

Month	Theme and Priorities	Hashtag	Target Audience in Priority Order ¹	Key Message & sample Tweets (also, search on Twitter @WCGovSafelyHome)	Useful Facts (see also safelyhome.westerncape.gov.za)
Oct	<p>Child road safety</p> <ol style="list-style-type: none"> Child pedestrians Child passengers (nb car seats) 	#SaveKidsLives	<ol style="list-style-type: none"> Adult male motorists Adult female motorists General public 	<p>Kill your speed not a child.</p> <p>Kids will follow your example when you cross roads recklessly.</p> <p>Cars hit kids in the head or chest, so kids are more likely to die.</p> <p>Are your kids visible when they are walking on the road?</p> <p>Be the adult. Buckle up kids.</p> <p>Don't leave precious cargo unsecured.</p>	<p>133 children were killed on the roads in the Western Cape in 2015.</p> <p>73 children younger than 6 were killed on the roads in the Western Cape in 2015.</p> <p>131 children were run over and killed in the Western Cape last year.</p> <p>33 child passengers were killed in the Western Cape in 2015.</p> <p>75% of child road deaths are pedestrians.</p>
Nov	<p>Pedestrian safety</p> <ol style="list-style-type: none"> Alcohol Visibility 	#WalkSafe (#SafeRoadsForAll)	<ol style="list-style-type: none"> Adult male pedestrians Adult male motorists 	<p>Alcohol and roads don't mix.</p> <p>Be smart, walk safe.</p> <p>If you are not seen on the road, you may not see your future.</p> <p>Kill your speed not a pedestrian. #SafeRoadsForAll</p>	<p>61% of pedestrian fatalities tested for alcohol were BAC positive.</p> <p>41% of pedestrian fatalities tested for alcohol had a BAC higher than 0.2, which is four times the legal driving limit.</p> <p>Male pedestrian fatalities are more likely to be impaired than females.</p> <p>Young males are the most likely to die as a pedestrian after drinking, with the highest risk group being 20 – 29.</p> <p>Coloured pedestrians are the highest numbers, with black pedestrians being the highest risk group.</p>

¹ Note: Resource allocation on targeting of males vs females must take into account fatality numbers in the respective themes and any other relevant data where possible. In the Caledon DSP region between 2008 and 2015, females made up approximately 21.5% of fatalities.

					More than three times as many pedestrians die on Saturdays as on Wednesdays.
Dec	<p>Alcohol and roads don't mix</p> <ol style="list-style-type: none"> 1. Pedestrians under influence 2. Driving under influence 	#BoozeFreeRoads	<ol style="list-style-type: none"> 1. Adult male pedestrians. 2. Adult male motorists. 3. Adult female motorists. 4. Adult female pedestrians. 	<p>Alcohol and roads don't mix.</p> <p>It is up to you to make the right choices about drinking and driving.</p> <p>The safest option is not to drink if you are going to drive.</p> <p>Approximately 372 pedestrians were killed while under the influence on Western Cape roads last year.</p> <p>Drinking and driving crashes are no accident.</p>	<p>See above for pedestrian alcohol information.</p> <p>Over 40% of drivers killed on Western Cape roads who were tested for alcohol were BAC positive.</p> <p>Western Cape drivers who die on the road are more likely to be BAC positive than all other categories, except for pedestrians.</p> <p>The CSIR estimated that alcohol related destruction of roads infrastructure and other vehicles cost R7.9b in 2009.</p> <p>Drinking and driving helps criminals by taking police resources away from other crimes.</p> <p>Drinking and driving cases help criminals by clogging up the justice system.</p>

<p>Jan</p>	<p>Alcohol and roads don't mix</p> <ol style="list-style-type: none"> 1. Pedestrians under influence 2. Driving under influence 	<p>#BoozeFreeRoads</p>	<ol style="list-style-type: none"> 1. Adult male pedestrians. 2. Adult male motorists. 3. Adult female motorists. 4. Adult female pedestrians. 	<p>Alcohol and roads don't mix.</p> <p>It is up to you to make the right choices about drinking and driving.</p> <p>Drinking and walking is killing hundreds of people each year.</p> <p>Drinking and driving crashes are no accident.</p>	<p>See above for pedestrian alcohol information.</p> <p>Over 40% of drivers killed on Western Cape roads who were tested for alcohol were BAC positive.</p> <p>Western Cape drivers who die on the road are more likely to be BAC positive than all other categories, except for pedestrians.</p> <p>The CSIR estimated that alcohol related destruction of roads infrastructure and other vehicles cost R7.9b in 2009.</p> <p>Drinking and driving helps criminals by taking police resources away from other crimes.</p> <p>Drinking and driving cases help criminals by clogging up the justice system.</p>
<p>Feb</p>	<p>Vulnerable road users (VRUs)</p> <ol style="list-style-type: none"> 1. Child pedestrians 2. Senior pedestrians 3. Cyclists and other NMT including disabled. 4. Motor-cyclists 	<p>#ShareTheRoad</p>	<ol style="list-style-type: none"> 1. Adult male motorists 2. Adult female motorists 3. General public 	<p>Cars dent, children/cyclists/bikers/pedestrians/seniors die.</p> <p>The road belongs to all, not just trucks, cars and buses.</p> <p>Child pedestrians get hit on the the head or chest, so are less likely to survive a crash.</p> <p>Senior pedestrians are more fragile, and recovery from a crash is much less likely.</p> <p>Kill your speed not a child / senior / cyclist</p> <p>Safety starts with respect, respect starts with you.</p>	<p>31 cyclists were killed in the Western Cape last year.</p> <p>64 motor-cyclists were killed in the Western Cape last year.</p> <p>57 senior citizens were run over and killed in the Western Cape last year.</p> <p>62 motor-cyclists were killed on the roads in the Western Cape last year.</p>

				Bikes: same roads, same rules.	
Mar	Personal Responsibility	#BeTheChange	<ol style="list-style-type: none"> 1. Adult male pedestrians. 2. Adult male motorists. 3. Public transport operators, especially minibus taxis. 4. Adult female motorists. 5. Adult female pedestrians. 	<p>It is up to you to make the difference on our roads.</p> <p>All road users are responsible for their own safety and the safety of every other road user.</p> <p>See Seatbelts, Speed, Children, VRUs, Pedestrians, Distracted Driving, Visibility.</p>	See all themes.
Apr	Personal Responsibility	#BeTheChange	<ol style="list-style-type: none"> 1. Adult male pedestrians. 2. Adult male motorists. 3. Public transport operators, especially minibus taxis. 4. Adult female motorists. 5. Adult female pedestrians. 	<p>It is up to you to make the difference on our roads.</p> <p>All road users are responsible for their own safety and the safety of every other road user.</p> <p>See Seatbelts, Speed, Children, VRUs, Pedestrians, Distracted Driving, Visibility.</p>	See all themes.
May	Distracted Driving <ol style="list-style-type: none"> 1. Texting, WhatsApp etc 2. Talking on cellphone 	#ItCanWait	<ol style="list-style-type: none"> 1. Adult male motorists 2. Adult female motorists 3. General public 	<p>No text or call is worth your life – it can wait.</p> <p>Distracted driving is a leading cause of crashes on our roads, with texting being the worst form of distraction.</p> <p>Distracted pedestrians is an increasing problem world-wide.</p>	<p>Brain activity in the area that processes moving images decreases by 33% when we are talking on the phone.</p> <p>The US government estimates 28% of crashes involve cell phone use, mostly texting.</p>
Jun	Visibility <ol style="list-style-type: none"> 1. Pedestrians 2. Motorists 	#SeeAndBeSeen	<ol style="list-style-type: none"> 1. Adult pedestrians 2. Adult motorists 	<p>Drivers are responsible for seeing and being seen by ensuring that all lights are in working order, and that mirrors and windows are clean and free of cracks.</p> <p>Pedestrians are responsible for seeing and being seen by avoiding walking on busy roads when intoxicated, and by wearing bright clothing and carrying lights.</p>	<p>Fatalities peak in the hours around sunset, when visibility is at its worst.</p> <p>20% of all fatalities occur around sunset, when visibility is at its worst.</p> <p>60% of fatalities occur between 6pm and 6am.</p>

<p>Jul</p>	<p>Alcohol and roads don't mix</p> <ol style="list-style-type: none"> 1. Pedestrians under influence 2. Driving under influence 	<p>#BoozeFreeRoads</p>	<ol style="list-style-type: none"> 1. Adult male pedestrians. 2. Adult male motorists. 3. Adult female motorists. 4. Adult female pedestrians. 	<p>Alcohol and roads don't mix.</p> <p>It is up to you to make the right choices about drinking and driving.</p> <p>Drinking and walking is killing hundreds of people each year.</p> <p>Drinking and driving crashes are no accident.</p>	<p>See above for pedestrian alcohol information.</p> <p>Over 40% of drivers killed on Western Cape roads who were tested for alcohol were BAC positive.</p> <p>Western Cape drivers who die on the road are more likely to be BAC positive than all other categories, except for pedestrians.</p> <p>The CSIR estimated that alcohol related destruction of roads infrastructure and other vehicles cost R7.9b in 2009.</p> <p>Drinking and driving helps criminals by taking police resources away from other crimes.</p> <p>Drinking and driving cases help criminals by clogging up the justice system.</p>
<p>Aug</p>	<p>Speed</p>	<p>#SpeedKillsFacts</p>	<ol style="list-style-type: none"> 1. Adult male motorists 2. Adult female motorists 	<p>It won't kill you to slow down.</p> <p>Get the facts about speed:</p> <p>The faster you drive, the less time you will have to react to the unexpected.</p> <p>The faster you drive, the more quickly you can lose control.</p> <p>Therefore the faster you drive, the more likely you will be in a crash.</p> <p>The faster you drive, the more force there will be in a crash, and thus more serious the injuries.</p> <p>Speed makes crashes more likely, and makes them more severe.</p>	<p>European Union research shows that speed was a full or partial cause of 33% of fatal crashes.</p> <p>The chance of a fatal crash decreases rapidly with lower speeds. A 1 kph change from 120kph to 119kph can mean 3.8% less fatalities.</p> <p>South Africa has very high speed limits by standards of safe countries, so a safe driver will stay well within them.</p> <p>Speed limits make a huge difference: the US State of Montana has speed limits similar to SA, and a death rate of 22 per 100k population, which is roughly the same as the Western Cape. The US State of Massachusetts</p>

					<p>has speed limits similar to the UK, and a death rate of 6 per 100k population, which is similar to Australia.</p> <p>Speed limits are set for optimal daytime conditions, and drivers should lower speed at night and when visibility is poor or conditions are wet.</p>
Sep	<p>Seatbelts</p> <ol style="list-style-type: none"> 1. All vehicle occupants 2. Back seat passengers 	#AlwaysBuckleUp	<ol style="list-style-type: none"> 1. Adult males. 2. All vehicle occupants. 	<p>Buckling up is the law and the right thing to do.</p> <p>Always buckle up, in every seat, on every trip.</p> <p>The best place to be in a crash is in the vehicle, and seatbelts are the best way to ensure you are not ejected.</p> <p>Drivers are responsible for ensuring that all passengers are buckled up.</p> <p>Adults are responsible for buckling up all children.</p> <p>Not wearing a seatbelt is illegal, including in the back seat.</p> <p>Back seat passengers become projectiles in crashes, often killing other passengers, including those who are buckled up.</p>	<p>Wearing a seatbelt reduces the risk of death in a crash by 45%.</p> <p>Seatbelts prevent 99% of occupants from being ejected, and incurring secondary injuries, or injuring others.</p> <p>Children who are not buckled up can be killed or permanently disfigured in low speed collisions.</p>