

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 last meeting of the Traffic Safety Co-ordinating Committee including recent education and awareness campaigns.

INTERSECTION CAMPAIGN

The red light running campaign Took place in March. Five billboards were put up around the city. The sites were:

- Springs Road at Main South Road
- Gasson Street
- Lichfield and Barbadoes
- Waltham Road
- Linwood Avenue

Ten buses had the advertisement on their backs, and all the Police cars from the Central Police station had the poster on their doors.

The television advertisement featuring the Police Officer from Christchurch played on TVNZ from 7 March to 17 March.

There was an enforcement blitz at intersections around the city for the two weeks starting 8 March.

PEDESTRIAN SAFETY CAMPAIGN

Wayne Osmers from Land Transport Safety Authority studied 168 pedestrian crashes in Christchurch over two years. The information has been prioritised and a number of ideas for messages to be used in a campaign have been suggested. The Pedestrian Safety Group will involve a creative agency in the project then use focus groups to test the messages.

It has been agreed by the group that \$5,000 will be used to fund a separate resource targeting older pedestrians with information to help make themselves safer on the road.

SAFE WITH AGE

There are now more than 80 people booked on Safe with Age courses up to the end of April. The two course providers who work as volunteers are running the courses once a fortnight at Age Concern.

SPEED CAMPAIGN

Before Christmas leaflets were distributed with questions about driver attitudes towards speed. The responses to the questions in the leaflets have been collated and prioritised.

The Speed Group worked through the information together with some background information from research papers on attitudes to speed studied by Andrew Hensley and Susan Cambridge.

The result was a decision on the direction to take in developing a message for the campaign. A meeting is being set up with a clinical psychologist to confirm this direction and get some leads in how to develop a message that will have the desired effect on the beliefs and attitudes of the target group.

CYCLE SAFETY

The working group convened by Alix Newman is currently using the tender process to choose a creative agency to work with the group in developing a campaign that will address the issues identified by the group. Tenders closed in mid March.

KIDSAFE WEEK

Kidsafe Week 1999 will be in August. A planning day convened by Safe Kids, Auckland will be held on 10 March. At the planning day local coalitions were established and information distributed on the themes for the week.

CLICK IT OR TICKET RESTRAINT CAMPAIGN 12-25 APRIL

Police are holding a Canterbury-wide campaign in April to promote the wearing of seat belts and use of child restraints.

Plunket volunteers are being asked to go out with the Police and distribute information and hand outs.

CAAP CAMPAIGN

Ruth Leversedge, CAAP Co-ordinator

A report on the CAAP projects is attached.

FINANCE

The finance report to February is attached. Unspent funding in several areas has been put into the Intersection Safety area for the red light campaign this month.

ROAD SAFETY FOR SCHOOLS STEERING GROUP

A "lollypop lady" has been supervising children crossing Brougham Street on their way to the local schools. This was a pilot project and has worked well. She is paid \$10 an hour and is on duty from 8-9am and from 3-4pm. It is proposed to make another grant of \$2,250 to Addington School for this service.

It is proposed to have a half page advertising supplement in the Press every 3 months to promote road safety at schools.

Chairman's

Recommendation: That the information be received.