Public Relations Department

The **Public Relations Department** of the **Road Transport and Safety Agency (RTSA)** plays a vital role in strategically managing the Agency's communication, image and stakeholder relations. It serves as the link between RTSA and the public, ensuring the timely dissemination of accurate and relevant information on road safety, transport regulations and agency operations.

Further it is through this department that the 24 hours Call Centre Operates, ensuring that excellent and efficient service is delivered to the general public.

The department is responsible for promoting the Agency's vision of "*Reduction Road Traffic Crashes"* through effective communication strategies, public education campaigns, media engagement and community outreach programmes and the use of social media platforms

Key functions of the Public Relations Unit include:

- **Media Relations:** Managing press releases, interviews and media coverage to enhance transparency and public trust.
- **Public Education and Awareness:** Developing and implementing communication campaigns that promote safe road user behaviour.
- **Corporate Communications:** Managing the Agency's brand, publications, and online presence across all its digital platforms.
- **Stakeholder Engagement:** Building and maintaining partnerships with government institutions, the private sector, civil society, and the general public and Corporate Social Responsibility (CSR).

Through its proactive communication approach, the Public Relations Department ensures that the public remains informed, engaged and supportive of RTSA's mandate to make Zambia's roads safer for all.