

5. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

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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 first flight of television advertising using the advertisement “The light is red for a reason...so stop” will be played for two weeks in mid February. Police enforcement will accompany the campaign.

At the same time there will be a general intersection campaign funded by regional LTSA funding, Canterbury local authorities and some funding from Christchurch City Council. This campaign will use billboards and radio. The issues targeted are:

- “Don’t drive on autopilot.”
- “Be alert when entering intersections.”
- “Be sure to adhere to the ‘STOP’ and ‘GIVEWAY’ rules at intersections.”

To cut through other advertising and provide entertainment value the radio advertisements use a Barbara Cartland type story telling technique with a soppy flamboyant story.

The billboards use the “Loose Cannon” and “Dead Heat” graphic material, which provides the messages using artwork, developed for earlier campaigns.

PEDESTRIAN SAFETY CAMPAIGN

November sees the start of more flights of “Expect the Unexpected” television advertising. This will also run at the end of January/beginning of February, to coincide with school going back.

The “Expect the Unexpected” billboards will be displayed during November, December and February. This advertising targets “thinking drivers”.

At the same time radio advertising will target drivers under 30, as they are the drivers most likely to be involved in pedestrian crashes. Two amusing rap advertisements have been developed and will be played on appropriate radio stations through November, late January and March/April.

SPEED CAMPAIGN

The television advertisement promoting speed issues has been made. It features an off duty Police officer in a supermarket and is both serious and funny. It will be played in November and at intervals through to May. A message about the State Highway Patrol will be added in March.

Billboards to accompany the television advertisement will be put up in November, February and March. The billboards use old fashioned photographs to portray speed messages.

CYCLISTS AND CAR DOORS

The advertising on the backs of buses has been extended for another two months from the original advertising paid for by Environment Canterbury.

The stickers are being reprinted in sheets of two small and one large sticker. Display stands have been purchased and the sticker sheets will be delivered to cycle shops, schools, libraries, service centres and other outlets with display stands.

Another launch of the project will be held when the stickers are distributed.

KIDSAFE WEEK

The debrief for Kidsafe Week showed that an impact was made on the target groups in the city during the week. Helmet wearing checks, stickers for pre-schoolers, a Bike a Kid to School Day, displays in libraries, cycle checks and displays in bike shops, advertising, a children's section in "Buy Sell and Exchange", and a feature in the Star were the main activities.

This was achieved by good community co-operation and pooling of resources. ACC, St John, Crown Public Health, Sheppard Industries, Police, Nga Maata Waka, Te Puni Kokiri, Christchurch City Council, Plunket and Pacific Island groups all took part.

A report on the week will be produced and circulated.

RESPONSIBLE ROAD USERS

The Responsible Road Users Group is working on ideas for action.

RESTRAINTS

Stickers and school packs have been sent to primary schools in east Christchurch. Newspaper advertising in the Press and the Star target parents with messages about child seats. Checkpoints are being held during November by Police and Plunket. Chocolates will be distributed to those wearing seat belts with stickers on their windows.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is tabled.

Chairman's

Recommendation: That the information be received.