Sign Language Awareness Campaigns for Bus & Taxi Operators

The Eastern Cape Department of Transport will launch its rollout programme of the sign language awareness campaign for bus & operators at Mount Ayliff Taxi Rank on Friday 12 February 2010 at 9am.

This launch will be linked with the Departmental Exhibition Programme, which seeks to take government services to the people.

Having been launched on the 14th of March 2008 by the Special Programmes Unit and Public Transport in the Directorate, the project serves as a guide to eradicate all forms of marginalization and discrimination against people with disabilities in the public transport sector.

The main objective of the programme is to create awareness through workshops targeting taxi & bus drivers, regarding a friendly and accessible public transport system towards people with disabilities, especially those who are deaf and blind and look to enhance sign language interpretation.

This follows deliberations with Disabled South Africa, which concluded that shortcomings were notified in communication with bus and taxi operators in regard to people with disabilities. The identified factors included:

- Operators not understanding sign language of terminal points for deaf people
- Operators who are negligent and not obeying disability loading and parking bay regulations
- Protection and courtesy to disabled commuters
- Road Safety signs for the deaf and blind.
With the 2010 Soccer World Cup fast approaching, the department believes that the project can assist to prepare public transport services providers, because people from all walks of life will be in the country and our province.

The campaign will further be rolled out to other districts as follows

**Venue:** Njoli Taxi Rank, Cacadu  
**Time:** 09h00  
**Date:** 16 Feb 10

**Venue:** Aliwal North Taxi Rank, Ukhahlamba  
**Time:** 09h00  
**Date:** 24 Feb 10

Issued by the Eastern Cape Department of Transport  
Media Contact:  
Ncedo Kumbaca  
Director: Communications  
082 44 22 388