

Officer responsible City Streets Manager	Author Susan Cambridge
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The purpose of this report is to provide information from the May meeting of the Traffic Safety Co-ordinating Committee including recent education and awareness campaigns. The Council has requested that this be reported as a Part A item.

INTERSECTION CAMPAIGN

The Police are running an enforcement campaign on red light running during the whole month of June. Two weeks of advertisements on TVNZ will support this enforcement. We are also working on media coverage with the Police.

PEDESTRIAN SAFETY CAMPAIGN

UMC have been chosen as the creative agency to develop a promotional campaign to make drivers more aware of pedestrian safety. A positive message has been developed with the tag line “expect the unexpected”. This will support and add value to the national hard hitting urban speed campaign being run by Land Transport Safety Authority.

SAFE WITH AGE

The course providers are investigating getting sponsorship for mini-buses to bring people in from the suburbs to their courses.

SPEED CAMPAIGN

The main message being developed for the speed campaign is that other drivers make mistakes but crashes can be avoided if you keep your speed down. Two advertising agencies are giving presentations on their proposals and the group will decide which one they like. An advertisement on Radio Royale, the Broadcasting School at the Polytechnic uses underarm bowling in cricket as an example of a mistake to promote the message.

CYCLE SAFETY

The group is meeting with UMC creative agency to develop a campaign to change attitudes towards cycling and to address safety issues in relation to intersection safety and respect for cyclists’ place on the road. The initial campaign will include two 15 second advertisements and newspaper advertisements in the Star and the Press.

KIDSAFE WEEK

Kidsafe Week in August will focus on pedestrian safety outside schools. Several ideas for involving schools in the week are being investigated. School nurses and parking wardens will help distribute "*Chaos at the School Gate*" material and talk to teachers and parents about the issue. Water Safety will be promoted with the help of Mike Holmes, NZ Police. Te Puni Kokiri and Pacific Island health services have undertaken to get material to Kohanga Reo and language nests. St John will take an ambulance display to participating schools and have officers distribute material. They will also help Plunket set up displays about Kidsafe Week in the suburban libraries. ACC are investigating sponsorship of flags for children to carry as they cross the road.

CAAP CAMPAIGN

A report on the CAAP projects is attached. The attached graph shows the relationship between advertising and enforcement campaigns and alcohol-involved crash rates.

AUCKLAND CONFERENCE

Reports on the WHO Community Safety Conference and the Annual Road Safety Co-ordinators' meeting are tabled.

The overheads from the presentation on risky driving by Niki Hare, a psychologist from Auckland University are also tabled.

FINANCE

The finance report for the year up to April is tabled.

ROAD SAFETY FOR SCHOOLS STEERING GROUP

Bright Jackets

Terry Iggo of Canterbury Apparel is investigating creating a reflective vest to fit over school uniforms to make the wearers more visible. Canterbury Apparel will consider sponsoring these garments.

Cycle Safe

It is proposed to spend \$4,000 on cycle helmets to distribute to schools in the same way as last year, and to spend \$1,000 on Bike Codes to be given to schools running Cycle Safe programmes.

Kea Crossing Poles

A prototype of a new top for Kea Crossing poles has been produced, which eliminates the sharp edges of the poles when they are not in use. The new top also replaces an insert that has proved to be unsatisfactory. A reflective strip will be trialed on these new tops to make them more visible.

Recommendation: That the information be received.