

5. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

Officer responsible City Streets Manager	Author Susan Cambridge, DDI 332-2722
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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 new intersection campaign radio advertisements will be aired in February. Billboards encouraging safe behaviour at intersections will also be up in the city

At the same time the red light television campaign will go to air. Police will focus on red light running and intersection behaviour in the city as part of the campaign.

PEDESTRIAN SAFETY CAMPAIGN

The pedestrian safety radio advertisement targeting drivers under 30 is being played on several Christchurch radio stations. Pedestrian safety billboards are up around the city. The "Expect the Unexpected" television advertisement has been playing on TVNZ, TV3 and Prime.

The advertising was run in November and at the end of January and beginning of February.

SPEED CAMPAIGN

The television advertisement promoting speed issues is being aired in flights from now to May this year. Three billboards promoting speed issues are also being used around the city.

CYCLISTS AND CAR DOORS

The new sheets of stickers encouraging drivers to look before they open their car doors have now been printed. Distribution of the stickers will take place in early February.

A&P SHOW

The road safety display at the Christchurch A& P Show attracted a lot of attention. Even on the days when the weather was bad the tent had no lack of customers. The "Booze Bus" was a good attraction and brought people to the area. The speed trailer and the ball throwing associated with it proved a good attraction especially for young people. Explanations about the way the trailer worked helped to promote speed issues and generated much discussion.

The main way in which people were encouraged to come into the tent and spend time was through a competition. To find the answers customers had to spend some time looking at the displays. Many customers did the competition as a family and spent time discussing the issues. Some were in the tent examining the displays for as long as half an hour.

During the four days of the show there were over 900 competition entries. A prize of a \$100 Warehouse voucher was won by a young student at Waltham Primary School.

We would like to thank all those who took part in staffing the display.

RESTRAINTS

The restraints project at the end of last year was led by ACC and focused on Christchurch East. A survey was carried out to establish a base seat belt wearing rate for children aged under about 10. Radio advertising, newspaper advertisements, and information packs delivered to schools containing stickers and fact sheets made up the promotional campaign. Immediately after the promotion the Police carried out an enforcement campaign with attendant publicity.

Another survey was done at the end of the enforcement campaign to see if the wearing rate had changed. The survey showed an increase of 8.7% in seat belt wearing among children in Christchurch East. The rate went up from 81.6% immediately before the campaign to 90.3% afterwards.

The survey results indicate that the promotion and enforcement together made a difference to the seat belt wearing rate in the area targeted.

ROAD SAFETY RESEARCH, POLICING AND EDUCATION CONFERENCE

The Co-ordinator attended this conference at the end of November in Brisbane. The book of conference papers is available if copies of particular papers are wanted.

Talib Rothengatter, the 'guru' of road safety attitudes gave an interesting paper. He feels that the important thing in interventions is to identify "risk denial" beliefs and concentrate on changing those.

Attitudes can be changed without changing behaviour. Similarly publicity and enforcement may change behaviour but not attitudes. It may take some years for the attitude change to happen.

There were also interesting papers on young drivers, cycling, fatigue issues and speed.

The Road Safety Co-ordinator gave papers on "Cycle Audit and Review" and "Measuring Road Safety Culture".

Chairman's

Recommendation: That the information be received.