

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

The purpose of this report is to provide information from the July meeting of the Traffic Safety Co-ordinating Committee including recent education and awareness campaigns. The Committee has requested that this be reported as a Part A item.

INTERSECTION SAFETY

The red light running campaign has been carried out three times during the 1998/99 year. It was run in July, March and June. Each time promotion and enforcement were co-ordinated. The campaign in July was evaluated by means of telephone surveys before and after the campaign. There was good recall of the promotion. Small but significant changes were identified in attitudes to red light running and reported behaviour at intersections.

The Intersection Safety Group will meet early in the new financial year to plan the next stage of the campaign. Another survey will be conducted to see whether the initial changes have increased with the continuing recent campaigns and whether the high rate of recall found after the first campaign has continued. It would also be interesting to see whether the perception of enforcement of red light running has increased.

PEDESTRIAN SAFETY CAMPAIGN

The pedestrian safety campaign prepared by UMC is continuing. Television and newspaper advertising will be aired again in September using the same promotional material.

Age Concern is assisting with the development of a leaflet with messages to help older pedestrians increase their safety.

In the new financial year Bill Sissons is proposing to put signs on signal poles with information about pedestrian signals. Funding has been set aside to provide advertising in the newspapers to support the new signs.

The Road Safety Strategy also suggests that information about the legal situation at pedestrian crossings should be promoted. The Pedestrian Safety Group will be meeting to plan these promotions.

SAFE WITH AGE

The Safe with Age course providers are taking some time off in August and starting courses again in September when the weather warms up.

SPEED CAMPAIGN

An advertisement targeting young women has been developed by UMC for the Speed Group. The cinema advertisement has now been shot and is currently being transferred to cinema film. It will be shown from July 1999 to April 2000 before films that appeal to the target audience at Hoyts cinemas in Moorhouse Avenue and Northlands.

Work continues on designing a handout to raise interest in the advertisement.

CYCLE SAFETY

The 'Annabel on Top' advertisements are currently showing on television and appearing in the Press and the Star each week. New messages are approved by the Cycle Group as they are developed.

KIDSAFE WEEK

Kidsafe Week in August will focus on the issues of Chaos at the School Gate and getting children safely across the road on the way to school. ACC will sponsor bright flags for children to carry to make them more visible. Paul Cottam has contacted schools and found 37 primary schools interested in using the flags for their students and/or holding car free days. Some of these schools will have displays by St John and Police in the morning as students arrive at school.

The school nurses will take Chaos at the School Gate information to schools. Parking wardens will hand out information at schools. St John and Plunket will set up displays in the suburban libraries. Translation of some of the material into Pacific Island, Maori and Asian languages is being investigated.

CAAP CAMPAIGN

A report on the CAAP projects is tabled.

FINANCE

The finance report for the year ending 30 June 1999 will be available at next month's meeting.

Recommendation: That the information be received.