



# SASTA Newsletter

## Summer 2017-18

HAPPY HOLIDAYS FROM YOUR EXECUTIVE

IN THIS ISSUE

## Chair's Report

By Ngaire Atmore and Michelle Stanbury Acting Co-Chairs

Season's Greetings from the SASTA executive. We welcomed new members at the AGM at the Trafanz conference in Nelson and are delighted to have Janelle Laurence from the Far North, Lorreen Hartley from Whakatane District Council, Anna Blomquist from Wellington City Council and Kathy Graham from Waimakariri District Council join us on the executive. You will find out more about the people who lead our organisation in this, and future newsletters. SASTA people come from a fascinating range of backgrounds, and that is what makes us such a strong, nimble and diverse organisation.

We offer our sincere thanks to outgoing members, Susan Hutchinson-Daniel, Angelene Waitohi, Jenny Mack, Deborah Palmer and Joy Kingsbury who have collectively made a huge contribution to the organisation, boosting our profile and contributing

to our goals for on- going professional development.

We end the year with a strong message from Central government that road safety is of more importance than ever (see letter from Julie-Anne Genter below), so we look forward to the challenges that the New Year will bring. In the meantime, we wish all members a safe and restful holiday break and all the best for a great start to 2018.



### Who are the people behind the scenes at SASTA?

The SASTA executive collectively has a wealth of experience and come from a wide range of backgrounds. In this newsletter, we profile two new members and two existing members of the executive.



### Virtual Reality Launch

ACC and the NZ Transport Agency are launching a virtual reality (VR) experience to help young drivers practice their observation skills, a key part of the practical licence tests.

# Glenda Leitao

## Representing SASTA for Whanganui/Manawatu and Taranaki

Glenda is the Road Safe Coordinator for Whanganui, Rangitikei and Ruapehu Districts and started that position, with Horizons Regional Council in September, 2008.

Her background is mainly in insurance, with five years working for ACC and two fabulous and entertaining years at a Hotel Management School in New Plymouth.

One of Glenda's triumphs so far is developing the pilot programme for the Corrections Road Safety Days, which are now held twice yearly.

A challenge is to find innovative ways to connect to and educate communities on road safety.

Glenda wrangled input from her family to answer our question about an unusual thing about her, which not many people would know. Her family came up with several, and here are just a couple.

She has read so many murder mysteries that 90% of the time she can work out "whodunit", after reading the first couple of chapters. Her talent also extends to murder mystery movies and tv programmes.

And perhaps some kind of foreshadowing of her role in Road Safety- she was born in the back of the car on the way to the hospital!

Below is a new Fatigue DL that Glenda had designed by NZTA from their latest Fatigue infogram, The redesign was the result of a Fatigue Stop in winter on Mount Ruapehu, the majority of drivers, had English as their second language and Glenda and her team realised our old Fatigue DL was not appropriate, this new one is much easier to follow.

### DRIVER FATIGUE

People often think that driver fatigue means falling asleep at the wheel. Fatigue is tiredness, weariness or exhaustion. You can be fatigued enough for it to impair your driving long before you 'nod off' at the wheel.

#### HOW IT AFFECTS YOU



# Kathy Graham

## Representing SASTA for Canterbury, West Coast and Chatham's Islands

New Executive member - Kathy Graham Journey Planner/Road Safety Co-ordinator Waimakariri District Council

Kathy sits within the Roding team in Council and is responsible for road safety co-ordination including education and promotion, travel demand management, PT infrastructure and planning.

She came to her transport position after 18 years in the NZ Police in a variety of roles in Auckland. Kathy was a journalist at the Waikato Times and freelancer for around four years, has been a Road Safety Co-ordinator at Christchurch City Council and Senior Travel

Information Advisor (NZTA) at the Christchurch Transport Operations Centre.

Kathy's key triumphs to date include increasing collaboration with partner agencies to access new funding. For example, collaboration with NZTA on the Northern Corridor Commuters Research Project resulted in work being undertaken with funding that wouldn't normally be available locally and resulted in worthwhile outcomes for stakeholders. Another triumph has been use of social media and news articles to increase public engagement with road safety.

Like many us, Kathy finds the biggest challenge is having enough resources - mostly time- to achieve what she'd like.

One unusual thing about Kathy, is that she won the Meltzer Prize for Weapons Training at Police College in 1985. As a dab hand with both a pistol and as rifle, she's a great person to have on our side. Kathy wants to assure SASTA members that they shouldn't be concerned by her special talent!

*Kathy along with Angela McDonnell presented on the Kick Start Programme at the TRAFNZ conference in 2017.*



# Lorreen Hartley,

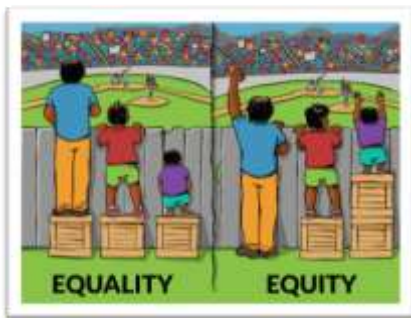
Kaitohu Whakawhanake Hapori, Community Development Advisor for the Whakatāne District Council

Lorreen is the Community Development Advisor for the Whakatāne District which includes Road Safety responsibilities for the Eastern Bay of Plenty.

Her background is in community development/projects, government investment and Maori development, which has taken her to some interesting parts of the world.

Lorreen presented to the UNESCO Conference in Egypt on community literacy and also presented at a Youth Conference in Savannah, USA.

Lorreen says one of the challenges of her role is that she's not very creative. One of the things about Lorreen that not many people know is that her family runs a small helicopter business which specialises in global line work.



## Drive Virtual Reality Launch

ACC and the NZ Transport Agency recently launched a virtual reality (VR) experience as part of the Drive programme to help young drivers practice their observation skills, a key part of the practical licence tests.



The VR experience is an interactive drive through real New Zealand streets where a user has to spot hazards as well as check their mirror and blind spots, all from the driver's seat. At the end, the user is given a score as to how well they did.

Download the app for both iOS and Android from [Drive.govt.nz](http://Drive.govt.nz) website. The app can be used without a virtual reality headset but for the full immersive experience, the Drive team are giving away Google Cardboard virtual reality headsets through the website.

The Drive VR experience campaign will run over the school holidays until the end of January. Media includes online, social media and bus advertising.

NZTA have a teaser video on the [Drive Facebook page](https://www.facebook.com/nzta), and ask all SASTA members to share this.

### FOR MORE INFORMATION

Andrea Amies / Drive Product Manager  
Education and Advertising  
Customer Experience and Behaviour  
P +64 4 894 6452 / M: 021 729 060  
E [andrea.amies@nzta.govt.nz](mailto:andrea.amies@nzta.govt.nz) / w [nzta.govt.nz](http://nzta.govt.nz)

# Michelle Stanbury

## Representing SASTA for Auckland

Michelle is a Senior Road Safety Advisor in the Strategy and Performance team at Auckland Transport and works with Road Safety partners including NZ Police, ACC, NZTA to help drive the strategic direction and manage the Road Safety Action Plan. She also provides advice and support to the internal Road Safety teams and helps complete the evaluations of our Community Transport programme.

**Her background before working in road safety** includes close to a decade in the Telecommunication industry where she worked in Client Liaison and Project Management roles. After two years in the UK, Michelle was looking for a job that had a bit more 'meaning' and was ready for a career change. A recommendation from a family friend led her to the Road Safety team at Auckland Transport.

**Recent triumphs of her role include** hosting world renowned road safety strategist Dr Matts-Åke

Belin in Auckland. Dr Belin gave AT a great insight into what can be achieved if we adopt a Vision Zero approach. Michelle is rightfully proud to be part of the team facilitating such an inspiring and exciting conversation.

One challenge of her challenges is embedding Road Safety in all parts of the business. Auckland Transport is a large organisation with many different mandates, and

in an ideal world Road Safety would be a part of every decision that is made. In Michelle's view it is about getting people who don't have 'Road Safety' in their job title to be ambassadors for our cause.

**One unusual thing about Michelle, that not many other people would know,** is that she is a qualified Modern Dance teacher!



# Better Conversations on Road Risk update: 2017

## Research results part one

The 2017 Better Conversations on Road Risk research into public understanding of road risk has just been released.

This year's research sought to explore productive conversation, unpacking what it means and what it looks like in practice.

We wanted to broaden our understanding of how people engage with road safety and road risk with the view to encouraging safer choices by individuals (in terms of driving behaviours) and communities (in terms of support for local safety initiatives).

The results have provided excellent insights which will have a significant impact on the Better Conversations on Road Risk programme, and how the Transport Agency engages and talks to our communities. Because of this, we will be releasing the results in three parts. The first will discuss community perceptions of road risk, the second barriers to making safer choices, and the third will introduce new audience segments to better reflect the diversity of understanding and attitude.

## Our approach and what's new

We held a series of focus groups in the southern region (Southland/Otago) and conducted a large national survey. The national summary is now on our webpage and regional summaries are on the way. The primary difference to the previous research is a focus on road risk rather than speed. In 2016 we looked into public conversations on speed and people's perceptions of limit changes. We found these were highly polarised and unproductive. The productive place for public conversation focuses on roads and road risk (diagram below).



This was a turning point for the Changing the Conversation on Speed programme and resulted in its name change to **Better Conversations on Road Risk**.

This year's research has resulted in new audience segments to better reflect the diversity of attitudes and understanding of road risk and attitudes. We have also identified barriers to

making safer choices and increased our knowledge of community conversation.

This Better Conversations on Road Risk update provides insight into the research results. We hope you will find it useful to understanding our work, and that it informs yours.

## Perceptions of road risk

To understand what underlies road safety choices and perceptions on road risk, we measured the extent individuals and communities:

1. Care about improving road safety
2. Are having conversations about road risk
3. Understand local road risks and solutions
4. Are making or supporting safer choices (individual and community).

While most people acknowledged the impact of road deaths, the desire to improve road safety differed in important ways. The research highlighted:

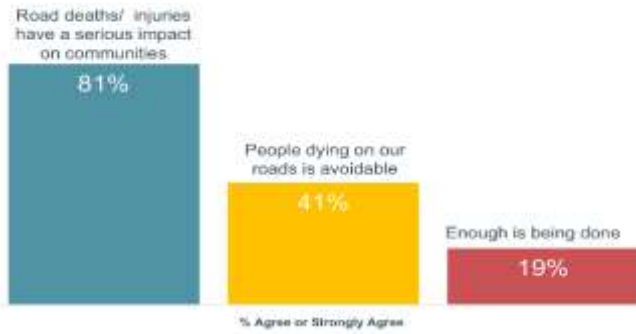
- People displayed greater care if they thought road crashes were avoidable.
- People need good information that is relevant to them and their community to make good choices. Productive conversations and understanding of road risk was hindered by a lack of comprehensible and objective information.

## Care

Many individuals care about road risk and appreciate anyone can be involved in a crash.

Many also understand the impact road deaths have on communities. Most do not agree enough is being done to reduce road risk.

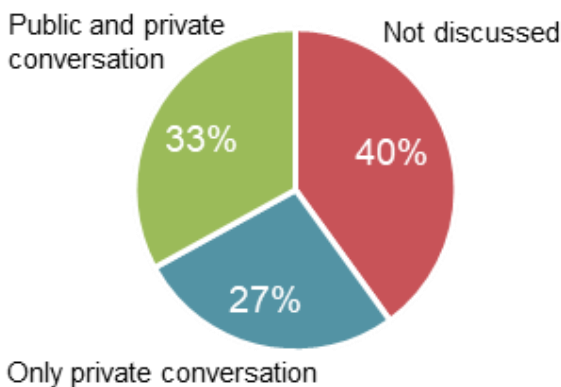
However, 59 per cent of New Zealanders do not agree that road deaths are avoidable. This creates a sense of fatalism. Interestingly those who do not believe roads deaths are avoidable are also less aware of road safety solutions and are less likely to prioritise road safety over other issues. They are also more likely to think it is ok for people to speed. Those who believe road death is unavoidable are less likely to have experienced the consequence of road crashes.



### Conversations

Conversations about road risk are taking place with 60 per cent of New Zealanders having had a conversation about road risk or safety in the previous three months. However, many of these are private (between family and friends) and are often seen as unproductive and based on incomplete information.

Individuals feel community conversations are needed to progress solutions with 54 per cent of New Zealanders believing that community conversations about road risk will lead to safer roads, but they need local and objective information.



### Understanding

Only 43 per cent of New Zealanders can confidently identify a local road risk. These people also acknowledge their understanding of local road issues and solutions is influenced by biased and incomplete information, for example media or word of mouth. Communities feel they need a better understanding of local statistics to improve their knowledge of local road risks and potential solutions.



### Choice

Drivers who say road deaths can't be avoided are less likely to make safer choices. Conversely, individuals that think road

deaths are avoidable think they make safer choices and want to enforce/encourage others to do the same.

Overall, while "travelling fast" is seen as a key factor in serious crashes, reducing speed is a less favoured solution. Speed limit reduction polarises communities with strong views both for and against speed limit reduction.

Individuals prefer encouraging drivers to make safer choices, enforce road rules, and/or improve roads.

However, drivers need more information. While 85 per cent tell us they always or often reduce speed to match the road risk, 34 per cent agree it's not easy to tell a safe speed on some roads and 57 per cent cannot confidently identify road risks.



These concepts of care, conversations, understanding and choices differ within communities in important ways.

The research has also identified barriers to making safer choices and produced a new audience segmentation which will be shared in the next updates when we're all back on deck in the new year.

#### FOR MORE INFORMATION

[Subscribe](#) to the Better Conversations on Road Risk mailing list

# Letter to the Associate Minister

*The following email was sent by former SASTA members Susan Cambridge and Tony Frances, they have kindly given us permission to reprint here. The correspondence from the Minister to local authorities follows.*

Dear Julie Anne

We are concerned, as you are, about the rise in road fatalities. We both worked in road safety for more than twenty years as Road Safety Co-ordinators for local authorities.

Our focus, strongly supported by the Transport Agency under its various guises, was to promote community road safety and develop a good road safety culture. In recent years support for this activity has declined from government agencies and local authorities.

We predicted that road fatalities would rise as a result, and that has indeed happened. Community road safety projects were done in conjunction with the Police and traffic engineers. This three pronged approach, working together, has been shown to be more effective than any of them working on their own. (See the attached report from the Dutch Government road safety organisation SWOV.)

In recent years the Police activity has taken place largely on its own. The Police do sterling work, but to change community norms their activities need support from other agencies, especially at a grass roots local authority level.

As one example the Transport Agency stopped funding community projects promoting the wearing of safety belts about five years ago. There are now, according to the Police, many preventable deaths in road crashes because safety belts are not worn.

Community road safety projects support the other road safety activities from Police, the Transport Agency and the traffic engineers. Their effect is often discounted and ascribed to the more prominent agencies. Without community road safety the other activities are less effective. They make the public more aware of the issues in their particular community.

We feel that to have an effect on road fatalities, support should be increased for community road safety with the aim of developing a better road safety culture.

Regards

Susan and Tony



# Road safety campaigns: facts, fiction and future avenues

**Research shows that road safety campaigns have some positive effect on road user behaviour and casualties, but only if they are used in combination with other measures such as legislation and enforcement. In isolation, road safety campaigns have no effect.**

This is one of the conclusions of SWOV Director Professor Fred Wegman in his keynote presentation at the 11<sup>th</sup> FRI World Congress, 24-26 June in Rotterdam, the Netherlands. FRI (La Prévention Routière Internationale) is an international non-governmental and non-profit organisation, aiming to promote cooperation among national road safety institutes. The 2009 World Congress marked FRI's 50<sup>th</sup> anniversary.

## Campaigns not as stand alone measure

Fred Wegman's presentation focused on road safety campaigns. Campaigns and public information are a widely used road safety measure, usually targeted at the adult road users who are otherwise difficult to reach. Campaigns are gener-



## CAST: the EU project on campaigns

Road safety campaigns were the subject of the European CAST project which was completed early 2009. CAST is an acronym of Campaigns and Awareness-raising Strategies in Traffic Safety. The project resulted in, among other things, guidelines and tools to encourage the proper design and evaluation of road safety campaigns. The project formulated a number of recommendations to increase the effectiveness of road safety campaigns, including:

- Base the design of a campaign on available statistics and research results;
- Select a specific target audience;
- Translate the overall goal into specific objectives;
- Base the campaign strategy on a theoretical model of behaviour or behaviour change;
- Formulate a credible, clear, consistent message about behaviour that is attainable;
- Ensure a thorough and valid effectiveness evaluation and disseminate the results.

Guidelines, tools and other outcomes can be found at the CAST website <http://www.cast-eu.org/>.

ally used to inform, educate or persuade road users, with the aim to motivate or help them to behave safely in traffic. As Fred Wegman noted, there are surprisingly few good studies that assess the effects of road safety campaigns. Based on the results of the available studies, a Norwegian meta-analysis reported that mass media campaigns alone don't have an effect on the number of road crashes. Mass media campaigns in combination with enforcement would on average result in a road crash reduction of almost 13%; in combination with enforcement and education to a reduction of 14%. According to this analysis, a much larger effect of up to 40% can be expected from local, person-oriented information campaigns.

## Focus message on specific groups

One of the often used arguments to use mass media campaigns is that they can reach the entire population. However, as explained by Fred Wegman, that is not true. Research shows that campaigns are more effective when they focus on specific groups rather than on all road users and when they focus on a specific theme. Mass

media campaigns are less likely to reach the less educated. This has nothing to do with the difficulty of the message, but people with a lower level of education appear to be less inclined to pay attention to mass media campaigns. To reach this group, personal communication is more effective. Furthermore, it is important that campaigns show the desired effect and the desired behaviour, rather than what is undesirable. And last, but not least, the literature states that it is important to:

- Make the target group feel that the problem is relevant to them.
- Provide a specific action that the target group can take to prevent the portrayed consequence from happening.
- Ensure that the target group believes that the proposed solution is effective in preventing the consequence.
- Portray the solution as something that the target group can easily do.

## Fear appeals

An ongoing discussion takes place on the usefulness of fear-based campaigns, i.e. campaigns that confront people in a rather hard and often

	Best estimate	95% confidence interval
Mass media alone	+ 0.8%	Between -8.6 and +11.7%
Mass media + enforcement	- 12.7%	Between -18.9 and -6.2%
Mass media + enforcement + education	- 14.2%	Between -22.0 and -4.9%
Local, personally directed campaigns	- 39.3%	Between -58% and - 17.4%

Effects of road safety campaigns according to a Norwegian meta-analysis

Source: Vaa et al. (2004), TØI rapport 727/2004)

## Hon Julie Anne Genter

Minister for Women

Associate Minister of Health  
Associate Minister of Transport

Wellington Regional Council

13 DEC 2017

13 December 2017

Tēnā koutou

I am writing to you and other councils seeking your support to work with me and take action to improve road safety in New Zealand.

As you will be aware, New Zealand's road toll has risen over the last four years. The year-to-date road toll for 2017 has already surpassed the road toll for all of 2016. This is a significant concern for me and this government. I am particularly concerned about the safety of people using our roads coming into the summer holiday season.

I have been working with officials from the Ministry of Transport, the NZ Transport Agency and the Police, to ensure the government is taking action to address the rising road toll. I would also like to work in partnership with you to improve road safety outcomes across New Zealand. I welcome your views on this challenge and how we can address it.

I would like your support to take action as quickly as possible to improve road safety outcomes, in particular on the high-risk roads in your region. I encourage you to consider how you could accelerate the implementation of the new speed management approach, introduced earlier this year, to ensure there are safe and appropriate speeds on local roads.

I would also like to acknowledge the safety treatments local councils are making over summer as part of your existing work programme.

On 20 November 2017, my colleague, Hon Phil Twyford, Minister of Transport, wrote to all local and regional councils about the government's focus for investment in the Government Policy Statement on land transport 2018 and how it might influence the development of your Regional Land Transport Plans (RLTPs). This includes delivering safety improvements.

In considering the safety priorities in your RLTPs, it will be important to identify the actions that have the greatest enduring effect on road safety in your region. For example, infrastructure investment or speed management, to treat high-risk roads in your region.

I have sought the NZ Transport Agency's support to partner with you on these matters. I have asked that it address any barriers councils face in progressing road safety outcomes that are within its control, including considering its funding arrangements. I have also directed officials from the Ministry of Transport to look across the road safety system and ensure that the appropriate funding, policy and regulatory settings are in place to implement changes to improve road safety as quickly as possible.

If we are to improve road safety it is important that it is a joint process. I would welcome feedback on your approach to improving road safety in your region: Where have you experienced success? What barriers do you face to making further progress in improving road safety? I encourage you to get in touch with the Ministry of Transport to share your local road safety experiences.

FILE REF.	
EXTR 9/472	
Doc. No.	
Referred to	int
G. Campbell	
Luke Troy	
Annex Muller	



In early 2018, I plan to invite you and other councils to attend a national road safety summit, where I will be able to hear from you directly on these matters and discuss how we can work more closely together to improve road safety outcomes in New Zealand. I will be in touch next year to confirm the arrangements for the summit.

I will be making an announcement on Sunday 17 December 2017 that will outline my intentions in this area, including the planned summit and to confirm my desire to engage with all parties to improve safety. I would be grateful if you hold this letter in confidence until this date.

I would like this engagement with you to form part of an ongoing dialogue on the development of a road safety strategy for New Zealand. I have directed the Ministry of Transport to start work on a new strategy, including considering whether the "Vision Zero" framework is appropriate for New Zealand. I would appreciate your ongoing input and support for that work over the next 12 to 18 months.

The government will also be running a range of publicity campaigns over the summer to communicate safe driving messages. I would encourage you to get involved and urge your communities to drive safely over the holiday period.

Please direct any of your correspondence to Brent Johnston, Manager Mobility and Safety, Ministry of Transport, at [b.johnston@transport.govt.nz](mailto:b.johnston@transport.govt.nz).

You can find key safety statistics for your region to support public communications at <http://www.transport.govt.nz/research/roadcrashstatistics/regionalroadsafetyissues/>

I thank you for your ongoing commitment to improving road safety and look forward to working with you in taking action on this important issue.

Please forward this letter as appropriate to the Chair of your Regional Land Transport Committee.

Yours sincerely



Hon Julie Anne Genter  
**Associate Minister of Transport**

Copy to:  
Hon Phil Twyford, Minister of Transport  
Chris Moller, Chair, New Zealand Transport Agency  
Fergus Gammie, Chief Executive, New Zealand Transport Agency  
Peter Mersi, Chief Executive, Ministry of Transport

PROFESSIONAL DEVELOPMENT



**TRAFINZ conference 2018**

This year's conference will be in sunny Wellington, more details to follow.



FAST FACTS

47%

Of recipients are opening newsbytes

16%

Are clicking through to another article

FOR MORE INFORMATION

Provide feedback or to submit news items please contact your regional representative or Anna Blomquist

ANNA BLOMQUIST  
anna.blomquist@wcc.govt.nz



*Co-chairs Michelle and Ngaire presenting the Cedric Rogers Award.*

# Newsbytes

by Anna Blomquist

Towards the end of this year we have trialed an e-newsletter style for our monthly newsbytes.

Newsbytes are a quick and cheerful way of getting information out to all our members in a timely manner. It is also an opportunity to:

- seek information from others
- share work and celebrate success stories
- Access relevant news articles and useful links.

We want to make this a useful resource for you so we'd love your feedback on this format and of course contributions to the content!

If you haven't received one please contact your regional representative so we can check your email details. We can also forward you previous editions.

**Joining SASTA**

Do you have colleagues who would like to join SASTA, to be part of our group, share information and support each other in our mission to make roads safer and more sustainable?

Check out membership options: [www.SASTA.org.nz](http://www.SASTA.org.nz)



# Your Executive

## Northland

**Janelle Laurence – New!**

## Auckland

**Melissa Napier**

Melissa is a Community Transport Team Leader in the Walking, Cycling and Safety team at Auckland Transport. Melissa leads the development and delivery of the regional Travelwise School Programme and Rural Schools Programme. She is also part of AT's Safer Communities project team, and provides support with the Walking School Bus and Walking and Cycling Programmes.

Melissa works with a team of committed community transport coordinators who are focused on promoting transport choices for children and young people, and improving road safety around schools and their local communities.

**Michelle Stanbury**

Michelle is a Senior Road Safety Advisor working in the Strategy & Performance team at Auckland Transport. With previous experience in Road Safety education, she is now leading the Road Safety Strategy, Road Safety evaluation and monitoring, and co-ordinating the progression of Road Safety Action Plans for the Auckland region.

## Waikato

**Ngaire Atmore**

Ngaire has worked as the Community Engagement Advisor in the City Transportation Unit at Hamilton City Council since 2013. She has a particular interest in engagement and communications, as well as road safety and transport strategy.

## Bay of Plenty/East Coast/Hawkes Bay

**Lorreen Hartley – New!**

## Taranaki/Manawatu/Whanganui

**Glenda Leitao**

Glenda has been a road safety co-ordinator with Horizons Regional

Council for eight and a half years, covering Whanganui, Rangitikei and bits of Ruapehu. She works with all ages but particularly enjoys working with youth, encouraging and educating them to make safer choices when driving or being a passenger in a vehicle.

## Wellington

**Anna Blomquist**

Anna has been the Transport Safety Education Coordinator for Wellington City Council since 2009, prior to this she held a similar role at Hutt City Council. Her main areas of focus are safety for pedestrians, people on bikes, motorcyclists and moped riders and intersection safety. She works with a small team of transport behaviour change specialists at Wellington City and works on collaborative projects with her colleagues across the Wellington region.

## Nelson/Tasman/Marlborough

**Robyn Blackburn**

Robyn Blackburn works part time in the road safety education space at Marlborough District Council and the rest of the time with the Parks and Reserves Department. Previously Robyn has worked at council with the Assets and Services team and has a good understanding of the need to be community focused. She has become an integral member of progressive community action groups in Marlborough to promote sustainable transport and road safety in the region.

## Canterbury/West Coast/Chatham Islands

**Kathy Graham – New!**

## Southland/Otago

**Currently Vacant**

Let us know if you would like to represent this wonderful region.

## NEW EXECUTIVES



**Lorreen Hartley** is the Community Development Advisor for the Whakatāne District and oversees the Road Safety Programme for the Eastern Bay of Plenty. She has a particular interest in high risk and vulnerable populations as well as road safety. She is of Ngāti Raukawa, Tūwharetoa, Kahungunu, Tainui and Whanganui Iwi.



**Kathy Graham** has worked in road safety and travel demand management for the last five years in both Christchurch City and Waimakariri. Prior to moving to Canterbury she worked as a journalist in the Waikato and served 18 years as a Police Officer in a variety of roles in Auckland. In her current role within the Roothing team she works both within the Waimakariri community on road safety and TDM as well as ongoing collaboration with the Transport Agency and other Canterbury Councils under the Greater Christchurch partnership.

# New speed advertising campaign

## The problem

A big challenge in the area of speed is to stop speeding drivers from continuing to defend their perceived right to speed.

A significant proportion of the driving population still likes to travel at speeds that are too fast for the conditions (both on the open road and around town), posing a risk to themselves and to others who share the roads with them. Every week, 11 people are seriously injured or killed in a speed-related crash, but a substantial portion of our society still doesn't see the connection between speed and crashes.

Speed is not often the only contributing factor in a crash, but it is a crucial factor in the severity of a crash. Whether involuntary or deliberate, road crashes occur from a range of mistakes but the outcome will be vastly different at different speeds.

## Target audience

The new campaign targets competent male drivers aged between 35-60 years, who regularly drive a bit fast and are not keen on being asked to slow down.

They routinely drive at speeds above the limit and travel faster than the traffic around them. They're confident in their driving ability and the fact that nothing untoward is likely to happen. They recognise that speed can affect the outcome of a crash but don't see this as an issue they need to concern themselves with.

They want to see less harm on our roads – they're happy that Police enforce our roads but they believe Police aren't focusing on the right things; *'speed isn't the issue'*. They're convinced that they themselves are very good drivers; they want Police to stop picking on them and focus on *'the bad drivers who cause crashes'*.

## Our approach

Recent advertising has aimed to shift speeding drivers' and the wider public's attitudes about speed, taking the

safe system approach with messages about human fragility and the inevitability of mistakes.

The campaign has a role too in reminding people that reducing violations is also a part of the safe system, and that enforcement may be needed to encourage compliance and ultimately reduce harm.

So, this new campaign aims to get the audience to accept the role of speed enforcement - to understand that the role of the Police is to protect those who use the road by dealing with anything that might cause harm.

It aims to get the audience to see that enforcement has more to do with reducing harm than it does with tickets and fines.

## The campaign

The campaign launches on 7 January 2018 on television, video-on-demand and *YouTube*. I will send you a link to view the ad early in the New Year.

Video advertising will be supported with billboard, radio, cinema and other digital advertising from later in January and February. As new work is launched, it will immediately be uploaded to the advertising section of the [NZ Transport Agency website](#).