

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

**February 2021**

**Community Focused Activities**

**1. ALCOHOL – Palmerston North/Manawatū/Tararua/Horowhenua/Whanganui/Ruapehu**

A radio advertising campaign was run across December and January in Palmerston North/Manawatū. It targeted changing behaviours and decreasing social acceptance of drink driving in the community. Thirty second advertisements targeting male listeners aired on four NZME network stations with timings concentrated on Thursday, Friday and Saturdays.

In conjunction a geo targeted digital media campaign using google display and NZ Herald highlighting enforcement activity, was run in December and January; with heavier impressions through Thursday to Sunday. Results were 340,923 impressions with 3,095 clicks to further information.

MediaWorks radio advertising promotion in Whanganui and Rangitikei districts. Newspaper advertising in Whanganui Chronicle, Midweek, River City Press and Ruapehu Bulletin to coincide with the festive season.

NZME iHeart radio and digital advertising campaign was run during December and January being specifically geo targeted to Tararua and Horowhenua communities. Drink driving radio adverts played on iHeart stations geo targeted to Tararua and Horowhenua.



A billboard campaign using Waka Kotahi NZTA *Drinking? Don't drive* messaging was run in five Palmerston North locations in December and January to coincide with Police operations, digital and radio. These locations targeted high traffic areas near the CBD around the ring road, airport and Napier Road.

Face to face engagements with community audiences such as expos focused on clear simple messaging such as '*when drinking? Don't drive*', *zero alcohol limit for under 20's* and discussing planning ahead before starting drinking.



## 2. INTERSECTIONS – Palmerston North/Manawatū/Tararua/Horowhenua/Whanganui/Rangitikei

In addition to providing information to the public through flyers, postcards and leaflets, a Road Code education campaign using radio and digital advertising was started in February and will run for two months. This campaign is promoting safe driving behaviours with regard to knowledge of road rules and hazard identification when driving. Campaign consists of thirty second radio advertising on three NZME network stations alongside a digital campaign with 67,795 digital impressions on google and NZ Herald.



iHeart radio and digital adverts geo targeted to Tararua and Horowhenua were run during November and February with a particular emphasis on reminding drivers to 'indicate at roundabouts'.

Face to face 'rail safety week' activities did not go ahead due to covid levels. However print advertising in local newspapers was undertaken to ensure the national campaign was still supported. Horizons partnered with agencies to look at short-term solutions to reduce risk to those using the Bishops Road railway crossing in Horowhenua.

Print advert titled 'ARE YOU A CENTRE LINE DRIVER?' designed for newspapers appearing during July, November and February in Tararua and Horowhenua newspapers.

In partnership with Sport Manawatū Cycle Skills Advisor and Tranzit Driver Trainer; four Road User Workshops were delivered in Palmerston North during September. Forty bus driver attendees from Tranzit and Uzabus participated. Workshop included sharing issues & experiences of road users, analysis of local & national statistics of crashes involving vulnerable road users, practical component – identifying blind-spots, indicator use, road positioning of bikes, awareness of other road user behaviours and ideas for the future



### 3. YOUNG DRIVERS – Palmerston North/Manawatū/Tararua/Horowhenua/Whanganui/Rangitikei/Ruapehu

140 Young Drivers were targeted with road safety messages at first year student Flating Expo at Massey University in July. A range of issues such as vehicle safety rating, driving impaired, seat belt use and license conditions were highlighted. Data is collected each year and a trend shows an increasing awareness and use of DRIVE online resources; also awareness of car safety rating had improved to 57%. When asked about road safety issues concerning them; alcohol and drug impaired stands out as a high concern followed by speed, roading infrastructure and attitude of drivers.



Newspaper advertising and radio promotion in Whanganui from October to February. Messaging included seatbelt use, impaired driving and speed.



iHeart radio adverts and digital adverts geo targeted to Tararua and Horowhenua were run during January and February with a particular emphasis on reminding parents of the rules if they are teaching their teen to drive.

Print (newspaper) advert also targeted parents in Tararua and Hawkes Bay reminding them about the rules when teaching a teen to drive.

Supported SADD (Students Against Dangerous Driving) from Dannevirke High at their district workshop during February where they met with the Programme Delivery Lead for SADD to discuss ways to empower their peers to make better road safety choices.

### 4. DISTRACTIONS – Palmerston North/Tararua/Whanganui

A three month campaign with a texting distraction message was screened on Palmerston North Airport's nine digital screens, in the terminal departure lounge and incoming arrivals baggage, from August to October. Numbers of travellers exposed to the messaging were less due to Covid19.

An earlier 2020 distractions campaign message *"On the Road. Off the Phone"* continued on urban bus back from July to December.

Radio advertising and digital billboards promoting the *'On the Road, Off the Phone'* message and banner flag that was launched at the Primary Touch module in Whanganui in October.





## 5. FATIGUE – Manawatū/Rangitikei/Whanganui

A fatigue awareness campaign was run from mid-December to mid-February. This campaign involved two versions of radio advertising with the story format linked to radio alcohol advertising. Thirty second adverts were run on four NZME network stations. The two target audiences were shift workers and holiday makers. Digital campaigns were also run in conjunction. 259,449 impressions with 2,244 clicks to road safety information pages.



Road safety coordinator for Tararua attended a fatigue stop organised by Roadsafes Hawkes Bay during Labour Weekend. Drivers travelling from Hawkes Bay through the Tararua District received information on driver fatigue. The value of working inter-regionally is that road safety messages received in one region compliment the messages being promoted in neighbouring regions.

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

Valentines digital media campaign on seat belts was conducted in February with 81,055 impressions and 296 clicks. Child restraint checking clinic operations with Plunket and Police in Palmerston North and Manawatū have been cancelled at times due to inclement weather and Covid19 impacts.



Response was provided to requests from Early Childhood Centres with checking restraints and providing information to child care centre communities. Little Buds and Treasured Cargo staff have partnered Plunket to provide extra technicians to increase coverage.

iHeart radio adverts and digital adverts geo targeted to Tararua and Horowhenua were aired during December, January and February.



Horizons worked with Police, Plunket and other child restraint technicians to undertake roadside checking operations in Tararua and Horowhenua during November and February. Parents whose children were incorrectly restrained were offered help in the first instance, particularly if only minor help was needed, i.e. harness needing to be tightened, restraint repositioned and installed correctly. For a small group of parents, compliance tickets were issued to ensure they followed up with ensuring their children ended up correctly restrained. A number of free bolt installations were also given out as well as information packs and other resources.

Coordinator facilitated Police operations with Plunket for roadside checking clinics. Many of these were impacted by alert level changes. A new approach was taken with the coordinator facilitating engagement with Kōhanga Reo and whanau to deliver support alongside Plunket technicians. Five centres in the Whanganui district are engaged in this programme. Support in the form of education and training was provided to ensure the tamariki travelling in the centres' vans are safely restrained in child restraints. Data of visits is kept and will be used to follow-up centres next year.

As part of Horizons' collaboration with other stakeholder partners, a number of booster seats were recently donated by the Tararua Alliance for families in Tararua who may be finding it difficult to provide the correct restraint for their child.



## 7. OLDER ROAD USERS – Palmerston North/Manawatū/Tararua/Rangitikei

In Palmerston North and Feilding full day Know the Code Workshops were delivered to 38 senior drivers during November. Courses continue to be well supported and well received with 95% of attendees rating it very good or higher and all attendees good or better. In addition to workshops, 40 minute presentations have been delivered to senior community groups on request. Know the Code advertising and courses were run in Rangitikei in November.



A number of further opportunities with this age group have been curtailed through the cancellation of larger community events such as the Feilding Senior Expo.

Some activities for this age group had to be cancelled due to Covid levels during the middle part of 2020. Know the Code workshops have been undertaken in Tararua during November. The workshops were well attended with over 40 senior road users attending either the Dannevirke or Pahiatua course. The courses were well received with many rating them as excellent or very good.

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

Back to School campaign was run in February to coincide with the start of the school year. Campaign consisted of radio advertising on three NZME network stations. Messaging targeted raising driver's awareness of school zone and school bus passing speeds. Digital campaign was run in conjunction.

Assistance was provided to a school community after safety concerns were expressed while road and rail infrastructure changes were being made to a growing urban area. Support to students and community members was provided from July to September.

Bus Side advertising from previous campaign appeared on two urban buses (Palmerston North) from July to December. Support was provided to School Patrol end of year in Feilding following Police request.



*Be Seen, Be Bright* newspaper promotion was run in July in Whanganui. Newspaper 'Hook that Turn', cycling advertising was run in Whanganui during October. Road Safety Week newspaper advertising in Whanganui and River City Press occurred in November.

Back to School messaging via print adverts in Tararua and Horowhenua newspapers during February. Support provided to school patrol end of year activities in Horowhenua.

## 9. MOTORCYCLISTS – Tararua/Horowhenua

Messages around safe motorcycling were distributed at the Coast to Coast motorcycle ride during December 2020. Ride Forever training was heavily promoted by Horizons and ACC staff during the stopover at Woodville. Motorcycle riders had the opportunity to win spot prizes by engaging with staff who passed on information about the heavily subsidized Ride Forever training. Over 30 riders signed up for the training on the day. These names were then forwarded onto ACC to follow up.

The intended Motorcyclists campaign was impacted when ACC's funding decision for promotional activities was overturned as a result of COVID19 impacting Motorcycle Awareness Month delivery.

Take up from motorcyclists to attend Ride Forever training being offered by a new provider to the region has been slow. Support is being given to an ACC Ride Forever Course contracted organisation to promote and build up attendance in courses being offered across the region.

## 10. EXTERNAL PROGRAMME PROVIDERS

**Literacy Aotearoa (Horowhenua)** – Restricted and full driver licencing courses are delivered in Levin by Literacy Aotearoa. Unfortunately with Covid 19 some changes with the delivery of the programme for the period July to December had to be made. Driver mentoring sessions could not take place and only resumed during Term 4. Of the 10 young people working towards their restricted licence during this period, six were ready to sit their licence by year end. Five of these young people passed their restricted licence. Plans are underway to extend mentoring hours from 5 hours per week to 7.5 hours per week as the need arises.

**Plunket (Child Restraints):** Plunket technicians completed child restraint checks. Due to weather forcing the cancellation of some operations in addition to ongoing Covid-19 contact concerns, the total number of child restraints checked is lower than at a similar time in previous years. Of 614 car restraints seen, 303 were incorrectly installed. Of these incorrectly installed restraints 135 had potential to cause significant risk to occupant's outcome if involved in a serious crash.

614	311	303	86	135	2	10	36	16	62	49	59	23	43	56	228	70	64	15
Number of Carseats Seen	Number Correctly Installed	Number Incorrectly Installed	Minor	Major	No Restraint	Expired	Seat Unsuitable	Car Position Wrong	Seatbelt Loose/Twisted	Harness Loose/Twisted	Seat Belt Routed Wrong	Harness Routed Wrong	No Anchor Bolt	Tether Not Used	Corrected	Anchor Bolt Given	Anchor Bolt Install Given	Other - Locking clip, lock off, extension

**Sport Manawatu (Cycling Road Safety Education):** This project has so far completed Grade 2 Cycle Skills programme to one urban and one rural school in Manawātū and Tararua districts. One Cycle skills Instructor has completed training and is now successfully qualified.

**iHOW Trust (Legal Drivers Project):** This project continues to operate out of the 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 rate with all students that attend and sit their theory test. Referrals continue from secondary schools, ITO's, MSD, Work and Income, Whaioro Trust and youth organisations such as YOSS and HLC.

Quantitative results for period 1 July 2020 – 31 December 2020

	Total	Female	Male	NZE	M/PI	Other	Pass	DNS	Fail
PN	778	345	433	333	315	130	736	21	21
Levin	235	146	89	44	191	0	212	10	13

**Literacy Aotearoa (Feilding/PN/Whanganui) (Become Legal on the Road):** This service assists people who have very individualised needs and require high levels of tutor support. Often attendees undergo ongoing support over a sustained period of time before they are capable and confident to take the test. Quantitative results for period 1 July – 31 December 2020

	Total	Sat	Passed
Feilding	7	4	3
PN	6	1	0
Whanganui	5	5	5

**Manfeild Trust (National Driver Training Centre):** Manfeild Park Trust received an extension to previous 2019-20 period due to suspension of services with impact of COVID19. Remaining carry over enrolments were completed and all unspent funds for 2020 returned. For the period of 1 January – 31 August 2020 nine courses were delivered with a total of 90 students assisted to gain their learner licence, with all but one passing the first time.

In the following period through to 31 December 2020 the following table shows attendance and pass rates for their learner licence and community mentor programmes.

Licence Class	Pass	Fail	Resit	Female	Male	European	Maori	Pasifika	Other
Full	4	1	-	3	3	3	3	-	-
Restricted	13	10	-	3	22	8	14	2	1
Learners	35	-	2	21	16	15	16	5	1

**Age Concern (Whanganui) – Keys to Safe Driving and Carfit –** Two Carfit activities have been completed in Whanganui during October and November. A total of 25 senior drivers received support with improving the safety of their car set up. Feedback from attendees was very positive and they are now more aware of the safety features in their vehicles. A range of improvements were undertaken including head restraints refitted correctly, posture advice, seat and mirror positioning changes. In addition to the car safety support provided on the day; further support such as health and grief counselling was able to be followed up by Age Concern.

**CKC REAP – Learner Licence Programme –** 42 participants in this programme. All have sat and passed their Learner Licence. On task with the programme, with their target being 35 participants.

**CKC REAP – Safe2Go Programme** – 121 participants in this programme. 41 clients sat and passed their licence test. The ages range from 16 years old to the oldest being 70 years.

**Whanganui Learning Centre – Learner Licence Programme** – Whanganui Learning Centre supports people with literacy and numeracy issues. Ninety-nine learners have participated in the Learner Licence Programme, with a constant demand from a wide demographic within the Whanganui region. There is difficulty to collecting accurate data, as not all learners notify the Centre of their test outcome, and due to client confidentiality AA no longer provide that information. Estimated feedback shows: 80 passed, 2 failed and 7 re-sat.

**Te Ora Hou – Drive Safe, Drive Legal Programme** – Covid19 has impacted the operations of this programme. Alert levels and the resulting testing delays has meant numbers are lower than forecasted. There is still a demand for the programme, and Te Ora Hou are working towards meeting the needs of their clients and offering more support. A common factor in attendees failing their tests was speeding through roadworks and many small errors due to nervousness. Four of the six who failed their initial restricted test have now passed as a result of them contributing their own funds to re-sit the test and Te Ora Hou providing a further mentoring session.