

6. 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

The intersection campaign will be evaluated with questions in the May monitor of Opinions Market Research.

PEDESTRIAN SAFETY CAMPAIGN

Regional funding is being used to develop resources for a pedestrian campaign to be put into effect from July this year. The campaign resources will focus on pedestrian issues relating to crashes in Timaru and Ashburton as well as Christchurch.

SPEED CAMPAIGN

The speed television advertisement has been aired around the same time as the launch of the Canterbury State Highway Patrol and again around Easter. Words have been added to the advertisement: "Watch out for the State Highway Patrol". The words are dragged across the screen by a picture of one of the new patrol cars.

Land Transport Safety Authority has added to the campaign using regional funding, with a radio advertisement telling drivers about the State Highway Patrol.

The speed campaign will be evaluated with questions in the Opinions Market Research May monitor. The Speed Safety Group will meet to work on the questions and ensure that they will result in the desired information.

Older Drivers

A group has met to plan a programme for addressing older driver issues. There is funding in the budget for this, and other Canterbury Road Safety Co-ordinators are keen to address the issues in their areas as well.

WINTER DRIVING CAMPAIGN

A regional group will work together on a campaign for May/June targeting winter driving issues. A Code Red document was used last year to make a print advertisement relating to winter driving. Icy roads and turning on headlights are two of the main issues targeted in the past.

LAUNCH OF THE STATE HIGHWAY PATROL

On 30 March the Road Safety Co-ordinator along with many others from the road safety community in Christchurch attended the launch of the State Highway Patrol at the Central Police Station. The new patrol vehicles were blessed in a Maori ceremony, and there were speeches from Jim Anderton, John Reilly and Dennis Roberston. It was good to see the numbers attending the launch and the community support for this Police initiative.

HARRY HAYES AND PETER VULCAN

In March we had the opportunity of talking about the work of the Co-ordinating Committee to Superintendent Harry Hayes of the Victoria Police and Professor Peter Vulcan who were in New Zealand carrying out an evaluation of Land Transport Safety Authority road safety work including community road safety.

We gave them the last two annual Christchurch road safety reports and lots of information about the wonderful support of the Council for road safety, the co-ordinating committee, how it works and how the Canterbury road safety co-ordinators work together regionally.

PEDESTRIAN SEMINAR

On Thursday 15 March the Road Safety Co-ordinator attended a seminar held by Professor Carmen Hass-Klau on design for pedestrians and cyclists. She presented interesting information and illustrations from Europe showing ways of providing shared spaces and commented on how design in Christchurch might be improved. She felt that Christchurch was doing well in both these areas. The seminar was organised by EECA.

PACIFIC ISLAND FONO

Several of us attended a Fono held by Roger Maxwell from Land Transport Safety Authority, Wellington. He talked about the Maori and Pacific Island road safety funding, and presented information about the over representation of Pacific Island people in various areas including pedestrian casualties. Those present divided into small groups to discuss issues relating to Pacific Island people and the best ways to address them in Christchurch.

The Pacific Island Trust has set up a child seat loan scheme. Several members of the Trust will take part in Kidsafe Week this year.

The evening finished with a wonderful Pacific Island feast.

INJURY PREVENTION PROJECT

Crown Public Health has been given funding by ACC to carry out a needs analysis and strategy for setting up an injury prevention project in Christchurch. The Council will be a partner in the project. The management team for the project currently consists of ACC, Crown Public Health, City Council, and Road Safety Co-ordinator. The team will liaise with the Co-ordinating Committee for Traffic Safety as the project progresses.

POLES

The Co-ordinating Committee for Traffic Safety has had on-going discussion about the issue of poles as a traffic hazard. A letter was sent by the Committee to the Chief Executive of the Ministry of Economic Development expressing concern about the placement of poles at the roadside.

Hugh Hanna from the Ministry of Transport has had discussions with Peter Berry from the Electricity Networks Association. From those discussions the Co-ordinating Committee has agreed to invite a representative from Orion to address the next meeting and discuss ways in which we might improve the situation.

CO-ORDINATORS' CONFERENCE

The annual meeting of New Zealand Road Safety Co-ordinators is in Rotorua in May. Paul Forman, Head of Investigations and Risk Management at the Transport Research laboratory in the UK is the key-note speaker. There are also sessions on marketing road safety, getting participation in group situations and team work.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is attached.

FINANCE

A finance report to March 2001 is attached.

Chairman's

Recommendation: That the information be received.