



**aware!org**  
association for alcohol responsibility and education

## Roundtable Report 2025



Don't Drink and Drive | #MakeTheRightChoice





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Road safety is an issue that affects all of us - the whole South African society. **Every year, countless lives are lost or changed due to alcohol-related incidents.**

AWARE.org's strategic pillar on road safety strives to change attitudes and behaviours and enable drivers, pedestrians and other road users to **#MakeTheRightChoice** and help prevent accidents and protect lives.

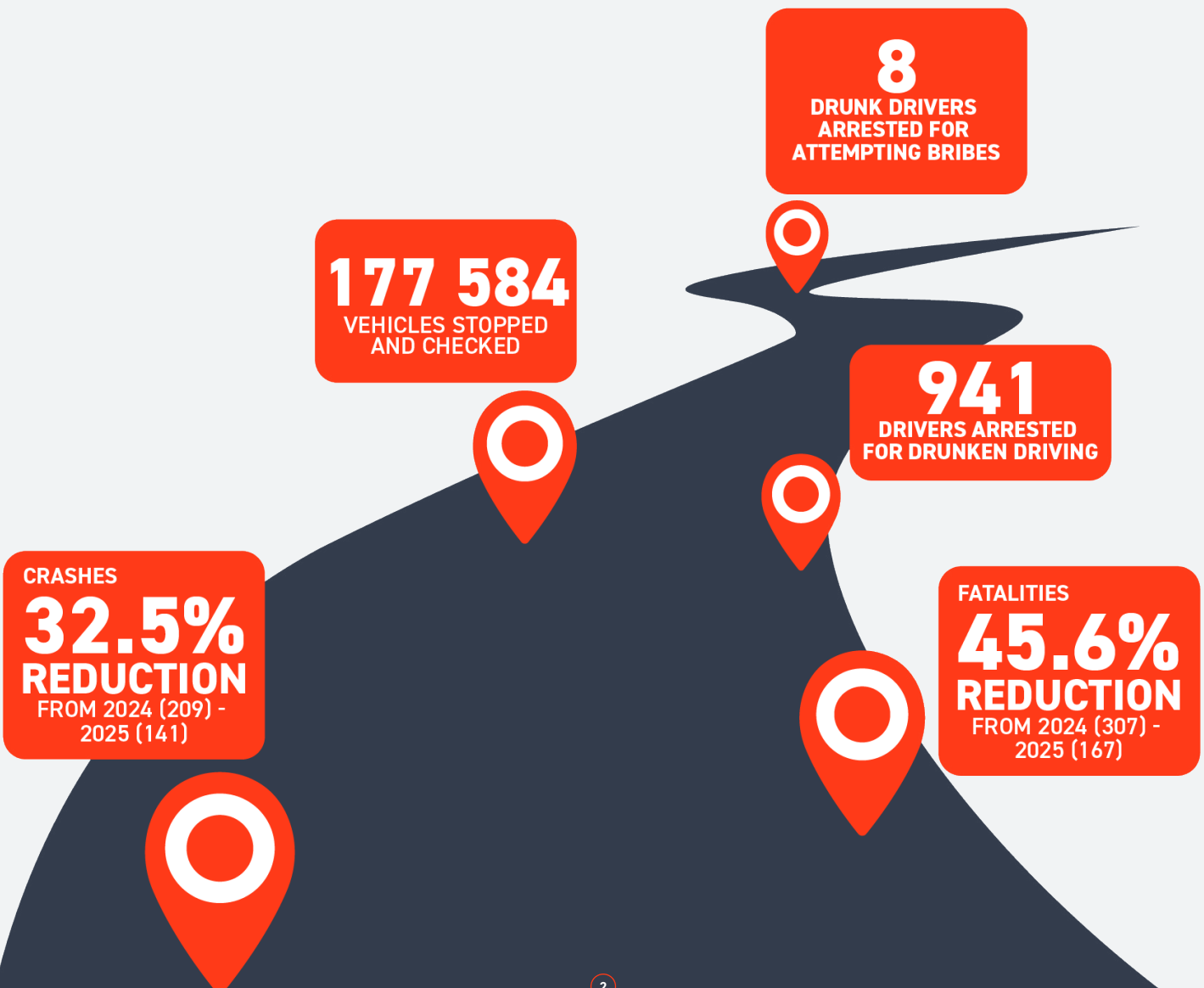
## Introduction

In the first quarter of 2025, AWARE.org hosted a harm reduction road safety roundtable at GIBS, Johannesburg. The session was strongly supported by leaders from law enforcement and other government departments, the automotive sector, and road safety and rehabilitation experts and organisations.

The programme featured two engaging panel discussions that generated a shared sense of urgency – particularly given that the event took place before the annual Easter and school holiday travel peak period, when South Africa typically experiences an increase in road incident rates, similar to the year-end festive season.

Discussions called for public-private-civil society sectors to improve collaboration and align their strategies and commitments for optimal impact and best use of individual resources.

Post-Easter road accident statistics shared by the Minister of Transport, Barbara Creecy, revealed a positive and encouraging trend that we must continue to drive: **Easter 2025 recorded the lowest rates of accidents and lives lost in the last three years. AWARE.org's strategy and efforts - which prioritise improved law enforcement, coordination, and partnerships - align well with the government's approach.**



## Roundtable programme and panellists

### PANEL 1: Industry, law enforcement and society roles in education and prevention of drinking under the influence (DUI)



From left to right: Faciliator Angie Mabuza (Pernod Ricard), Michael Botolo (Johannesburg Metropolitan Police Department), Amy Mudzamiri (Diageo), Eleanor Mavimbela (Automobile Association), Donald Baloyi (Gauteng Emergency Medical Services), Betzi Pierce (NICRO)

### PANEL 2: Changing behaviour - How to reduce drinking and driving



From left to right: Faciliator Angie Mabuza (Pernod Ricard), Eugene Herbert (Master Drive), Bridget Harpur (VW), Nozipho Mkhwanazi (Gauteng Liquor Board), Mmolokiemang Legodu (The Road Traffic Management Corporation), Gail Schimmel (Advertising Regulatory Board)





## Roundtable programme and panellists

### Summary of discussion themes and recommendations

Panellists and delegates recognised AWARE.org as an engaged road safety participant, leader and facilitator of the roundtable and collaboration. This can be gleaned from their expressions of appreciation to be part of the event and future road safety initiatives.



**Responsibility** of roundtable participants is two-fold: As individuals with influence within their personal and professional spheres and as representatives of organisations involved in road safety harm reduction.



**Education** of the public / road users, law enforcement, marshals, retail outlets and other role players on alcohol and road safety is crucial. It has different touchpoints and happens at various levels as diverse organisations use their own pathways to reach the public.



**Collaboration** to enable information sharing, aligned strategies and efficient use of resources during implementation is crucial. Working together can mobilise a zero-alcohol attitude to drinking and driving.



**Law enforcement** strengthening is one of the interconnected pillars of greater harm reduction and road safety.



**Prevention of drunk driving** needs more than roadblocks and penalties. It needs a whole-of-society involvement and education, awareness-raising and sustained action by all the agencies, arms of government, institutions and companies that participate in road safety and public wellbeing.



## Session 1

The first panel discussion explored the problem statement of drinking and driving in lieu of the different roles played by the private sector, the legal system and our society holistically. The panellists and delegates considered whether South Africa is doing enough to ensure policy is fit-for-purpose and if the implementation of road safety measures is functioning as intended.

Donald Baloyi, District Manager for Gauteng Emergency Medical Services (EMS) spoke about the experience of paramedics as first responders at accident scenes and the harsh realities of seeing the many fatalities. In studying the patterns of serious accidents due to drinking and driving, many happen around midnight on the highways and in townships near to taverns and involve both vehicles and pedestrians. Baloyi reflected on the heart-breaking moments when families and loved ones have to identify the bodies of victims, noting that to turn the tide requires both corrective and punitive programmes. "In a bid to save lives, we support AWARE.org programmes in reaching out to communities and sending a strong message to educate the public about responsible alcohol consumption."



Donald Baloyi, District Manager for Gauteng Emergency Medical Services (EMS)

## Recommendations

### Prevent DUI

- Address driving under the influence (DUI) as a major road safety hazard that is linked to and heightens the risk of other road offenses and fatalities.
- Prevention requires multi-stakeholder education and advocacy, targeting high-risk groups (younger and female drivers), location hotspots and high-risk times (weekends, pay day, holidays).
- Strict penalties deter offenses, therefore enhance support for law enforcement to adopt and scale implementation of innovative technologies such as evidential breath alcohol testing (EBAT) to strengthen driver compliance and a sense of responsibility.
- Report intoxicated or misconducting officials via the toll-free hotline.

### Rehabilitation and sustainable behaviour change

- Enhance rehabilitation efforts and promote diversion from court to behaviour change programmes.

### Education

- Road safety education should connect real-life experiences with awareness to change driver and pedestrian behaviour.
- Train law enforcement, liquor outlet staff, and marshals to support behaviour change and compliance.

### Collaboration

- Strengthen collaboration and jurisdictional alignment between regional and provincial law enforcement.
- Alcohol and automotive industries should collaborate both within their own sectors as well as among each other by aligning messaging and advancing effective interventions. Competing brands should unite on anti-drunk driving initiatives as part of their corporate responsibility.
- Engage the public transport sector, including taxi ranks, in road safety efforts.





## Session 2

The second panel explored ways on how to change individual behaviour to decrease road fatalities by 50% by 2030. Participants engaged on how entities that are part of liquor and road use value chains help prevent incidents and drive safety.

“It begins with us. We should all be committed that if we see someone in an intoxicated state, we act. This is a societal problem so we must all get involved. South African road users feel they have impunity when it comes to risking lives by drinking and driving and drinking and walking. Ongoing efforts to ensure public awareness and education should be coupled with strict law enforcement to create lasting change and reach the goal of halving the number of fatalities on the roads by 2030,” stated Mmolokiemang Legodu from Road Traffic Management Corporation (RTMC).



## Recommendations

### Prevent DUI

- Address systemic failure using the ubuntu principle. Everyone is responsible and prevention starts at home, work, and in communities before law enforcement intervenes.
- Ongoing advocacy needs to happen in order to sharpen the perceived risk, so it aligns to the actual risk and social norms that normalise DUI.

### Education

- Challenge the sense of impunity – which exists among the drivers but also other stakeholders – to reform the reactive mindset. Responsible alcohol use requires long-term education and assertive, robust and consistent enforcement, not short-term campaigns.
- Prioritise quality over quantity of campaigns. Content should evoke emotional responses to influence personal choices and build personal accountability as the foundation for a whole-of-society, impactful and sustainable results.
- Use sensitive news content strategically to invoke awareness and vigilance.






### Collaboration

- Alcohol businesses need to shift public perception of the industry by tangibly showing they value lives over profits by investing more in harm reduction.
- Empower outlet owners to prioritise long-term customer safety and enforce rules (eg right of admission, no service to intoxicated patrons, promote food/water intake, safe transport options).
- Scale up the AWARE.org–JMPD model to other regions.
- Emergency Medical Services (EMS) and law enforcement should share data to guide roadblocks and awareness interventions.
- Use workplace wellness programs (OHS/SHE) to encourage and enable responsible behaviour.
- Acknowledge hyper-local realities such as lack of transport in townships. However, this is not an excuse as alternatives do exist, and DUI is never acceptable.
- Engage navigation apps and driving schools to promote zero-alcohol road use.
- Government: The Department or Ministry of Transport should report monthly against safety goals/KPIs. Include Department of Social Development in road safety and harm reduction efforts.



## Table 1: Roundtable Success Measures

The table below outlines key actions and stakeholders to reduce alcohol-related harm. It highlights the need for prevention through technology, public education, multi-sector collaboration, data-driven focus on repeat offenders, and stronger rehabilitation efforts. Success depends on coordinated efforts across law enforcement, government, industry, and communities.

OBJECTIVE	ACTION	STAKEHOLDER
 <b>PREVENT DUI</b>	<ul style="list-style-type: none"> <li>Fix broken system</li> <li>Support technology adoption eg use of evidential breath alcohol testing (EBAT) and other technologies</li> </ul>	<ul style="list-style-type: none"> <li>Everyone - ubuntu, whole-of-society</li> <li>Law enforcement</li> </ul>
 <b>EDUCATE</b>	<ul style="list-style-type: none"> <li>Run targeted education and behaviour change programmes</li> <li>Public outreach through mass media and social media</li> <li>Link with lived experiences for behaviour change</li> </ul>	<ul style="list-style-type: none"> <li>Law enforcement</li> <li>Marshals</li> <li>Retail outlets</li> <li>South Africans</li> <li>AWARE.org</li> </ul>
 <b>COLLABORATE</b>	<ul style="list-style-type: none"> <li>Unite behind don't drink and drive message; Build joint custodianship for the customer with retail outlets</li> <li>Improve jurisdictional alignment</li> <li>Expand the AWARE.org-JMPD successful proof-of-concept to other locations</li> <li>Align messaging and scale effective interventions</li> <li>Engage public transport system</li> </ul>	<ul style="list-style-type: none"> <li>Alcohol industry   Competing brands</li> <li>Retail outlets</li> <li>Provincial and regional law enforcement, government (Departments of Transport, Social Development, Justice, EMS)</li> <li>AWARE.org</li> <li>Private sector OHS/SHE programmes</li> <li>Alcohol and automotive manufacturing and navigation/driving schools sectors</li> <li>Taxi industry</li> </ul>
 <b>FOCUS ON DRIVING UNDER THE INFLUENCE (DUI) PRIORITIES</b>	<ul style="list-style-type: none"> <li>Collect/share data on cohort of frequent offender (age, gender, location)</li> <li>Support provision of hyper-local options to drunk driving</li> </ul>	<ul style="list-style-type: none"> <li>Government including law enforcement</li> <li>Transport sector</li> <li>Private transport sector - taxi industry, e-hailing</li> </ul>
 <b>STRENGTHEN REHABILITATION</b>	<ul style="list-style-type: none"> <li>Engage justice system to promote and increase diversion</li> </ul>	<ul style="list-style-type: none"> <li>Department of Justice</li> <li>Rehabilitation NGOs/rehabilitation experts</li> </ul>





**RESPONSIBILITY**

**BE PREPARED**

**ZERO TOLERANCE**

**PLAN AHEAD**

**COLLABORATION**

**GOVERNMENT**

**CIVIL SOCIETY**

**LAW ENFORCEMENT**

**INDUSTRY**

**PREVENTION**

**EDUCATION**

**DON'T DRINK & DRIVE**

**MAKE THE RIGHT CHOICE**

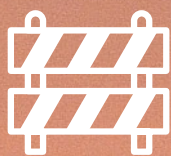
**WHOLE-OF-SOCIETY**

Zero tolerance means that you can drink and you can drive, but never at the same time. **#MaketheRightChoice**

Please view the roundtable highlights video **here**, photos **here** and the vibrant media discourse **here**.



**AWARE.org don't-drink-and-drive  
report card 2023 - 2024 (Q1 2025 stats)**



**10 618**  
Roadblocks



**9 894**  
Arrests

**275** Offenders  
referred to NICRO



**95%** Offenders  
who didn't reoffend







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