

5. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

Officer responsible City Streets Manager	Author Susan Cambridge, DDI 332-2722
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

12 February 2001 was the launch of the Canterbury Intersection Safety campaign. In Christchurch the main focus is red light running with a Police campaign and the red light running advertisement on television. There will also be a campaign relating to all kinds of intersections with billboards displaying the message "Be alert at intersections" and a series of radio advertisements on the main radio stations. This campaign is being run throughout Canterbury.

Information about intersection crashes and a media release were used for the media launch of the campaign.

PEDESTRIAN SAFETY CAMPAIGN

Television and billboards with pedestrian safety advertising are being aired to correspond with schools going back at the end of January and beginning of February.

SPEED CAMPAIGN

Messages about the start of the State Highway Patrol will be included in the television advertising as the March launch approaches. Billboards and television advertisements are being used to get messages to the community about slowing down.

The Police hours for community speed campaigns in the Safety Administration Programme were used to target speed in the 40km/h school zones at the beginning of the school year. The speed trailer was used to reinforce this enforcement campaign.

CYCLISTS AND CAR DOORS

Sheets of one large and two small stickers encouraging drivers to look for cyclists before opening their vehicle doors are currently being distributed to cycle shops, schools and service centres.

NZ ROADSHOW TRUST

The New Zealand Roadshow Trust has carried out a study of new drivers and their parents to gather information to put a programme in place to reduce crashes among young drivers.

In Australia there is a focus at present on increasing the experience of new drivers in the learner phase when they are driving with supervision. Studies in Sweden have shown that where novice drivers in the learner phase of licensing get at least 120 hours of experience supervised driving experience, their crash rate reduces by 30%.

To find out what was happening in New Zealand in this area, the Roadshow Trust commissioned a survey of 324 novice drivers and 146 of their parents.

Important points from the study include:

- The number of hours of driving experience in the learner phase is very low. Nearly half the students would have had less than 24 hours of driving experience in a six-month learner licence phase. In Victoria the recommended minimum is 120 hours.

- A high proportion (29%) of novice drivers had had crashes.
- It is very easy to get a licence. Nearly all passed on the first attempt.
- 65% of novice drivers are having professional driving instruction but many are having only a small number of lessons.
- The range of driving situations experienced by many young drivers was limited especially in the areas of driving in the dark, in rain, on gravel roads and in the inner city.

As a result of this study, the Roadshow Trust is in the process of setting up a programme to encourage parents/caregivers of young drivers to give more hours of supervised driving during the learner phase. The results of this study form one of the topics at the AA Driver Education foundation Conference in Wellington in March.

Chairman's

Recommendation: That the information be received.