

Theme/Cluster *Manawatū-Whanganui Road Safety*

Activity Name *WC 432*

Description of Activity / Activities delivered

2019-20 financial year funded issues based on 2018-21 TIO application are:
Alcohol and/or drugs – Palmerston North/Manawatū/Whanganui/Ruapehu/Tararua/Horowhenua
Distractions – Palmerston North/Whanganui
Fatigue – Manawatū/Rangitikei/Ruapehu/Tararua
Intersections - Palmerston North/Manawatū/Whanganui/Rangitikei/Tararua/Horowhenua
Motorcyclists – Whanganui/Tararua/Horowhenua
Older Road Users – Palmerston North/Manawatū/Whanganui/Tararua/Horowhenua
Restraints – Palmerston North/Manawatū/Whanganui/Tararua
Speed – Ruapehu/Tararua/Horowhenua
Vulnerable Road Users – Cycling - Palmerston North/Whanganui/Rangitikei/Horowhenua – Pedestrians – Palmerston North
Young/High Risk Drivers – Palmerston North/Manawatū/Whanganui/Ruapehu/Rangitikei/Tararua/Horowhenua

Latest 2019 Communities at Risk Register.

DSI personal risk in relation to other areas

Key:

High concern	1 standard deviation above mean
Medium concern	0.5 standard deviation above mean
	Above TLA mean
Mean	Mean in comparison with other TLAs/regions
	Below TLA mean

	HDC	TDC	PNCC	MDC	WDC	RaDC	RuDC	M-W
ALL DSIs	High			Med				
Young Drivers (of cars 16-24yrs)	High				Med			
Alcohol/Drugs	High			Med				Mean
Speed (too fast for conditions)	High				Med			
Intersections								
Urban	Med	Med			Med		High	Med
Rural		Mean	High	High				Med
All			High	High	Med			Mean
Rural Roads (loss control/head-on)	Med	Med						
Motorcyclists		Med			Med			
Cyclists								
Pedestrians	Med							Mean
Distraction			High		Med		Med	
Fatigue				High		Med	Med	
ORU	High	Med	High	High			Med	Med
Restraints	High							

HDC = Horowhenua District Council
 PNCC = Palmerston North City Council
 WDC = Whanganui District Council
 RuDC = Ruapehu District Council

TDC = Tararua District Council
 MDC = Manawatū District Council
 RaDC = Rangitikei District Council
 M-W = Manawatū-Whanganui Region

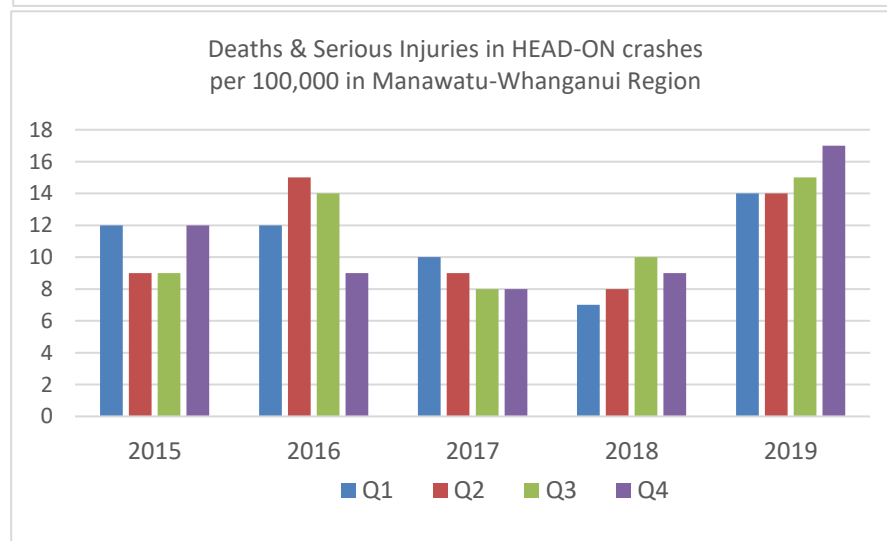
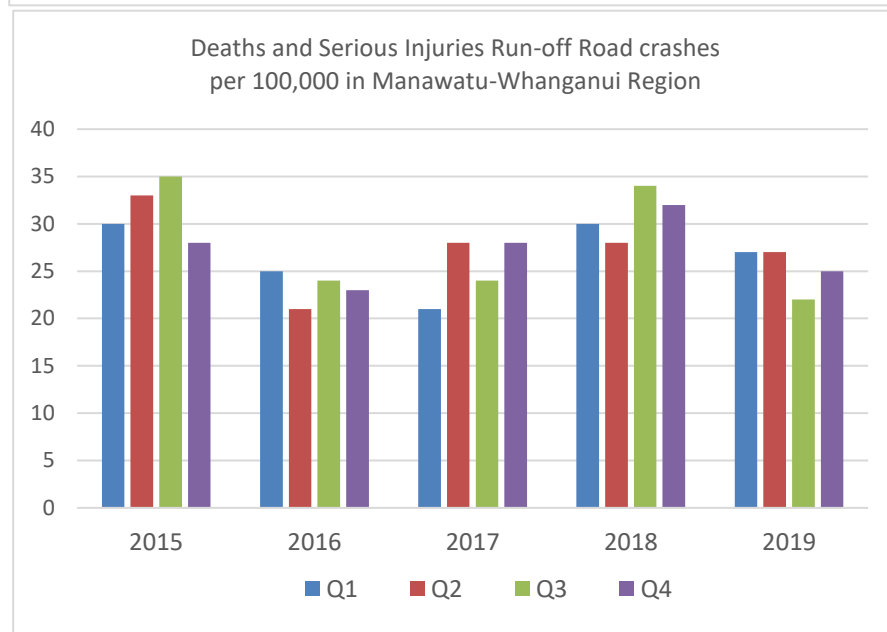
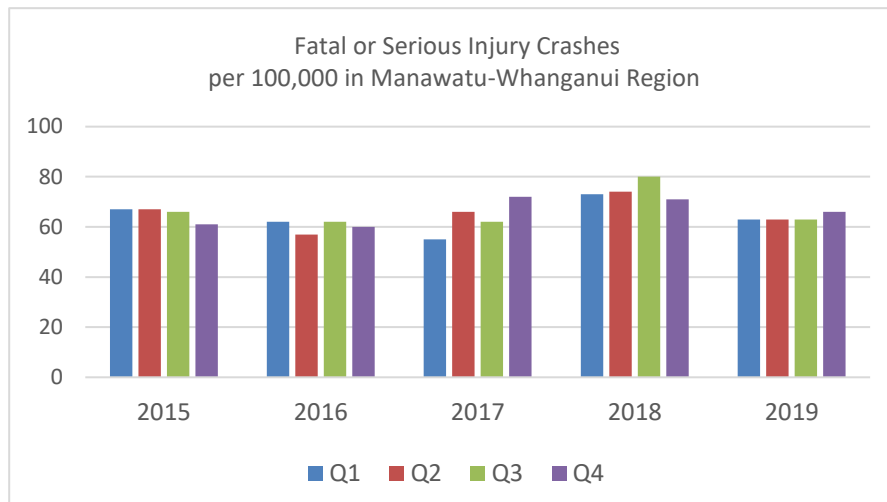
With the recent release of the 2019 register, this will mean some change in priority and focus for some districts. With the overlap of media circulations and partner organisations across various districts in the region this is achievable without too much disruption to planned activities. Recent announcements by Waka Kotahi NZTA of infrastructure improvements in the Horowhenua District should also assist with reducing D & SI.

Target Audiences *Varies related to the issue. See individual issues.*

Based on data from Waka Kotahi NZTA Quarterly reporting, shows the Manawatū-Whanganui region has seen a recent decline in D & SI crashes overall and in run-off crashes. A recent trend in head-on crashes (see graphs below). Data used is from January 2015 – December 2019. Statistics in last six months will be COVID19 impacted.

NOTE: All graphs are based on calendar year quarterly reporting i.e. Q1 Jan-Mar, Q2 Apr-Jun, Q3 Jul-Sep Q4 Oct-Dec. Statistics regarding latest 6 months of 2020 are not available.

Key quantitative results achieved



Key qualitative results achieved

Refer individual issue pages

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

The last year has seen a positive trend across the region in fatal and serious injury crashes. We have encouraging results happening in many areas of this region.

The last quarter of activities in 2019-20 has been impacted for not only us, but also our partners and community providers by COVID19 considerations. This has meant a postponement or cancellation of certain activities, while also providing an opportunity for new or different ways of working in delivery. This has shown to us the need to allow for flexibility moving forward.

We are encouraged by the release of the Road to Zero strategy and the government's commitment to the Road to Zero Action Plan. To coincide with this approach we are working across our region to initiate a better regional approach that is connected with buy-in from all levels and partners. Leadership is a key ingredient to achieve this.

An identified area of development for this region is to have better alignment across all districts and key organisations. This will reduce inefficiencies with personnel changes in key partners and allow for better continuity across our areas and more effective use of resources and expertise.

	Total Approved Cost	Financial Cost	Total Actual Cost
432 Community Programmes	\$779,944		

Theme/Cluster ***Alcohol Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, Rangitikei, Ruapehu***

Activity Name(s)

Police Checkpoints– TAG stop
Radio & Digital Media – ‘Just Nah’ Campaign
Newspaper Advertising
Massey University Flatting Expo (refer also YHRD)
Dannevirke A&P Show
Billboard Campaigns (refer also Fatigue)
Mardi Gras – Ohakune (postponed due to COVID19)
Distribution of Resources

Description of Activity / Activities delivered

Police Checkpoints
In July SADD students from Tararua College accompanied the road safety coordinator at Police Impairment Prevention Team checkpoint. Police breathalysed drivers and distributed information on alcohol limits, seatbelt use and driver fatigue risk.

Radio & Digital Media Advertising
Radio advertising and digital media posts leading up to and during the Christmas period. The adverts challenged social acceptance of driving impaired and aired on five male centric radio stations. Digital adverts appeared on targeted sites.

Newspaper Advertising
Newspaper advertising reminding people of the alcohol limit, being over the limit the next day and the need to plan ahead if drinking.

Massey University Flatting Expo
Targeted prevention activities with face to face engagement with Massey students. Students received alcohol related resources including the dangers of driving the day after a night out. Police were present along with the Booze Bus, to highlight the process and further reinforce key messages around alcohol limits for drivers.

Dannevirke A&P Show
Road safety activity with a focus around alcohol and seatbelts. Information and face to face engagement on topics such as standard drink measures, lower alcohol limit for driving, being over the limit the following day and the use of seatbelts. A quiz was also held to encourage further engagement and ensure take-away message was reinforced.

Distribution of Resources
Provided Police and other road safety partners with educational resources and branded messaging on alcohol limits to give out during operations and activities.

Target Audiences

All drivers and passengers (Checkpoints) Secondary students in SADD
40-60 year males (Just Nah advertising campaign)
Middle aged male drivers (Newspaper)
18-21 year old students (Massey Flatting Expo)

Police Checkpoints

445 alcohol information packs distributed during roadside traffic stop in Tararua with Police Impairment Prevention Team.

Key quantitative results achieved

Radio & Digital Media Advertising

Advertising campaign, 'Just Nah', played on five radio stations with 15 and 30 second adverts on Thursday, Friday and Saturday nights (7-10pm) throughout December. A geo targeted digital media campaign (70,000+ impressions) was run across the region in association with radio adverts using 'tradie' sites.

Newspaper Advertising

8 x Full/half page advertisements promoting sober driving in the Hawkes Bay Today, Bush Telegraph and Horowhenua Chronicle (combined estimated readership of 109,000 people). Newspaper adverts in Ruapehu and Whanganui during December. Combined readership of 47,500 people.

Massey University Flating Expo

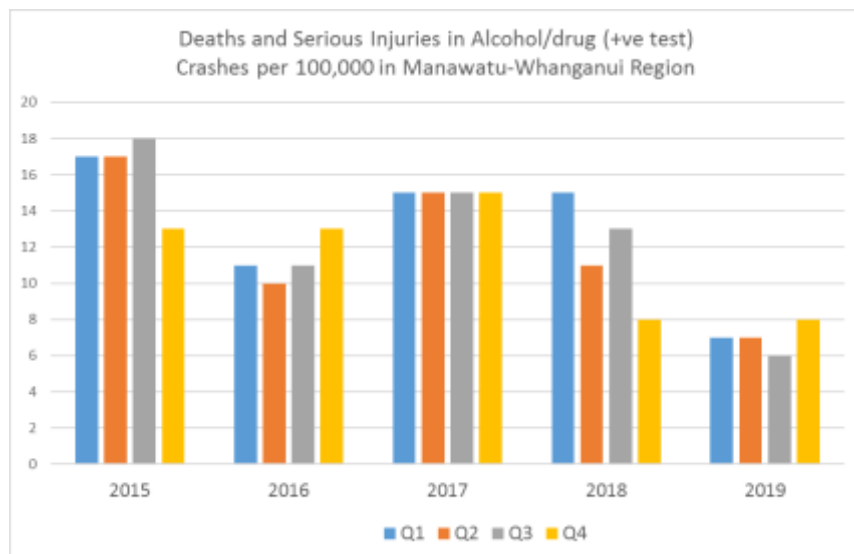
Engaged face to face with 150 first year Massey students.

Dannevirke A&P Show

65 entries in Drive Sober Quiz. Over 2 days – 80+ people visited the site many of whom engaged in face-to-face conversations regarding our focus.

Distribution of Resources

Provided road safety partners and target organisations with 500 information packs.



Based on data from Waka Kotahi NZTA Quarterly reports show Manawatū-Whanganui region has seen a decline from 2017 in alcohol related D & SI crashes. (see graph above)

Key qualitative results achieved

Police Checkpoints

As well as the enforcement aspect of the stop, the education component of providing written and visual information to drivers with ongoing reminders and reinforcement of the operation is of key importance. Police receive positive feedback from drivers and passengers when handing out the packs.

Radio & Digital Media Advertising

An advertising campaign 'Just Nah', was used to reach a hard to engage with group. The linking of unacceptance of drink driving with other social norms, was used to reach this difficult group. Feedback from advertising agency indicated positive engagement with the campaign.

Newspaper Advertising

Sober driving advertisements appeared in community newspapers in Tararua and Horowhenua targeting males 45+ years. Advertisements highlighting the risk of being 'over the limit the next day' were used.

The target audience intended for the alcohol adverts are predominantly those who tend to read newspapers more frequently than the younger demographic groups who tend to get their news from the internet, television or radio. Advertisements complemented regular radio adverts as well as collateral we distribute face-to-face, to promote the sober driving message. Advertisements were planned to align to advertising campaigns run by Waka Kotahi NZTA and Police.

Massey University Flating Expo

Response to this activity was very positive. Questionnaire responses showed a higher awareness of the zero alcohol limit for under 20s to previous year's survey. Conversations reinforced key messages and consequences of driving impaired. Police and FENZ who were in attendance providing complementary messaging.

Dannevirke A&P Show

The event ran for two days, providing an opportunity to engage with people from urban and rural communities. Many of those we talked to considered drink and drugged

driving to be socially unacceptable and a major road safety concern. It was also interesting to note the numbers of people still unaware of what the lower limit actually is and under-estimated a standard drink.

Police Checkpoints

As noted in overseas research; alcohol campaigns are more effective if combined with enforcement and delivered with personal communication in a way that is proximal in space and time. Public acceptance of the message is evident in the comments received during the checkpoints. Drivers express appreciation of the information packs that are distributed. Face to face engagement is 'gold' for getting messaging to the public.

Increasing the frequency of checkpoints and multi-agency delivery is to be encouraged. This is largely dependent on the availability of our partners and has been a struggle at times to coordinate all parties. Police availability and changing personnel being recognised as limiting factors. We were unsuccessful in facilitating multi-agency licenced premises visits.

Looking forward we are keen to partner and target support to local workplaces utilising health and safety workplace processes. This fits well with the work related aspect of the Road to Zero Action Plan 2020-22.

Dannevirke A&P Show

The opportunity to engage with the large number of people visiting our site over the two days allowed us to connect with people and promote our messages. We had a number of displays which encouraged people to engage face-to-face with us and resources for people to take away. Many people had personal experiences they shared. Part of our campaign centred on standard drink measures and the lower limit. It was evident many people are still unsure about the lower limit. This will be an ongoing focus of future activities.

Advertising and Social Media

It was difficult aligning local activities to the nationwide 'That's a fail' campaign. The success of this nationwide campaign is dependent on the visibility of enforcement campaigns. We were not able to guarantee enforcement presence at the time. Instead we pivoted; targeting middle-aged men who still think it is okay to have a few drinks and then drive. The campaign centred on pitching 'this is no longer socially acceptable', using humour and past fashions to provoke change and use a conversational tone.

Social media continues to be an option for reaching a key audience. We have yet to find the most effective platform to reach the target audience. Linking to third party digital outlets will continue to overcome our own Facebook page limitations.

Resources

The use of our resource 'RU Over It?' encourages engagement with drivers around the likelihood and consequences of being over the limit the next day. It addresses misinformation on alcohol remaining in your system.

General comments

While most New Zealanders acknowledge and accept the 'Don't drink and drive' message; the hard to reach male repeat recidivists continue to be difficult to influence. Ongoing thought will be given to how we can better engage with this audience. The challenge being alcohol and drugs is a result of many other influences. Another aspect to this is the unknown impact and developing awareness of driving while drug impaired. We hear anecdotal reports of drug related serious and fatal crashes but do not have any statistical analysis or reports on this issue as a region. With the upcoming referendum this is an ongoing area of interest for us and how we can address this growing issue into the future.

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

Total Approved Cost

Financial Cost

Total Actual Cost

**432
Community
Programmes**

\$63,590

Theme/Cluster

Distractions –Palmerston North & Whanganui

**Activity
Name(s)**

Airport Advertising & Social Media

***'On the road. Off the phone.'* Campaign Billboards & Bus Backs**

Newspaper Advertising – 'Just is all it takes.'

Screen Buddies –'Drive Phone Free.'

Targeted Operations

**Description of
Activity /
Activities**

Airport Advertising & Social Media

'Keep your eye on the road, drive to the conditions' digital advertising at Palmerston North Airport from November to end of January to coincide with holiday period. 15

delivered

second advert on all 8 digital screens located inside airport.

Facebook posts over holiday weekends were run.

'On the road. Off the phone.' campaign Billboard & Bus Back

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

'Just is all it takes' campaign Newspaper Advertising Post Covid Lockdown

Post Level 2 Covid19 adverts were run to alert drivers to the consequences of distraction with the increase in modal transport shifts during lockdown.

Radio, Newspaper and Cinema Advertising

Campaigns were undertaken using these media across the region.

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.

Operations Targeting Cell phone Use

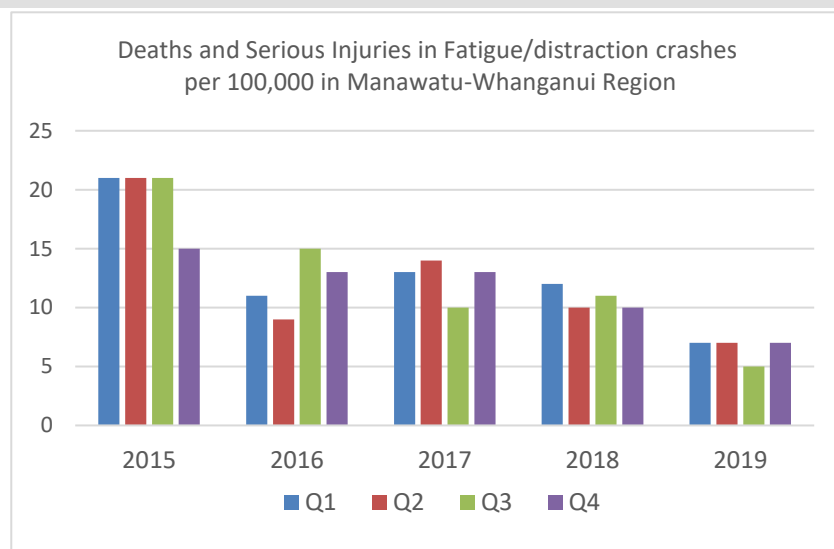
Road safety coordinators partnered with Police to run operations targeting cell phone use in Palmerston North CBD and Dannevirke during July and September.

Target Audience

All drivers

Female 18-45 years

Key quantitative results achieved



Based on data from Waka Kotahi NZTA Quarterly reporting the Manawātū-Whanganui region has seen a significant decline in Fatigue/Distractions in Deaths and Serious Injury crashes. (see graph above)

Airport Advertising

157,750 passengers times an additional 2.5 'meeters and greeters' = over 395,000 airport users during period of 3 months. 15 second advert on all eight digital screens.

'On the road. Off the phone.' campaign.

Billboard in CBD area for 3 months on main arterial route with 23,345 daily traffic visual count. Bus back advertising. Urban bus backs are seen – weekdays 6:40am to 7:15pm and weekends 8am to 6:35pm.

Radio and Cinema Advertising

Radio adverts focusing on a range of distractions that can affect someone's driving were run in Whanganui from October 2019 to January 2020.

Cinema advertising was undertaken during March at the Levin Focal Point Cinema. The campaign was shortened by a week with Covid-19 Level 4 lockdown.

Newspaper Advertising

Adverts ran in Palmerston North and Manawātū area during May with readership of 97,691 as the country was coming out of COVID lockdown.

Newspaper advertising in the Ruapehu and Whanganui district from October to March, reminding drivers about distractions and to 'keep an eye on the road, drive to the conditions'.

Operations Targeting Cell phone Use

Infringement Offence Notice (IONS) were given for mobile phone use.

Key qualitative results achieved

Airport Advertising

A captive audience inside the airport terminal building and wide coverage across the arrivals and baggage areas; meant messages were high profile. Screen locations were also near car rental companies.

Billboard & Bus Back

Campaigns targeting mobile phone use while driving, were mainly aimed at young and middle aged females as a key target group based on RSC observations. Design of adverts was aimed to appeal to a younger female audience. Focus group feedback was used to measure likely success. Focus group approved of simple message and style.

Screen Buddy – 'Drive Phone Free.'

Screen buddy received positive feedback from recipients and has an ongoing presence/reminder on the back of mobile phones.

Newspaper Advertising

The newspaper advert 'I just looked down for a second.' Targeted all drivers appealing to the emotion with the vulnerability of a young child on the roadside.

Operations Targeting Cell phone Use

Newspaper and social media posts resulted from the operations to act as a further deterrent to other drivers.

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

During this reporting period the major focus of distraction activities was on mobile phone use. Driver distraction is a serious road safety issue. While crashes involving diverted attention affect other road users, drivers in their 20s and 30s are over-represented in crashes resulting from mobile phone distraction. International evidence suggests novice drivers are particularly susceptible to diverted attention. Hence why an aspect of our distractions campaign centred on reaching this age group through visual messaging and phone cleaners.

We endorse a review of road safety penalties being a national priority. The risk of driving distracted needs to align with an appropriate financial penalty and greater enforcement so that our messaging of the risks is better supported across the road safety sector.

	Total Approved Cost	Financial Cost	Total Actual Cost
432 Community Programmes	\$38,090.00		

Theme/Cluster *Fatigue – Manawatū, Tararua, Rangitikei, Ruapehu*

Activity Name(s)	<p>Radio & Social Media Advertising – Drive Fresh Billboards- Drive Fresh Newspaper Advertising – Drive Fresh Vehicle Safety & Impairment Stop – Tararua Fatigue Stop for Truck Drivers – Tararua POSTPONED COVID19 Older Road Users Ohakune Mardi Gras POSTPONED COVID19</p>
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Description of Activity / Activities delivered	<p>Radio Advertising & Digital Media Advertisements were broadcast in February in Manawatū. Digital media animations were posted in January and February in Manawatū. A radio advertising campaign was also undertaken in Whanganui.</p> <p>Billboards A fatigue awareness billboard campaign was run at the PN Airport.</p> <p>Newspaper Advertising Advertisements and advertorials were placed in Tararua, Whanganui, Rangitikei and Manawatū community newspapers leading into high risk holiday periods reminding drivers of the warning signs of driver fatigue.</p> <p>An advertorial targeting Tararua drivers going away for Wellington Anniversary weekend highlighted the driver fatigue issue, detailing warning signs and providing solutions to driver fatigue. This also aligned with the local fatigue stop carried out later in the week.</p> <p>Vehicle Safety and Impairment Stop – Tararua A stop was held on the Friday leading in to Wellington Anniversary Weekend in January 2020 at Woodville. Highway patrol, local police, Fire and Emergency (FENZ) as well as Horizons road safety staff were involved. Over a two hour period, drivers were stopped and offered water and information about driver fatigue. Police undertook a breath screening operation at the same time.</p> <p>Fatigue Stop for Truck Drivers Postponed due to COVID19.</p> <p>Older Road Users Information outlining the warning signs and basic steps to take to manage fatigue is</p>
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provided to senior drivers during workshops, presentations and expos alerting them to the dangers of driving at particular times of the day when fatigue may be an issue such as mid-afternoon.

Ohakune Mardi Gras Postponed due to COVID19.

Target Audience

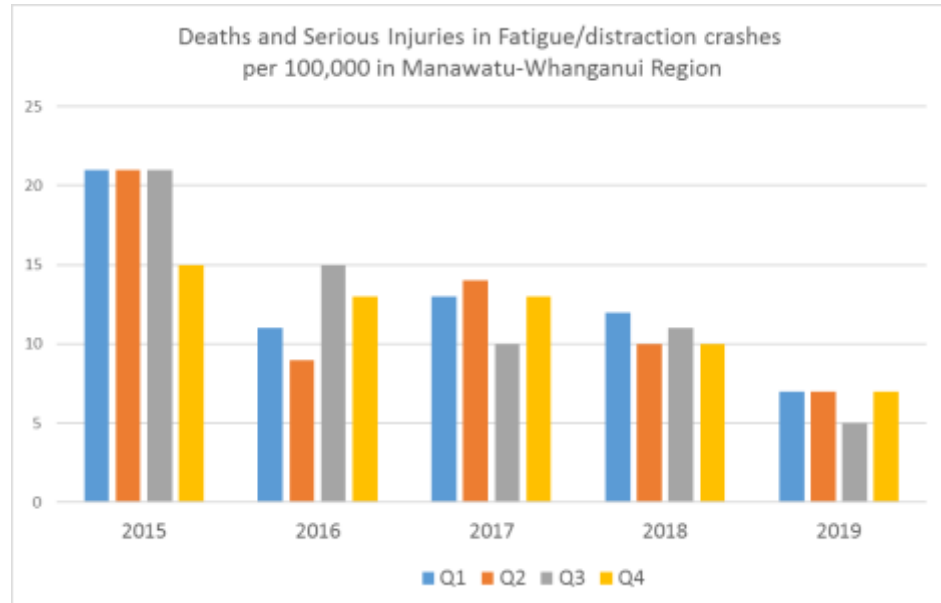
Shift workers
 Holiday makers
 Truck Drivers
 Senior Drivers

Radio & Social Media Advertising

15 second top and tail radio adverts targeting shift workers played from midnight to 6am and were broadcast on Radio Hauraki, Radio Sport, ZM, ZB and The Hits. A digital campaign debunking the myth of short term fatigue solutions was run on NZ Herald page in January and February (70,000+ impressions).

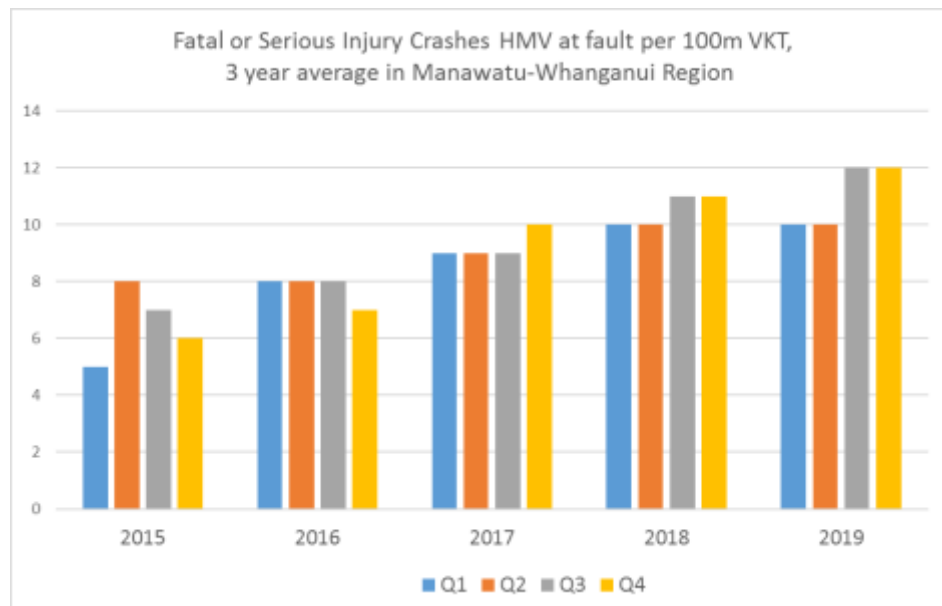
Billboards

Daily visuals 6,050 at Airport exit road (July-May) note affected by COVID19 from March.



Key quantitative results achieved

Based on data from Waka Kotahi NZTA Quarterly reporting the Manawatū-Whanganui region has seen a significant decline in Fatigue/Distractions - D & SI crashes.



Based on data from Waka Kotahi NZTA Quarterly reporting the Manawatū-Whanganui region has seen an increase in Fatal or Serious Injury crashes HMV at fault which may be connected to impairment - fatigue/distraction. (see graph above)

Newspaper Advertising

Delivered free to all 38,000 households in Palmerston North and Manawatū area, in Taranua newspaper delivered to 8500 residents, and in Whanganui district distributed to 28,000 households (incl. Rangitikei, Ruapehu)

Older Road Users

235 senior drivers received information on driver fatigue at senior driver presentations.
Vehicle Safety & Impairment Stop - Tararua
 750 information packs and bottles of water distributed at the Woodville Stop in January 2020.

Key qualitative results achieved

Billboards
 Received informal feedback from drivers noticing the billboards and favourable comments about clarity of message.

Newspaper Advertising
 Our aim was to raise awareness to local drivers of the dangers of driver fatigue especially if they were planning on leaving the district during these times. This included information about the best times of the day to travel and how many hours sleep is recommended before setting off on their journey.

Vehicle Safety & Impairment Stop - Tararua
 Resources distributed via the information packs included the Horizons leaflet card 'Fatigue – Wake up to the danger' which has a table to 'calculate your fatigue rating', as well as our newest leaflet designed specifically for international drivers.

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

Vehicle Safety & Impairment Stop - Tararua
 There is great value in holding a major traffic stop in a rural region with several key agencies being involved. Our messaging is more effective when the driving public see Police, local authorities and other road safety partners such as FENZ jointly promoting messages. Public acceptance and recognition of the message is evident in the comments we receive during the traffic stops. People appreciate the proactive approach taken and express appreciation when they receive the information pack. Advertising in the lead-up to high risk holiday periods reinforces the messages we are giving out during our fatigue stops.

Fatigue Stop for Truck Drivers
 The truck driver health and safety stop was postponed due to Covid-19. Looking to the future, based on HMV Crash Statistics (see graph earlier) this is an area of focus for us to develop and implement an appropriate intervention targeting truck drivers.

	Total Approved Cost	Financial Cost	Total Actual Cost
432 Community Programmes	\$48,590		

Theme/Cluster **Intersections – Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, Rangitikei**

Activity Name(s)
Indicate at Roundabouts, Lane Sweeping, Correct Use of Lanes, Bays and Flush Medians Campaign
Radio advertising -Stop, Give Way and Indicate at Roundabouts
Rail Safety Week – 'Near Misses'
Social Media Campaign on Road Rules
'Who Gives Way?' Quiz Campaign
Refer also to Older Road Users Report

Description of Activity / Activities delivered
Newspaper, Digital & Radio
 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.
 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.
 Information postcards and leaflets on intersection rules and how to indicate at roundabouts were provided in packs distributed to drivers throughout the year.
Rail Safety Week – 2019
 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 local primary schools in Whanganui.

Activities highlighting rail crossing awareness were carried out in Palmerston North, Levin and Whanganui.

Indicate at Roundabouts, Lane Sweeping, Correct Use of Lanes, Bays and Flush Medians Campaign

Distributed information postcards, pamphlets and newspaper adverts on key intersection rules and good practise.

Who Gives Way? Quiz campaign

With Covid-19 impacting on our ability to carry out 'face-to-face' activities from March through June, we took the opportunity to engage the public via newspaper features. Readers were asked 'How well they knew the road code?' with questions similar to what is in the NZ Road Code. Newspaper adverts were run in Ruapehu, Taranua, Horowhenua and Hawkes Bay community newspapers aligning to the "Who gives way?" advertisement.

This quiz was also used as part of our face-to-face engagement with senior drivers and the general public at expos in Feilding, Levin and Taihape.

Target Audience

All Road Users
Older Road Users

Indicate at Roundabouts, Lane Sweeping, Correct Use of Lanes, Bays and Flush Medians Campaign

Around 1,500 packs containing educational material distributed to road users.

Around 200 entries in the 'Who Gives Way?' quiz at expos.

Newspaper, Digital & Radio

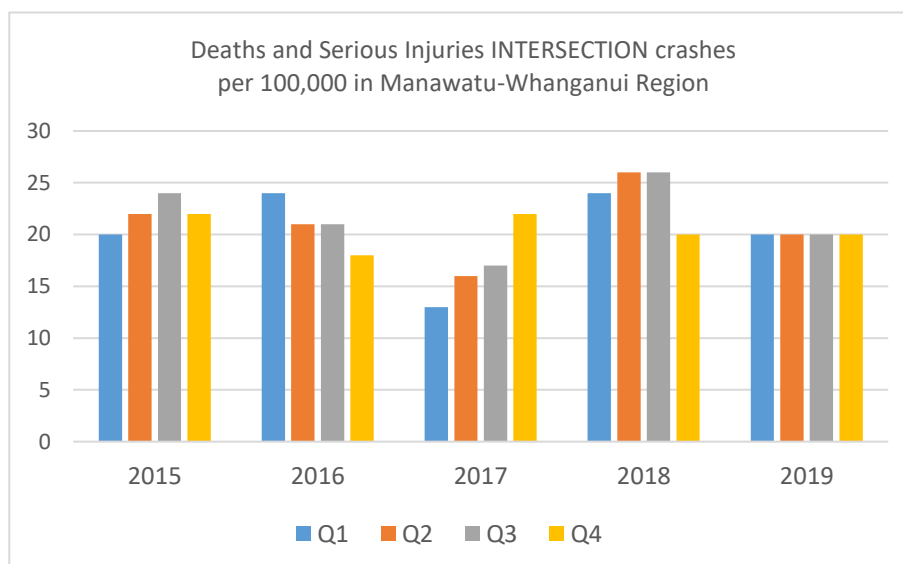
188,000 digital impressions. A regional radio intersection road rules campaign was undertaken during November and December 2019 with four (4) adverts rotated across ZM and The Hits stations. A three month radio campaign targeting senior drivers was undertaken in Dannevirke with a series of intersection advertisements during August - October 2019 and again in March - May 2020.

Newspaper advertising

Newspaper adverts in Palmerston North community newspaper. Delivered free to 38,000 homes with newspaper readership; 37% 60+ years, 60% female.

Newspaper adverts in HB Today, Bush Telegraph, Horowhenua Chronicle and River City Press (Whanganui). Combined readership of approximately 159,000 people.

Key quantitative results achieved



Based on data from Waka Kotahi NZTA Quarterly reporting the Manawatū-Whanganui region has seen a decrease in Intersection D & SI crashes in 2019. (see graph above)

Key qualitative results achieved

Rail Safety Week – 12-18 August 2019

Face to face activities at targeted sites around Palmerston North and Levin highlighting rail crossing awareness & handing out rail specific resources for the 'near misses' campaign. See also Pedestrian report. '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.

Roundabouts, Correct Use of Lanes, Bays, Flush Medians Campaign

We get unsolicited approaches from members of the public requesting educational material regarding road rules.

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

From observations of driver behaviours and conversations with drivers there is still a need to educate drivers on basic road rules at intersections across the region. There remains a confusion on give way rules, when to indicate and keeping within the lane. Effectiveness would be further improved by a concerted effort of education coupled with enforcement.

Feedback regarding advertisements appearing in the community newspapers continues to be positive with comments – “the adverts are useful and a good way to further educate drivers”.

We have regular requests for copies of our roundabout postcards and other intersection advertising collateral from driving instructors/mentors in neighbouring Hawkes Bay region who distribute the resources to their customers when teaching them to drive.

We used a digital campaign this year in preference to Facebook social media posts to reach a larger more general audience through the NZ Herald website.

432 Community Programmes

Total Approved Cost

Financial Cost

Total Actual Cost

\$54,090

Theme/Cluster

Motorcyclists – Whanganui, Tararua & Horowhenua

Activity Name(s)

**Motorcycle Awareness Month
Coast to Coast Motorcycle Event – Woodville Lions**

Description of Activity / Activities delivered

Motorcycle Awareness Month
(MAM) ran during September with a number of advertising opportunities via newspapers and radio being undertaken across the region. Ride Forever advertising collateral was distributed to retailers and motorcycle clubs/groups across the region.

Coast to Coast Motorcycle Ride
Road safety coordinators attended this event and promoted safe motorcycle riding and Ride Forever. Information packs were distributed and a site with a display and other collateral was set up at the lunch stopover to encourage face to face engagement with motorcyclists. Advertisements were placed in a number of local newspapers aligning with the event.

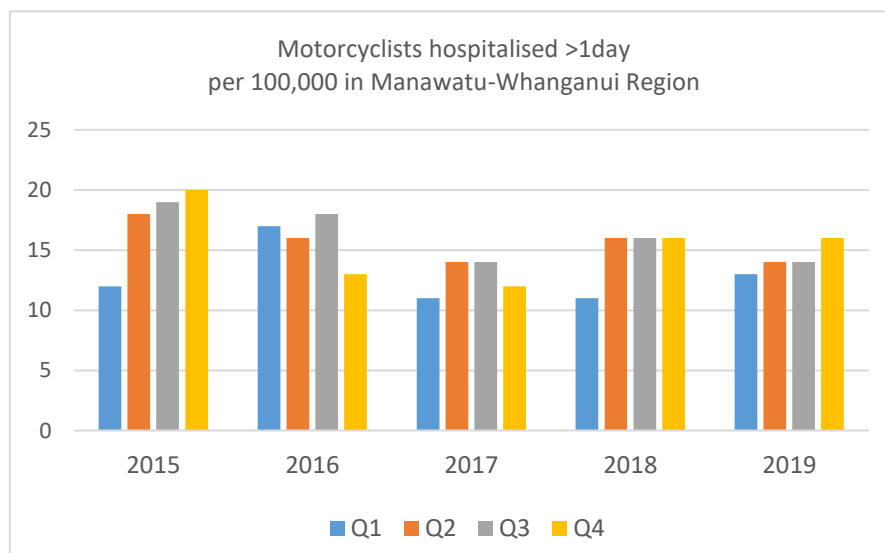
Audience

Motorcyclists

Key quantitative results achieved

Motorcycle Awareness Month (MAM)
3 advertisements in newspapers during MAM.
100 information packs were distributed to local Manawatū vintage motorcycle club for distribution at their event to members and visitors. Ride Forever promotional material was distributed to motorcycle retailers in Whanganui.

Coast to Coast
250 riders registered and received information packs. 37 entries were received for the competition. Incentives were provided to encourage riders to wear Hi-Viz.
3 ‘Look for motorcyclists’ adverts in Hawkes Bay, Tararua and Horowhenua papers.



Based on data from Waka Kotahi NZTA Quarterly reports indicates the Manawatū-Whanganui region remains steady in Motorcyclist admission rates to hospitals. (see graph above)

Motorcycle Awareness Month
Two hundred and fourteen 30 second adverts were aired on The Rock and The Sounds during breakfast and drive times.

Coast to Coast
250 information packs with a particular emphasis on the 'Ride Forever' training were distributed at Himitungi before the event. A quiz about motorcycle safety was held. 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.

Key qualitative results achieved
Motorcycle advertisements were placed in local Tararua and Horowhenua newspapers to coincide with the Coast to Coast event, also promoting Ride Forever. The target group intended for the motorcycle advertisements are predominantly those who tend to read newspapers more frequently than the younger demographic group who would get their information elsewhere.
The Coast to Coast event has a number of riders coming from outside the District who fit the target group our message is intended for.
Riders are incentivised to wear Hi-Viz as part of the Be Safe Be Seen message.
The Coast to Coast event is an opportunity to work with Woodville Lions who coordinate this motorcycle fundraiser event. The group recognises that they play a part in promoting safe motorcycle riding. A quiz to refresh knowledge of safe motorcycle riding, Ride Forever training and MOTOCAP was run with riders being able to send their entries in via post after the event.

What worked well or not so well? What improvements would be made?
There is value in supporting this event with having a large group of motorcyclists in the same place at the same time. The Woodville Lions acknowledge they have an ongoing role in promoting safe motorcycling. Offering incentives is a way to get buy-in from the motorcycling community. The percentage of motorcyclists entering the quiz (15%) was lower than expected.
Next year we plan to allocate more staff resourcing on this issue to make better use of the national focus and resources ACC provides. The focus will be on 1) increasing knowledge of the Ride Forever Courses (awareness of availability, incentives & importance) and 2) importance of wearing correct riding safety gear.
This is hoped to result in increased intentions to book a Ride Forever course leading to increased confidence in riding and increased skills in cornering, positioning etc.

	Total Approved Cost	Financial Cost	Total Actual Cost
432 Community Programmes	\$37,390		

Theme/Cluster **Older Road Users –Palmerston North, Manawatū, Horowhenua, Tararua and Whanganui**

Activity Name(s)
Senior Driver Education: Know the Code
Mobility Scooter (MS) Users Education
Senior Driver Packs and Presentations
Age on the Go Expo
Older Driver Education: Age Concern – Horowhenua & Whanganui

Description of Activity / Activities delivered
Senior Driver Education: Know the Code Courses
Courses have been delivered in Palmerston North, Taihape and Tararua. Senior driver education is aligned with NZTA's guidelines and facilitated by a trained driving instructor. Additional courses scheduled for April-May were postponed due to COVID19. Ruapehu was postponed due to COVID19.
Mobility Scooter Users Education Event & Meetings
A Regional Mobility Scooter event open to MS users from MS groups across the region, i.e. Palmerston North, Levin, Feilding, and Whanganui was held with support from a local retailer. RSCs attend local club meetings.
Senior Driver Packs and Presentations
RSCs provided 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. Presentations to interested groups.
Age on the Go Expo
Expo events in Levin, Feilding and Taihape (see intersections).
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 & Rangitikei.

This report aligns to the end of year reports from Age Concern Horowhenua and Whanganui who coordinate courses in their respective districts.

Target Audience

Senior Drivers 70+ years
 Mobility Scooter Users
 Families of Senior Drivers

Senior Driver Education: Know the Code Courses

Workshops held in Palmerston North with 40 attending. 2 courses run in Dannevirke and Pahiatua with 32 participants attending – September 2019. 1 course undertaken in Rangitikei with 26 participants attending – November 2019

Profiles and reasons for attending Palmerston North course.

What age group do you belong to?

Under 70	70-74	75-79	80-84	85-89	90+
7%	57%	17%	20%	0%	0%

Nationality/ethnicity

NZ European	Maori	Pacific Islander	Asian	Other
93%	0%	0%	7%	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
2%	42%	10%	10%	36%	0%

Mobility Scooter Users Education Days

1 x Regional event held with 24 MS users attending.

Senior Driver Packs and Presentations

Palmerston North RSC presented on Safe Driving with Q & A to 100 senior drivers at Rebus and seniors' meetings. Information was provided - NZTA 'The Road Ahead' booklet, fatigue and intersection rules to attendees.

Age on the Go Expos

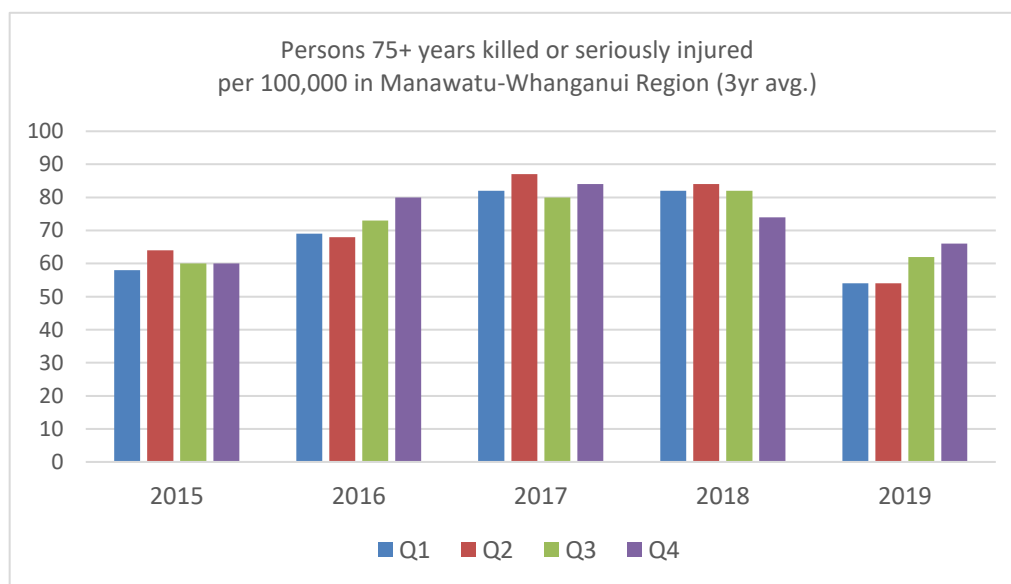
Over 240 information packs distributed with 200 entries in the 'Who Gives Way?' intersection quiz.

Older Driver Education: Age Concern – Horowhenua & Whanganui

Age Concern (Horowhenua) – 5 Staying Safe courses held in Horowhenua.

Age Concern (Whanganui) – 3 Keys to Safe Driving, 3 Carfit courses and 1 Hanging up your Keys (HUCK) were held in Whanganui

Key quantitative results achieved



Based on data from Waka Kotahi NZTA Quarterly reports show Manawātū-Whanganui region has seen a regional decline in Older Road User D & SI to 2015 levels which is encouraging given an ageing population trend. (see graph above)

Key qualitative results achieved

Senior Driver Education: Know the Code Courses

Participants attending provided the following feedback:

How do you rate this workshop?

Excellent	Very good	Good	Fair	Poor
72%	28%	0%	0%	0%

How do you rate the facilitator(s)?

Excellent	Very good	Good	Fair	Poor
50%	44%	3%	3%	0%

Recommend workshop to others?

Yes	No	Maybe
100%	0%	0%

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

Yes	No	Maybe
66%	10%	24%

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

Yes	No	Maybe
68%	0%	32%

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

Yes	No	Maybe
100%	0%	0%

A Selection of Comments

'Plan the route I will take better. Use mirrors more. Get my brakes attended to. Enforce rules for those who share my vehicle control use of i-phones. Watch passing cars, wait, leave earlier, go away from busy roads, go long way around. Planning ahead for lifestyle changes. Distance behind cars. Lights. Position of driver's seat to centre-line. Keep the grandchildren quiet. Recognise when it is time to give up driving. Plan the route better. Drive safely by following the Road Code. Keep checking mirrors & turn head. Take responsibility as a driver. Defensive driving is important. Other drivers may be coming from another perspective. Consideration of others, communication. Keep safe. Watch for tiredness. Keep hydrated. Keep safe - be aware. Courtesy on roads.'

Mobility Scooter Users Education Day and Club Meetings

The regional event is an opportunity for mobility scooter users to share experiences, knowledge and concerns around safe mobility scooter use. A retailer is involved to discuss safe use of MS as well as the care and maintenance of scooters. The event consists of a practical component as well providing resources to improve the safety of MS users. 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 courses. 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 require support. We based a newspaper campaign targeting intersection rules for this age group through local newspapers delivered free to all households (combined readership of 250,000).

Age on the Go Expo

This is an opportunity to engage with the older population many of whom are still driving. An intersection quiz (Who gives way?) is undertaken with people being able to check their answers before placing their entry in the box. This allows people to self-evaluate their knowledge of the intersection road rules.

Older Driver Education: Age Concern – Horowhenua & Whanganui

A significant number of participants indicate as a result of the workshop that they intend making changes to their driving in order to stay safe on the road. An outcome has been attendees increased confidence to re-sit their driving test, they now feel more up to date and less anxious.

During the Keys to Safe Driving courses participants are encouraged to share experiences and reflect on their own driving behaviour. Examples and scenarios of local roads and intersections is used which helps the older driver to connect with the information being disseminated. Due to Level 4 lockdown, one each of the planned Keys to Safe Driving & Carfit courses in Whanganui were delayed and are due to be completed by July 2020.

A selection of comments from the Whanganui, Rangitikei and Ruapehu programmes Keys to Safe Driving (KSD): Participants attending scored the workshop and facilitator as being good, very good or excellent from the evaluation. Comments also included many versions of these: "Brilliantly explained, excellent speaker, learnt lots, helpful information; I need to revisit my driving and read the ROAD Code to comply with the rules; makes me wonder how much longer I can safely drive.

Hanging Up the Car Keys (HUCK): Feedback was positive and most expressed how helpful and informative the whole event was, with a wide range of helpful information detailed and many appreciating the opportunity this gave them to plan and make decisions.

CarFit: 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 apply emergency braking and correct use of hazard lights.

Older Driver Education: Know the Code 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/organisations has been beneficial in reducing costs, increasing profile and also accessing participants.

Mobility Scooter Users Education Day & Club Meetings

This event is useful to reinforce road safety messages to an increasing number in a target group. It culminates the work done individually by RSCs at local club meetings throughout the year.

Senior Driver Packs and Presentations

This was a great 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 individuals are contacting RSCs for information.

Age on the Go Expos

Expos provide us with an opportunity for face-to-face engagement with this target group. A range of resources covering topics such as medications and driving, transport options for seniors, safe vehicles, road rule refresher courses and the driver licence renewal process are available for people to take away. An intersection quiz is run with a key part of the quiz being that those entering get to mark their results. This enables people to gain a better understanding of the road rules and ensures that incorrect answers are discussed and rectified. The offer of the chance to go in a prize draw guarantees that the quiz is a popular interaction tool.

Older Driver Education: Age Concern

Horowhenua

Six courses were originally planned but due to Covid-19, only five could be undertaken. This year 2 courses were held at the local Speldhurst Country Estate which has a large number of retirees living there. The entrance/exit of this Estate is on a busy State Highway (57). The Estate raised safety concerns about near misses when residents are exiting the Estate. With this in mind, the facilitator has been able to adjust the course content so that this issue and ways to deal with it are discussed.

Whanganui

Attendees at HUCK sessions reached target groups with 32% were 70–80 years, 68% 80 years plus.

Attendees at Keys to Safe Driving courses reached target groups with 57% aged 70-79 years and 20% aged 80-89 years.

Attendees at Carfit courses reached target groups with 31% were aged 75-84 years and 28% were 85+. The feedback from participants for all the events is universally positive and appreciative. They are seeing the connections between the three courses – i.e. their knowledge and safety as drivers and all are considering life after driving.

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

Total Approved Cost

Financial Cost

Total Actual Cost

**432
Community
Programmes**

\$62,644

Theme/Cluster

Restraints - Palmerston North, Manawatū, Tararua, Whanganui

Activity Name(s)

**Child Restraints and Adult Seatbelt Use – RNZ Plunket Society
'I am counting on you' Child Restraint Campaign – Bus Back & Postcards
Radio advertising
Newspaper advertising**

Description of Activity / Activities delivered

Child Restraints and Adult Seatbelt Use

Road safety coordinators conducted a number of child restraint checking clinics (roadside and on-site) in collaboration with Plunket and Police. Assisted parents/caregivers by providing free bolt installations as part of the compliance option. Early childhood centre site support has been provided as requested. Education packs on child restraints have been provided to parents and caregivers. Promotion of adult

and child restraint use through community events and visits to child care organisations. Districts covered were Palmerston North, Feilding, Dannevirke, Pahiatua, Woodville, Eketāhuna, Levin, Shannon, Foxton, Whanganui, Marton and Ruapehu (Ohakune and Raetihi).

RSCs partnered with Police to undertake four road policing operations targeting adult seatbelt use in Palmerston North and Tararua (Dannevirke) during July 2019. In Palmerston North over a four hour period, 47 infringements were issued – 37 of those were for failing to wear a seatbelt. In Dannevirke 590 vehicles were surveyed with 17 vehicles being stopped and occupants issued with an infringement for not wearing a seatbelt.

'I am counting on you' Child Restraint Campaign – Bus Back & Postcards

"I'm Counting on You Every Trip" campaign was run. Media included Back of Bus advertising from July to October in Whanganui and July to June in Palmerston North.

Newspaper advertising

Full page and half page child restraint adverts in community newspapers covering Palmerston North, Manawatū, Tararua, Whanganui and Horowhenua.

Radio advertising

Radio advertising targeting seatbelt use ran during February - April 2020 in Dannevirke.

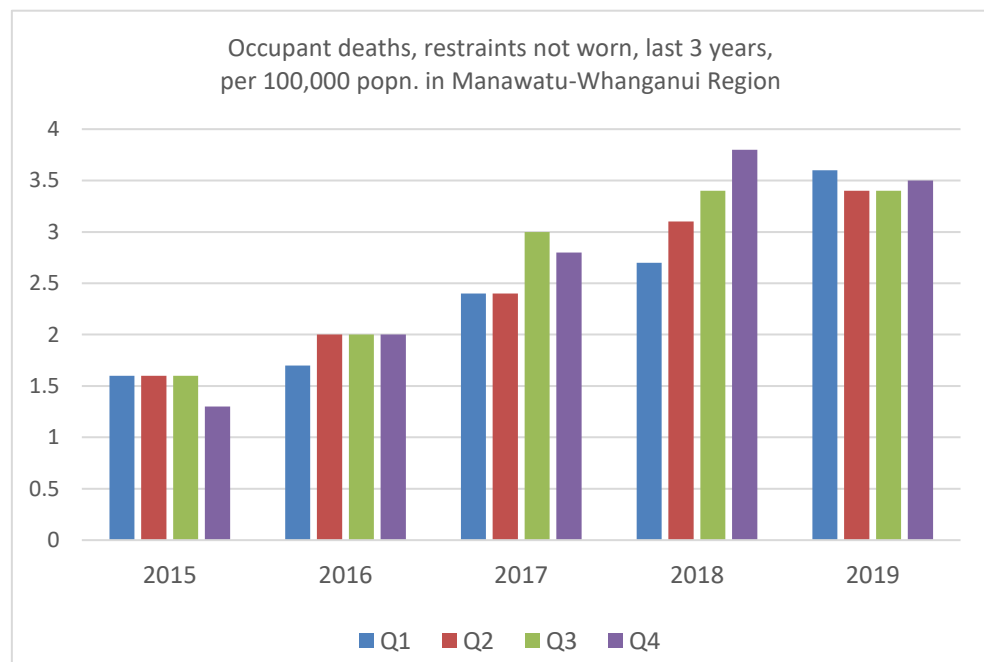
Audience

All drivers and their passengers with a particular emphasis on child car restraints

Car seat checking clinic stats:

Across the region: 1,468 seats checked: 729 (49%) correct and 739 (51%) incorrect - 27 (2%) had no restraint being used.

Key quantitative results achieved



Based on data from Waka Kotahi NZTA Quarterly reports show Manawatū-Whanganui region has seen an increase in Occupant deaths with restraints not worn.

Child Restraint Campaign – Bus Back & Newspaper Advertising, Postcards – 'I am counting on you'

Back of the Bus Advertising Child restraint use – 'I am counting on you' campaign.

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 simple reminders for best practice.

Radio Advertising

30 second radio advert on Dannevirke Radio for 3 months – 200 spots/month

Key qualitative results achieved

Restraint checkpoints took place at childcare facilities, as well as on roadsides. This has allowed us to reach a diverse section of the community including high risk groups. We have also responded to concerns from child care staff so with Plunket and Police been able to target individuals with education and enforcement.

In an effort to remind people of the importance of wearing a seatbelt or using a child restraint, the message has also been directed at events and presentations where parents, caregivers and young people are present. The key message is no matter how near or far you are travelling, you need to be restrained.

What worked well or not so well? What

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 then installed correctly. For a very small group of parents,

improvements would be made?

compliance tickets were issued to ensure they followed up with ensuring their children ended up correctly restrained. Promoting the positive benefit of child restraint use was more effective than focussing on the negative risks. Providing simple solutions on the spot enables us to engage with parents/caregivers and have our messages better received.

Police presence in a supportive role is important to the success of this activity.

A worrying trend is the increasing numbers of children (51% 2019-20, 44% 2018-19) who are incorrectly restrained. Sometimes this is through not knowing the law particularly with new migrants, sometimes neglect and sometimes because circumstance has changed with another carer picking up the child at short notice.

We continue to liaise with MSD on ways we can better support high risk families to have the resources to keep their tamariki safe while transporting them.

Regional checking operations that were planned in the second half of the year had to be put on hold due to Covid-19.

	Total Approved Cost	Financial Cost	Total Actual Cost
432 Community Programmes	\$68,090		

Theme/Cluster ***Speed – Tararua, Horowhenua, Ruapehu***

Activity Name(s) ***Speed***

Description of Activity / Activities delivered

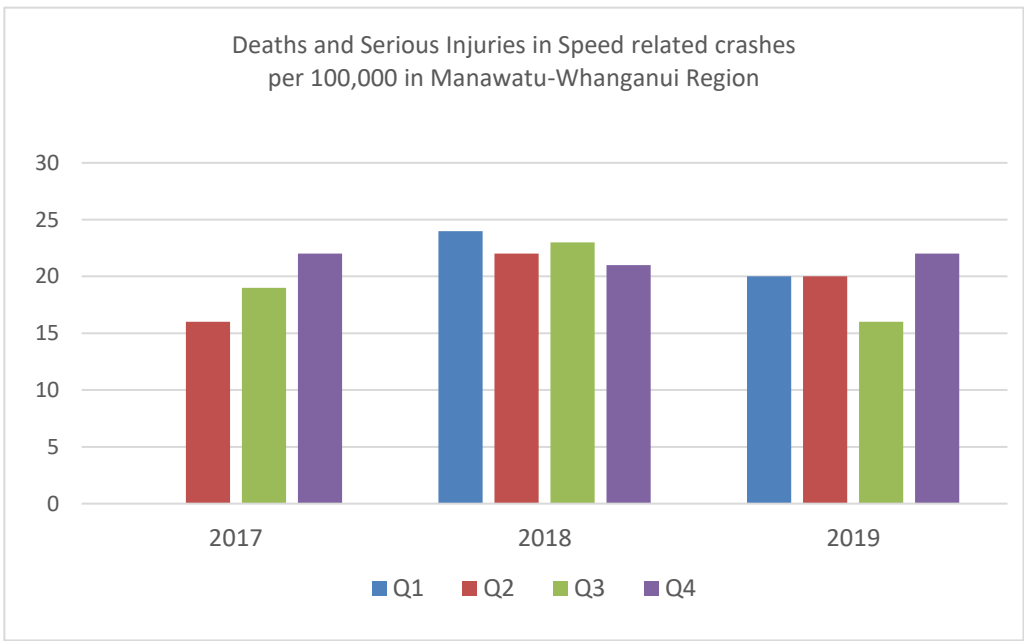
Rural roads are not motorways campaign
A continuation of the previous campaign using print advertising.

Digital media advertising
Digital media posts focusing on passing and following distances.
Advertisements were placed in the Hawkes Bay Today, Bush Telegraph, Horowhenua Chronicle and Whanganui Chronicle reminding road users that rural roads are not motorways.

Audience *All drivers*

Key quantitative results achieved

11 print advertisements in newspapers. Combined readership of 164,000 people. 3 x digital media advertisements (220,000 impressions).



Based on data from Waka Kotahi NZTA Quarterly reports show Manawatū-Whanganui region speed related crashes remains an ongoing issue.

Key qualitative results achieved

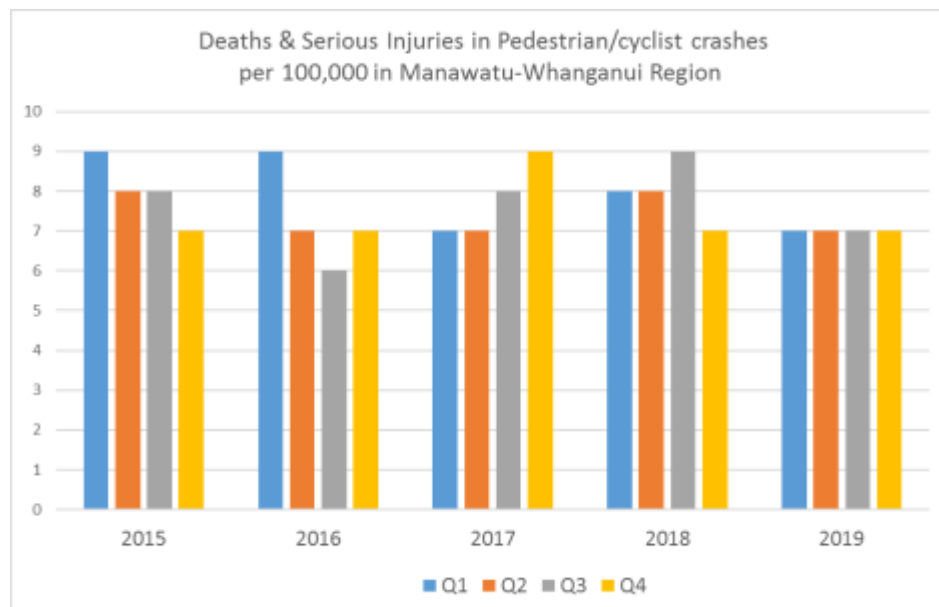
Rural Roads campaign
The 'rural roads are not motorways' message reminds drivers that you never know what you may come across on rural roads and that we need to drive at speeds that reflect the surroundings. The graphics used, i.e. sheep and dairy cows on the road is a very common scenario on NZ's rural roads.

Digital media advertising
Three media posts were ran on NZ Herald digital for November and December.

What worked well or not so well? What improvements would be made?	<i>Billboards that were installed during 2018-19 remain in place at high risk locations. The driving public continue to comment about their visibility and the usefulness of the message. Advertisements appearing in newspapers were aligned with the national advertising carried out by Waka Kotahi NZTA.</i>		
	Total Approved Cost	Financial Cost	Total Actual Cost
432 Community Programmes	58,590		

Theme/Cluster	Vulnerable Road Users - Cycling Palmerston North, Whanganui, Rangitikei, Horowhenua		
Activity Name(s)	Monitoring of School Zones (refer VRU Pedestrians) – PN Community Events – On Yer Bike/I Tri'd the Tri Billboard, Newspaper & Digital – Stay Wider of the Rider Young Cyclist of the Year – Whanganui Be Bright Be Seen – Whanganui Cycling Road Safety Education (Sport Manawatū)		
Description of Activity / Activities delivered	Community Cycling Events <i>Provide 'Be Bright Be Seen' messaging and safety awareness activities at collaborative cycling events. Advocating on cycle safety and representation at cycling transport related forums. Resources available for members of the public to increase visibility while cycling and walking. Working with Fonterra to upskill riders to dangers of cycling near heavy vehicles.</i> Billboard, Newspaper & Digital – Stay Wider of the Rider <i>Illuminated Palmerston North CBD billboard March – May. 'Stay wider of the Rider' in newspapers - May and June 2020. Digital billboard and newspaper adverts in Whanganui for the month of May and June. Advertorial was placed in Horowhenua newspaper post-COVID recognising the increase of cyclists and their vulnerability on the road.</i> Young Cyclist of the Year – Whanganui <i>Local competition held in Whanganui during November 2019.</i> Be Bright Be Seen <i>Be Bright, Be Seen campaign in Whanganui runs until August. It encourages people using active transport modes such as cycling and walking to light up during the darker winter months specifically targeting people cycling on Shared Pathways and cycle lanes during the season's darker mornings and evenings.</i> <i>Be Bright, Be Seen is an initiative between Whanganui District Council, Horizons Regional Council and Whanganui Police as part of the Let's Go collaboration. It is supported by Whanganui Green Bikes, the Whanganui Bicycle Users Group and local cycle shops to ensure greater visibility for all road users. Advertising in local paper in Whanganui for June.</i> Cycling Road Safety Education (Sport Manawatū) <i>The project involves Recreation Advisors delivering cycle programmes to children and adults (who use cycling as a means of transport) the skills to cycle safely on urban roads. In-school programmes are delivered with support from Sport Manawatu's Cycle Skills Advisor and District Police School Community Officers.</i>		
Target Audience	Cyclists Cyclists school children 9 – 11 years		

Key quantitative results achieved	Billboard, Newspaper & Digital – Stay Wider of the Rider <i>Billboard daily visual count 17,864. Newspaper delivered free to 74,000 households.</i> Young Cyclist of the Year – Whanganui <i>7 schools entered the competition.</i> Cycling Road Safety Education (Sport Manawatū) <i>Grade 2 cycle skills sessions delivered to 520 students. Grade 1 cycle skills sessions delivered to 264 students. Sessions involved 9 schools. 42 adults received cycling training as part of the Whanau Fit training programme. COVID19 impacted on the providers' ability to work with schools during and after the various stages of lockdown.</i>		
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Based on data from Waka Kotahi NZTA Quarterly reports show Manawātū-Whanganui region pedestrian/cyclist D & SI remain largely static from 2015 -2019.

Key qualitative results achieved

Community Events - I Tri'd the Tri/On Yer Bike

Children from Palmerston North and surrounds participated in a triathlon every Monday night for 5 weeks. On average of 800 children participated each Monday. Adult cyclists responded favourably to the practical activity of showing blind spots around a truck.

Young Cyclist of the Year – Whanganui

This event is the culmination of the year's road safety traffic education by the Police School Community Officers in Whanganui. Students from seven schools competed for the trophy for Best Girl and Best Boy. It entailed a multi choice written test and a practical skills cycling test. Police worked in collaboration with Horizons road safety, and the 'Let's Go' team from Whanganui District Council to deliver this event.

Cycling Road Safety Education (Sport Manawātū)

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 all complete the course as 'safety aware cyclists and demonstrate significant improvements in their cycling ability. An online Cycle Skills Ready Student Survey was conducted with 136 year 5/6 students to gauge bicycle riding behaviours and influences.

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

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. As noted last year there is a need in Palmerston North to revisit educating cyclists and heavy vehicle drivers on blind spots around buses and heavy vehicles. The model used with Fonterra staff was very effective and will be built on to a wider audience. COVID19 curtailed development with this.

Cycling Road Safety Education (Sport Manawātū)

As part of the programme there is a fleet of cycles available for participant use. Having spare bikes allows us to loan bikes to participants whose bikes are not up to the safety standards as detailed in the code for cyclists. The Cycle Skills Advisor is a Senior Assessor Mentor for Skills Active and as such qualified to facilitate the training of additional NZTA Cycle Skills Instructors to increase the capacity of Cycle Skills delivery within the area. Sport Manawātū has progressed its programme during 2020 towards being a Bike Ready Accredited organisation, and are awaiting assessment for accreditation. They are operating within the Bike Ready guidelines, and that has meant more time spent with students riding on the road, this has meant a requirement for more Instructors to manage the smaller groups. This has seen a reduction in the number of schools and children receiving instruction but an increase in the quality of the instruction, more time spent on the road by participants, and gathering insights into participant/parent attitudes and behaviours towards cycling.

Working alongside teachers in the schools is making a positive difference in the way children understand cycle safety. The children are engaged with the theory and are receptive to understanding cycle handling skills, learning the code for cyclists, and applying the road rules. They make huge gains in their practical application of cycling skills and knowledge of the road rules and become competent and confident in a relatively short timeframe. We see huge improvements in their cycling ability, and they all finish the course as 'safety aware cyclists'. The delivery in schools is enriched by involving parents and care givers in sessions, so they understand what

we are trying to achieve. We are more likely to have 'buy in' at home and possibly remove some of the barriers or perceptions they might have themselves. Adult cyclists are harder to get started but once engaged are just as committed to learning safe cycling tips and are willing to hone their skills around road positioning and negotiating intersections where cyclist/vehicular incidents primarily occur. There will be more adults choosing cycling as a means of transport and drivers will be more aware of cyclists.

	Total Approved Cost	Financial Cost	Total Actual Cost
432 Community Programmes	\$66,590		

Theme/Cluster	Pedestrians – Palmerston North,
Activity Name(s)	<p>Bus Side Advertising – Palmerston North Newspaper advertising - Back to School Campaign Monitoring & Support of School Zones & Hot Spots (also VRU Cyclists) School Patrol Day Rail Safety Week – August 2019 (refer also Intersection report)</p>
Description of Activity / Activities delivered	<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 July–June.</p> <p>Back to School Campaign – Newspaper, Radio & Digital Back to School campaign with full back page advertisement in newspaper at beginning of year and post COVID – 'See the Signs' 40kmh school zones and 20kmh school bus either way. Radio and digital adverts alerting drivers to school zones and speed limits around school buses were played in morning and afternoons to coincide with first month of school year.</p> <p>Monitoring & Support of School Zones & Hot Spots Ongoing support to school zones before and after school was carried out by RSC. Responding to school community concerns with congestion and safety issues. Providing analysis and options for improvement. Facilitating remedial works and school community education if required.</p> <p>School Patrol Day Police and RSC hosted a school patrol celebration day 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 RSCs teamed up with TrackSAFE (Kiwi Rail) for their 'near misses' campaign to encourage safe behaviour around trains and tracks in Palmerston North, Levin and Whanganui. (refer intersections)</p>
Target Audience	<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>
Key quantitative results achieved	<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, Radio & Digital Newspapers delivered free to 99,600 households. Top and tail radio adverts on ZM, The Hits and Newstalk ZB 8-9am and 2:30-3:30pm weekdays in the first month of school. NZ Herald digital adverts 70,000+ impressions.</p> <p>Monitoring & Support of School Zones & Hot Spots School zone observations were carried out along with some school bus stop monitoring. Results have been followed-up on when required.</p> <p>School Patrol Day 7 schools attended the school patrol day at The Makino Aquatic centre with approximately 200 students and staff celebrating their efforts.</p>

	<p>Rail Safety Week 4 'near misses' adverts and features in community newspapers.</p>						
Key qualitative results achieved	<p>Monitoring & Support of School Zones & Hot Spots In addition to working on behaviour change for users around school entrances and shared paths, support has also been provided to community members to support the school. Empowering student leaders and supporting changes being made to council infrastructure to create a healthier and safer environment.</p> <p>Rail Safety Week Face to face activities at targeted railway crossings highlighted the 'near misses' campaign both locally and nationally. The community was happy to engage (many with personal stories) and accept the resources. The advertisements in local papers coincided with the week of the campaign.</p>						
What worked well or not so well? What improvements would be made?	<p>Rail Safety Week RSCs presence at prominent rail crossings, along with an engaging message and theme meant we were able to interact easily with the public. Having a greater lead-in time with TrackSAFE resources would have allowed us to plan a wider coverage of the region.</p>						
432 Community Programmes	<table border="1"> <thead> <tr> <th>Total Approved Cost</th> <th>Financial Cost</th> <th>Total Actual Cost</th> </tr> </thead> <tbody> <tr> <td>\$39,090</td> <td></td> <td></td> </tr> </tbody> </table>	Total Approved Cost	Financial Cost	Total Actual Cost	\$39,090		
Total Approved Cost	Financial Cost	Total Actual Cost					
\$39,090							
Theme/Cluster	<p>Young / High Risk Drivers – Palmerston North, Manawatū, Tararua, Horowhenua, Whanganui, Rangitikei and Ruapehu</p>						
Activity Name(s)	<p>Driver Licence Education Programmes Massey Flatting Expo (refer also Alcohol) Newspaper Advertisement – 'Stay Involved', 'Drive to the Conditions' & Safeteens SADD Conference – (Postponed due to COVID-19) Huntermville Shemozzle 2019 Learner Licence Programme – Whanganui Ohakune Mardi Gras – Postponed COVID19</p>						
Description of Activity / Activities delivered	<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 were contracted to provide targeted community support. Programme deliverers had the opportunity to upskill on ACC DRIVE and were provided with the teaching resource.</p> <p>Learner Licence Programmes - Whanganui Te Kura o Kokohuia, Whanganui - Maori immersion Years 1 to 13.</p> <p>Massey Flatting Expo Key safety messages: Safety belts, impaired driving and intersections while also promoting drive.govt.nz for learners. 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>Newspaper Advertising – The Unsell, Drive to the Conditions Advertisements aimed at parents of teen drivers were placed in local newspapers and 'The Unsell' posters were provided to community driver learner organisations to share. The 'Unsell' adverts aligned with Waka Kotahi NZTA young driver advertising on TV, cinema, online (YouTube), social media and other print.</p> <p>CACTUS (Combined Adolescence Challenge Training Unit & Support) Presentation to young teens about making good choices when it comes to driving.</p> <p>Huntermville Shemozzle Information packs were provided to organisers of the event to be distributed on the day. The packs contained information about teaching a teen to drive, drink driving and seatbelts.</p>						
Target	Learner Drivers						

Audience

High Risk Drivers
 Illegal drivers
 Young drivers 16-24 years of age
 Parents of learner and restricted drivers

Driver Licence Education Programmes

In total around 2,500 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
2019-20	2,102	82	25

Massey Flating Expo

Engaged with 150 first year Massey students. Student questionnaire responses showed a greater awareness of restricted licence driving conditions (hours/no passengers) from the previous year and a slight increase in awareness and use among students of Drive.govt.nz. Around half had a Full, 1/4 Restricted and 1/8 Learner licence. A small number had International.

Newspaper Advertising

10 advertising opportunities undertaken throughout the year, where the focus was on young drivers and parents.

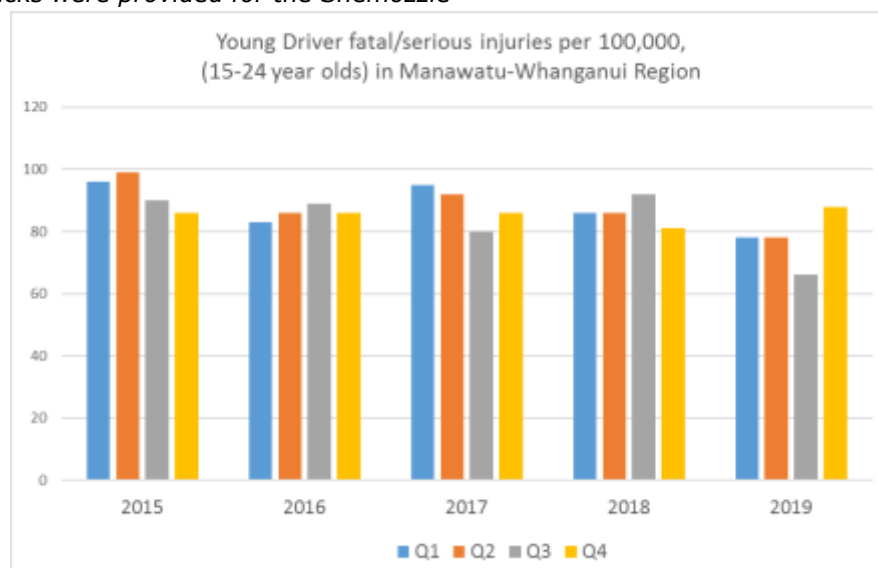
CACTUS Presentation

1 x road safety presentation to 32 young people enrolled in the CACTUS (Combined Adolescence Challenge Training Unit & Support) programme in Dannevirke.

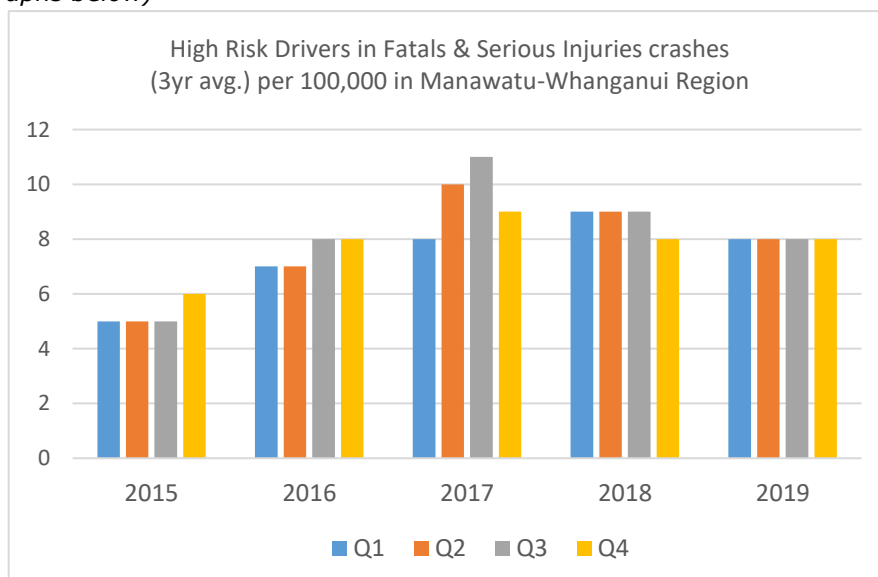
Hunterville Shemozzle

650 packs were provided for the Shemozzle

Key quantitative results achieved



Based on data from Waka Kotahi NZTA Quarterly reports show the Manawātū-Whanganui region has seen a decline in Young and High Risk Driver D & SI crashes. (see graphs below)



**Key
qualitative
results
achieved**

Driver Licence Education Programmes

Below are comments from one of our service providers in a small rural community in regards to how the programme has assisted their community:

9 young people have been able to gain part-time employment once gaining their restricted licence; 5 young people have gained apprenticeships or training from gaining their learner & restricted driver's licence; 7 young people have gained full time employment after gaining their full driver's licence; 2 young people attended defensive driver course (with 7 on the waiting list) to enable better accessibility to gaining their full driver's licence; 17 of the 26 adults we are working with, have gained employment as a result of gaining their full licence while the other 9 are actively seeking employment.

Anecdotal stories - an employer arrived with his 19 year old employee. He wanted to pay for him to get his licence but knew he was unable to read or write. We watched him struggle to fill in the forms and his employer filled in the NZTA form for him. When we started the teaching, it was apparent this young man was intelligent but not literate. We read all the resources for him and he flew through our programme. He went to AA and they read the test for him and he got a 100% pass. He walked out of there with his head held high and is full of possibilities for his future.

A middle-aged man having been warned by the Police arrived. He had a Learner licence years ago and has been in Australia working. He has an Australian Learner Licence and the Police had told him he needed to start again. We explained the licence process, he only had to requalify. He passed his Learner theory with us that morning and booked his Restricted for a week's time. He then only had 3 months before he could sit his Full NZ Licence. This man's attitude to law abiding behaviour has U turned and he is committed to becoming legal. He can also apply for work with a licence in the horizon.

An Oranga Tamariki referral came to the provider. Over the duration of the morning we found out that no one in his family had a licence. He will be expected to drive for whanau when he gets his licence which was why he was reluctant to get a licence. As well as passing his licence we also talked over scenarios for him to tell family members when they pressured him to drive. A few weeks after he returned to tell us that his family are now waiting for him to get his Restricted and are proud of him. They may even come to us in the future themselves.

CKC REAP (Learner Safe2Go): Due to COVID19 they were unable to complete the programmes planned. There is a back-log of 40 students waiting to sit their Learner Licence before the end of July 2020.

CKC REAP (Restricted and Full): Target group of 20 students. Over the 12 month period a total of 30 students completed and passed their Restricted Licence and 4 their Full Licence. Ages ranged from 17-55yrs. This is a positive impact and many of the students have gone through the programme from Learners to Full Class 1 Licence.

Whanganui Learning Centre: Of the 200 Learners targeted over the 12 month period, 179 participated in the programme. Statistics: Youth - 79%, 26-35yrs 10%, 36-45yrs 4%, 46-55yrs 5% and 55+ years 2%. Majority of participants are of Māori ethnicity. Positive written responses tell us that our community learners are more confident and leave with more self-belief that they can succeed in passing their test.

Te Ora Hou: With COVID19 driving assessments and tests could not take place until level 2. Catch-up and rebooking of clients is now taking place.

Learner Licence Programme - Whanganui

TKoK Whanganui role has 40 students with half of them over the age of 16 years old. Over the last couple of years the secondary school students have been encouraged to sit their learner licence when they turn 16 years old. Five students have recently participated in the programme and have successfully passed their Learner Licence test. In partnership with Horizons Regional Council, Local Iwi Liaison Police Officer, Howard League New Zealand and Whanganui Maori Wardens have supported this initiative, as Mentors to provide 1 on 1 facilitation as English is a second-language for some of the students, ensuring that there was adequate support provided particularly with the literacy involved in the licensing process. Students were also provided folder / resource with the Official Rode Code and Learner Licence plates. They also receive credits to go towards their NCEA providing additional academic benefits. The overall objective for this initiative is to get as many of their students on a positive pathway of life. Having a licence will enhance their opportunities and give them a greater appreciation for road safety.

Newspaper advertisements

The Unsell campaign aimed to show parents that young driver crashes can be more severe in a vehicle with a low star rating. The outcome is that parents who are looking to buy a vehicle for their teen, would be encouraged to look for something with a good safety rating. 'The safer the car, the safer they are'.

Newspaper advertisements undertaken in Whanganui district reminded parents teaching their teen to drive, to check their own driving behaviour first.

The majority of our advertising is carried out in free community newspapers. In Horowhenua, Tararua, Hawkes Bay and Whanganui these newspapers have an

approximate combined readership of around 130,000 while in Palmerston North and Manawatū district free community newspapers are delivered to approximately 38,000 people.

Massey Flat Expo Survey Results July 2019 (refer Alcohol)

Knowledge of restricted driving hours were known by all restricted drivers and 90% of learners and passenger rules were known by all. There was a significant decrease from the previous year in students who have used or heard of drive.govt.nz

CACTUS Programme Presentation

RSC is asked to attend the programme and present a segment about teens making good choices when they are driving. The use of the video 'Shattered Dreams' is used to support the message. Teens received packs containing information about the driver licence process, seatbelts, alcohol and drug impaired driving. Free promotional items with key messages such as phone card holders, screen cleaners and pens were also shared to encourage buy-in.

SADD (Students Against Dangerous Driving)

The SADD conference was postponed this year due to Covid-19. However RSC's continue to work with teams and offer support with their projects/activities throughout the year when required.

Huntermville Shemozzle

This is an important vehicle for getting key messages to young, rural males at an appropriate time and place in a style that suits this target audience.

Driver Licence Education Programmes

Feedback from driver licencing providers:

Being flexible with the amount of mentoring sessions a young person has allows us to better meet the needs of the individual. Mentors have reported that the capabilities of drivers as well as their road rule knowledge has increased with the extra in-car sessions being undertaken if they need it.

An issue we do face is one where drivers 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, will result in instant fail. When this happens it can knock their confidence and they will often withdraw from the programme, but continue to drive illegally.

The model of supporting young people to gain their licence and then wrapping other support services around them has proved successful in the delivery of this programme.

The programmes are successful because they are in the community, delivered by the community, accessible by the community and tailored to the needs of the community. Participants are primarily referred by word of mouth or iwi, learning institutions, non-government and government organisations.

COVID19 restrictions have been difficult/limiting the sizes of groups and availability with VTNZ and AA restrictions.

There has been an increase in services in Horowhenua to cater for the growing demand in this district.

The increasing complexity of learning needs continues to stretch tutor allocation and finances for providers. There is concern among some providers with funding and possible duplication of programmes in communities.

COVID19 has provided an opportunity to investigate and increase on-line learning for some providers.

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

Total Approved Cost

Financial Cost

Total Actual Cost

**432
Community
Programmes**

\$220,190