

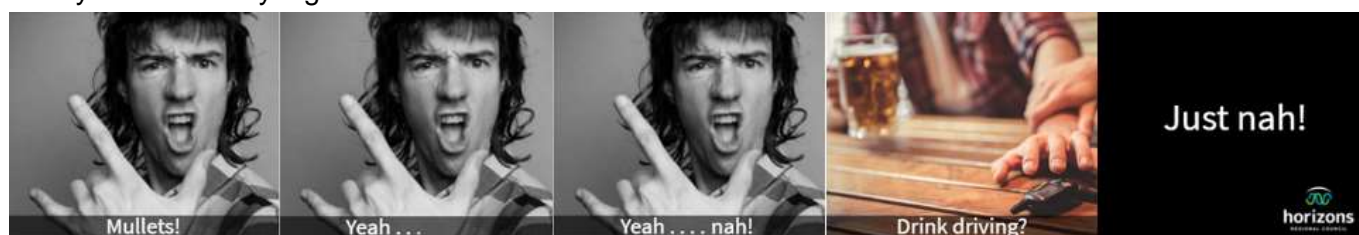
# ALASTAIR MAYSTON – PALMERSTON NORTH AND MANAWATŪ, DEBBIE WEBSTER – TARARUA AND HOROWHENUA AND TE ORA NYMAN – WHANGANUI/RANGITIKEI/RUAPEHU

December 2019

## Community Focused Activities

### 1. ALCOHOL – Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui & Ruapehu

An advertising campaign, 'Just Nah', was run on radio and geo targeted digital media (December). It challenged social acceptance of drink driving and aired on five male centric radio stations on Thursday, Friday and Saturday nights.



*Digital advert alcohol 70,000 impressions region wide.*

Targeted prevention activities were run, with face to face engagement with 150 first year Massey students. Students received road safety alcohol related resources including the dangers of driving the day after a night out. Student questionnaire responses showed a higher awareness of the zero alcohol limit for under 20s and restricted licence driving conditions from the previous year, with also slight increase in awareness among students of Drive.govt.nz. Alcohol and restraint road safety education packs were provided to Police and Highway Patrol for distribution at Christmas checkpoints.

Sober driving advertisements appeared in local community newspapers in Tararua and Horowhenua targeted at the over 55 years age group. Advertisements coincided with NZTA national advertising themes and focused on reminding drivers of the 'cost of drink driving and being caught' as well as being 'over the limit the next day'.

During July 2019, students from the local Tararua College SADD group accompanied the road safety coordinator at a TAG stop (alcohol checkpoint) with Police and distributed information packs to 445.

### 2. DISTRACTIONS – Palmerston North, Tararua & Whanganui

"On the Road. Off the Phone" distractions campaign, highlighted mobile phone distraction and included full page advertorial newspaper (September), urban back of bus advertising in Palmerston North and Whanganui (July-December) and billboard in Palmerston North CBD (October-December).

Newspaper advertising in Whanganui leading into Labour Weekend reminded drivers to 'keep your eyes on the road, drive to the conditions'.



*Distractions campaign*

A visual campaign, reminding drivers to keep their eye on the road and drive to the conditions, was played on digital screens at Palmerston North Airport during the peak Christmas holiday period.

Road safety coordinators partnered with Police to run operations targeting cellphone use in Palmerston North CBD and Dannevirke during September.

### 3. INTERSECTIONS – Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, and Rangitikei

Following on from observational traffic data, stakeholder and driver feedback, newspaper advertorials were run in Palmerston North and Manawatū newspapers during July and August to reinforce correct driver behaviour at intersections. Across the region, several other community newspapers were used to raise awareness around intersection rules with a particular emphasis on indicating at roundabouts.

Radio advertising, information postcards and leaflets on intersection rules and how to indicate at roundabouts have been provided in education packs distributed to drivers throughout the year.

A region-wide radio and digital campaign to educate the public on the road code was conducted in November and December. This included 15 second top and tail radio adverts engaging listeners with questions highlighting road rules and safe driving behaviour.

In August Rail Safety Week activities were run region-wide to support *TrackSAFE NZ* 'Near misses' campaign. Road safety coordinators stationed themselves at a busy pedestrian railway crossing in Levin and engaged with pedestrians using the crossing. Information leaflets and message branded resources were given to people to encourage face to face engagement on staying safe at railway crossings.

'Rail safety' newspaper advertisements appeared in local community newspapers across the region to support the national campaign. Road safety coordinator supported Tracksafe NZ with presentations at two local primary schools in Whanganui.

*'Near misses' campaign*



*TrackSAFE presentation to primary schools*

### 4. YOUNG DRIVERS – Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, Rangitikei and Ruapehu

Young drivers were targeted with road safety messages at student Flatting Expo at Massey University. Digital media posts across the region also targeted Young Drivers with road rule reminders.

Learner Driver 'L' Plate stickers and face book campaigns on road rules were undertaken. Newspaper advertisements undertaken in Whanganui district reminded parents teaching their teen to drive, to check their own driving behaviour first.



Examples of digital media posts - Young Drivers

To align with the NZTA national advertising, 'The Unsell' advertisements were placed in local community newspapers in Tararua and Horowhenua during September and October. These advertisements target parents (35-60 years) who have young drivers who hold a current drivers licence. Parents are encouraged to look for a car with a good safety rating – 'the safer the car, the safer they are'.

Young rural (predominantly male) drivers attending the Hunterville Shemozzle during October 2019 were targeted with road safety messages included in their registration packs. Resources had a specific focus around sober driving and the wearing of seatbelts.

### 5. FATIGUE – Manawatū, Rangitikei and Whanganui

A fatigue awareness billboard campaign was run at the PN Airport (July-December). An advertorial was run in October, highlighting the issue, detailing warning signs and providing solutions to fatigue when driving. Newspaper editorials and radio advertisements were also undertaken in Whanganui and Rangitikei.



Fatigue newspaper advertorial

### 6. RESTRAINTS – Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, Rangitikei and Ruapehu

A number of child restraint checking clinics (roadside and on-site) have been undertaken across the region in collaboration with Plunket and Police. Early childhood centre site support has been provided as requested. Education packs on child restraints have been provided to parents and caregivers.



Roadside child restraint checking operation

The statistics for compliance around child restraints can be found in the Plunket report under External Programme Providers.



Four road policing operations were undertaken. RSCs partnered Police targeting seatbelt use in Palmerston North (July). In four hours 47 infringements were issued – 37 of those were for failing to wear a seatbelt. In Dannevirke (July), we also supported Police with a seatbelt checkpoint. 590 vehicle occupants were checked for seatbelt use with 17 people being issued with an infringement notice for not wearing a seatbelt.

“I’m Counting on You Every Trip” campaign was run. Media included Bus back advertising (July-December) and newspaper advertising in community newspapers.



Bus back restraint campaign

## 7. OLDER ROAD USERS – Palmerston North, Manawatū, Tararua, Horowhenua & Rangitikei

In Palmerston North, Tararua and Rangitikei (Taihape), full day Staying Safe Workshops were delivered to senior drivers during September and November. Courses are well supported with very positive feedback from those attending. Advertorials were placed in newspapers highlighting ways senior drivers could stay safe on the road. Driver education talks and education materials were provided to senior community groups in Palmerston North and Feilding. Road safety coordinators engaged with senior road users at Age on the Go Expos in Feilding and Levin during October.



Age on the Go Expo 2019 - Horowhenua



Newspaper promotions

## 8. VULNERABLE ROAD USERS – Pedestrians & Cyclists - Palmerston North & Whanganui

Bus Side advertising appeared on two urban buses (Palmerston North) from July to December. Assistance was provided to two schools to improve safety at their entrances. Digital advertising was used to promote the 1.5m recommended space.

Support was provided to recognise and celebrate the work of 200 students from five school road patrols in Feilding. Support was provided to mobility scooter groups.

The annual Whanganui Young Cyclist of the Year competition was held during November. Seven local schools were represented. Participation in this event has declined and the road safety coordinator is addressing ways to improve the programme via more stakeholder collaboration.



Digital advertising

## 9. MOTORCYCLISTS – Tararua, Horowhenua & Whanganui

Motorcycle Awareness Month (MAM) ran during September with a number of advertising opportunities via newspapers and radio being undertaken across the region.

Messages around safe motorcycling were also distributed at the Coast to Coast motorcycle ride during December. Approximately 250 information packs with a particular emphasis on the 'Ride Forever' training were distributed at Himitangi before the event. A quiz about motorcycle safety was held with a small number of entries received. Road safety coordinators engaged with riders at the Woodville stopover where the site had been set up with a static display and other motorcycle information to encourage discussion.

Motorcycle advertisements were placed in local Tararua and Horowhenua newspapers to coincide with the Coast to Coast event.



Coast to Coast 2019 - Motorcycle riders check out the display at Woodville stopover

## 10. EXTERNAL PROGRAMME PROVIDERS

**Plunket (Child Restraints):** Plunket technicians completed child restraint checks in 9 towns and 17 locations across the region. 1,314 car seats were seen with 658 correctly installed (50%). Of the 656 incorrectly installed, 545 had major faults, while 111 had moderate or minor faults. 263 seats were corrected on the spot, 93 anchor bolt installations arranged, 21 extension straps or locking clips provided. 24 children under 7 years had no child restraint at all, while the same number were in expired restraints. In conjunction with Plunket we are collaborating with Ministry Social Development to look into solutions for replacement seats.

**Sport Manawatu (Cycling Road Safety Education):** This project has delivered Grade 2 Cycle Skills to 2 urban schools in the Manawatū and Tararua Districts. Grade 1 Cycle Skills training delivered to 2 rural schools in the Manawatū and Tararua Districts. Tararua Recreation Advisor trained and qualified as a Cycle Skills Instructor.

**iHOW Trust (Legal Drivers Project):** This project operates out of a caravan and community rooms four days a week in Highbury and Milson Shopping Centres and the Levin Community Centre two days a week. The interactive, relational teaching continues to have over 90% success with all students that attend and sit their theory test.

Palmerston North (736 people attended with only 12 initial fails. Referrals continue to come from most secondary schools, ITO's, MSD and youth organisations like Youth One Stop Shop and HLC. Conversion licenses for immigrants have increased. These require more time and smaller groups but the students are very motivated and grateful.)

Levin (132 attended with only 9 initial fails. Referrals and MOUs have been worked with all the secondary schools in Horowhenua for the coming year. The Learner licence drivers will then join the HLC Restricted courses held during school time. Referrals from the local youth organisations and ITO's continue and work with Whaioro Trust has been very successful. Numbers slow to build but increasing Work and Income referrals and growing reputation will solve this.)

Marion (We have held a trial project in Marion from July – December. This was not taken up by any local employment, youth organisations or schools. We had only 2 attendees in this time which does not make it viable to continue. We regret this service will no longer be available in 2020.)

**Literacy Aotearoa (Feilding) (Become Legal on the Road):** This service assists people who have difficulty with reading to study towards their Learner Driver Licence. Six students (16-30 years) have attended classes. None have sat and passed their test yet.

**Manfeild Trust (National Driver Training Centre):** Manfeild Park Trust secured funding from the Provincial Growth Fund to develop the National Driver Training Centre project. Funds received from the Provincial Growth Fund is specifically for capital investment facilities to enhance driver training and safety, and operational expenses.

Changes in personnel were undertaken with employment of two new staff members and new CEO. With these organisational structure changes, there has been a review of day to day operations and processes. This has included the integration of a new online booking system with our new website. Our new booking system ensures we can automatically manage our client's journey through the graduated driver licensing system, providing reminders and further training options. We can now take online bookings including credit card payment option. The concentration on operational developments has resulted in lower numbers through the Class 1 learner licence programme. During this period 53 students have been assisted with gaining their learner licence. The focus for January – June 2020 is the minimum target of 20 subsidised learner licence courses ensuring 200 people gain their learner licence.

**Literacy Aotearoa (Horowhenua) – Restricted and full driver licencing courses are delivered in Levin by Literacy Aotearoa. The programme has been delivered from 22 July 2019 to 13 December 2019 with 48 young people enrolled. Ten have so far gained their restricted licence during this period.**

One of the issues faced is with drivers who do not understand what is expected of them to pass the practical component of the restricted licence test. Many (who have already been driving illegally) have developed bad driving habits that if not detected and changed, result in instant fail. When this happens, it can knock their confidence and they will often withdraw from the programme and then continue to drive illegally.

**Tararua Community Youth Services: (L.E.G.A.L Driving programme)** – This programme supports vulnerable and rurally isolated young people to access free mentoring and driver licence support so they are able to gain their learner, restricted or full drivers licence.

The period July to December 2019 has seen 41 young people pass their learner licence, 30 pass their restricted and 7 pass their full licence. There is high demand for this programme in Tararua.

**Age Concern (Horowhenua) – Staying Safe Courses** – Three courses have been run from October to December 2019. Courses have been well supported by senior road users who have provided positive feedback about the content of the course. The courses are facilitated by a qualified driving instructor who also has a qualification in adult education.

**Age Concern (Whanganui) – Keys to Safe Driving and Carfit** – Two 'Keys to Safe Driving' have been run this period with 31 people attending. 2 'Carfit' courses have also been run with 19 attendees. Courses are well supported.

**CKC REAP – Learner Licence Programme** – Two learner licence courses have been completed with secondary school students. A total of 15 students obtained their learner licence. In addition, a literacy learners licence course was held with five adults ranging in ages from 17 – 55 obtaining their licence.

**CKC REAP – Safe2Go Programme** – We are on track to meet our expected outcomes with 18 people obtaining their restricted and 2 people obtaining their full licence during this period.

**Whanganui Learning Centre – Learner Licence Programme** – Whanganui Learning Centre supports people with literacy and numeracy issues. The Learner Licence courses are well supported with 105 people completing the programme during this period.

**Te Ora Hou – Drive Safe, Drive Legal Programme** – It is difficult to forecast what part of the programme will have the greatest demand so we try to keep it flexible to meet the needs of those enrolling. There has been more interest in the restricted and full licence courses this period with ten people passing their restricted and seven their full licence. One person obtained their learner licence.