

#### 4. 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 Intersection Safety Group met in December to plan a combined promotion and enforcement campaign on red light running in March.

##### **PEDESTRIAN SAFETY CAMPAIGN**

The results from the “after” survey to measure the effect of the campaign on pedestrian lights will be reported at the February meeting of the Co-ordinating Committee. The survey carried out before the campaign showed that about one third of respondents did not understand that pedestrians were allowed to finish their crossing during the flashing red pedestrian signal.

##### **SAFE WITH AGE**

Safe with Age Courses continue into February with a waiting list of clients.

##### **SPEED CAMPAIGN**

The group of regional road safety co-ordinators developing a rural speed campaign has contracted UMC to design a low cost promotion. The campaign consists of advertising in the Press and rural letter box drops. Christchurch is contributing to the Press advertising, as many of the drivers who have crashes in the rural areas live in Christchurch. There are also rural roads inside Christchurch City. They are where some of our worst crash black spots are.

##### **CYCLE SAFETY**

Two new Annabel TV advertisements have been made and are playing on TVNZ.

##### **RESTRAINTS**

Restraints information given out at the A&P shows has generated lots of interest. People were pleased to receive the bumper stickers and book marks.

## **A&P SHOWS**

The road safety display at the Christchurch A& P Show in November was well attended in spite of some wet weather on Show Day. Ken Hay's speed trailer with bowling alley attached attracted teenagers and young adults who were keen to try their skill and read the speed of their ball. The seat belt sled was popular with children. Everyone appreciated being given Kit Kats with the fatigue message about stopping for a break. The rubbish bags with a speed message, and stickers with seat belt messages were popular.

The Road Safety Co-ordinator would like to thank those who took part in staffing the display and helped to make it a success: Plunket, Police, Police Education, PRISM, Land Transport Safety Authority, the Regional Council and Ken Hay.

### **Chairman's**

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