

## 6. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

**Officer responsible**  
City Streets Manager

**Author**  
Susan Cambridge, DDI 372-2722

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**

Print advertisements on intersection safety are being developed. Scripts for more radio advertisements "Love's Sweet Madness" are being developed and will go to air in February. "Dead Heat" billboards were up in the city last month. Code Red intersection safety leaflets are being sent to transport firms and other companies.

### **PEDESTRIAN SAFETY CAMPAIGN**

The pedestrian safety television advertisement, aimed at under 30 drivers will be aired on TV2, 3 and 4 in four flights through the year. Stickers with the slogan "Pedestrians – Maximum Respect" are being produced for distribution in schools and at the A&P Show.

### **SPEED CAMPAIGN**

The three new speed television advertisements have gone to air. These advertisements are introduced by a nurse talking about the number of speed related casualties in Canterbury. One advertisement features damage to vehicles at different speeds, another gives facts about stopping distances, and the third gives the information about risk to pedestrians at different speeds and features children playing beside the road. The launch was timed to correspond to a speed campaign in urban areas by the Strategic Traffic Unit of the Police.

### **OLDER DRIVERS**

The Pacific Island older persons workshop was held in November and launched with a Fono for the Pacific Island community. The workshops seek to involve older Pacific Island people in decisions about their own safety and that of their families.

The Older Road User Group is developing a leaflet for distribution to those turning 65 and receiving superannuation. The leaflet will contain information about available resources and encourage planning for driving in retirement.

A roadshow is being developed by the group to speak with groups of older road users about the Safe with Age course, and issues relating to the over 80 driving test. The course providers for Safe with Age are about to begin courses again in Christchurch.

### **KIDSAFE WEEK**

Car seat clinics were held at Hornby, Eastgate and Northlands shopping centres during Kidsafe Week. Seventy four seats were checked to see if they were fitted correctly in the vehicles. Most were not. In many cases a locking clip was needed to make the seat more stable. Tether straps were missing or not bolted in. Some seats were more than ten years old. Seat harnesses were loose or incorrectly fitted.

Information about child seats was distributed in the form of leaflets, stickers and fact sheets to people with children in the shopping centres. In addition those staffing the displays answered many questions from passers-by.

The work of the Plunket people and others, including the Pacific Island car seat co-ordinator who attended the clinics and gave expert advice, was invaluable. Others helped with providing information.

Richard Cooper from St John provided the St John First Aid vehicle for us to work from and set up displays in the shopping centres. His support made the clinics possible.

Kidsafe Week activities also included displays and information about preventing child poisoning and Police and ACC checkpoints for child restraints.

## **RESTRAINTS**

The radio advertisements developed last year featuring terrible music were aired for two weeks in October on most radio stations in Christchurch. Three advertisements give messages about wearing seat belts and threaten to play the terrible music until the seat belts are done up. The advertisements are aimed at young drivers. This advertising supported a Police campaign in relation to seat belt wearing.

## **A&P SHOW**

The Canterbury road safety display has been used at two rural shows and at the show in Christchurch on 14-16 November. This is a joint display developed by Land Transport Safety Authority, Environment Canterbury and the Canterbury Road Safety Co-ordinators

A major display was set up by ACC this year at the Christchurch Show. It featured the Stop Bus and their road safety work. To show how our road safety work is co-ordinated in Canterbury we decided to join their display. The road safety display was therefore be in a separate space at the end of the ACC tent. We paid for a share of the tent and site.

Our display had signage showing the organisations involved. Panels have been developed around the areas of speed, fatigue, intersections and alcohol. The panels contain material and photographs of the road safety programmes we have run, along with messages about the four issues. The panels are attached to the painted tent lining developed last year.

A good range of road safety stickers, bookmarks and leaflets were included in a hand out pack. A competition with questions about road safety, the answers to which are in the displays was once again successful in attracting visitors to the tent to read the material, spend time looking at the display and discussing issues.

## **SOUTH ISLAND ROAD SAFETY CO-ORDINATORS' MEETING**

The South Island Road Safety Co-ordinators met for two days in Methven after Labour Weekend. A presentation from Michael Cummins provided information about the new education programme in primary and intermediate schools starting next year.

Work was done on developing road safety co-ordinator competencies. These are nearly complete and will result in a tailored programme of training for road safety co-ordinators.

## **Chairman's**

**Recommendation:** That the information be received.