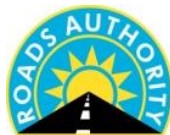


# FESTIVE SEASON REPORT

2018/19



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## ACRONYMS

<b>CoW</b>	City of Windhoek
<b>NAMPOL</b>	Namibian Police
<b>NRSC</b>	National Road Safety Council
<b>PSRSF</b>	Private Sector Road Safety Forum
<b>SDGs</b>	Sustainable Development Goals
<b>UN</b>	

# 1. INTRODUCTION

## 1.1 GLOBAL CONTEXT

Road crashes kill about 1.35 million people worldwide every year, translating into nearly 3 700 people dying on the world's roads every day, according to the 2018 Global status report on road safety. It is estimated that for every ten lives lost in traffic crashes, nine occur in low- and middle-income countries, which unfortunately include Namibia.

In order to guide policy and road safety investments, reliable data on traffic crashes is crucial. These data are imperative in informing the community and policy makers on the scale of the road trauma in the community and the level of exposure to crash risk when using the roads. Road crash data also informs the community and government on the need for action, and whether policies implemented have been effective in reducing the carnage on our roads.

The sustained prevalence of the tragedy on the world's roads evokes the sense of urgency to achieve significant reductions in the number of road deaths globally and have strengthened the inclusion of road safety targets in the UN Sustainable Development Goals (SDGs). Road safety is captured among a number of the SDGs. The SDG target 3.6 aspires to reduce global road traffic deaths and injuries by 50% by the year 2020, compared to their 2010 levels. SDG 11.2 calls to "provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons" by 2030.

## 1.2 NAMIBIAN CONTEXT

In Namibia, trends in road trauma/deaths are similar to the patterns seen globally. We do note though, that while there was some slight improvement in the August 2018 to October 2018 reporting period in the number of crashes, fatalities still remain a large challenge for the country. Following from above, this report thus provides a consolidated analysis of the 2018/2019 road crash statistics as compared to 2017/2018 Festive season Period.

The Festive Season Report focuses on understanding the regional distribution of crashes, injuries and fatalities as well as contributory factors for crashes.

## 1.3 FESTIVE SEASON CAMPAIGN – 25 NOVEMBER 2018 – 15 JANUARY 2019

The Festive Season Road Safety Campaign 2018-2019 was launched by the Minister of Works and Transport, Honourable John Mutorwa, on 28 November 2018, in Windhoek under the theme **#DoTheRightThingAndSaveLives**. This campaign ran from 25 November 2018 until 15 January 2019.

Furthermore, the campaign launch was attended by the Minister of Safety and Security, Honourable Charles Namoloh, Major-General (Retired) who also presented remarks at the same occasion. The event was graced by the presence of various stakeholders in the sub-sector.

The Festive season campaign dovetailed into the Task Force operations on B1 (Karasburg – Oshikango over 1500km stretch) and B2 (Windhoek-Swakopmund) being the routes with the highest traffic volumes and posing high exposure risk to road users. Given the above, the main thrust of interventions were concentrated along these roads during the festive season period.

### **1.3.1 CAMPAIGN OBJECTIVES**

The following were the overall campaign objectives:

- a) Increased road safety education and information dissemination activities
- b) Increased law enforcement interventions on B1 & B2 routes
- c) Increased Emergency Response capacity on B1 & B2 routes
- d) Reduced motor vehicle accidents, injuries and fatalities

## **2. OPERATIONAL ORDER – LAW ENFORCEMENT**

### **2.1 OPERATIONAL OBJECTIVE**

The principal objective of the Law Enforcement Festive Season Operation was to improve road safety by intensified patrols on the highway and to conduct mobile roadblocks especially on the B1 & B2 roads to guarantee visibility and peace of mind to law abiding road users. The operational objective for the joint law enforcement and road safety campaign was to educate road users and provide deterrence to blatant violations of the rules of the road and to deal decisively with those who were bent to break the law.

### **2.2 DEPLOYMENT OF TRAFFIC OFFICERS**

Twenty (20) Task Force Team members were deployed on B1 road to compliment the Traffic unit members in their respective regions, who were assigned the responsibility to undertake law enforcement activities during the critical days of the festive period. The shifts organised by law enforcement on the B1 and B2 roads have been done in such a way that enabled random inspection vehicles and road users alike. Some of those on these shifts performed speed measuring at relevant times, screening for alcohol and drugs on drivers, check roadworthiness and loads on vehicles. They also attend to other serious moving offences on the road.

All members worked eight hours per shift, depending on which time of the day or night their shifts started. The tactical performance target was for each members to screen 100 drivers for alcohol per day and check 100 vehicles for roadworthiness.

## 3. CAMPAIGN INTERVENTIONS

### 3.1 INCREASED ROAD SAFETY EDUCATION

This year's theme **#DoTheRightThingAndSaveLives**, was trending through radio campaigns and other promotional material. In addition, 20 busses were branded with the campaign slogan, as well as face-to-face interaction and distribution of promotional material at different roadblocks were undertaken.

Radio and Television interviews were undertaken since the beginning of November 2018 in preparation for the Festive Season. Newspaper placements were done for the reading audience in anticipation of reaching out to the general public, thus creating awareness of the road safety problem.

### 3.2 PUBLIC EDUCATION AND INFORMATION INTERVENTIONS

Different mediums were deployed to both educate and inform the public and or road users with the view of modifying their choices to a positive behaviour on our roads during the festive season period and beyond.

#### 3.2.1 RADIO INTERVENTIONS

The National Road Safety Council and the MVA Fund partnered with NBC radio and conducted in-depth interviews on NBC's English, Afrikaans, Lozi as well as Nama/Damara Radio Stations from Early November 2018 onwards. The MVA Fund further held Road shows from 14-22 December 2018, with five (5) languages namely National Radio, Kaisames, Tirelo Sechaba, Kati and Omurari radion stations. The Road show started at Otjiwarongo roadblock and continued to Karibib, Usakos, Walvisbay, Swakopmund and Henties Bay.

Radio interventions were conducted as well at shopping malls, public transport terminals and roadblocks, where public members and commuters were engaged as well, mainly education and or information as regards Tyre Tread Depth Check Guide, Life Span of Tyres, Seatbelt Safety, importance of correct information on Passenger List, information as regards important and critical contact numbers such as the Accident Response Number 0819682 and Traffic Violation Report Number 061 222 888.

The NRSC on its part conducted interviews on Road Safety and Travelling Tips, Fatigue Management and Collaborated with Law Enforcement on the highways. Furthermore, the work of the National Road safety Council and the oversight role of the Ministry of Works and Transport was also emphasised during the Radio Interviews. The prevalence of specific type of crashes in different regions were shared on the NBC National Radio, especially as regards vulnerable road user groups.

Weekly radio interventions were conducted both on national and private stations, in the quest to update road users on road crash statistics, information on hazardous situations on the road, and continued awareness and education on road safety. The National Road Safety Council's jingle on the campaign slogan was continually aired on national radio.

### **3.2.2 TELEVISION INTERVENTIONS**

Different electronic media platforms such as Good Morning Namibia Show (GMN), Tupopyeni as well as roadblock site radio and TV interviews were conducted to educate and inform the general public as well as motorists on specific road safety issues. These interviews were conducted in an effort to create wider public awareness.

The NBC and One Africa Television attended the launch and ran campaign adverts for the festive season campaign. One Africa Television also partnered with the City of Windhoek (CoW) in a Windhoek-based campaign highlighting the need to carry relevant Identification documents, Driver Licenses and Professional Authorizations for those driving for reward.

### **3.2.3 PUBLIC PASSENGER TRANSPORT EDUCATION AND INFORMATION**

The MVA Fund in conjunction with the Namibia Bus and Taxi Association (NABTA) and Namibia Public Passenger Transport Association (NPPTA) branded 20 busses with both the Accident Response Number (ARN) as well as #DoTheRightThingAndSaveLives campaign slogan. This provided an added coverage of the campaign brand and created the much needed public awareness of the Accident Response Number.

In collaboration with Automobile Association Namibia, Private Sector Road Safety Forum (PSRSF), Namibian Police, City Police and Vivo Energy, drivers and passengers around terminals in Windhoek were educated and informed as regards tyre tread depth check guide, passenger list and seatbelt use.

### **3.2.4 “DON’T TEXT AND DRIVE” CAMPAIGN**

MTC Namibia in collaboration with the MVA Fund embarked on the “don’t text and drive” campaign, where bumper stickers were distributed at roadblocks. The campaign aimed to encourage responsible usage of mobile phones and shared information on the danger or risk associated particularly with texting and driving.

## **3.3 INCREASED LAW ENFORCEMENT INTERVENTION ON B1 & B2 ROUTES**

### **3.3.1 JOINT LAW ENFORCEMENT**

The NRSC provided funding for Subsistence and Travel for the 20 Traffic Law Enforcement Officials taken from other regions to serve on the B1 and B2, this was arranged to increase visibility on these road networks. Furthermore, for the Law Enforcement operations, fifteen (15) Breathe Alcohol screening devices were bought and availed for the campaign.

### **3.3.2 DEPLOYMENT**

At least 20 officers were deployed on the B1 route as continuation of the Joint Task Force Law Enforcement Pilot Project on the B1 and B2 roads that was launched in

August 2018 in line with the Concept Note adopted at the 6<sup>th</sup> Annual Road Safety Conference. The Concept Note calls for massive enforcement of the key traffic violations such as speeding, drunk-driving, reckless and careless driving, this was regarded as the most effective way of influencing road-user behaviour and of reducing road fatalities on B1 & B2 respectively.

The Namibian Police Force, Road Traffic Inspectors from the Roads Authority as well as Local Authority Traffic Units from City of Windhoek, Walvisbay, Swakopmund, Henties Bay, Otjiwarongo and Keetmanshoop converged on the B1 and B2 within their respective jurisdictions.

### 3.3.3 SOBRIETY TESTS, SUMMONSES ISSUED

During this campaign period, the Namibian Police reported that 18 Checkpoints were setup and that through this initiative 153 311 vehicles were stopped and 50711 Alcohol Tests were administered.

Although the number of summonses issued has reduced, the monetary value of the summonses significantly increased during the festive period under review as can be seen in Table 1 below. In 2017/18 festive period, 9 245 summonses were issued, valued at approximately N\$ 9,7 Million. During the 2018/19 festive period, 12 469 summonses were issued to the value of N\$ 15.5 Million.

A closer analysis of the law enforcement data has revealed a worrying increase in the number of unlicensed drivers to which 2,511 summonses with the value of N\$2.5 million were issued in 2017/18 as compared to 3,807 summonses to the value of N\$3.7 million issued during the period under review.

	Total 2017/2018	Amount 2017/2018	Total 2018/2019	Amount 2018/2019
<b>Summonses Issued:</b>	9 245	9 688 050	12 469	15 545 146
<b>Speed</b>	0	0	2 857	893 425
<b>Driver License</b>	2 511	2 502 750	3 807	3 783 500
<b>Licensing Of M/Vehicles</b>	656	643 250	696	686 500
<b>Safety Belt</b>	630	642 000	1 127	1 114 500

Table 1: Comparisons of summonses issued

Safety belt non-compliance has also increased from 630 summonses valued at N\$ 642 000 in 2017/18 festive period to 1 127 summonses valued at approximately N\$ 1.1 Million in 2018/19 festive period.

In addition, there were 678 Suspension Notifications issued during the festive season under review compared to 649 notifications in 2017/18, which is an increment. A total of 664 arrests were made during this festive period in comparison to 693 in 2017/18 which shows a decline.

Driving under the Influence of Alcohol also shows a decline in the arrests, with only 327 arrests made during 2018/19 festive period in comparison to 369 arrests in 2017/18.



<u>Successes:</u>	2017/2018	2018/2019
<b>Suspension Notification</b>	649	781
<b>Total Arrest</b>	693	664
<b>Warrant Of Arrest Executed</b>	576	1 195
<b>Drink &amp; Driving Arrest</b>	369	327

Table 2: Warrants, Suspensions and Arrests

### 3.3.4 ROAD TRAFFIC AND TRANSPORT INSPECTORS

In response to the call relating to the high number of fatalities occurring on our roads, Roads Authority embarked upon a road safety operation in order to promote road safety explicitly on the B1 road from Okahandja to Otavi during the 2018- 2019 festive season with specially emphasis to the period 21- 27 December 2018 and 04- 09 January 2019. The Roads Authority was part of the integrated joint programme with other stakeholders and aimed at maintaining visible high way patrols throughout the festive season operation.

During this festive season the Roads Authority availed the following resources:

- Regional Managers :2
- Principal Inspectors :1
- Transport Inspectors :6
- Law Enforcement Vehicles :4

During their operations, they have stopped 1 501 vehicles out which only 79 vehicles were charged for various offences, whilst this represents only a five 5% of the total vehicles inspected as per *Table 3*.

<b>ENFORCEMENT ON ROAD TRAFFIC SYSTEM AND VEHICLE DIMENSION</b>				
	<b>Vehicles Inspected</b>	<b>Vehicle vehicles charged</b>	<b>% of vehicles charged</b>	<b>Amount charged</b>
	1501	79	5.26	N\$61,500.00
<b>Total</b>	<b>1501</b>	<b>79</b>	<b>5.26</b>	<b>N\$61,500.00</b>

Table 3: Enforcement on Road Traffic System and Vehicle Dimensions

In terms of Enforcement of Road Transportation and Cross-Border Entry Fees and Mass Distance Charges, only 33 vehicles were charged for various violations, which represented a 2% of vehicles charged according to *Table 4*.

<b>ENFORCEMENT ON ROAD TRANSPORTATION AND CROSS BORDER ENTRY FEES CHARGES AND MASS DISTANCE CHARGES</b>				
	<b>Number of vehicles Inspected</b>	<b>Number of vehicles charged</b>	<b>% of vehicles charged</b>	<b>Amount charged</b>
Total	1501	33	2,19	N\$95,500.00
<b>Total</b>	<b>1501</b>	<b>33</b>	<b>2,19</b>	<b>N\$95,500.00</b>

Table 4: Enforcement of Road Transportation and Cross-Border Entry Fees and Mass Distance Charges

The total fines issued by the Road Traffic and Transport Inspectors amounted to **N\$ 157,000**.

### 3.3.5 SEATBELT COMPLIANCE

An observational survey was carried out at roadblocks which revealed that there was a considerable high number of compliance in terms of seatbelt wearing rates. It is possible that the police presence at roadblocks could have influenced the observed behaviour.

Out of 507 observations for frontal seats, 496 complied by wearing seatbelts during their journeys on the B1 during from 12 to 14 December 2018, with the highest number of observations for Pickups, followed by Sedans and Minibuses.

In terms of the rear seats, a total number of 515 observations were made with 351 in compliance. It can be concluded that rear seat passengers are less compliant although a higher overall compliance rate was observed.

<b>FRONT SEATS</b>	<b>Seatbelt</b>			<b>Frequency</b>
	<b>Yes</b>	<b>No</b>	<b>Total</b>	
<b>Vehicle Type</b>				
<b>Bus</b>	10	4	14	71
<b>Midi bus/IVECO</b>	62	1	63	98
<b>Mini bus</b>	84	0	84	100
<b>Station wagon</b>	17	0	17	100
<b>Sedan</b>	127	0	127	100
<b>Pickup</b>	143	1	144	99
<b>Truck</b>	53	5	58	91
<b>Total</b>	<b>496</b>	<b>11</b>	<b>507</b>	
<b>Average</b>				<b>94</b>

Table 5: Seatbelt Wearing Rate - Frontal Seats

REAR SEATS Vehicle Type	Seatbelt			Frequency
	Yes	No	Total	Percent
Bus	26	8	34	76
Midi bus/IVECO	79	51	130	61
Mini bus	133	75	208	64
Station wagon	5	2	7	71
Sedan	72	15	87	83
Pickup	36	13	49	73
<b>Total</b>	<b>351</b>	<b>164</b>	<b>515</b>	
<b>Average</b>				<b>71</b>

Table 6: Seatbelt wearing rate - Rear Seats

All in all, an overall compliance rate of 97% for the frontal seats was observed, whilst a 68% compliance for the rear seats was observed.

	Front Compliance		Rear Compliance	
	Count	Percent	Count	Percent
No seatbelt	11	2.2	164	31.8
Yes Seatbelt	496	<b>97.8</b>	351	<b>68.2</b>
<b>Total Count</b>	507	100.0	515	100

### 3.4 INCREASED EMERGENCY RESPONSE CAPACITY

#### 3.4.1 ETUNDA EMERGENCY RESPONSE BASE

The MVA Fund in partnership with the Ministry of Health and Social Services, Ministry of Defence, Etunda Management and Road Fund Administration (RFA) setup the Etunda Emergency Response Base along the B1 road which was manned by three (3) paramedics and Ambulance drivers. This Base attended to three (3) primary calls and six (6) transfers.

#### 3.4.2 WILHELMSTAL EMERGENCY RESPONSE BASE

In partnership with RFA, Namibia Ports Authority (NAMPORT), Wilhelmstal Farmers Association and the Ministry of Defence, the Wilhelmstal Emergency Response Base was reactivated along the B2 route at Wilhelmstal, manned by four (4) paramedics and an ambulance. During the period they responded to one crash scene within 10 minutes. EMRS Bases within the towns of Otjiwarongo, Omuthiya and Arandis were operational as well.

### **3.4.3 MVA FUND EMERGENCY RESPONSE TEAM**

The MVA Fund Emergency Response Team was deployed with a response vehicle and ambulance at the coast (Swakopmund and Walvisbay area) from 17 December 2018, due to high prevalence of crashes and injuries within these vicinities. Subsequently, during this period, eight (8) long distance transfers were done as well as five (5) primary response calls.

### **3.4.4 EDUCATION ON PRE-ARRIVAL INSTRUCTIONS**

In order to educate the public about pre-arrival instructions at a crash site, the MVA Fund conducted First Responder Simulation exercises at Keetmanshoop, Walvisbay, Otavi and Omuthiya.

### **3.4.5 PLACEMENT OF PARAMEDICS AT HOSPITALS**

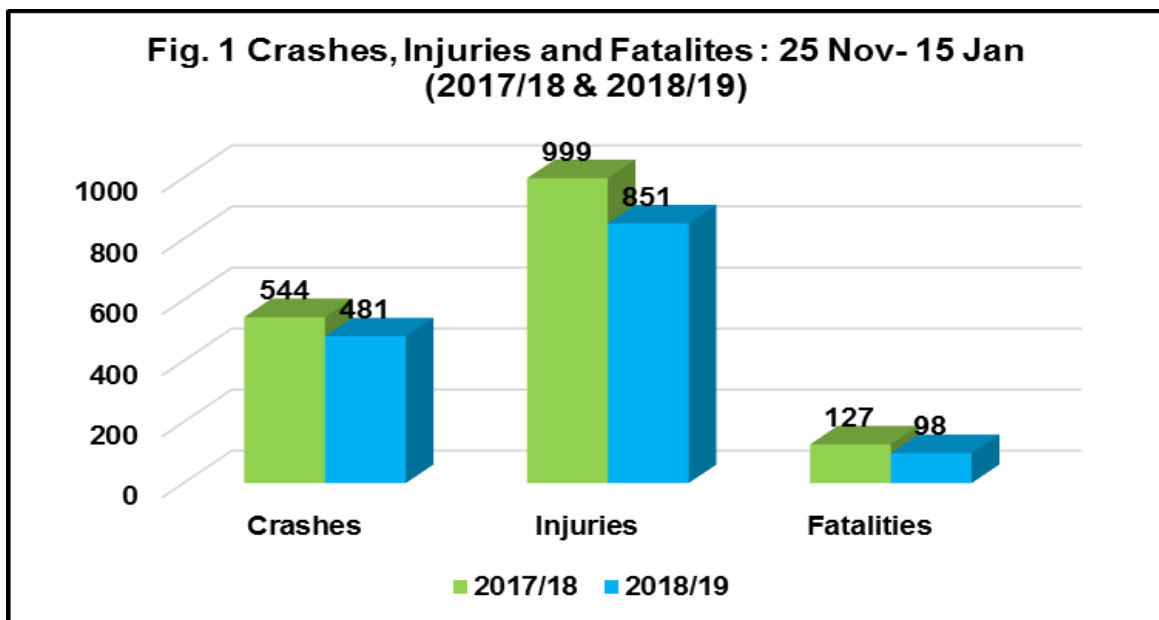
In our quest to increase trauma capacity, six (6) paramedics were allocated to hospitals in high crash zones namely: Walvisbay, Swakopmund and Oshakati.

## 4. CRASH STATISTICS

### 4.1 COMPARATIVE CRASH STATISTICS

In comparison to the same period in 2017/18, the 2018/19 Festive Season Statistics have shown a considerable decline as can be seen in Figure 1. The comparative reduction in Crashes, Injuries and Fatalities are noted as follows:

- Crashes reduced from 544 crashes in 2017/18 festive season period to 481 crashes in the 2018/19 festive season period, which represent a 12% reduction
- Injuries reduced from 999 injuries in 2017/18 festive season period to 851 injuries in the 2018/19 festive season period, which represents a 15% reduction
- Fatalities reduced from 127 fatalities in 2017/18 festive season period to 98 fatalities in the 2018/19 festive season period, which represents a 23% reduction



### 4.2 CRASHES PER REGION

During 2018/19 festive season, most of the crashes occurred in Khomas Region with 28% of overall crashes having taken place within the region, followed by Erongo and Oshana region with 13% and 12% respectively as can be seen in Table 1.

During 2017/18, most of the crashes occurred in Khomas region with 28% which is consistent to the current period, followed by Erongo region with 12%.

With regards to fatalities most of those that died in road crashes during 2017/18 festive season were reportedly from Otjozondjupa, Oshana and Oshikoto regions with 15%, 14% and 13% respectively.

With regards to fatalities of the same period in 2017/18, of those that died during this time period, majority died in Otjozondjupa region which represents 23%, followed by Oshikoto and Oshana regions with 10% and 9% respectively.

<b>Table 1: Crashes, Injuries and Fatalities per Region: 25 Nov - 15 Jan (2017/18 &amp; 2018/19)</b>						
<b>2017/18</b>				<b>2018/19</b>		
<b>Regions</b>	<b>Crashes</b>	<b>Injuries</b>	<b>Fatalities</b>	<b>Crashes</b>	<b>Injuries</b>	<b>Fatalities</b>
//Karas	15	34	3	14	33	5
Erongo	67	112	13	63	95	6
Hardap	25	43	5	16	40	2
Kavango East	20	26	5	14	29	6
Kavango West	10	13	6	4	10	2
Khomas	152	239	9	135	178	8
Kunene	16	34	5	13	33	1
Ohangwena	22	33	7	25	61	7
Omaheke	16	37	3	11	37	2
Omusati	30	59	7	29	48	8
Oshana	59	122	18	57	75	9
Oshikoto	38	97	17	34	83	10
Otjozondjupa	59	124	19	48	117	23
Zambezi	15	26	10	18	12	9
<b>Total</b>	<b>544</b>	<b>999</b>	<b>127</b>	<b>481</b>	<b>851</b>	<b>98</b>

## 5. FINANCIAL IMPLICATIONS

AGENCIES	DESCRIPTION	N\$
NRSC		
	NAMPOL S&T Support - Since August 2018	4,331,901.00
	Promotional Campaign Costs	1,549,229.70
	NRSC S&T Costs	171,895.42
	<b>SUB-TOTAL: NRSC</b>	<b>6,053,026.12</b>
MVA FUND	Festive Season Budget (Road Safety Awareness)	<b>500,000.00</b>
Roads Authority	Support to Festive Season Campaign (Staff S&T, Operational Costs)	<b>260,187.37</b>
Stakeholder Contributions		
Road Fund Administration	Etunda & Wilhelmstal EMRS Bases	250,000.00
Hollard Namibia	Refreshments –water towards Erongo roadblocks	9,000.00
MTC	Roadblock items for Swakopmund	55,000.00
Ohorongo Cement	Refreshments for Otavi roadblock	5,000.00
B2 Gold Mine	Alcohol Breaths screen devices for Otavi Traffic Police	20,000.00
De Beers Marine	Road Safety Message trailer and roadblock equipment for Brakwater roadblock	57,000.00
NAMPORT	Support to Festive Season Campaign	70,000.00
CENORED	Reflective jackets (In-kind)	-
Namib Prefab Solutions	Support to Festive Season Campaign	5,000.00
Wilhelmstal Farmers Association	Support to Festive Season Campaign	10,000.00
Omuthiya Town Council	EMRS Team (In-kind support)	-
Oshamale Group of companies	20 Reflective Jackets	6,470.00
Oshana Pharmacy	8 water cases	970.00
Shivute Building Supplies and Construction	20 branded reflective jackets; 20 flashlights; 40 batteries; 20 water cases	17,700.00
Kati FM (Oshakati)	30 minute slots twice a week on Radio _In-kind)	-

Ondangwa Airport Lodge	10 cases of water	1,197.60
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FNB	Breath screen devices	80,000.00
Outsurance	Breath screen devices	58,000.00
Namibia Breweries Limited	Breath screen devices	150,000.00
Namibia Funeral Supply	Support to Festive Season Campaign	1,500.00
Hangana Seafood	Food for roadblocks (In-kind)	-
Seaworks	Refreshments for roadblocks (In-kind)	-
NORED	Support to Festive Season Campaign - Kunene Police	23,000.00
Cowboys Containers	Containers at roadblocks (In-kind)	-
<b>SUBTOTAL - SPONSORSHIP</b>		<b>819,837.60</b>
<b>GRAND TOTAL</b>		<b>7,633,051.09</b>



## 6. CHALLENGES

Some of the challenges experienced during this festive season were as follows:

- Law enforcement allocation of traffic officers were below the 120 and subsequent 62 members promised at the beginning of the B1 and B2 Joint Law Enforcement and Road safety Campaign
- Unavailability of enforcement equipment such as alcohol testers, speed measurement machines
- Zambian transport operators not in possession of consignment notes as stipulated in standard permit conditions on paragraph 3 of the Cross Border Transportation Permit
- Lack of education and sensitization of driver by car hire companies when renting out vehicles requiring the payment of entry fees charges
- Lack of engagement with Road Fund Administration in regard to odometers of long distance buses
- Standardization of media partnerships in that the same unified message is shared with the public
- Special operations such as festive season should be communicated early as possible for proper logistical planning
- Lack of sufficient funding or sponsorship
- Lack of law enforcement equipments such as scanners, roadblock equipment trailers
- Approval of campaign activities have been delayed to the detriment of early advertising activities which needed to run concurrently with media interviews and face-to-face interactions.
- Standardization of media partnerships in that the same unified message is shared with the public is still a challenge amongst stakeholders
- Some media interactions or interviews during the festive season were carried out by some of the representatives of the stakeholders who have not active in the planning and execution of the campaign, this creates a challenge in that such representatives do not have the right information for dissemination to the general public

## 7. RECOMMENDATIONS

The following are recommendations for the implementation of the festive season road safety campaigns:

- There is need to establish what amount of law enforcement officials presents the highest impact on the B1 and B2 roads
- Approval of campaign activities to be made early enough to provide sufficient lead time and to benefit from early advertising activities which needs to run concurrently with media interviews and face-to-face interactions
- Media interactions must be carried out by those who have been actively involved in the campaign planning, especially spokespersons of different road safety stakeholders
- Consistent and continuous road safety campaigns are required to create a strong basis for a positive road safety culture in Namibia and increase compliance
- Adequate resources must be made available well in advance to enable proper planning and implementation of initiatives.

## **8. CONCLUSION**

This report is the result of consolidated input from the National Road safety Council, the MVA Fund, Namibian Police, the Roads Authority, Local Authority Traffic Police and Ministry of Health and Social Services.

Data is a very crucial element for decision making and improvement of the road safety situation in Namibia and Africa at large. Improving road safety performance in general cannot be achieved without a reliable and accessible database of motor vehicle accidents, fatalities and casualties. All law enforcement and other responsible authorities can improve their ability to respond to road safety issues by having a reliable database that provides easily accessible information on road crashes and injuries as well as overall statistics and trends.

There is need to build baseline data at every level without which it can be very difficult to plan, monitor and evaluate future performance of road safety campaigns.