



MEDIA ADVISORY FOR IMMEDIATE RELEASE



The Ministry of Planning, Agriculture, Housing, and Infrastructure Paves the Way to Zero: Launching the National Road Safety Strategy in Partnership with RCIPS, NRA, and DVDL

George Town, Cayman Islands – 17 November 2023, The Cayman Islands takes a significant step towards safer roads as the Ministry of Planning, Agriculture, Housing, and Infrastructure introduces the National Road Safety Strategy (NRSS) 2023-2038. Developed in collaboration with the *Royal Cayman Islands Police Service (RCIPS)*, the *National Roads Authority (NRA)*, and the *Department of Vehicle and Driver's Licensing (DVDL)*, the NRSS charts a bold path towards eliminating road fatalities and serious injuries by 2038. This strategy ushers in a new era of road safety with a clear vision: **"Safe Roads, Safe Cayman: The Road to Zero"**.

The NRSS is the result of an extensive partnership, leveraging the expertise and resources of key stakeholders to create a safer future for all road users. It outlines innovative and targeted initiatives aimed at transforming the Cayman Islands' road safety culture, infrastructure, and enforcement mechanisms.

Minister Johany "Jay" Ebanks expressed the urgency and importance, stating, ***"The NRSS is our pledge to the people of the Cayman Islands. It is a comprehensive approach that prioritizes life and the safety of every individual on our roads. Every step we take from now on is a step towards a future where road accidents no longer claim the lives of our residents and visitors."***

The NRSS addresses critical areas for action, such as enhancing driver education, improving pedestrian and cyclist safety, upgrading road infrastructure, and leveraging technology for better enforcement. The strategy also emphasizes the importance of community engagement and education to instil a culture of road safety.

Key highlights of the NRSS include:

- **Saving Lives on Cayman Roads:** Initiatives to reduce high-risk behaviours and promote safe driving habits.
- **Using Roads Safely:** Education campaigns targeting all demographics to foster a community-wide approach to road safety.
- **Building a Safer Community Culture:** Encouraging shared responsibility among road users, law enforcement, and local organizations.
- **Building a Safe Future:** Investing in smart infrastructure and technology to anticipate and prevent road safety challenges.





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The NRSS's launch is just the beginning. The Ministry, along with all its partners, will conduct a series of public engagements, workshops, and educational programs to bring the strategy to the heart of the community.

Chief Officer Eric Bush highlighted the need for cross-sector collaboration, ***"This strategy is a result of tireless work across different sectors and demonstrates our collective resolve to tackle the issue of road safety head-on. It is about changing mindsets, altering behaviours, and making 'safety' an intrinsic part of our culture." Adding "What if, the solution is truly, as simple as that?"***

Commissioner Kurt Walton of the RCIPS posed a reflective question, ***"What if we reduced our speeds on the roads? This simple change could be the key to safeguarding lives. The National Road Safety Strategy is about turning these 'what ifs' into concrete actions for the benefit of our entire community."***

The National Roads Authority Managing Director, Edward Howard spoke about the infrastructural commitments, ***"The NRA is dedicated to creating roadways that are not only efficient but inherently safe. We're investing in smart infrastructure that looks ahead to the needs of future generations"***

Director, David Dixon of Division Vehicles and Drivers Licenses (DVDL) focused on the importance of compliance and education, ***"Ensuring that vehicles and drivers meet the highest safety standards is fundamental to the NRSS. The DVDL is at the forefront, enhancing our licensing and inspection processes."***

The NRSS is underpinned by priority areas such as saving lives on Cayman roads, building a safer community culture, and constructing a secure future for all road users. The strategy emphasises the need for education, infrastructure improvement, rigorous enforcement, and community involvement to achieve its goals.

The Cayman Islands Government, The Ministry (PAHI), RCIPS, NRA, DVDL, PTU, Portfolio of Legal Affairs, Home Affairs, Department of Public Safety-911, the Department of Communications and all the partners call on the public to support the National Road Safety Strategy by actively participating in upcoming road safety initiatives. The success of this strategy is contingent upon the collective effort and shared responsibility of the entire community.

The National Road Safety Strategy (NRSS) Document, is published here <http://gov.ky/roadsafety>, and linked to all partner sites.

- Ministry PAHI <https://www.gov.ky/pahi/>,
- RCIPS: <https://rcips.ky>,
- NRA: <http://www.caymanroads.com>,
- DVDL: <https://www.dvdl.gov.ky>,





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About the Ministry of Planning, Agriculture, Housing, and Infrastructure (PAHI):
Under the guidance of Hon. Minister Johany “Jay” Ebanks, The Ministry of PAHI is dedicated to enhancing the quality of life and economic prosperity of the Cayman Islands through comprehensive planning, sustainable agriculture, efficient housing solutions, and critical infrastructure development. Our mission is to create a resilient and thriving future for all residents and visitors.

****End of Release****

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