

<b>Officer responsible</b> City Streets Manager	<b>Author</b> Susan Cambridge
Corporate Plan Output: Road Safety page 9.6 text 8	

The purpose of this report is to give information from the last meeting of the Traffic Safety Co-ordinating Committee including education and awareness campaigns.

#### **PLANNING FOR 1998/99**

A group of interested people from the Traffic Safety Co-ordinating Committee have drawn up a plan for the 1998/99 road safety programme. The plan has been presented to the Co-ordinating Committee for approval.

#### **ROAD SAFETY FOR SCHOOLS**

The committee has purchased \$10,000 worth of cycle helmets and will be distributing them to primary and intermediate schools in Christchurch on a needs basis.

#### **KIDSAFE WEEK**

A launch of Kidsafe Week will take place on 14 August. It will take the form of a function on the tram. Kidsafe Hero Awards will be presented at the function. Kidsafe Heroes are those who work to prevent accidents to children.

A display in the Christchurch City Council window will promote Kidsafe Week, and the use of child restraints.

A group of people including Michael Fiddymont will visit pre-schools during the week to demonstrate to parents the correct fitting of child seats and to promote the use of appropriate child restraints. The Police and Plunket will be conducting check points during the week. Plunket volunteers will visit pre-schools in their areas with stickers, posters and certificates to promote the use of child restraints.

This community activity will be supported by radio and newspaper advertising.

#### **INTERSECTION CAMPAIGN**

The amount of media publicity gained during the intersection red light running campaign indicates the interest in the issue by the community. There have been three articles in the Press, four in the Star and one in the Christchurch Mail. TV3 and CHTV have had items on their news.

The television advertisement was aired for a week on TVNZ. There are five billboards around the city with the theme "The traffic light is red for a reason, so stop". Ten bus backs carry the message, and ten Police cars have the message on their doors.

The campaign is being evaluated with a before and after survey of driver attitudes and behaviour. There are also before and after measurements of red light running in the city.

#### **A&P SHOWS**

The Canterbury road safety co-ordinators are combining their resources to set up road safety displays at the A&P shows around Canterbury. The displays will include the seat belt sled, the booze bus, free non-alcoholic drinks and promotions of local campaigns.

#### **STOCK EFFLUENT**

A report from Transit NZ gives information on the progress of the National Stock Effluent Workgroup (NSEW).

#### **ROAD SAFETY STATISTICS**

The report from the Land Transport Safety Authority shows the regional and city road tolls, results of a road safety survey, annual seat belt survey results and the 1998/99 S(A)P survey.

#### **FINANCE**

The final financial report for the year will be available at the next meeting.

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