SR4Y Belhar Launch

National Enforcement Strategy to Increase Seatbelt Usage

New seatbelt design:



45% less car accidents

www.wallpaperg.com

Road Safety joke of the year

GRSP ZA together with Dr Marion Sinclair of the University of Stellenbosch has collaborated on a National Enforcement response to increase seatbelt usage in South Africa. The team presented the concept at the National LETCOM meeting in August 2011. The pilot study began in December 2011 and has continued into 2012.

Shell South Africa Pty Ltd not only sponsored this pilot study but also purchased breathalyzers for national enforcement; to bolster anti-drinking and driving efforts over the April 2012 holidays.

The pilot study will be completed in 2013.



Chevron Learner Visibility Programme

Chevron South Africa Pty Ltd is focused on making child pedestrians visible on the road.

Chevron's continuous support for this initiative has ensured that the children receive road safety education.

The programme will conclude in 2013 when Chevron will hand out reflective backpacks to all targeted learners in the two hazardous locations in the Du-

noon Township in the Western Cape.

An impact study of the reflective backpacks will be done by Stellenbosch University thereafter.



Dunoon learners doing Literacy Road Safety Activity

"Chevron's continuous support for this initiative has ensured that the children receive road safety education."



Shell South Africa Pty Ltd: Haulier Wellness Clinics



Haulier Wellness Clinics Stand

In December 2011, Haulier Wellness Clinics were run on four high volume stretches of our National highways.

GRSP ZA, together with Road Traffic Management Corporation National Enforcement, Shell South Africa Pty Ltd, and Trucking Wellness Clinics Health care staff, checked drivers for their overall health and well-being.

Results showed that the majority of drivers were obese which directly influences their fatigue levels. Other areas of concern were the levels of blood pressure recorded.

The wellness clinics have been repeated over the Easter period of 2012 this year at the selected weighbridges around the country.



Parent and Teen Driver Distractions

NUGGET: BRINGING BUSINESS, GOVERNMENT AND CIVIL SOCIETY TOGETHER THROUGH KNOWLEDGE-SHARE

(Review conducted jointly by UMTRI and Toyota Motor Sales, USA, Inc., 2012)

Summary:

Preliminary findings from a national study of teen drivers (ages 16 to 18) and parents of teen drivers, conducted jointly by UMTRI and Toyota Motor Sales, USA, Inc., show a significant correlation between parent and teen behaviours behind the wheel. Results suggest that parents play a significant role in modelling risky behaviour on the road.

Implications:

Some of the key findings include:

- Teens Think Their Parents Engage in Driving Distractions More Often Than May Be the Case: A third of teens (32 percent) believe that their parents use an electronic device for music while driving, while only

one in ten parents (10 percent) report that they do so. Seventy-one percent of teens believe that their parents read or write down directions while driving, while 55 percent of parents say they do so. Eighty-five percent of teens believe that their parents deal with passenger issues while 70 percent of parents say they do so.

- Parents May Underestimate How Much Their Teens Text While Driving: Teens read or send text messages once a trip 26 times more often than their parents think they do. More than a quarter of teens (26 percent) read or sends a text message at least once every time they drive versus the one percent of their parents who said their teen does this.

GRSP ZA Action Steps:

GRSP ZA supports the bylaw of chatty distracted drivers get their cell phones confiscated that was brought forward in July this year. This forms part of the province and the city's road safety campaign that



aims to halve road deaths by 2014. GRSP ZA would like to stress the fact that chatting whilst driving is a serious risk. Statistics show that texting while driving increases the risk of accidents by 23.2 times over unimpaired focused drivers. Ironically, 95% of drivers state that texting while driving is unacceptable, but 21% admitted to doing it anyway.

An accident can happen in an average of 2 to 3 seconds while texting. Let's act and drive responsibly!

“Statistics show that texting while driving increases the risk of accidents by 23.2 times over unimpaired focused drivers.”

GRSP ZA 5th Annual General Meeting

The GRSP ZA 5th AGM was held on the 25 October 2012 at the offices of Imperial Place in Bedford View. The existing board was re-confirmed for the new financial year March 2012 to February 2013. The chairperson, Sebastian van As leads the following members, Su Sproston (vice chairperson), Winnie Ndbele (secretary), Jeremy Cupido, Niki Cronje, Basil Jonsson Sinenhlanhla Melane and Miranda Anthony .

Special guests included GRSP Cambodia Programme Manager, Kong Savann and YOURS Representative, Brian Bilal whom we have met up with at the South African Roads Federation Conference. Mr Savann shared his experiences in GRSP Cambodia as well as the road safety conditions in Cambodia. Mr Bilal presented on YOURS organisation and the various programmes they spearhead. Both of the guests presentations were truly inspirational demonstrating their contributions towards road safety.



GRSP Cambodia Programme Manager Kong Savann (left) and previous GRSP ZA Programme Manager Vareshni Moonsamy (right) conversing at SARF Conference



YOURS Representative Brian Bilal (right) presenting at GRSP ZA 5th AGM

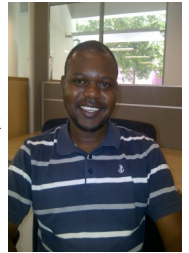
Caro Smit, SADD founder, had said after attending the AGM, “I am very heartened by the new enthusiasm at GRSP ZA”.

The GRSP ZA management team feels that there is a new energised commitment from our member companies to work together and to contribute tremendously to making a change in road safety. The standard for 2013 has been set and we are always determined to reach our mission, to decrease the number of road deaths and fatalities on the roads of South Africa.

GRSP ZA TEAM

New Employees

I would like to introduce Patrick Muchaka as the incoming programme manager effective 01 January 2013. Patrick has former work worked with GRSP ZA on the Walking Groups Programme in 2009 and the Trucking Wellness Programme in 2011-2012. Patrick is a graduate at University of Cape Town and has his Master of Philosophy (MPhil) in Transport Studies.



Patrick Muchaka



Sydne Japtha

Another new face is Sydne Japtha who joins the GRSP ZA Team, working in the areas of Marketing and Communications. Sydne has her Honours in Film, a graduate at the University of Cape Town as well.

Feryal Domingo, former GRSP ZA Chairperson 2009– 2011, has been active with GRSP since 2001. She is on board to ensure business continuity during the transition phase prior to the new programme manager taking up his position. Feryal will also serve as a mentor to Patrick Muchaka during his initial on boarding stage.



Feryal Domingo



Raushana Arnold

Raushana Arnold, GRSP ZA Events and Marketing Coordinator, continues to be responsible for administration, marketing, social media communications and events.



**GLOBAL
ROAD SAFETY
PARTNERSHIP
SOUTH AFRICA**

Global Road Safety Partnership South Africa
c/o BP South Africa Pty Ltd
Dock Road
V&A Waterfront
Cape Town

Phone: 021 829 6162
Fax: 086 267 1517
E-mail: raushana.arnold@grsp.org.za

Thank you...

GRSP ZA would like to send out a thank you to all the GRSP ZA members who have supported GRSP ZA from the beginning and to all who bared with us through the transitioning period of the change in the Programme Manager. We appreciate your cooperation and loyalty.

A special thanks to the GRSP ZA Board members, Sebastian van As (Chairperson), Su Sproston (Vice– Chairperson), Winnie Ndebele (Secretary), Jeremy Cupido (Treasurer), Basil Jonsson (Board member), Niki Cronje (Board member), Sinenhlanhla Melane (Board Member) and Miranda Anthony (Board member).

GRSP ZA would like to thank you for your time and efforts put in to the organization and we look forward to continue working with you in 2013.



We wish you a joyous and safe festive season!

Editor : Raushana Arnold | Events & Marketing Co-ordinator | T: 021 829 6162 | C: 083 4133 084 | raushana.arnold@grsp.org.za