

"Most people who succeed in the face of seemingly impossible conditions are people who simply don't know how to quit."

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Significant progress has been made in creating awareness of road safety through different on-line and social media. The Arrive Alive Road Safety website has reached the milestone of a 5th birthday during March! It is important to reflect on developments during the past month:

Participation by the Public
During March there were:

- * 20 online registrations as Voluntary Traffic Observers
- * 45 online requests for information
- * 330 online reports of bad driving

New Content added during March 2008

- Driver Fitness: Importance of Vision
- Scholar Patrol and Road Safety
- Tyre Awareness -- know your tyres
- Video Clip: Belt up or suffer the Pain
- 5 Year overview of Arrive Alive Website

Assistance rendered / Publications

Independent Schools Association Publication

Highlights for March

Google Analytics provides the following interesting info on web traffic to the website:

Interesting info from Google Analytics

- 145 different referring websites brought visitors to the Arrive Alive website
- Top referring sites include:
 1. www.sabcnews.com
 2. www.vw.co.za
 3. www.roadsafety.wordpress.com
 4. www.sabcnews.co.za
 5. www.itinews.co.za

Information requests from the public:

The following is a short summary of some of the interesting online requests from the public:

Development made possible by:

- Information required about different vehicle types
- Accident data requested on motorcycle accidents and safety
- Info required about trailers and load capacity
- Accident footage required for first aid training DVD
- Request for Arrive Alive posters for a business
- Details requested on the cost and procedures for getting a taxi license and registration of the taxi.
- North-West University student council requests pamphlets, banners and other material for drink and drive exhibition stall
- Request for more attention to the need of having lights on in the rain
- Request for contact details for purchase of road signs & speed bumps
- Complaint about the state of the roads and the high numbers of pot-holes
- Suggestion for a campaign focusing on kids safety in the car
- Request for a telephone number where a person could phone to give a report, or status of a specific road, and how busy the road is, and in which conditions the road is at the moment.

Assistance received from:

Ntau Letebele	Department of Transport
Gavin Kelly	Road Freight Association
Kevin Kara-vala	Tasima
Philip van der Merwe	eNaTIS
Gerrie Botha / Anisha Panday	RTMC
Wendy Watson	SANRAL
Anne Bonhomme	Dept of Transport KZN

Interesting entries on the Road Safety & Arrive Alive Blog

- Searching for Road Safety in South Africa
- Understand and Recognize the Importance of Scholar Patrol
- Your eyes and tips for easier driving
- 5 Years of creating awareness about road safety
- Road Safety Checklist for Easter
- You can report those pot holes

During March the Road Safety and Arrive Alive Blog at www.roadsafety.wordpress.com has provided information on the interaction between the public and road safety authorities. The Group ArriveAlive.co.za on Facebook also kept members updated with road safety information.

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