



aware!org
association for alcohol responsibility and education

Don't Drink and Drive Seminar:
Driving Action for Safer Roads



Don't Drink and Drive | #MakeTheRightChoice



Contents

Executive Summary.....	02
Objectives of the Seminar.....	03
Keynote Speakers:.....	04
Setting the Strategic Tone	
Panel Discussions:	05
From Insights to Action Roadmap	
Panel 1: Awareness & Education	05
Panel 2: Communication Strategies	06
Panel 3: Law Enforcement Capabilities	07
Panel 4: Prosecution & Rehabilitation	08
Conclusion and Next Steps.....	09





Executive Summary

In Transport Month 2025, AWARE.org convened a multi-sectoral seminar, Driving Action for Safer Roads, moving beyond dialogue to forge an actionable strategy to reduce alcohol-related road harm. The event united leaders from government, law enforcement, the private sector, and civil society. Key outcomes included the development of a concrete roadmap to address critical gaps, specific pledges from partners, and the establishment of public accountability mechanisms. Participants unanimously reinforced that collaboration is non-negotiable, committing to a shared responsibility approach to support the national goal of reducing road fatalities by 50% by 2030. AWARE.org will continue to work with various partners to implement a series of interventions with quarterly reviews and biannual impact assessments to ensure momentum and transparency.

The seminar marked a pivotal moment in shifting South Africa's response to alcohol-related road harm from awareness to coordinated action. Close to 100 delegates attended, representing government, law enforcement, industry, and civil society, reflecting the shared national commitment to safer roads and responsible alcohol use.





Objectives of the Seminar

Building on the foundation of the 2025 Road Safety Roundtable, this seminar was designed to catalyse policy evolution from discussion to implementation. The primary objectives were:

- Translate shared concern into a coordinated, practical strategy to reduce alcohol-related crashes, injuries, and fatalities.
- To facilitate commitments and define actionable solutions across four critical pillars: Awareness & Education, Communication, Law Enforcement, and Prosecution & Rehabilitation.
- To strengthen multi-sectoral partnerships among key stakeholders, including:
 1. The Departments of Transport, Justice, and Basic Education
 2. Metropolitan police departments
 3. The alcohol and automotive industries
 4. Rehabilitation experts.





Keynote Speakers: Setting the Strategic Tone



Mkhuleko Hlengwa | Deputy Minister of Transport

Message: Reinforced the urgency of the issue, noting that with over 12,000 annual road deaths (27% alcohol-related), the work is far from over. Highlighted the need to broaden the conversation to include pedestrian safety (“drink and walk”).

Actionable Solution: Announced the Department of Transport’s proactive move to collaborate with the Department of Basic Education to integrate road safety into Life Orientation curricula, targeting young people for early conscientisation.



Sola Oke | Managing Director of Pernod Ricard Africa & AWARE.org Board Member

Message: Pointed to the 95% success rate of the NICRO rehabilitation programme as evidence that meaningful behaviour change is achievable.

Actionable Solution: Advocated for treating alcohol-related road harm as a continuum, requiring integrated prevention, enforcement, and rehabilitation interventions.



Mokebe Thulo | CEO of AWARE.org

Message: Emphasised that “driving action” is a literal and strategic imperative. Stated that alcohol-related harm is a solvable problem through commitment and coordinated action.

Actionable Solution: Called for a unified, results-driven coalition, moving beyond rhetoric to measurable interventions.



Panel Discussions: From Insights to Action Roadmap

The seminar was anchored by four panel discussions that identified critical gaps and co-created actionable solutions. The key outcomes are summarised below.

Panel 1: Awareness & Education

Focus: Addressing the profound lack of road traffic education and integrating safety into high-risk social environments.

Gap Identified	Actionable Solution	Key Commitment
Lack of formal road safety education and illegal licensing.	Integrate road safety into the school curriculum via Life Orientation classes.	Department of Transport & Department of Basic Education to formalise collaboration.
Road safety is absent from cultural/entertainment spaces where risky behaviour occurs.	Engage entire value chains (event organisers, hospitality, community leaders) to embed safety messaging at events, including "after-tears."	AWARE.org to lead a task force with industry and community leaders.
Public apathy towards road accidents as a national crisis.	Reframe drunk driving as a serious crime, not just a traffic offense, in all communication.	All stakeholders align public messaging on the criminality of DUI.

Recognising that road safety education and awareness remain inconsistent and often absent in high-risk environments, lasting change will depend on early education, community involvement, and consistent messaging. By integrating road safety into school curricula and embedding responsible behaviour into social and cultural spaces, stakeholders can build a foundation of lifelong road safety awareness.



From left to right: Dr Manthiba M. Phalane (Civilian Secretariat for Police Service); Sibani Mngadi (Diageo South, West and Central Africa and AWARE.org Board); Prof. Praneet Valodia (Consultant); Bheki Tshabalala (Traffic Engineering Services, Road Safety); and Eugene Herbert (MasterDrive).





Panel 2: Communication Strategies

Focus: Leveraging trusted channels and emotional content to shift behaviour and challenge impunity.

Gap Identified	Actionable Solution	Key Commitment
Health professionals are an underutilised channel for behaviour change.	Train GPs, pharmacists, and nurses to screen and advise patients on alcohol consumption.	Explore partnerships with medical associations to develop and scale training programmes.
Campaigns often fail to evoke a personal, emotional response.	Prioritise quality over quantity; use sensitive news content and real-life stories to build personal accountability.	The Advertising Regulatory Board (ARA) encouraged to develop an emotionally resonant creative toolkit for partners.

Recognising the power of trusted voices and emotional storytelling, lasting behaviour change will depend on engaging health professionals to screen and advise patients on alcohol use, supported by a creative toolkit developed by AWARE.org and the Advertising Regulatory Board to help partners deliver more personal and impactful campaigns.



From left to right: Superintendent Xolani Fihla (Johannesburg Metropolitan Police Department); Lerato Kgoa (Council for Scientific and Industrial Research); Mmolokiemang Legodu (Road Traffic Management Corporation); Michelle York (South African Guild of Mobility Journalists); and Cathy Mohlahlane (Media Personality).



Panel 3: Law Enforcement Capabilities

Focus: Enhancing preventative policing and leveraging technology to maximise limited resources.

Gap Identified	Actionable Solution	Key Commitment
Police visibility leads offenders to use secondary routes.	Use data-sharing between EMS and police to deploy dynamic, intelligence-led roadblocks.	JMPD, TMPD, and Gauteng EMS to formalise a data-sharing protocol.
Enforcement is often reactive; intervention happens too late.	Shift focus “upstream” to the point of sale (e.g., training liquor outlet staff to refuse service and promote safe transport).	Alcohol industry to scale up responsible server training programmes for retail partners.
Need for more efficient and evidence-based enforcement.	Accelerate the adoption of technology, including Evidential Breath Alcohol Testing (EBAT), body cameras, and drones.	Law enforcement agencies to prioritise budget for and rollout of EBAT devices.

Recognising the daily challenges faced by officers on the ground, the success of these interventions depends on continuous training, adequate resourcing, and institutional support to ensure effective and sustainable enforcement.



From left to right: Trevor Smith (Nelson Mandela Bay Metro Police); Colonel D.B. Adams (South African Police Service); Elvis Ndlovu (Tshwane Metropolitan Police Department); David Vincent Frost (David Frost Road Safety); and Eugene Herbert (MasterDrive).



Panel 4: Prosecution & Rehabilitation

Focus: Strengthening the justice continuum from arrest to rehabilitation to prevent reoffending.

Gap Identified	Actionable Solution	Key Commitment
Discontinuity in success metrics between police (arrests) and prosecutors (convictions).	Align objectives across the enforcement chain and publish results to demonstrate system accountability.	Key agencies to define and report on shared KPIs.
Underutilisation of diversion for eligible first-time offenders.	Promote and scale rehabilitation programmes like NICRO's as a diversion from court for appropriate cases.	Department of Justice & NGOs like NICRO to streamline referral pathways.
Poor evidence collection at crash scenes impacts RAF claims and liability.	Mandate proper documentation of Blood Alcohol Content (BAC) at all serious crash scenes.	Law enforcement to enhance training on evidence collection protocols.

Recognising that true justice extends beyond conviction to rehabilitation, system-wide accountability and coordination are essential. Strengthening collaboration between law enforcement, prosecutors, and rehabilitation partners will ensure that offenders are held accountable while also being supported to change their behaviour and reintegrate safely into society.



From left to right: Mxoli Thusi (Johannesburg Magistrate's Court); Brigadier Teresa de Kamper (Legal Services, South African Police Service); Khathutshelo Magadani (Road Accident Fund); Samuel Tshabangu (National Institute for Crime Prevention and the Rehabilitation of Offenders); and Cathy Mohlahlane (MC and Event Facilitator).





Conclusion and Next Steps

The Don't Drink and Drive Seminar successfully transformed shared concern into a coordinated action plan. The establishment of a commitment board, signed by all participants, ensures a tangible layer of accountability.

The seminar concluded with a reinforced belief that a future with significantly safer roads is achievable. This requires sustained commitment to the actionable solutions defined collectively, ensuring the transition from awareness to accountability is fully realised.

Together, our actions, not just our intentions, will determine whether we reach the 2030 goal. AWARE.org remains committed to leading with transparency, collaboration, and evidence-based action.



“Although we have seen a decrease in road fatalities, the sobering truth is that so long as we are losing lives, the work remains. To that end, as the Department of Transport we remain steadfastly committed to our goal of reducing road fatalities by 50% by 2030. This is in line with the targets set out in the United Nation’s Decade of Action for Road Safety mandate. We’re moving in the right direction, but more must be done, and we must transition from awareness to accountability.”

- Deputy Minister Mkhuleko Hlengwa, Department of Transport

“I believe that by the time someone gets behind the wheel after drinking, we have already lost. We need more intervention at the point of sale...”

Brigadier Trevor Smith, Acting Deputy Commissioner,
Nelson Mandela Bay Metro Police



“The seminar gave us an opportunity to bring role players in and focus on a key facet of what contributes to the challenges we have today.”

- Eugene Herbert, Group CEO Masterdrive

“If we’re honest, we don’t want people to end up in front of us - because if they do, it means something has gone wrong and someone may have been hurt. That said, we believe that with the right interventions, offenders can be rehabilitated.”

Samuel Tshabangu, Provincial Manager, NICRO





info@aware.org
(0)10 110 7160

aware!org
association for alcohol responsibility and education