

MEDIA RELEASE	PSA welcomes launch of 365-day <i>Arrive Alive Road Safety Campaign</i> : Calls for vigilance on roads
DATE	2 December 2025
EMBARGO	None
ENQUIRIES	communication@psa.co.za

The Public Servants Association (PSA) welcomes the launch of the 365-day *Arrive Alive Road Safety Campaign* by the Minister of Transport at the start of the 2025-festive season.

This national campaign will focus on three critical areas, namely, education and awareness, law enforcement, and community engagement. The initiative aims at promoting road safety throughout the year. It underscores the Department of Transport's commitment to reducing road fatalities and injuries by encouraging responsible driving behaviour every day. Recent reports by the Road Traffic Management Corporation and *Arrive Alive* indicate that annual road deaths in South Africa remain at between 12 000 and 14 000 fatalities per year. This makes road accidents one of the leading causes of unnatural deaths in the Country.

The PSA shares the Minister's concern about the high number of road deaths and supports efforts to encourage responsible behaviour by all road users. While the theme "It Starts with Me" rightly highlights the importance of individual responsibility, the PSA re-emphasises that government has a critical duty to ensure safe road conditions. This includes maintaining road infrastructure, improving signage, and ensuring that traffic laws are enforced consistently and effectively throughout the Country.

The PSA is extremely concerned about the continued loss of life on South Africa's roads, especially during the festive season when traffic volumes increase. Preventing further tragedies requires a combined effort, responsible choices by road users, and strong proactive measures by government and law-enforcement agencies. The PSA urges authorities to strengthen visibility on major routes, enforce full compliance with traffic regulations, and prioritise the upgrading and proper maintenance of road networks. These actions are essential to reducing accidents and saving lives.

The PSA welcomes the launch of the campaign as saving lives is not only important during festive periods. Adequate visibility of traffic officers and police officers on roads must be a permanent feature on South African roads. This can only be possible through adequate resourcing of these departments. The PSA calls for the appointment of sufficient employees and enough vehicles to enable them to do their job as a key strategic intervention and first step towards safe roads in South Africa.

END