

22. 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

A leaflet in the shape of a cross with items from the road code about appropriate behaviour at give way and stop signs has been prepared by UMC and was distributed to rural householders in Canterbury by the end of June. Advertisements are also appearing in the Press, using this material. The Land Transport Safety Authority has contributed some extra funding to extend the newspaper advertising.

PEDESTRIAN SAFETY CAMPAIGN

A double sided card with messages targeting older pedestrians has been designed by the Pedestrian Safety Group and UMC. The card is being distributed to retirement villages, Age Concern, senior citizens groups, bowling clubs and council flats. Copies will also be sent out as an insert with the Keeping On newspaper.

SAFE WITH AGE

Numbers enrolled for Safe With Age courses have slowed despite advertising to Senior Citizens' Groups.

SPEED CAMPAIGN

Questions to evaluate the reach of the speed advertisement in cinemas will be included in the June quarterly monitor by Opinions Market Research.

CYCLISTS AND CAR DOORS

A media launch in mid June gained newspaper and television coverage to promote the stickers that have been prepared to remind drivers to look for cyclists before opening their car doors.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is attached.

TRIP TO EUROPE

A report on the road safety issues investigated by the Road Safety Co-ordinator on a recent trip to Europe was received (copy tabled).

The Committee **received** the information.