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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 red light running campaign during March consisted of television advertising, bill boards and backs of buses. The posters on Police car doors are still very much in evidence. Free radio advertising on the station run by the broadcasting school has been given by Mike Gray of Phantom as a contra deal for a bill board advertising their work.

#### **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**

Safe with Age courses continue every fortnight with bookings to 18 May.

#### **SPEED CAMPAIGN**

The information gained from the surveys on speed carried out before Christmas, have been discussed by the Speed Group, together with 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 psychologist was invited to join a meeting to give his views on the best way to change attitudes and behaviour in this area.

#### **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 intersections and respect for cyclists' place on the road.

#### **KIDSAFE WEEK**

The Christchurch Coalition for Kidsafe Week 99 has had its first planning meeting. Kidsafe Week 1999 will be in August. The main themes are water safety and pedestrians around schools.

## **CLICK IT OR TICKET RESTRAINT CAMPAIGN 12-25 APRIL**

Police held a Canterbury-wide campaign in April to promote the wearing of seat belts and use of child restraints. The Canterbury Road Safety Co-ordinators supported the campaign with newspaper advertising.

Plunket volunteers went out with the Police and distribute information and car rubbish bags printed with a road safety message as well as stickers.

## **AUCKLAND CONFERENCES**

In the week beginning 12 April I attended the Community Safety Conference, Pacific Rim in Waitakere and the annual Road Safety Co-ordinators' Meeting in Auckland. A report on the highlights of the conferences will be available at the next meeting.

I presented a paper on developing commitment to community road safety in the Local Government stream at the Waitakere conference. In the Traffic Safety stream I presented a paper on the Christchurch red light running campaign, and chaired one of the sessions.

At the Road Safety Co-ordinators meeting I gave a presentation on the Christchurch pedestrian safety campaign.

## **POLICE LAUNCH**

On Thursday 25 March I attended a launch of the new Police programme for primary schools, 'Out and About'. Dignitaries and road safety people at St Martin's School watched an exhibition of skill cycling and roller blading by school students, sports people and Police.

## **CAAP CAMPAIGN**

*Ruth Leversedge, CAAP Co-ordinator*

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

## **FINANCE**

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

## **ROAD SAFETY FOR SCHOOLS STEERING GROUP**

### **Community Safety Conference - Auckland**

Lee Kelly attended the conference in Auckland. The Mayor spoke at the conference on the role of Local Government in social initiatives. He invited Lee to speak on the Road Safety initiatives being implemented by the Road Safety for Schools Steering Group.

### **Sponsorship of Lollypop Lady at Addington School**

It was decided to continue this initiative as it has proved to be highly successful in the area.

### **Cranford/McFaddens Road Pedestrian Refuge**

Transit NZ have agreed to fund the improvement of the pedestrian refuge. This includes widening and lengthening the refuge.

### **Our Lady of Fatima School**

A second entrance into the school from the Norah Street has been agreed to by the school. This will help alleviate some of the congestion at the main entrance on Innes Road.

Consultation with the residents of Norah Street has started.

### **School Crossing Infringement**

Lee has requested a report from the Police as to the number of vehicles that breach school patrolled crossings. Some schools in the city have expressed concern that when a vehicle breaches a school crossing and the school sends the registration number to the police for prosecution, most motorists appear to be let off with a warning rather than a fine.

### **Press Page**

The first half page advertising supplement on the Road Safety for Schools Steering Group appeared in the Press on Tuesday 27 April.

It was headed Christchurch City Council Road Safety and highlighted the aims of the Steering Group, the upgrade of the Waimairi School Overbridge and an interview with Mike Thomson on kea crossings. Four half pages will be published each year at the start of school terms.

### **Bus Parking**

The parking situation at Hagley Park has been improved with special bus parking areas in the Cricket Oval fenced off on school sport days.

### **Aorangi Road/Colwyn Pedestrian Crossing Point**

Provision has been made in the budget for kerb extensions for Aorangi School.

### **Walk a Child to School**

Paul Cottam is working with three schools to implement ongoing projects to encourage children to walk to school.

### **Chairman's**

**Recommendation:** That the information be received.