

"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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May has been an important month in the efforts to create awareness of road safety. After the launch of the ArriveAlive.mobi website in April, we decided to assist our friends in Nigeria with the launch of a mobile road safety website for Nigeria. The information is available from cellular phones at Nigeria.arrivealive.mobi

Participation by the Public
During May there were:

- * 9 online registrations as Voluntary Traffic Observers
- * 55 online requests for information
- * 261 online reports of bad driving

New Content added during May 2008

- Basic CPR and Road Safety
- Traffic Officers Conference
- Avoiding animals on the road

Assistance rendered / Publications

- Traffic Focus – [A publication aimed at role players in traffic enforcement and education.]
- Traffic Law Enforcement Conference – assistance with Conference Brochure and editing

Highlights for May

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

Interesting info from Google Analytics

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

Development made possible by:



Information requests from the public:

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

Information requests:

- Info required on stray animals for an Expo project
- Request for details on a centre to send drivers to have training in heavy articulated trucks
- UTASA (United Towing Association of South Africa) offering support to arrive alive
- Roadworthy requirements requested by a business manufacturing custom built motorcycles
- Invitation to Arrive Alive to exhibit at a safety day for employees.
- Advice required on renewal of license from Japan
- Request for Rules of the Road for traffic circles
- Request for info from foreign visitors for regulations pertaining to child restraints in motor vehicles
- Promotional items requested to increase driver awareness.

Assistance received from:

Ntau Letebele	Department of Transport
Gavin Kelly	Road Freight Association
Kevin Kara-vala	Tasima
Philip van der Merwe	eNaTIS
Magdeline Mosako	RTMC
Wendy Watson	SANRAL
John Schnell	Road Traffic Inspectorate KZN

Interesting entries on the Road Safety & Arrive Alive Blog

- Road Safety collaboration to benefit Nigeria
- Animals on South African Roads might be BIG!
- Fight road rage Africa style!
- Runners on the road need to be visible
- What is 2010 to road safety?
- No excuse to behave like animals!
- Take a breather and read about basic CPR

During May 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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