

19. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

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

INTERSECTION CAMPAIGN

The leaflet promoting safety at rural intersections has been distributed to households in rural areas of Christchurch as well as in the other parts of rural Canterbury. The leaflet has been supported with newspaper advertisements containing information about the rules at “stop” and “give way” signs. These have been run in the Press to reach rural areas as well as the city. The Land Transport Safety Authority has funded some extra newspaper advertisements.

PEDESTRIAN SAFETY CAMPAIGN

The double sided leaflet providing information targeting older pedestrians has been distributed to retirement villages, pensioner housing and bowling clubs. Age Concern will send out copies with the ‘Keeping On’ newspaper and supply them to senior citizens groups. Posters are going out to the common rooms in older people’s housing and to senior citizens groups.

SAFE WITH AGE

The Safe with Age providers are not holding courses over the winter months.

SPEED CAMPAIGN

An evaluation of the “Practice Safe Speed” advertisement in cinemas was done as part of the Opinions Market Research quarterly survey. A telephone survey questioned 400 Christchurch residents. As this campaign targeted 15-25 year olds, Opinions added more respondents in that age group, giving a total of 155 in the 15-25 age group. Responses from the target group were analysed separately from the main group to give two sets of data.

The evaluation shows that: about 70% of the main sample and 88% of the target group had visited a Hoyts cinema in the last twelve months.

Among those who had visited a Hoyts cinema, about one third of the target group remembered seeing the advertisement. Just under a quarter of those in the main group had seen it. Note that those who visited a Hoyts cinema did not necessarily see a film in which the advertisement was shown.

Among those who recalled the advertisement 60% of the main group and 66% of the target group agreed that it was an enjoyable advertisement.

Among those who recalled the advertisement, about 87% of the target group and 81% of the main group recalled that the communication was “about driving more slowly”.

Among those who recalled the advertisement 41% of the main sample and 51% of the target group agreed that: “It made me think about slowing down when driving”.

This shows that most of those who recalled the advertisement understood its message.

When the data is analysed in relation to the total sample of the 155 respondents in the target group of 15-25 year olds, 29% recalled the advertisement and 15% said it had made them think about slowing down. This result compares reasonably favourably with other road safety promotions.

CYCLISTS AND CAR DOORS

The media launch for the car doors and cyclists stickers resulted in television coverage, two articles in The Press as well as one on The Press Cycling Page, and a front page article in The Star.

Paul McNoe, Plant Manager for the Council, has undertaken to get the stickers put on the Council vehicles.

Several fleet vehicle managers attended the launch and took away stickers for the cars in their fleet.

Stickers were distributed to Service Centres, vehicle testing stations and cycle shops in the city. Police are putting stickers on all their Christchurch vehicles. School students and staff will be given stickers by Cycle Safe staff when they visit schools.

KIDSAFE WEEK

The Christchurch Coalition for Kidsafe Week is planning a series of actions to promote the themes for the week: cycle safety for 8-14 year olds and falls in the 0-4 year age group.

Several small groups have been set up to target different issues. An information pack is being developed. Crown Public Health, ACC and Police will promote the correct wearing of cycle helmets. Plunket and ACC will concentrate on the falls issue. Schools will be encouraged to develop policies on cycling. Paul Cottam will work on encouraging parents to ride with their children. Maori and Pacific Island resources will be developed and distributed.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is tabled.

TRAFINZ

The road safety co-ordinator will be attending the TRAFINZ conference in Rodney from 7-9 August. She is a member of the TRAFINZ Executive.

Recommendation: That the information be received.