

5. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

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

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

The Canterbury Regional Intersection Group is currently working on the intersection campaign for the year. A quarter of the rural intersection crashes in Canterbury over the last five years have been in Christchurch City. A rural campaign will build on the billboards and radio advertisements produced last year. A red light running scenario will be added to the series of radio advertisements, "Love's Sweet Madness".

PEDESTRIAN SAFETY CAMPAIGN

The new pedestrian television advertisement will be aired in September (the launch), November (Walk a Child to School Day) and end of January/beginning of February (schools go back).

The Pedestrian Safety Group is investigating stickers with the message "Pedestrians – Maximum Respect" for giving out at the A&P Show. It is envisaged that opportunities to have school students out on the street with placards will be taken whenever possible around the advertising flights.

SPEED CAMPAIGN

The Regional Speed Group is currently designing an advertisement to give facts about stopping distances and relative damage at different speeds. These will be aired to co-ordinate them with the Police speed enforcement.

OLDER DRIVERS

Focus Groups have been run with Age Concern, Nga Maata Waka, Pacific Community and other groups to find out the needs of older road users and how best to present information to them.

KIDSAFE WEEK

Members of the Christchurch coalition have attended a training session organised by ACC and Plunket to help them run car seat clinics in the car parks of the shopping centres in the city. At the clinics, child seats will be checked for correct installation. There will be demonstration vehicles showing how to fit child seats correctly. Information will be distributed on what kind of seats are best for different age groups.

An advertising campaign encouraging the use of child seats will be run before Kidsafe Week. Information packs will be available for schools. An enforcement campaign during Kidsafe Week will have flowers given out at check points for those correctly belted in.

Other opportunities are being taken by members of the Christchurch Kidsafe Coalition to promote the use of child restraints and the issue of child poisoning.

WELLNESS CENTRE OPENING

The Co-ordinator attended the opening of the Wellness Centre of Te Amorangi Richmond. ACC set up a safety display for the occasion, to which the Co-ordinator and other community groups contributed resources and displays. The Centre will be a valuable addition to the community.

Chairman's

Recommendation: That the information be received.