



PRESS RELEASE

**FESTIVE SEASON ROAD SAFETY
CAMPAIGN**

This festive Season
ROAD SAFETY
IS MY RESPONSIBILITY



TAKE THE PLEDGE
BE A SAFE ROAD USER!

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IN CASE OF A ROAD CRASH

081 9682

MVA FUND ACCIDENT RESPONSE NUMBER



MVA Fund

The Motor Vehicle Accident Fund of Namibia

Driven to lend a helping hand!

This festive Season
ROAD SAFETY
IS MY RESPONSIBILITY

SPEEDING

WILL LEAD YOU TO AN EARLY GRAVE

REDUCE THE RISK OF FATAL ACCIDENTS TO ZERO BY TAKING THE RESPONSIBILITY THIS FESTIVE SEASON.
ROAD SAFETY, YOUR RESPONSIBILITY



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PRESS RELEASE

FESTIVE SEASON ROAD SAFETY CAMPAIGN

“This Festive Season, Road Safety is My Responsibility”

BACKGROUND

You may recall that the National Road Safety Council during December last year launched the 2015/2016 Festive Season Road Safety Campaign with key and strategic partners and stakeholders both public and private on 02 December 2015 in Otjiwarongo. The said campaign was initially planned to run from 16 November 2015 until 15 January 2016 in order to stabilize and reduce the spiraling road crashes and their resultant injuries and fatalities on the B1 and B2 national roads.

The new Road Safety Council endeavor to work with all key stakeholders in implementing road safety campaigns in Namibia, therefore the Council has undertaken a concerted effort in August 2015 to mobilize stakeholders through consultative sessions in Khomas, Erongo and Otjozondjupa as well as Hardap regions. These consultative sessions were aimed at garnering stakeholder input into the national road safety programs. In the same process, we also drew lessons from our 5th Annual Road Conference, where all stakeholders participated in crafting a national response to the road safety issues of the day by way of Resolutions which now form part of our current approach, which focuses on a three-pronged approach of stringent and highly visible law enforcement; aggressive awareness campaigns and responsive Emergency Response in particular.

In our last press conference, we informed the nation on our intention to have the breathalyzer reintroduced. To this end, the NRSC went all out



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to realize this objective, however, due to issues beyond our control, the type approval of the instrument being used in Namibia was only finalized on the 22nd of January 2016 by the NSI (see certificate attached). With this process behind our back, the way is now paved for the calibration and certification of all instruments as well as the refresher training of operators now to commence. In terms of our commitment to provide law enforcement equipment as announced last year, we envisage the handover to take place by mid February 2016, after timeous delivery was hampered by factories that closed early for the Christmas. It is hoped that all the outstanding work will be finalized in time before the rollout of the upcoming Independence and Easter campaigns.

During the run-up to the Festive Season campaign, we together with the MVA Fund arranged a high-level pledge taking ceremony by members of the National Assembly including our line Minister, Honourable !Naruseb spearheaded by the Speaker of the National Assembly and the Right Honourable Prime Minister. During the ceremony, all members of the National Assembly took the pledge to be safe and responsible road users. We needed to do this to solicit political sponsorship to road safety in Namibia.

As you may recall, during the past Festive Season, our focus was mainly on Speed Management, Vehicle Fitness and Driver Fitness as well as Driving Under the Influence of Alcohol and other substances. The campaign was undertaken as a multi-stakeholder effort and drawing on the lessons from the August 2015 – October 2015 short-term interventions, we mobilized resources for this important campaign, whereby we have briefed the public through the media.

Our strategic stakeholders and partners during this past festive season campaign was inclusive of the following: Motor Vehicle Accident Fund, Namibian Police Force, Roads Authority, Windhoek City Police, Private Sector Road Safety Forum, Walvis Bay Municipal Traffic Unit,



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Swakopmund Municipal Traffic Unit, Otjiwarongo Municipal Traffic Unit and Emergency Medical Rescue Services (EMRS) both from public and private sector.

We also take cognisance of the financial contribution by the private sector through partners and the Private Sector Road Safety Forum to this particular campaign to the tune of N\$ 1 900 000.

In line with the Council's resolution, campaigns were to run throughout the year, subject to availability of funding to sustain this resolve. To this end, I call upon the relevant authorities (viz, the Ministry of Mines and Energy to increase the road safety levy to at least 10 cents per litre, the Ministry of Works and Transport to provide the funds as provided in the current Medium Term Expenditure Framework (MTEF). In addition, I call upon the private sector to also come on board through increased financial sponsorships.

CAMPAIGN OPERATIONAL OVERVIEW

We have jointly agreed with key stakeholders in the sub-sector to undertake sustained joint operations on the B1 and B2 roads, and to mobilize on average 50 traffic officials daily, who would have screened 500 drivers for alcohol per day and subsequently screened 500 vehicles for roadworthiness. Speed check would have been done at all eight (8) strategic points on a daily basis both on B1 and B2 roads.

The primary objective of this Festive Season Operation was to intensify law enforcement patrols on the highway and to conduct mobile roadblocks especially on the B1 and B2 roads to ensure visibility on our roads. Some identified areas that have a high incidence of road crashes was earmarked for focus of Law Enforcement efforts. Therefore, ten (10) additional members have been drawn from other Regions, which are not part of the B1 and B2 to assist on the specific sections as earmarked during our planning.



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CAMPAIGN OUTCOMES

In terms of the campaign operation, the following outcomes are significant, although we expected better results, there were successes in the execution of this campaign plan.

1. Law Enforcement

In terms of Law Enforcement, the following are noteworthy:

Random screening tests such as speed, alcohol, vehicle roadworthiness were conducted, and the following table shows comparative outcomes of the past two (2) festive seasons:

	2014/2015	2015/2016	Difference
Check Points	18	18	0
Vehicles Stopped	87 712	293 244	+205 532
Patrols and Special Projects	4 953	6 373	+1 420
Speed Measuring Projects	1 286	1 385	+99
Alcohol Tests	6 166	26 934	+20 768

From the above information we can see that the approach has yielded a higher level of screening during the festive season in terms Alcohol Tests and Vehicles stopped.

Crashes Statistics

We have compared distribution of crashes, Injuries and fatalities for the past 3 festive seasons and the following trends have been observed.

- Compared to 2013/14 festive season, 2014/15 crashes increased by 1%, Injuries increased by 19% and fatalities declined by 16%.
- Compared to 2014/15 festive season, 2015/16 crashes declined with 4%, Injuries declined with 2% while fatalities increased with 15%.



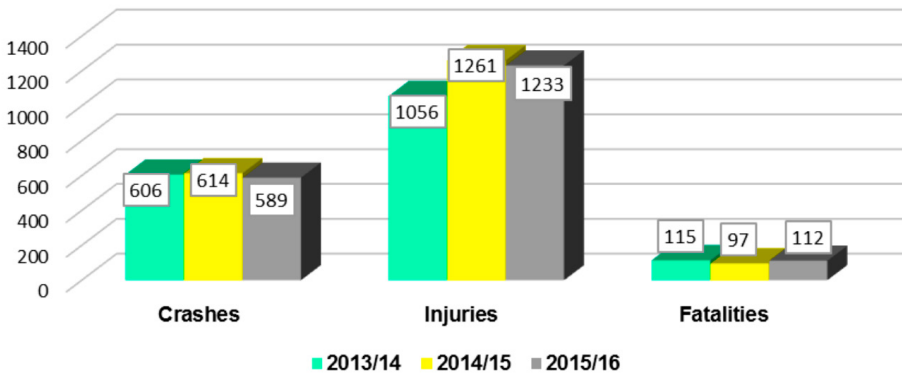
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Fig.1 Comparative crash statistics for the festive season: 22 Nov -15 Jan (2013 -2016)



In terms of Fatalities which were recorded for this past festive, 112 people succumbed to road crashes as compared to 97 during the 2014/2015 festive season. The demographics in terms of the fatalities were distributed as follows:

- **54%** of the total fatalities (112) were Passengers
- **25%** of the total fatalities (112) were Drivers
- **46%** of the total fatalities (112) are 16-35 years
- **14%** of the total fatalities (112) are 15 years and below
- **69%** of the total fatalities (112) are Males
- **31%** of the total fatalities (112) are Females



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In terms of the dominant offenses during this festive season, the following were recorded:

	2014/2015 Total Summonses	2015/2016 Total Summonses	Difference
Driving above the prescribed speed limit	1 585	2 867	+1 282
Overloading	169	209	+40
Unroadworthy Vehicles	56	59	+3
Unregistered/Unlicensed Vehicles	520	606	+86
Unlicensed Drivers	1 354	1 586	+232
Seatbelts	776	914	+138
Inconsiderate Driving	78	73	-5
Driving with Cellphone	172	165	-7
Vehicles Suspended (Unroadworthy)	399	84	-315
Warrant of Arrests Executed	356	487	+131
Total Summonses	10 752	10 867	+115
Drink and Driving Cases	69	119	+50

The most dominant offences in pecking order were Speeding, Unlicensed Drivers and non-compliance in terms of seatbelt wearing. The offenses that drastically reduced much were the vehicles that were suspended during this past festive season operation as compared to the 2014/2015 festive season.

A major concern is that Government Vehicles are one of the main culprits noted for offenses during these festive periods, as 66 vehicles were part of vehicles involved in accidents, whereas 21 vehicles were from the Police.



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Emergency Response

An Emergency Medical Rescue Service (EMRS) was piloted on 11 December 2015 in Arandis in collaboration with Arandis Town Council, the MVA Fund, various mining companies within the Erongo Region, the Road Traffic Management Services Pty Ltd, with the single aim to reduce time between crash occurrences and emergency care being provided. Other private EMRS providers have also been activated nationwide in particular emphasis on B1 & B2 routes, to ensure that people injured in road crashes receive prompt emergency medical services.

Road Safety Education

Road safety public education was jointly implemented by the NRSC and the MVA Fund through the media, public activations on the B1 and B2 roads as well as in key towns along these highways.

Focus was given through different media houses to educate road users on risk of speeding, alcohol while driving, roadworthiness and generally on seatbelt safety and newly introduced laws such as daylight running (headlamps), while driving and limitation of persons at back goods vehicles. Different institutions joined the public information sessions at check points as well.

In order to ensure that all road crashes are attended to by qualified paramedics, the campaign partners aggressively marketed the MVA Fund accident response number (0819682). This is the number used by the public to report road crashes from any region in the country. The number is linked to the MVA Fund call center and operates 24 hours a day, 7 days a week.



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CHALLENGES

The following are some of the key challenges which were evident during our campaign operation throughout the 2015/2016 festive season:

- Inconsistencies in application of laws in regions
- Coordination of interventions between NAMPOL, RA and Local Authority Traffic Units remains inadequate
- Uncontrolled loads on trailers due to the absence of portable weigh instruments
- Inappropriate and inconsistent recording of interventions (e.g. counting and recording of number of vehicles stopped and drivers screen per day as per plan) by law enforcement agencies
- The continued closure of media houses during the festive season forms a gap in the dissemination of information to the public
- The material distributed by institutions at checkpoints continues to act more as a Public Relations function than work towards educating and enhancing road safety messages
- Number of paramedics remains a challenge especially in remote areas
- Inadequate casualty facilities outside Windhoek results in increased transfers, which lead to high volumes at City Hospitals, making it difficult for them to cope with the influx
- Local authority fire departments staff not trained and equipped adequately e.g. Kalkrand
- Low/No participation from business sectors in some regions
- Data management & communication strategy in place not implemented



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WAY FORWARD

Our new approach, where we engage all stakeholders fully in terms of our road safety action plan throughout the year and focus our interventions is key in bringing down these high fatality rates. The Namibian Police Force will spearhead law enforcement teams in drawing up a Joint Action Plan that will engage all law enforcement teams in joint operations country-wide. We have to this end requested the Inspector General to second a senior Traffic Officer to the National Road Safety Council for the purpose of providing the much-needed leadership in championing work in this regard. It is our hope that the request will be considered favorably as this will enable coordination and joint planning and execution.

Once again, our appreciation goes out to the Honourable Minister of Works and Transport, Honourable Alpheus !Naruseb for his tireless support to road safety programs. In the same vein, we also acknowledge the support given by the Ministry of Justice in terms of the breathalyzer issues and our ongoing legislative review processes.

We also give our appreciation for the support given by our private sector stakeholders and sponsors in giving financial support to our festive season campaign. We equally express our appreciation to the media through which we are able to raise awareness of road safety in Namibia.



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