



## 5. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

The Committee considered the report of the May meeting of the Co-ordinating Committee for Traffic Safety which is set out below:

<i>Officer responsible</i> City Streets Manager	<i>Author</i> Susan Cambridge
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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 rural intersection campaign is being implemented in June. Leaflets are being distributed in rural areas. A newspaper advertisement supports the leaflets.*

*A further flight of the red light running campaign is being aired in June and will include television and billboard advertising.*

### **PEDESTRIAN SAFETY CAMPAIGN**

*A double-sided card is being developed, giving messages to pedestrians about the use of pedestrian traffic lights, zebra crossings and pedestrian islands. A mock up has been tested with a group from Age Concern and appropriate changes are being made. Members of the focus group used for testing the leaflet agreed that the information was relevant and helpful. They also volunteered a lot of information about the issues they have crossing roads, in particular the problems finding gaps in traffic, and the problems with the road environment for older pedestrians.*

### **SAFE WITH AGE**

*From January 2000 to April 2000 160 people took part in Safe with Age courses.*

### **SPEED CAMPAIGN**

*The Speed group has met with Karen Selway from Opinions Market Research and developed questions for inclusion in the Opinions quarterly survey to measure the reach of the cinema advertisement targeting speed. Karen will include some extra members of the target age group to get a large enough sample to get some information about the way the advertisement affected them.*

## **RESTRAINTS**

*Bob Clements from Land Transport Safety Authority has interviewed staff from a number of hire car companies in Christchurch. There is great variation in the degree to which they say they give information to visitors from overseas about the rules for child restraints. The Regional Restraints Group will produce stickers with information about the law in relation to child restraints which can be stuck over 'That's the Trick' posters for display, stuck inside rental cars, or stuck on information given to tourists.*

## **CYCLE SAFETY**

*The Annabel cartoons are currently including information on the cyclist and car door issue.*

## **CYCLISTS AND CAR DOORS**

*UMC have produced a sticker for the rear windows of cars to remind drivers to look for cyclists before opening their doors. These stickers will be distributed to cyclists through cycle shops and cyclist networks and to child cyclists through the Cycle Safe courses in schools. Small stickers will also be produced for use inside cars.*

*The Regional Council has agreed to sponsor the advertisement on the backs of two buses in Christchurch.*

*In the future the artwork might be used for billboards as well.*

*A media launch for the campaign is planned for mid-June.*

## **CAAP CAMPAIGN**

*A report from the CAAP Co-ordinator is tabled.*

## **ROAD SAFETY RESEARCH AT UNIVERSITY OF NEW SOUTH WALES**

*Susan Cambridge and Tony Francis have been accepted by the University of New South Wales to carry out research projects towards PhDs. Susan's research topic is "Measuring Road Safety Culture". Tony's topic is "Traffic Crash Rates in New Zealand, New South Wales, and Victoria, Australia and the Factors which Influence them." Each will have their research supervised by two members of the School of Safety Science at the University. This provides an excellent opportunity to do research with involvement from university staff with experience in the topic areas and a high standing in the academic and road safety community.*

The Committee **received** the information.