

5. 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

A final flight of the red light television advertisement was run in June. A survey to evaluate the rural intersection advertising has been completed and shows a positive result.

PEDESTRIAN SAFETY CAMPAIGN

New advertising material for the pedestrian campaign is currently being designed by UMC for use in the next financial year. Their proposal is to use the scripts from the radio advertisement and make it into a television advertisement. The radio advertisements used rap to reach young drivers. The tag line for the campaign would be "Pedestrians – maximum respect."

The Pedestrian Safety Group is investigating producing placards relating to the television advertisement for school students to carry and for schools to attach to their fences. This has been done in Auckland City as part of their pedestrian safety campaign.

SPEED CAMPAIGN

The results of the survey to evaluate the speed campaign were presented to the Speed Group in June. The project group will use the information from the survey to set the direction for the development of the regional speed campaign. Support for use of the speed trailer will be part of the speed campaign in Christchurch for the coming year.

RESPONSIBLE DRIVING

The Responsible Driver project consisted of advertising on "Now TV" and "Canterbury on Air" over a period of about four weeks. For one week the stations held a "Responsible Driver Week", and interviewed members of the road safety community on talk back shows and news, giving us saturation coverage.

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

The Winter Driving campaign has been focussing on reminding drivers to turn on their headlights on dull days. It uses radio and newspaper advertising. Editorial has been contributed to a feature in the community newspapers.

KIDSAFE WEEK

The Christchurch coalition for Kidsafe Week has been through a brainstorming process and is developing a number of strategies which were raised by coalition members. The themes for Kidsafe Week this year are children as passengers, and child poisoning. Kidsafe Week is in October.

POLICE/LTSA REPORT

The fatalities for Christchurch so far this year are tracking below last year's numbers. The fatalities for Canterbury are tracking higher than last year, but still below the year before last.

Chairman's

Recommendation: That the information be received.