

6. CHRISTCHURCH ROAD SAFETY COORDINATING COMMITTEE

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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 Group is planning another flight of radio advertising using the 'Love's Sweet Madness' advertisements on More FM in May focussing especially on red light running. ACC may be able to contribute some funding for this.

Code Red leaflets on intersections are being supplied to OSH who will deliver them to transport firms when they visit.

PEDESTRIAN SAFETY CAMPAIGN

The Pedestrian Group is meeting to discuss ways of addressing the issue of turning drivers not giving way to pedestrians at signalised intersections.

SPEED CAMPAIGN

There will be two more flights of speed advertisements on television in April and June.

OLDER DRIVERS

The providers for Safe with Age who have been delivering courses in Christchurch for four years are leaving to go and live in Auckland. A farewell was held for them at Age Concern and they were presented with a gift to show our appreciation of the work they have done over the years.

An introductory talk for new trainers from the community has been held by LTSA A training day has been set up for those interested.

An information leaflet is being designed and printed for distribution at Safe with Age courses and talks with groups of older people. This leaflet contains information to help older drivers drive safely for as long as possible and about the options available to retain mobility when they have to give up driving.

Several members of the Older Drivers Group will test a presentation of a roadshow of information with a group of older people at Wainoni.

CYCLE SAFETY

"Stop Look Cyclist" stickers have been distributed during Bike Week in February. Students have been putting them on windscreens in the car park during events in Hagley Park. Stickers were distributed at "celebration stations" where large numbers of cyclists stopped for goodies. A promotion on More FM gave away four cycles to drivers spotted with the stickers on their cars. This promotion was supported by radio advertising on More FM. There were also advertisements in the Press and on the backs of buses in the city.

CHILD RESTRAINTS

A group consisting of LTSA, ACC, Crown Public Health, St John and the Road Safety Co-ordinator have been contacting retailers of child seats. They provided the retailers with information packs so that they can give instruction to customers.

This project has been developed as a result of the checks carried out during Kidsafe Week when it became obvious that parents were not reading the instructions with their seats and were often not receiving information on correct installation of the seats from the retailers.

MAORI SPORTS DAY

I attended the Maori Sports Day at Aranui High School at the invitation of the Police. They set up a tent with displays and information and felt road safety information would enhance their display. Julia Dawson from Land Transport Safety Authority and I spent Saturday giving out stickers to children and providing information on child seats and other road safety issues to those who came by. There was a very positive response from all concerned.

We were reminded that the Maori Sports Day was originally funded from CAAP as a vehicle for drink driving messages. It has now become an established annual event in promoting health to the Maori community.

RESPONSIBLE DRIVING

A brief has been drawn up and sent to UMC and Chris Sparks asking them to design a campaign asking drivers to pull over and stop before answering cell phones, or fiddling with the radio or cigarettes. These are the main causes of inattention crashes.

WINTER DRIVING

The regional Winter Driving Group has asked UMC to provide a radio script and possibly a television advertisement asking drivers to slow down and drive to conditions in wet and ice. The printing of ice scrapers is being investigated. Some rural co-ordinators distributed these through service stations last winter.

EVALUATION OF SPEED TRAILER

The group interested in evaluating speed trailers met and discussed the project. Four separate surveys were identified. Wayne Osmers from Land Transport Safety Authority has offered the services of LTSA to survey driver speeds. Surveys of schools and residents groups who have used or requested the trailer will be undertaken by members of City Streets and the Co-ordinator. Surveys of drivers who have driven past the speed trailer will be done with help from the Police and will be organised by the Road Safety Co-ordinator and others with the help of students. Surveys of those deploying the speed trailer will be carried out by the road safety co-ordinator.

A small group will meet in the next few weeks to draw up questionnaires.

WORKSHOP TO REVIEW THE ROAD SAFETY STRATEGY

A workshop will be held this month to review the road safety strategy and set an action plan for the year.

Chairman's

Recommendation: That the information be received.