

Theme/Cluster	Alcohol <i>Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, Rangitikei, Ruapehu</i>
Description of Activities delivered	<p>Police Checkpoints – Palmerston North & Feilding Police alcohol checkpoints collaboration Nov - Dec. Police breathalysed drivers & distributed packs promoting sober driving, alcohol limits, restraints and driver fatigue information.</p> <p>Newspaper, Radio & Social Media Advertising & social media posts in the lead up to, & during the Christmas period reinforcing lower blood alcohol limit, being over the limit the next day & the need to plan ahead before going out.</p> <p>University Flatting Expo Engagement with young drivers reinforcing messages around drink driving limits, planning ahead before partying & understanding the length of time alcohol stays in your body.</p> <p>Ohakune Mardi Gras 5,000 people in Ohakune for the weekend festival. Collaborative approach with Police operations. HRC engaged attendees with sober driving, wearing of seatbelts & fatigue messages. A road safety station was set-up outside Ohakune New World to target people entering and leaving the store.</p> <p>Whanganui Christmas Parade A collaboration with Police, Fire and Emergency, St John Ambulance and Community Patrol to promote good choices around alcohol.</p>
Target Audience	<p>All drivers & passengers (Checkpoints)</p> <p>Middle aged drivers (Newspaper)</p> <p>Young Drivers 18-25yrs (Mardi Gras)</p> <p>First Year University students (Massey Flatting Expo)</p>
Key quantitative results achieved	<p>Police Checkpoints 1200 vehicles stopped, 800 information packs distributed during roadside stops. Police at the Massey University flatting Expo along with Booze Bus, to demonstrate the process to students and reinforce key messages.</p> <p>Newspaper, Radio & Social Media Advertising Full / half page advertising - Guardian (97,000 readership); Hawkes Bay Today, Bush Telegraph, Horowhenua Chronicle (combined readership 109,000); Whanganui Chronicle (21,000). Radio adverts on Mediaworks network Oct – Jan, reminding listeners to plan ahead if drinking. Social media posts reached a small audience via HRC Facebook page.</p> <p>University Flatting Expo Engaged with 200 students. Educative packs provided with alcohol related messages. Survey conducted on alcohol + licence conditions.</p> <p>Resources 5,000 copies of the updated leaflet – 'Drink Driving – What's the Cost'.</p> <p>Ohakune Mardi Gras Engaged 1,000 party goers the day before / day of Mardi Gras. 1000 information packs distributed, on-line competition accompanying 'road safety message' with 35 entries. Police conducted checkpoints with 6,266 Compulsory Breath Tests (cf. last year 2,590) and Mobile Breath Tests 205 (95) resulting in 14 Evidential Breath test 250-400mcg, 9 over 400mcg (12 drink driving offences), 7 licence offences (6).</p>
Key qualitative results achieved	<p>Police Checkpoints –PN and Feilding Packs with alcohol/ restraint information, & merchandise. Police received positive feedback from public when handing out the packs, adding depth to the operation & ongoing impact after the stop.</p> <p>Newspaper Advertising & Social Media Target audience for newspaper adverts male aged 45-plus. These advertisements complement the regular radio adverts as well as other collateral we distribute face-to-face.</p> <p>University Flatting Expo Information & merchandise was well received. Conversations were effective in reinforcing key messages.</p> <p>Resources – 'Drink Driving – What's the Cost? ' Re-designed resource to improve its appearance for ease of reading & further highlight a key message - 'zero alcohol limit for under 20 years'.</p> <p>Ohakune Mardi Gras Attendees received packs with alcohol / fatigue messages as well as merchandise - ice scrappers & hand warmers. Repeat attendees from previous years recalled past messages. Many attendees mentioned having sober drivers organised & remaining an extra night & travelling home Monday. Further engagement was initiated through an online competition. Police dedicated more staffing resources in 2019 to previous year conducting 2.5x more breath tests.</p>

<p>What worked well or not so well?</p> <p>What improvements would be made?</p>	<p>Police Checkpoints The response from the public when seeing multi-agencies working collaboratively delivering road safety messages is very positive. Public acceptance of the message is evident in the comments received during the checkpoints. Face to face engagement is 'gold'. From comments made to staff it would appear key messages are being retained from face to face interactions with members of the public able to recall previous activities. Increasing the frequency of checkpoints & multi-agency delivery is always to be encouraged. This is dependent on the availability of our partners & has been a struggle at times to coordinate all parties with Police staffing restraints being a limitation.</p> <p>Advertising and Social Media The 'RUOverIt' advertisement reminding drivers of danger of being over the limit the morning after was updated to remain relevant. Social media continues to be an option for reaching a key audience. We have yet to find the best platform & are considering options of utilising our partners & media contacts to make up for our Facebook limitations.</p> <p>Resources The re-design of the Drink Driving – What's the Cost? increased visibility of messaging to under 20's. Use of 'RUOverIt?' addresses misinformation on alcohol remaining in your system.</p> <p>Ohakune Mardi Gras The online quiz was initiated to prolong our engagement with young people after the event. Prizes were offered as the incentive to enter. Only 35 entries were received. Participants could complete an entry form on-site or on-line. Eighteen entered at the site & 17 entered on-line. For next year suggest we engage with NZME a sponsor of Mardi Gras to utilise their connections & media expertise to add to the face to face engagement on site.</p> <p>Explore working alongside PT team on initiatives during Christmas time festivities. While we continue to see growing public opinion opposed to drink driving, the hard to reach male repeat recidivists continue to be difficult to influence. Ongoing thought will be given to engaging this audience through other networks.</p>
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Theme/Cluster	Distractions Palmerston North & Whanganui
Description of Activities delivered	<p>Airport Advertising & Social Media 'Keep your eye on the road, drive to the conditions' digital advertising at Palmerston North Airport from Nov to Jan, coinciding with holiday period. 15 second advert on all 8 digital screens located inside airport. Facebook posts May and Dec</p> <p>'On the road. Off the phone.' campaign Billboard & Bus Back Billboard with pop art theme in CBD area. Bus back advertising on urban bus.</p> <p>'Just is all it takes' campaign Radio & Newspaper Advertising Radio - 30 sec radio advertising for month of Nov. Message targeting mobile phone texting in cars. Full page newspaper advert in The Guardian.</p> <p>Radio Advertising A 30 sec radio advert for month of June targeted mobile phone use in cars. Radio advertising was run in Whanganui from Oct - Jan.</p> <p>Screen Buddies – 'Drive Phone Free.' A screen buddy with a road safety message of 'Drive phone free.' was provided to drivers in face to face opportunities at expos, car restraint checking clinics etc.</p>
Target Audience	<p>Target audience female 18-45 years.</p> <p>All drivers</p>
Key quantitative results achieved	<p>Airport Advertising Over 395,000 users over 3 months. 15 second advert on all eight digital screens.</p> <p>'On the road. Off the phone.' campaign. Billboard in CBD for a month on main arterial route with 8,665 daily traffic visual. Bus back advertising from Mar to Jun. Bus backs seen – weekdays 6:40am to 8:35pm and weekends 8am to 6:35pm.</p> <p>Radio Advertising Advertisements were aired across Media Works network – The Edge (targeting 15-39 years) with 48 spots on Breakfast & Drive at times to target morning and afternoon parent runs in Nov, and 156 spots across Rock (25-44 years male skew) Mai (15-34 years with female skew), George station (20-40 years). Advertisements also aired on NZME Hits (Listeners - 60% female, 56% 20-49 years) and ZM (Listeners - 58% female, 69% 20-49 years) stations across Jun with 182 spots. Radio adverts focusing on a range of distractions that can affect someone's driving were run in Whanganui from Oct to Jan.</p> <p>Newspaper Advertising Delivered free to all 38,000 households in Palmerston North and Manawatū area.</p>
Key qualitative results achieved	<p>Campaigns targeted mobile phone use while driving, were aimed at young - middle aged women as a key target group based on observational evidence.</p> <p>Newspaper advert 'I just looked down for a second.' targeted urban drivers appealing to the emotion with a vulnerable child.</p>

continued Key qualitative results achieved	<p>Airport Advertising Coverage across the airport - arrivals, departures & baggage areas meant messages received high profile with proximity to car rental companies & a captive audience at the airport.</p> <p>Billboard & Bus Back Design aimed to appeal to a younger female audience. Focus group feedback was used to measure likely success. Focus group approved of simple message & style.</p> <p>Screen Buddy – 'Drive Phone Free.' Screen buddy received positive feedback from focus group of users.</p>
What worked well or not so well? What improvements would be made?	<p>Billboards in Palmerston North and Manawātū region were a new initiative this year to reach key audiences. Economically they compare favourably to other mediums. Positive comments were made from colleagues when viewing these & billboards complemented other aspects of the campaign. We are working on an accurate way to evaluate the actual reach of billboards. We track daily visual counts, it is difficult to gauge effectiveness of the message with the public, as research would cost more than the campaign itself. We rely on small focus groups to test messaging.</p>

Theme/Cluster	Fatigue Manawātū, Tararua, Rangitikei, Ruapehu	
Description of Activities delivered	<p>Radio Advertising 30 second advertisements were broadcast 4-21 Dec (shift workers) & 20 Dec – 20 Jan (holiday makers). Social media videos were posted.</p> <p>Billboards Billboard placed at prominent site on outskirts of Palmerston North city for two months Jan-Feb to target holiday makers & commuters during holiday period. Same billboard skin at exit from Airport Apr-Jun.</p> <p>Newspaper Advertising Advertisements placed in Tararua, Manawātū newspapers plus HB Today leading in to high risk holiday periods to remind locals of the issues around driver fatigue. Advertisements run over Christmas holiday period, highlighted the new brochure developed for local & international drivers.</p> <p>Fatigue Stops – Tararua, Rangitikei, & Ruapehu A fatigue stop was held at Woodville leading into Wellington Anniversary Weekend. This stop was planned to coincide with traffic passing through the Tararua District. Highway patrol, local police & HRC staff were involved. Over a 2 hour period, drivers were offered water & information on driver fatigue. Police undertook a breath screening operation at the same time. Prior to Christmas, highway patrol undertook mini fatigue stops in Turakina, Bulls & Mangaweka. A fatigue stop was held at the Turoa car park Jul.</p> <p>Fatigue Stop for Truck Drivers A fatigue stop for truck drivers was held during Mar near Dannevirke. Operation was collaborative with Police, HRC, Tararua Alliance and health provider. Refreshments & information packs were handed out. This operation was used to promote messages around truck driver health with drivers offered a free health check. Health checks covered blood pressure, blood sugar levels, smoking cessation & diet related issues that may affect truck drivers.</p> <p>Older Road Users Information outlining the warning signs & steps to take to manage fatigue were provided to senior drivers during workshops, presentations & expos alerting them to the dangers of driving at times of the day when fatigue may be an issue such as mid-afternoon.</p> <p>Ohakune Mardi Gras Fatigue information and other resources were part of the packs and conversations that were held over Mardi Gras weekend.</p>	
Target Audience	Holiday makers and tourists Commuters, shift works & rural drivers	Truck Drivers Senior Drivers
Key quantitative results achieved	<p>Radio & Social Media Advertising 30 second radio adverts targeting shift workers, 42 spots on The Breeze (35-59 years), The Rock (targeted at men 25-44 years) played early morning/ at night. 30 second radio adverts targeting holiday makers, 53 spots on More FM (mums and their families), The Edge (leading Top 40 music brand 15-39 years) The Breeze (35-59 years); breakfast & drive time.</p> <p>Billboards Daily visuals 18,937 at prominent site and 6,050 at Airport exit road.</p> <p>Newspaper Advertising 3 x advertising features in local community newspapers leading into high risk holiday periods.</p> <p>Fatigue Stops 600 information packs and bottles of water distributed. 150 information packs distributed by police during mini mobile stops. 250 information packs distributed to drivers leaving ski field at Turoa.</p> <p>Fatigue Stop for Truck Drivers 100 packs to truck drivers with 9 health checks.</p> <p>Older Road Users 345 drivers received information at senior driver courses.</p> <p>Ohakune Mardi Gras 500 fatigue flyers distributed during Mardi Gras</p>	
Key qualitative results achieved	<p>Radio & Social Media Advertising Shift worker adverts aired in Dec as a lead up to Christmas with increased workloads & holiday makers Dec-Jan coinciding with high risk holiday periods. Video 'Rest before you hit the Road' for social media FB.</p>	

Key qualitative results achieved	<p>Radio advertising Radio adverts focused on Stop, Give Way and Indicate at Roundabouts and were designed to run via a small community radio station in Dannevirke with the target group being senior drivers.</p> <p>Quiz – Who gives way? Road rule refresher quiz designed to be used as a newspaper advertisement or as a quiz at community events and presentations.</p> <p>Rail Safety Week – Face to face activities at targeted sites around Palmerston North, Levin and Dannevirke highlighting rail crossing awareness & handing out TrackSafe resources. 'Look right, look left for trains'. See Pedestrian report. Resources & information shared with the community at Whanganui Countdown, St Mary's Primary School & Whanganui Intermediate School.</p>
What worked well or not so well? What improvements would be made?	<p>Community feedback at community events & Staying Safe workshops identified the confusion older motorists were experiencing regarding the navigation of roundabouts. Newspaper advertisements & distribution of information cards means a growing section of the community is being reached. Feedback regarding the newspapers advertisements continues to be positive with comments – "the adverts are useful and a good way to further educate drivers".</p> <p>This year it was pleasing to see that of the 89 entries, only 24 were incorrect with 2 or more wrong answers. Comparing this to previous year's results, indicates to us that the consistency of the campaign message is having an effect. We have a regular request for copies of our roundabout postcard from a driving instructor who distributes it to his customers when teaching them to drive.</p>

Theme/Cluster	Motorcyclists <i>Tararua & Horowhenua</i>
Description of Activities delivered	Motorcyclists A Gold Ride Forever course was held in Dannevirke during Oct. Advertisements in the Hawkes Bay Today, Bush Telegraph and Horowhenua Chronicle encouraging drivers to 'look for motorcyclists, then look again'. Attended the Coast to Coast Motorcycle Ride and promoted safe motorcycle riding and Ride Forever. This report aligns with the Woodville Lions report for the Coast to Coast Motorcycle Ride.
Target Audience	Motorcyclists
Key quantitative results achieved	Five motorcyclists attended the Gold Ride Forever training course. 320 riders registered for the ride and received information packs. 52 entries received for the competition. Incentives were offered for riders to wear hi-viz. 6 'Look for motorcyclists' adverts in Hawkes Bay, Tararua and Horowhenua papers.
Key qualitative results achieved	A Gold Ride Forever training day held in Dannevirke (Oct) and facilitated by Two Bald Bikers. 5 motorcyclists attended. Riders contributed a share of the course fee with Horizons subsidising a proportion. Silver Ride Forever course scheduled for Dannevirke in Mar was cancelled due to lack of registrations. Regular advertising in paper aligned with motorcycle advertising carried out by NZTA/ACC. The Coast to Coast event was an ideal opportunity to work with a local organisation who coordinate the motorcycle fundraiser event. This group has over the years come to recognise that they play a part in promoting safe motorcycle riding to ensure their event is as safe as can be and that the messages are taken away after the event. Riders received information packs. Ride Forever training was promoted at this event with flyers included in the information packs and through face-to-face engagement. Riders were also encouraged to wear hi-viz as part of the 'Be Safe Be Seen' message. A quiz to refresh knowledge of motorcycle rules was held during the event. Newspaper features promoting the event appeared in local papers with mention of the value of Ride Forever training.
What worked well or not so well? What improvements would be made?	<p>The Ride Forever training days in Dannevirke were not well supported with low numbers registering. The Silver Ride had to be cancelled. The facilitators from Two Bald Bikers remarked this region is a hard region to get 'buy-in' for the training. This may change now that the Ride Forever Cashback scheme is in place.</p> <p>Value in supporting the Coast to Coast due to the benefit of having a large group of motorcyclists in the same place at the same time. Many of these motorcyclists come from outside the district and fit the age group with whom a high percentage of the motorcycle crashes occur.</p> <p>Offering incentives was a way to get buy-in from the motorcycling community and the opportunity to send their entry in after the event worked well for us.</p>
Theme/Cluster	Older Road Users <i>Palmerston North, Manawatū, Horowhenua, Tararua & Whanganui</i>

Description of Activities delivered

Older Driver Education: Staying Safe Courses

'Staying Safe' workshops delivered in Palmerston North, Feilding, Dannevirke and Pahiatua. Older driver education aligned to NZTA's guidelines and facilitated by a trained driving instructor. This report aligns to reports from Age Concern Horowhenua and Whanganui who coordinate courses in their respective districts.

Mobility Scooter Users Education Day & Follow-up Event

Regional Mobility Scooter (MS) event held Nov with support from a retailer, Police, & PNCC. Event is open to MS users from MS groups across the region. Monthly MS Group meetings in Palmerston North & Feilding are attended. As a follow-up to the regional day, an event was held in Feb to further connect MS users throughout the region, reinforce key messaging & build a network of support. For Horowhenua & Tararua HRC facilitated education days in Levin & Dannevirke promoting the safe use of MS on the roads & footpaths. Police presented at these events.

Senior Driver Packs and Presentations RSC provide information for senior road users explaining the process of licence renewal when they reached the age of 75yrs and targeted information pertaining to Road Code, car set-up, route planning, fatigue and information for drivers taking medication. Weekly information booth at local library for Senior Drivers to drop in for advice. Presentations to interested groups.

Age on the Go Expo – Levin Expo event in Levin during Oct.

Older Driver Education: Age Concern – Horowhenua & Whanganui 'Staying Safe' workshops delivered in Horowhenua. Keys to Safe Driving (KSD) Car Fit and Hanging Up The Car Keys (HUCK) courses delivered in Whanganui, Ruapehu & Rangitikei.

Target Audience

Senior Drivers 70+ years
Families of Senior Drivers

Mobility Scooter Users

Key quantitative results achieved

Older Driver Education: Staying Safe Courses

3 workshops held in Palmerston North and Feilding with 60 attending.

4 courses run in Dannevirke and Pahiatua with 53 attending.

Profiles and reasons for attending.

What age group do you belong to?

Under 70	70-74	75-79	80-84	85-89	90+
12%	26%	34%	21%	5%	2%

Nationality/ethnicity

NZ European	Maori	Pacific Islander	Asian	Other
87%	4%	5%	3%	1%

The main reason why participants chose to do the course

Been referred	Improve driving	Support partner	Heard course worth doing	Revision of road rules	Other
6%	45%	5%	14%	29%	1%

Mobility Scooter Users Education Day & Follow-up Event 1x Regional event with 21 MS users attending, further 19 MS users took part in a follow-up fun ride. 1 x MS education day in Levin with 18 participants 1 x MS education day in Dannevirke with 9 attendees

Senior Driver Packs and Presentations Palmerston North RSC presented on Safe Driving with Q & A to 210 senior drivers at Probus & Church meetings. Information handed out - NZTA 'The Road Ahead', fatigue & intersection rules.

Older Driver Education: Age Concern – Horowhenua & Whanganui 6 Staying Safe courses held in Horowhenua with 108 attending. Keys to Safe Driving (KSD) 81 attendees, Car Fit 26 attendees, Hanging Up The Car Keys (HUCK) 56 attendees.

Key qualitative results achieved

Older Driver Education: Staying Safe Courses

Attendees provided the following feedback:

How do you rate this workshop?

Excellent	Very good	Good	Fair	Poor
65%	28%	6%	1%	0%

How do you rate the facilitator(s)?

Excellent	Very good	Good	Fair	Poor
64%	30%	6%	0%	0%

Recommend workshop to others?

Yes	No	Maybe
98%	0%	2%

As a result of this workshop, are there changes you may make to stay safe, or in your decision making?

Yes	No	Maybe
78%	12%	10%

Do you feel more able to maintain a good quality of life when you stop driving?

Yes	No	Maybe
53%	15%	32%

Do you feel more confident as a driver having completed this workshop?

Yes	No	Maybe
87%	4%	9%

A Selection of Comments 'Relaxing & down to earth discussion. Well worth my time... Really beneficial for my age group. Positively presented. Not discriminatory. Made me more aware of road conditions and other users. Would have preferred two morning sessions over a week. Need more of these workshops...Very good revision of road rules.... A very good course. Need these to update driving skills, think we become complacent in our old age...Greatly enjoyed. Very humorous and lively. Enjoyed and revised the rules...Very good to be refreshed. Well presented...Well presented, knowledgeable...Perhaps more comment on slow drivers. Often need to moderate road rule adherence because of uncertainty about what other drivers are going to do.'

Mobility Scooter Users Education Day & Follow-up Event Regional event is an opportunity for MS users to share experiences, knowledge and concerns around safe mobility scooter use. Police, local TA and retailer are involved to discuss road rules, safe use of MS as well as the care and maintenance of scooters. Event consists of a practical component as well providing resources to improve the safety of MS users. Participant feedback was very positive.

Here is a sample of written comments received from attendees.

'Meeting others in a group to get opinions and ways of helping each other. Groups are important to help each other...A really great day...First time have made it & enjoyed very much. ..Learnt more about safety...That there needs to be a drive for other scooter riders to know these rules.'

Follow-up event was a first and provided the local club an opportunity to connect with other clubs, as well as attract new members in a positive, safety focused environment. Local retailers supported this event and a new network has been created with further interactions happening between user groups.

MS users who attend the education sessions held in their respective towns were given hi-viz vests and flags to ensure they are highly visible when out and about. Topics covered at these days include road rules, safety on the footpath, being highly visible, purchasing and maintaining a MS. They are also given the NZTA booklet 'Ready to Ride – Keeping safe on your mobility scooter'.

Senior Driver Packs and Presentations RSC presentations at expos led to follow-up attendance at Staying Safe Workshops. Face to face education activities such as an intersection quiz and discussions during expos identified that many senior drivers are confused around some intersection rules and required refreshing. Apparent many had not read the Road Code for a number of years. As a result it was decided to base a newspaper campaign targeting intersection rules at this age group through a local newspaper delivered free to all households.

Newspaper Advertising Campaign Intersections (refer Intersections) Senior citizens have engaged with this medium through regular newspaper educational advertisements on road rules.

Age on the Go Expo – Levin Focus on raising awareness about the rules at intersections. 'Who gives way?' quiz using questions from Road Code.

Older Driver Education: Age Concern – Horowhenua & Whanganui

Significant proportion indicate as a result of the workshop they intend making changes to their driving in order to stay safe on the road. Some participants attending Horowhenua courses were frank in their feedback realising they were not as safe on the road as they had imagined and intend changing their driving. Another highlight has been attendees increased confidence to re-sit their driving test, they now feel more up to date and less anxious.

A selection of comments from the Whanganui, Rangitikei and Ruapehu programmes KSD: Overwhelming majority of attendees scored the workshop as being good or excellent. Comments included many versions of these: "informative, well presented, clear explanations and facilitation, interesting, clear, enjoyable, am now more aware of the road rules, my responsibilities as a driver'. Most reported they are likely to make changes for safety and/or felt more confident.

HUCK: Feedback was universally positive about the benefit of the panel presentations, quality of presenters and information shared. Specific comments included 'gave us a chance to ask questions for us and others'.

continued Key qualitative results achieved	<i>CarFit:</i> All are now more aware of safety features and rated the session as worthwhile. The range of adjustments that participants learned they needed was: steering wheel, seat, seatbelt, head restraint, mirrors and blind spot. They also learned how to use brakes and hazard lights.
What worked well or not so well? What improvements would be made?	<p>Older Driver Education: Staying Safe Courses Linking these to senior presentations and expos has been worthwhile in getting increased attendance and raising profile. Partnering with retirement villages, churches and community groups such as Age Concern has been beneficial in reducing costs, increasing profile and accessing participants. National advertising campaign has provided increased visibility however it could be improved with better liaison, more timely communication and increased accuracy of local provider information. Participants for Staying Safe courses in Tararua and Feilding declined. Feilding courses were reduced as a consequence. We will re-evaluate number of Tararua courses offered.</p> <p>Mobility Scooter Users Education Day & Follow-up Event Event is very useful to reinforce road safety messages to an increasing number in a target group. It culminates the work done individually by RSCs with the various local groups throughout the year and is powerful with a combined voice with Police and local TA staff. Last year we highlighted the need to reach non-affiliated users. The follow-up event was an attempt to reach this group. This will develop and for a first time, was well received and is something the PN group wants to continue annually. Education days in respective towns often attended by those who already belong to a MS group. The challenge is how to attract those who do not wish to belong to a group. They are often the ones we hear about not using their MS in a safe manner.</p> <p>Senior Driver Packs and Presentations Opportunity for quality face to face engagement to discuss driver education and road safety issues. For many, this was the first time for a number of years they had any road rule revision. Word is getting around to other community senior citizen groups and groups are now contacting RSCs for information.</p> <p>Newspaper Advertising Campaign Intersections (refer Intersections) Good medium to reach senior drivers.</p> <p>Age on the Go Expo – Levin The Expo provided opportunity for face-to-face engagement and discuss the intersection rules. The majority of people 'had a story to tell' about a near miss they had experienced at an intersection. People are now seeking our stand at the Expo so they can upskill and test their knowledge.</p> <p>Older Driver Education: Age Concern Horowhenua To reduce number of attendees not turning up it is worth considering changing day to earlier in the week so as not to clash with other Friday activities. Good links with other local organisations to utilise facilities, resources and advertising.</p> <p>Age Concern Whanganui Providing copies of Road Code to local library in Taihape. A high interest in KSD in Taumarunui supported by experienced facilitator. Successful collaboration with a Retirement Village to host a HUCK session. Inclusion of TM facilitator to HUCK sessions was a success. Continuity in Police staff present meant consistency of message. Attendees at HUCK sessions reached target groups with 61% 80 years+ and 97% over 70 years. Including two extra questions in the follow-up phone survey indicated that a few had already stopped driving, 79% now know about alternative transport and 64% feel better prepared to stop driving. Additional training was provided from Wellington AA for CarFit volunteers and have increased with 3 new volunteers.</p>
Theme/Cluster	Restraints <i>Palmerston North, Manawatū, Tararua, Whanganui</i>
Description of Activities delivered	<p>Child Restraints and Adult Seatbelt Use HRC conducted compliance check points with Police and NZ Plunket. Assisted parents/caregivers by providing free bolt installations. Promotion of adult & child restraint use through events & visits to child care organisations. Areas covered Palmerston North, Feilding, Bulls, Levin, Shannon, Foxton, Pahiatua, Dannevirke, Woodville, Eketahuna, Whanganui, Marton, Taihape & Turoa.</p> <p>'I am counting on you' Child Restraint Campaign – Bus Back & Postcards Back of Bus advertising for 8 months from Jul-Feb in Whanganui & Palmerston North. Also Palmerston North for 6 months Jan-Jun.</p> <p>Newspaper advertising Full page & half page child restraint adverts in Tararua, Palmerston North, Manawatū, Whanganui and Horowhenua.</p> <p>Radio advertising 30 second advert ran for Dec in Palmerston North & across the year in other districts, reminding to click their seatbelt no matter the journey.</p> <p>Social Media Facebook posts Dec focusing on use of seatbelts / child restraints.</p> <p>CBD Billboard Feb-Mar at busy CBD intersection in Palmerston North.</p>
Target Audience	All drivers and their passengers with a particular emphasis on child car restraints

Key quantitative results achieved	<p>Car seat checking clinic stats: Across the region: 2,496 seats checked: 1,388 (56%) correct and 1,108 (44%) incorrect - 79 (3%) had no restraint being used.</p> <p>Child Restraint Campaign – Bus Back & Newspaper Advertising, Postcards – ‘I am counting on you’ Back of the Bus Advertising. Urban bus backs are seen-weekdays 6.40am to 8.35pm and weekends 8am to 6:35pm. In conjunction with the campaign a postcard to support parents with reminders for best practice.</p> <p>Radio Advertising 30 second radio advert on ZM (58% 10-29 years) Dec- 50 spots. 30 second radio advert on Dannevirke Radio for 3 months – 200 spots</p> <p>Billboard CBD location site has daily visuals 29,345.</p>
Key qualitative results achieved	<p>Restraint checkpoints took place at childcare facilities, as well as on roadsides. This allowed us to reach a diverse section of the community including high risk groups. We have responded to concerns from Child Care staff and with Plunket and Police been able to target individuals with education and enforcement.</p> <p>Messages on child restraint and seatbelt use has been directed at events and presentations, where parents, caregivers and young people are present in an effort to remind them of the importance of wearing a seatbelt.</p>
What worked well or not so well? What improvements would be made?	<p>Offering free bolt installations and information packs had a very positive impact, Police were seen to be acting proactively and solution based rather than just carrying out enforcement. Most parents whose children were incorrectly restrained were offered help in the first instance, particularly if only minor help was needed, i.e. harnesses tightened, restraints repositioned and installed correctly. For a very small group of parents, compliance tickets were issued to ensure they followed up with ensuring their children ended up correctly restrained.</p> <p>A worrying trend is the increasing incidence of children being transported unrestrained. Sometimes this is through ignorance of the law particularly with recent migrants, sometimes neglect and sometimes because circumstance has changed with another carer picking up the child at short notice. The key message is no matter how near or far you are travelling, you need to be restrained.</p> <p>A gap in this region is the need for a provider of donated or sponsored restraints. We sought clarification with MSD to understand the process to get a restraint with MSD funding so we are better able to communicate this to any relevant carers. We plan to meet with MSD, Plunket to look at how we can make it easier for people to access funding by providing quotes and information.</p> <p>There has been some difficulty holding the numbers of checking operations we had intended to hold, due to availability of Police staff to assist, with other national operations and staff shortages having an impact.</p>

Theme/Cluster	Speed Tararua, Horowhenua, Ruapehu
Description of Activities delivered	<p>‘Rural roads are not motorways’ – A further 4 billboards installed in Horowhenua and Tararua. Advertisements with the same message were placed in newspapers and resources with the message distributed at targeted events.</p> <p>Surveys – Eketahuna (Tararua District) A speed survey was carried out in Eketahuna after concerns from local residents (via Eketahuna Our Town Committee) about the speed of traffic approaching the pedestrian crossing which is on the State Highway in the middle of town.</p> <p>Flyer for Chinese Driving Tourists Design of a new flyer specifically for Chinese drivers with a focus on NZ Law When Driving and Slowing Down at Roadworks.</p>
Target Audience	All drivers International Tourists
Key quantitative results achieved	10 x billboards have been installed. 7 x advertisements in local newspapers. 2000 flyers printed 1 x speed survey conducted in Eketahuna (Tararua District)
Key qualitative results achieved	<p>Rural Roads campaign The ‘rural roads are not motorways’ message reminds drivers that you never know what you may come across on rural roads and that we need to drive at speeds that reflect the surroundings. The graphics used, i.e. sheep and dairy cows on the road is a very common scenario on NZ’s rural roads.</p> <p>Speed Survey – Eketahuna The road safety coordinator was approached regarding a concern about the speed of traffic travelling along Main Street (SH2). Residents perceived vehicles were travelling faster than 50km/h and pedestrians using the crossing were at risk. Two dates were set aside to collate speed data using the speed laser from NZTA. 303 vehicles were tracked over the two days with 9 vehicles exceeding 50km/h. The highest recorded speed 55km/h.</p> <p>Flyer for Chinese Tourists NZ Police (Highway Patrol) & HRC developed a DL flyer similar to one used in the South Island.</p>

<p>What worked well or not so well? What improvements would be made?</p>	<p><i>Distributing the resources as part of our face to face engagement with the public at targeted events work well. There has been positive response from the general public about the visibility of the billboards on some of the local rural roads.</i></p> <p><i>Positive feedback received on our Facebook page regarding the advertisements appearing in the local Horowhenua paper, "Well done Horizons, we've been wanting this for so long, now put them as billboards especially on Opiki Road! Great work!" Further placements of billboards will be addressed in the next financial year.</i></p> <p>Speed Survey The speed survey was a useful activity to carry out with members of the community. Many people perceive drivers to be going much faster than they actually are. Local residents in Eketahuna felt that this was the case and that people using the pedestrian crossing were at great risk. The road safety coordinator met with a local member from Eketahuna Our Town and carried out the surveys. The data showed few drivers were exceeding the set speed limit for this area. Because of the environment, i.e. busy main street at certain times of the day, school children using the crossing, wide main street; 50km/h can be too fast at times. It was noted some pedestrian behaviour was risky, i.e. people crossing within a few metres of the pedestrian crossing, or not checking for approaching traffic and walking straight out. These were a mix of local people and visitors travelling through. The committee were satisfied with the results of the survey and agreed that some of the issues could be handled within the community through community engagement.</p>
<p>Theme/Cluster</p>	<p>Vulnerable Road Users - Cycling Palmerston North, Whanganui, Rangitikei</p>
<p>Description of Activities delivered</p>	<p>I Tri'd the Tri Series (Child) Community Cycling Events (Adult) Children from Palmerston North and surrounds participated in a triathlon every Monday night for 5 weeks. Horizons provided cycle safety messaging and spot prizes for this event. Horizons provided resources and information for various cycle centred events. Advocating on cycle safety and representation at cycling transport related forums. Resources were made available for members of the public to increase visibility while cycling and walking.</p> <p>Young Cyclist of the Year – Whanganui Competition in Whanganui during Nov.</p> <p>Mars Pet Care Family Safety Day Family safety day held during Oct. Part of cycling awareness and collaboration with Police, Cycling Road Codes distributed.</p> <p>Be Seen Be Bright Run by the 'Let's Go' team - Whanganui DC and supported by HRC promoting the use of reflective clothing when cycling, walking or running.</p> <p>Cycling Road Safety Education (Sport Manawatu) Programme to teach Grade 1 & 2 skills required to cycle safely on our roads.</p>
<p>Target Audience</p>	<p>Cyclists</p> <p>Cyclists school children 9 – 11 years</p>
<p>Key quantitative results achieved</p>	<p>I Tri'd the Tri Series (Child) Community Cycling Events (Adult) An average of 800 children participated each Monday. Around 500 adult cyclists were given safety messaged items to reinforce key messaging around visibility.</p> <p>Young Cyclist of the Year – Whanganui 9 schools entered the competition.</p> <p>Cycling Road Safety Education (Sport Manawatu) Grade 2 cycle skills sessions delivered to 1,835 students. Grade 1 cycle skills sessions delivered to 744 students. Sessions involved 23 schools across the PN, Manawātū & Tararua districts. 21 adults as part of the Cycling Uncovered programme and 34 adults involved in Whanau Tri training programme.</p>
<p>Key qualitative results achieved</p>	<p>I Tri'd the Tri Series Community Cycling Events (Adult) This is a major annual event for Palmerston North and feedback from families is always positive. Cyclists receiving high-viz back pack covers, vests and lights are appreciative of our efforts to improve their safety.</p> <p>Young Cyclist of the Year – Whanganui Event is the culmination of the year's road safety traffic education by the Police School Community Officers in Whanganui. Students from nine schools competed for awards. It entailed a written test and practical skills cycling test. Police worked in collaboration with HRC and the 'Let's Go' team from Whanganui DC to deliver this event.</p> <p>Cycling Road Safety Education (Sport Manawatu) Working alongside teachers in the schools is making a positive difference in the way students understand cycle safety. The students are engaged with the theory and receptive to understanding cycle handling skills, learning the code for cyclists, and applying the road rules. They make large gains in their application of cycling skills, knowledge of road rules and become confident and competent in a relatively short timeframe. They all complete the course as 'safety aware cyclists and demonstrate significant improvements in their cycling ability.</p>

<p>What worked well or not so well? What improvements would be made?</p>	<p>With the increase in cycling infrastructure spending by local authorities there are increasing opportunities to collaborate and improve messaging to all road users around cyclist safety. There is a particular need in Palmerston North to revisit educating cyclists and heavy vehicle drivers on blind spots around buses and heavy vehicles. This is an activity planned for the next year.</p> <p>Cycling Road Safety Education (Sport Manawatu) The schools are right behind the cycle safety programme and have gone out of their way to fit this into their crowded timetables. The teachers take part in all the sessions and encourage parents and carers to join the children riding on the road. This assists the children to continue to learn and ensure best practice is reinforced at home and outside school times. This year at one school, parents attended an evening session which was a positive advancement to a holistic cycle safety approach. As this programme and deliverer moves towards Bike Ready Accreditation it is apparent that there is a greater need to have more trained cycle instructors to better realise the expected ratio. Looking to the future of a national standardised programme this will also mean better depth of instruction and sustainability with resource.</p>
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Theme/Cluster	<i>Pedestrians</i> Palmerston North, Horowhenua
<p>Description of Activities delivered</p>	<p>Bus Side Advertising Bus advertising in the form of a moving billboard in Palmerston North. Two advertisements - 'Get that gear out of your ear. Look out before you step out' and 'Eyes up. Walk smart.' advertising for 12 months.</p> <p>Back to School Campaign – Newspaper Advertising of Back to School campaign with full back page advertisement in newspaper 7 Feb – 'See the Signs' 40kmh school zones and 20kmh school bus either way. Wristbands with safety messages for pedestrians were handed out to primary school students at school entrances and child focused events.</p> <p>Monitoring of School Zones & Hot Spots Ongoing surveying primary and intermediate school zones before and after school was carried out. Responding to school concerns with congestion and safety issues. Providing analysis and options for improvement.</p> <p>School Patrol Day Police and HRC held a school patrol day out for schools in Feilding to thank the students for their time and effort in helping Feilding school children get to school safely.</p> <p>Rail Safety Week – August 2019 HRC teamed with TrackSAFE (KiwiRail) to raise awareness about rail safety and to encourage safe behaviour around trains and tracks in Palmerston North, Levin, Taranaki and Whanganui.</p>
<p>Target Audience</p>	<p>All road users particularly those driving near schools and stationary school buses. Pedestrians in Palmerston North CBD especially generation Z wearing head phones. A growing issue based on anecdotal reports from public and CAS data. Primary school students walking to school. Pedestrians using railway crossings.</p>
<p>Key quantitative results achieved</p>	<p>Bus Side Advertising The bus side is seen- weekdays 6.40am to 8.35pm and weekends 8am to 6:35pm. The bus advertising ran for eight months, around Palmerston North urban routes 7 days a week.</p> <p>Back to School Campaign – Newspaper Delivered free to 38,000 households.</p> <p>Monitoring of School Zones & Hot Spots School zone observations were carried out along with some school bus stop monitoring. Results have been provided to the interested parties.</p> <p>School Patrol Day 7 schools attended the school patrol day at The Makino Aquatic centre with approximately 250 students and staff celebrating their efforts.</p> <p>Rail Safety Week 65 pedestrians stopped during an education awareness activity at the Queen St level crossing in Levin. Over 100 people engaged in conversations on rail safety outside supermarkets in Dannevirke and Palmerston North.</p>
<p>Key qualitative results achieved</p>	<p>Monitoring of School Zones Findings indicate large majority of motorists travelling through school zones while the temporary speed limit is operating are complying with the 40kmh limit. Traffic is successfully being slowed. There are some behavioural improvements to be encouraged with parents picking up and dropping off students. Schools are proactive around entrances with suggested routes such as not exiting with right hand turns from school parks, drop off zones.</p> <p>Rail Safety Week To promote the safety of pedestrians in urban zones we targeted a level crossing in Levin and reminded pedestrians to stay focused and to expect trains at any time from either direction. TrackSafe donated merchandise to give away, which encouraged people to stop and engage with us. RSCs targeted shoppers at supermarkets in Dannevirke and Palmerston North, offering environment friendly shopping bags while promoting rail safety week.</p>

<p>What worked well or not so well? What improvements would be made?</p>	<p>Working with local council to identify key sites in CBD to locate footpath sticker reminders.</p> <p>This region like others has a problem with motorists adhering to the 20km either way rule when passing stationary school buses. Working with a local bus operator to increase the visibility of this message. In addition it would be helpful if there was a nationwide campaign developed and some follow up to previous trials and findings such as the Ashburton Trial on bus signage conducted some years ago.</p> <p>Rail Safety Week Having a presence at rail crossings during rail safety week, had a positive impact as people were keen to engage. The majority of people had stories and experiences they shared and supporting the activity.</p>						
<p>Theme/Cluster</p>	<p>Young / High Risk Drivers <i>Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, Rangitikei and Ruapehu</i></p>						
<p>Description of Activities delivered</p>	<p>Driver Licence Education Programmes Driver licence education has been a focus for the region with local community groups being funded through our External Community Road Safety Fund WC:432 Eight community organisations have been contracted to provide targeted support to their communities.</p> <p>Massey Flatting Expo Key safety messages: Safety belts, impaired driving and intersections while also promoting drive.govt.nz for learners. As part of the engagement we surveyed students on driving behaviours. This feedback is collated and used to inform future direction with Massey students. To further reinforce the key messages we handed out free promotional gear with the key messages clearly displayed. There was an opportunity to provide resources such as Road Codes and cycling vests to students requiring these.</p> <p>Pilot Trial – Young Driver Youth Justice Residential Care Programme In response to increasing incidences of young unlicensed drivers fleeing, a collaborative programme is being created to target young people in youth justice residential care and their whanau. A range of partners with lead agency Oranga Tamariki -Youth Justice supported by Corrections, DHB, HRC RSC, First Responders, Manfeild, RYDA, Brain Injury Trust, NZDF, iHOW for resources and delivery.</p> <p>Newspaper Advertising – ‘Stay Involved & Safeteen advertisements, Drive to the Conditions Advertisements to remind parents about the importance of being involved in their teen’s driver training were placed in the local community newspapers throughout the year. These adverts aligned with young driver advertising from NZTA. Full back page newspaper advertising Apr. Message ‘Keep your eye on the road, drive to the conditions. Make the choice to slow down. By choosing a safe speed you choose what happens next.’</p> <p>Newspaper Advertisement – ‘The Unsell’ Campaign A series of newspaper full page and half page adverts using NZTA approved images and messaging were placed in community newspapers weekly during May. Flyers have also been produced in readiness for a campaign to target parents during secondary school parent events such as interviews.</p> <p>Social Media Facebook posts with Safeteen adverts and highlighting licence training providers across the region were posted over two weeks in Sep.</p> <p>SADD Conference Supported student leaders to attend annual SADD conference who otherwise may not have been able to attend.</p> <p>High School Road Safety Programme Supported a targeted new SADD school to attend RYDA full day programme for secondary Year 12 students.</p> <p>Dannevirke A&P Show Road safety activity at the A&P Show with a focus on young drivers, driver licencing and wearing of seatbelts. Messages reinforced with use of driving simulator as well as a seatbelt simulator. A quiz was held to encourage further face-to-face engagement on the day.</p> <p>UCOL Open Day 2018 - Whanganui HRC collaborated with Police to hold a joint exhibit at the UCOL open day in Whanganui in Aug.</p> <p>Hunterville Shemozzle Information packs were provided to organisers of the event to be distributed on the day. The packs contained information about drink driving and seatbelts.</p> <p>Learner Licence Programmes – Whanganui/Marton A learner licence programme was run at Whanganui City College in Nov and will now be offered to other secondary schools in Whanganui and Rangitikei. A learner licence programme was also scheduled to begin in Marton during Feb but due to the lack of a suitable provider it was deferred to the following year.</p> <p>Ohakune Mardi Gras refer Alcohol section</p>						
<p>Target Audience</p>	<table> <tr> <td>Learner Drivers</td><td>Parents of learner and restricted drivers</td></tr> <tr> <td>Illegal drivers</td><td>Young people in youth justice residential care</td></tr> <tr> <td>Young drivers 16-24 years of age</td><td>Year 12 Secondary School students</td></tr> </table>	Learner Drivers	Parents of learner and restricted drivers	Illegal drivers	Young people in youth justice residential care	Young drivers 16-24 years of age	Year 12 Secondary School students
Learner Drivers	Parents of learner and restricted drivers						
Illegal drivers	Young people in youth justice residential care						
Young drivers 16-24 years of age	Year 12 Secondary School students						

Key quantitative results achieved

Driver Licence Education Programmes In total around 2,400 young or high risk drivers across the region received licence support from community providers. The majority of attendees were young, male, and of Maori or Pacific Island ethnicity.

Licence Type	Learner	Restricted	Full	Success Rate
2018-19	2,216+	42	16	98%

Massey Flatting Expo 200 University Halls Resident Students. Around half had a Full, 1/3 Restricted and ¼ Learner licence. A small number had International.

Pilot Trial – Young Driver Youth Justice Residential Care Programme

Components of the programme trialled. Awaiting results from lead agency.

SADD Conference 5 students from across the Region took up the offer to attend the national SADD conference in Feilding.

Newspaper Advertising 14 advertising opportunities undertaken throughout the year, where the focus was on young drivers and parents. 2 x road safety presentations to CACTUS programme in Dannevirke

Dannevirke A&P Show 52 people experienced the seatbelt simulator & 50 people experienced the driving simulator 52 entries in the child restraint/seatbelt quiz

Hunterville Shemozzle 800 packs were provided for the Shemozzle

Ohakune Mardi Gras - Refer Alcohol section of report

Key qualitative results achieved

Driver Licence Education Programmes Below is a selection of anecdotal accounts detailing the impact of this support: Working with a 23 year old youth who has been referred through Police after being picked up with an unwarranted, unregistered vehicle. He does not have a licence but is employed in the forestry industry. He is taking time off work to attend one on one sessions. He has literacy limitations and memory retention problems. We needed to order a Birth Certificate for ID purposes. Students saying at the end "this is the first thing I have ever finished". "The colours make each question easier to know which one you are answering" "The whole page is much less busy than the old pages"

"The colours and blocks stop the page moving when I read, I have dyslexia"

"I usually have a reader/writer but I can understand and do this work"

A middle aged Jamaican man comes to the caravan with an expired passport, expired NZ residency paper and a mixture of ID. We give him details of what he needs and he returns a week later. The ID does not stack up so our tutor takes him in our car to VTNZ. After a long conversation with NZTA and much negotiation a way forward with his ID is forged. The tutor takes him back, teaches him and he gets his licence that day. One on one, expensive but rewarding for everyone involved. He was driving already.

Newspaper Advertising Received positive feedback from public on clear & useful information conveyed in advertisement for parents. Delivered free to all households in area. (38,000 households in PNCC & MDC).

Safeteen Newspaper Advertisements The Safeteen advertisement encourage parents to stay involved in their teens driver training and have links to the "DRIVE" programme and Safeteen driver websites. We were noticing many parents are not sure about the process their son/daughter needs to undertake to obtain a licence, i.e. evidence of identity and ensuring they obtain a learner licence before driving on the road, so to assist with this process we ensured there are links provided in the advertisements or that the advertisements themselves contain some of the information. In Horowhenua, Tararua, Hawkes Bay and Whanganui the community newspapers we advertised in have an approximate combined readership of around 130,000.

Massey Flat Expo Survey Results July When students were asked about alcohol limits for Under 20s an excellent response from learner (100%), restricted (97%) and full (94%) licence holders knew the law. Only half of non-licence and international licence holders knew. Knowledge of restricted driving hours and passenger conditions had similar results with a slightly lower number correct across all licence types. Only around half of NZ driver licence holders had used DRIVE. Around ¼ had never heard of it. When asked how they learned to drive the majority of licence holders were taught by their parents; with the exception being the international licence holders.

SADD (Students Against Dangerous Driving) SADD students at secondary schools in Tararua continue to run activities throughout the year based on the six SADD principals. HRC supports their activities when required. SADD students also assist at roadside checkpoints in Tararua with Police and HRC.

Dannevirke A&P Show The driving simulator was used to target young drivers, giving them the opportunity to practice a range of driving scenarios such as safe stopping and following distances, changing weather conditions, scanning ahead and having an awareness of vehicle blind spots. The seatbelt simulator gave people the opportunity to experience the actual force generated during a 5-12km/h collision.

Ohakune Mardi Gras see Alcohol section

Driver Licence Education Programmes

Here some examples from community providers:

We have newly designed and printed resources for our students to use that are helping many specific learning needs. We think we have made a breakthrough for Dyslexia Spectrum students and they give exceptionally high praise for these new resources. We would like to have smaller groups for English Second Language students, anxiety students and a few other learning needs. Due to cost restraints we cannot always accommodate them ideally. The increasing complexity of learning needs is stretching our tutor allocation and financial viability. Our service could be enriched by having the flexibility to have one-one tutoring when required. This would only be possible with some specific funding for these students. Opening in Levin has worked well and demand has increased our service to two days a week for the 2019 year. Increasing our mentoring hours has enabled more drivers to access the vehicle and work towards their 120 practical driving hours. There continues to be a large need in this area for support for learner drivers which is beyond our capacity. Our operations are dynamic to cope with changes in personnel and enable the best outcomes from the available resource. We constantly evaluate our methods. Migrant workers moving into the region requiring support in attaining their licence but having limited English provides challenges for us in meeting this need. From 2020 there is an expected influx of refugees to this region. This will require more resource which we currently do not have the capacity in personnel or funding. We will work on solutions such as utilising ESL partners.

Other activities The face to face engagement with Young Drivers has been very successful and the response has been extremely positive. They have been receptive to receiving safety messages. As always the hard to reach audience is a focus. A disappointment this year was Corrections not running a collaborative Road Safety education day as in previous years. This is something to pursue and seek out alternative methods to reach this group. A positive development is working with Youth Justice Residential Care to develop appropriate interventions for their residents. Trials are being conducted on components of a future programme with a view to creating a successful programme with a holistic approach.

**What worked well or not so well?
What improvements would be made?**

SADD (Students Against Dangerous Driving) SADD students who attend the national SADD conference will often come back to their school with a sense of passion and enthusiasm for promoting the SADD principles. For many, attending conference is a cost that they couldn't afford so being able to support their attendance by covering their registration ensures that their efforts are recognised and valued. The activities they undertake within their school and community has a positive impact and encourages the target group to think about their driving behaviour. We've noticed that when the general driving public see young people promoting safe driving practices i.e. sober driving checkpoints, they respond positively to the face to face engagement.

Dannevirke A&P Show Having a site at the A&P Show was a great success this year with a steady flow of people visiting the site and experiencing the road safety activities. Having activities that people could partake in was a fantastic way to draw people in. The seatbelt simulator created some excellent face-to-face engagement around how people value the importance of wearing a seatbelt. After they had experienced the low-impact collision, people realised the value of the protection provided by the seatbelt and went away with a new respect for the protection that a seatbelt can provide. A large number of people also watched the demonstrations from the side-line and so even though they weren't actually experiencing the collision, still left with an understanding of the message.

We were also fortunate that the person facilitating this activity was a young person who has an absolute passion for road safety which came across strongly with the way she conversed with young people her own age as well as the general public. The driving simulator had a constant flow of people wanting to experience the different driving scenarios. A number of students from the local high school were keen to see it used alongside practical on-road driving lessons particularly in schools where a driver licencing programme is being undertaken.

UCOL Open Day – Whanganui The success of this activity was impacted by the organisers' failure to promote the activity to students leading to a very low turnout. We will be re-evaluating whether we take part in the event next year.

Huntermville Shemozzle Event is run every year & features competitions, events, activities & entertainment. Target group of young rural males can be a very hard group to engage with. We supply information packs distributed by the organisers.

Learner Licence Programmes Due to the lack of a suitable provider for the learner licence programme in Marton we negotiated with a regional provider to run a programme as part of our 2019/20 external community programmes.

Ohakune Mardi Gras – Refer Alcohol section