

LIMPOPO ROAD SAFETY PROGRAMME LAUNCHED IN BLOUBERG

"Blouberg Local Municipality values partnerships. I would like to extend my gratitude to The Impact Catalyst, De Beers Group, AngloAmerican Foundation and the Limpopo Provincial Government for this progressive joint programme meant to save lives of Blouberg citizens through road safety awareness".

Blouberg Local Municipality Mayor, Her Worship Cllr Maria Thamaga delivering a keynote address at the Limpopo Road Safety Programme(LRSP)launch on August 30, 2023 at Capricorn TVET College in Senwabarwana.

The Impact Catalyst, De Beers Group and Anglo American supported by the Limpopo Provincial Government, introduced the LRSP to community members of Blouberg Local Municipality through an awareness programme called Safety Starts With Me – an initiative aimed at reducing the number of fatal road and pedestrian accidents as well as enhancing safe road use behaviour.

The Mayor indicated that, the initiative will assist put the spotlight on road safety, and help the municipality spread safe messages and awareness throughout local schools and the wider community to curb negligent and reckless driving.

"Road crashes are preventable. By changing our driving habits, we could decrease the number of deaths and serious injuries on our roads. Safety is a shared responsibility and everyone should play their part. For the sake of our loved ones and all road users, I urge all motorists to drive responsibly, follow speed limits, wear seatbelts, never use mobile phones while driving, and never, ever, drink and drive."

According to the Impact Catalyst's LRSP Programme Manager, Dr Jonathan James, LRSP has thirteen pre-identified projects. One of them, which is project nine, speaks to community education and behaviour change – which essentially encapsulates what they have been striving to achieve in Musina and Blouberg Local Municipality, which are among some of the high-risk communities in Limpopo.

The LRSP got thumbs up from community members. According to Mr Mothusha Mohlahli, the programme will play a major role in reducing the number of road accidents.

"Safety programme should start with self introspection of drivers. I foresee less number of accidents in the coming months due to this campaign".

Mayor Thamaga also signed a pledge - making an undertaking to contribute to the programme to curb road fatalities and injuries.



