

6. COORDINATING 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 following is a summary of the intersection campaign evaluation:

Introduction

The target group for the intersection campaign was all drivers in the Canterbury region. The sample interviewed consisted of 800 Canterbury residents of whom 400 were Christchurch residents and 400 were rural Cantabrians.

Recall of Information about Safety at Intersections

Just under half (41%) stated they recalled seeing information about safety at intersections since January 2001.

Recall of Advertising

Respondents were asked if they recalled seeing or hearing two specific advertisements; a billboard of an intersection with 'dead heat' written on it and a radio advertisement featuring a 'Bills and Moon love story' about staying alert at intersections.

Some 13% claimed to have seen the 'dead heat' billboard. Those who were more likely to have seen it were living in Christchurch City or the Waimakariri district.

Almost a third (30%) had heard the Bills and Moon love story on the radio, these people were more likely to have been living in Christchurch City or Waimakariri and Ashburton districts.

Effect on Driving Behaviour

Overall, around half of respondents who recalled having seen or heard some advertising about intersections indicated they had changed their driving behaviour as a result of seeing or hearing the messages.

Some 46% claimed they found themselves being more aware of other traffic at intersections and 52% that they were more aware of the risks at intersections.

Just over half (54%) agreed they were now more inclined to look to see if there is traffic that may not give way and 48% were now more prepared to slow down as they approached intersections.

The remainder who claimed their driving behaviour had not changed did so on the basis that they were already very aware of other traffic at intersections, were aware of the risks at intersections, looked to see if traffic may not give way and were prepared to slow down as they approached intersections.

Only about 10% felt that their behaviour at intersections had not changed as a result of seeing or hearing the messages communicated.

PEDESTRIAN SAFETY CAMPAIGN

A new television advertisement is currently being made by UMC with funding from the Land Transport Safety Authority. A programme for screening the advertisement will be worked out for the next twelve months. The advertisement will be supported with placards and posters for schools.

SPEED CAMPAIGN

The following is a summary of the speed campaign evaluation:

Introduction

The target group for the speed campaign was all drivers in the Canterbury region. The sample interviewed consisted of 800 Canterbury residents of whom 400 were Christchurch residents and 400 were rural Cantabrians.

Level of Agreement with Statements about Attitudes Towards Driving and Road Situations

Almost all respondents agreed that children are unpredictable near and on the road.

Opinion was divided as to whether many open roads are designed for speeds of less than 100 km/h. Over two thirds (69%) agreed and almost one third (30%) disagreed.

Three quarters (74%) agreed strongly with the statement that speeding is like drinking and driving in that they both increase the risk of crashing. The remaining 25% either agreed slightly, disagreed or did not know.

Opinion was divided in response to the statement that you are very likely to be stopped by the Police when travelling over 110 km/h on the open road. Almost two thirds (64%) agreed, however just over a third (35%) disagreed.

Recall of Information

Almost three quarters (72%) remembered seeing or hearing something about reducing driving speeds.

Recall of Advertising

All respondents were asked if they remembered seeing or hearing any or all of three specific advertisements about reducing driving speeds.

These were:

- A television advertisement showing a Police Officer in a supermarket talking about the risks of speeding in particular 'reducing speed around bends, in the wet and around schools'.
- A billboard with old fashioned pictures with either water skiers and the message 'slow down in the wet' or one with wrestlers and the message 'slow down on bends' or one with children in a cart and the message 'slow down around schools'.
- A radio advertisement on Radio Works with a message about the State Highway Patrol.

Recall of the three specific advertisements on reducing driving speeds varied substantially. Just over three quarters (76%) claimed to remember the television advertisement with the policeman in the supermarket talking about the risks of speeding.

However, just one fifth recalled seeing one or more of the billboards with the old fashioned pictures and just over a quarter (27%) claimed to have heard the radio advertisement about the State Highway Patrol.

Level of Agreement with Statements

Those respondents who had heard or seen any advertising or information on reducing driving speeds were asked to what extent they agreed or disagreed with two statements. These were:

- I find myself being more aware of the open road speed limit and speeding
- I am now more likely to drive at about 100 km/h while driving on the open road when conditions are suitable.

Encouragingly, in response to the statements, over half claimed they agreed that they had changed their behaviour as a result of these messages.

Some 57% stated they found themselves being more aware of the open road speed limit and speeding. A similar amount (54%) claimed they were now more likely to drive at about 100 km/h on the open road when conditions were suitable.

Around a third claimed for both statements that they already behaved in this manner.

A minority (12 – 13%) disagreed that they had changed their behaviour as a result of these messages about speeding.

Awareness of the State Highway Patrol

Whilst almost all (89%) respondents stated they had heard of the State Highway Patrol, just under two thirds (65%) claimed to have seen them.

Those respondents who were more likely to have seen the State Highway Patrol were males and in the younger age groups.

RESPONSIBLE DRIVING

The evaluation of the Responsible Driver project on 'Now TV' and 'Canterbury on Air' shows that the project did not have a high impact on the community. However 8% of respondents said when prompted that they recalled hearing messages about distractions within the car, and 5% recalled messages about following distances.

OLDER DRIVERS

The older road user group is collecting data and information from focus groups on which to base their planning for the development of a project to support older road users with information.

WINTER DRIVING CAMPAIGN

Six focus groups are currently being carried out with groups of older road users to find out what their concerns are in relation to road safety and the over eighty driving test. The LTSA has provided information about crashes in the over sixty age group. This information will be used to design a project for older road users.

KIDSAFE WEEK

The Christchurch Coalition is planning a variety of activities including car seat clinics in the shopping malls. A training day relating to the fitting of child seats is being run in Christchurch for those involved in the project.

POLICE/LTSA REPORT

The Police Report on the S(A)P hours shows that they have achieved 106% of the target hours for the last twelve months. They are well above the target for "Crash Attendance" at 133% and below target for "Restraints" at 89%. "Incidents and Emergencies" was 86% of the target hours. The others were close to 100%.

Chairman's

Recommendation: That the information be received.