

"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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April has been an important month in the efforts to create awareness of road safety. The Arrive Alive Road Safety website has increased the reach of road safety awareness through the development and launch of the mobile road safety website at arrivealive.mobi

Participation by the Public
During April there were:

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

New Content added during April 2008

- Response Time to Accidents
- Recovery of Vehicle after Accident
- Drunken driving advertisements

Procedures for Execution of Warrants of Arrest associated with Traffic Offences

- Breath Testing
- Average Speed Prosecution
- Mass Measuring Equipment
- Fixed Speed Camera
- National Prosecutors Manual
- Private Sector Involvement

Assistance rendered / Publications

- Business Traveller Africa [" Help pedestrians Arrive Alive" - March 2008]
- "Road Safety and Trauma counseling" – Included in International Publication

Highlights for April

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

Interesting info from Google Analytics

- 132 different referring websites brought visitors to the Arrive Alive website
- Top referring sites include:
 1. www.vw.co.za
 2. www.roadsafety.wordpress.com

Development made possible by:

3. www.sabcnews.co.za
4. www.southafrica.info
5. www.trafficsigns.co.za

Information requests from the public:

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

- Details requested of the law/by-law regarding businesses and homeowners that block pedestrian access to the pavement.
- Information requested on breathalyzers in South Africa
- Request for assistance in matric science project on "Speed Kills - Does it?"
- Plea for arrive alive campaigns to avail themselves physically in rural areas.
- Information required on number of fatal crashes with fatigue as a factor
- Information required teaching high school children traffic safety.
- Materials requested for Life Orientation to the grade 9 learners.
- Suggestion of a road safety song to be used in Arrive Alive Campaign
- Request for info on the law pertaining to storage of an accident vehicle

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

- Why is emergency response delayed?
- Cellular phones not always an evil on the road!
- Collaboration delivers mobile road safety website
- Make yourself identifiable on the road!
- Why don't we plan for vehicle recovery as well?
- Community activism required for road safety

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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