

## 7. CHRISTCHURCH ROAD SAFETY COORDINATING COMMITTEE

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The purpose of this report is to provide information from the last meeting of the Christchurch Road Safety Co-ordinating Committee including recent education and awareness campaigns.

### **INTERSECTION CAMPAIGN**

The Intersection Campaign was launched in Christchurch on 26 February 2002. There was good newspaper coverage of the launch as well as local television.

The campaign focuses on discouraging drivers from red light running and failing to stop at stop signs. It has an enforcement focus for two weeks supported by newspaper advertisements and radio advertising.

### **PEDESTRIAN SAFETY CAMPAIGN**

The Road Safety Co-ordinator set up a display illustrating the pedestrian safety campaign for the Road Safety Co-ordinators' Conference. The display used still photographs taken from the television advertisement.

The Pedestrian Safety television advertisement has won an award: "Supreme Creative Services Award" at the annual Awards of the Advertising Institute of New Zealand, Southern Area.

### **SPEED CAMPAIGN**

An enforcement campaign was held at the end of January using the hours allocated for speed under community projects. The campaign focussed on speeds around schools especially in the 40km/h school zones.

This campaign was supported by the three speed television advertisements.

### **OLDER DRIVERS**

A roadshow will take information to older road users about Safe with Age courses, the over 80 driving test and other concerns in a workshop situation. This roadshow will be trialled at Age Concern. An information leaflet for older drivers will be distributed by the roadshow, as well as by WINZ to those applying for superannuation. The leaflet is currently being tested with a group of older drivers by Age Concern.

### **CYCLE SAFETY**

"Stop Look Cyclist" stickers have been distributed during Bike Week in February. Students have been putting them on windscreens in the car park during events in Hagley Park. Stickers were distributed at "celebration stations" where large numbers of cyclists stopped for goodies. A promotion on More FM gave away four cycles to drivers spotted with the stickers on their cars. This promotion was supported by radio advertising on More FM. There were also advertisements in the Press and on the backs of buses in the city.

### **EVALUATION OF SPEED TRAILER**

The Road Safety Co-ordinating Committee has agreed to carry out an evaluation of the speed trailer. The brief for this project will be drawn up following a meeting of those concerned.

### **ROAD SAFETY CO-ORDINATORS' CONFERENCE**

The 10th annual conference of road safety co-ordinators from around the country was held in February in Dunedin. A report on this excellent conference will be brought to the next meeting.

## **REVIEW OF THE COMMUNITY ROAD SAFETY PROGRAMME**

The Land Transport Safety Authority has contracted Alison McDonald to carry out a review of the Community Road Safety Programme. Those involved in the programme have been invited to respond to an on-line questionnaire. The responses have been analysed and are being used as the basis for a series of workshops in February and March around the country to suggest improvements to the programme.

### **CAAP CAMPAIGN**

A report from the CAAP Co-ordinator is attached.

### **Chairman's**

**Recommendation:** That the information be received.