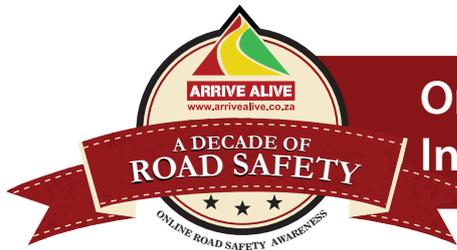




# Arrive Alive Website

*Online Report for 2014*





# Online Report 2014 Introduction / Background to the Arrive Alive

The Road Safety Reality of South Africa is that the vehicle population has increased to 11 million registered vehicles and the 2014-2015 Festive Season road deaths are at 1368 reported fatalities. There is a clear understanding in the traffic environment that road carnage cannot continue and that more needs to be done towards ensuring the safety of all road users!

This cannot be done merely by Government and traffic officials but will require cooperation with the private sector, NGO's, community activists and private citizens. The Arrive Alive online initiative is only one such initiative, based on a passionate personal commitment towards road safety, striving to create more awareness and encourage a wide audience towards safer behaviour on our roads.

## HIGHLIGHTS

<p><b>Strong</b> growth in online visits 569,000 to 654,000</p>	<p><b>Building</b> a Strong Network of Road Safety Partners</p>	<p><b>Cross-sharing</b> of media with other initiatives such as Imperial Road Safety, SADD, Wheel Well, Drive More Safely etc.</p>	<p><b>Continuous</b> Development of Road Safety Content shared across many platforms / partners</p>	<p><b>Recognition</b> a with Google Search Box In Search results</p>
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**NEWLY DESIGNED WEBSITES LAUNCHED FOR ROADSAFETY.CO.ZA & ACCIDENTS.CO.ZA**

Google arrive alive

Web Images News Videos Maps More Search tools

About 7 490 000 results (0.42 seconds)

Welcome to Arrive Alive  
https://www.arrivealive.co.za/

Aimed at enhancing awareness of all aspects of road safety in South Africa, including impaired driving.

Results from arrivealive.co.za

**Accident Crash Statistics**  
Accident Statistics / Crash Data & Statistics in South Africa The ...

**Arrive Alive News**  
One person was injured after a car and a taxi collided along Old ...

**Road Safety Education**  
Education and Road Safety. The Department of Transport and ...

**Contact us**  
Everything you tell us will be considered to make www ...

**Report Bad Driving**  
Report for bad driving. Please read the background for more ...

**Traffic Signs of South Africa**  
Traffic Signs of South Africa. Many visitors to the Arrive Alive road ...

IMPERIAL PERSPECTIVES

**National need, personal passion**

Drivers frequently think that road safety messages are clichés, yet South Africa's road accident statistics prove otherwise. Leon Scheffler speaks to one man who – with the support of IMPERIAL's i-Pledge – has made the development and promotion of these messages his full time job.

Latest Information

**NEWS**  
President meets SABC board chairperson Mthembu 10 December 2014

**SPEECHES & STATEMENTS**  
Energy on plan to address electricity shortages 10 December 2014

**IN FOCUS**  
ARRIVE ALIVE 0861 400 800  
Road safety tips for the festive season  
Road Safety

**DAY OF RECONCILIATION 2014**  
Theme: Social cohesion, reconciliation and national unity 10/9/14  
Road Safety

**Arrive Alive 2014/15**  
Road Safety Advice & Tips Festive Season 2014/2015

EXPLORE OUR ZONE

## POSITIONING OF THE ARRIVE ALIVE ONLINE INITIATIVE

An informed Road User is a Safer Road User

OUTURANCE TOMTOM IMPERIAL LEAD THE WAY TOYOTA LEXUS MATRIX GABRIEL A CONTROL INSTRUMENTS BRAND

SHUTTERPROFE AUTOZONE CTRACK GRANDMARK STANDARD BANK PG GLASS MASTERS IN GLASS FITMENT

SMAC ESKOM INTERCAPE TEXTAR PSA BREATHALYSERS GURONSAN

ONLINE ROAD AWARENESS WWW.ARRIVEALIVE.CO.ZA ROADSAFETY.CO.ZA

The development of the Arrive Alive website is focused on Education and Encouragement towards Road Safety.

The Arrive Alive website was an important portal to initiate discussion about road safety in 2014.

Through close cooperation and a committed effort to assist the printed and other media road safety information were shared across a variety of platforms.

## ONLINE REVIEW OF ARRIVEALIVE.CO.ZA

At the start of the year we need to reflect on our online road safety initiatives during 2014.

We believe that every road safety initiative should be analysed and scrutinized in the finest of detail. In the "Online" space there is no place to hide and all the tools are available to measure time and efforts spent and reach achieved with these initiatives.

We would like to share all this in a manner that is as transparent as we could possibly be.

This is done not only with the aim of providing feedback to our road safety partners, but also towards improving and defining strategies for 2015. The Arrive Alive website was launched on the 13th of March 2003 with the objective to provide the best possible information portal for Road Safety in South Africa. As new technology has become available, so have our efforts increased to use these technological advances in creating awareness of road safety and facilitating greater interaction between the public and road safety experts, groups and authorities.



## OBJECTIVES WITH THIS REPORT

The Arrive Alive Website and related Road Safety Initiatives Overview 2014 will provide a detailed overview of:

THE PROGRESS MADE IN 2014

INITIATIVES UNDERTAKEN TO IMPROVE ROAD SAFETY AWARENESS

MEDIUMS USED TO SHARE INFORMATION

TARGET AUDIENCE AND WIDER AUDIENCE REACHED

PUBLIC INTERACTION FACILITATED

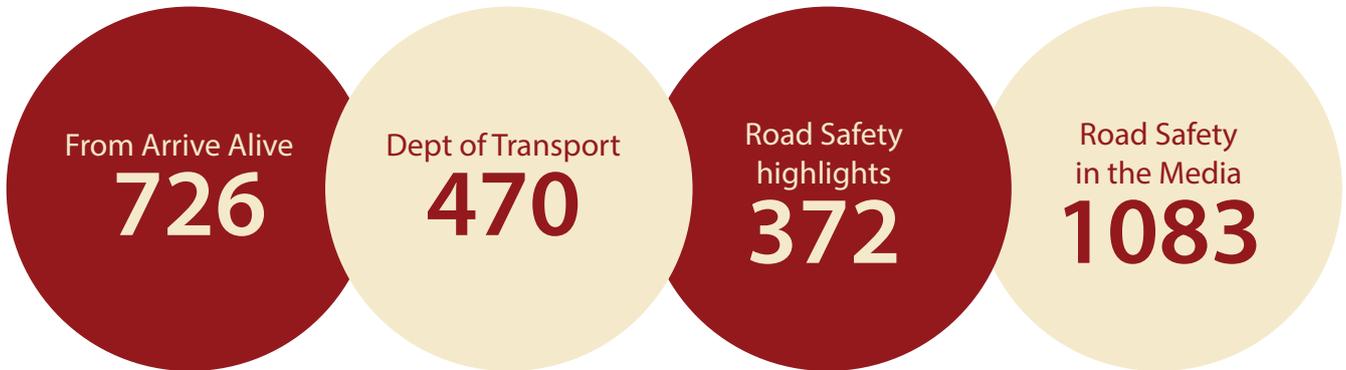
MAKING THIS POSSIBLE

HOW TO GET INVOLVED



# ROAD SAFETY NEWS STORIES SHARED IN 2014

Road Safety has been an important topic in the news in 2014. Media included road crash reports as well as the responses to crashes, activities in enforcement and the addresses and messages from leaders in Government and the road safety environment. We shared a large number of these stories in the following categories:



## NEW CONTENT PAGES DEVELOPED AND ADDED DURING 2014:

The new "content pages" created and edited/ refreshed on the Arrive Alive road safety website totalled 108 pages. This includes some of the following titles:

- Post-accident Medical claims and the RAF
- The Matriculant and Safety on the Roads during the Holidays
- How do I become a Driving Instructor?
- Motorcycle Safety and Riding in Bad Weather
- Rollover Crashes, Crash Reconstruction and Safer Driving
- How do Seatbelts Save Lives?
- Lighting and Safe Driving
- Windscreen Wiper Blades, Roadworthiness and Safe Driving
- Lane Splitting Advice and Guidelines for Bikers from the Experts
- Healthy Eating, Driver Fitness and Safer Driving
- Sharing the road with bikers – How do we avoid the rage?
- Road Safety Tips for Easter 2014
- Endurance Sports, Driver Fatigue and Road Safety
- Buying a Vehicle, Vehicle Finance and Road Safety
- NICRO and the Road Offences Panel Programme
- Road Accident Benefit Scheme Bill, 2014, Regulations and Rules
- Addiction to Alcohol and Drugs / NICRO and Professional Services to Corporates & Individuals
- Imperial I-Pledge Campaign – Continuing to make Roads Safer!
- Answering the Question: Who is to blame for the Crash?
- Safe Transportation of Bitumen and Workplace Safety
- Buying and Selling a Vehicle – Informed decisions and the Vehicle Retailer
- Day in the life of an advanced life-support paramedic in KZN
- Crime as a Threat to Road Safety in South Africa
- Safety from Fire at our Homes
- The Learner Motorcyclist – Do we Test effectively?
- Motorbike/ Motorcycle Safety and the Young Rider
- Equipment Used By Emergency Medical Services
- Pedestrian safety from snakes and snake bites
- N3 Toll Concession (N3TC) - Managing the N3 Toll Route from Heidelberg, Gauteng to Cedara, KwaZulu-Natal
- Nutrition And Safety With Mushrooms
- Drivers urged to avoid distracted driving along N3 Toll Route with #bootyourmobile awareness campaign
- Road Accident Fund and Assistance to Road Crash Victims
- Motorcycle Safety and the Motorcycle Skills Institute
- Safety with Electricity and Preventing Electrocutation & Fire
- Safety with settlement funds after road crashes
- Additional Headlamps and Fitment for Safety on the Roads
- Alcohol Testing - A Health & Safety Measure which benefits all of us
- Road Safety Tips 24/7
- Presentation at Transport Forum
- Motorcycle Safety and Picking up the Bike
- Guronsan® C Drowsy Driver Quiz



# ARRIVE ALIVE WEBSITE TRAFFIC AND ROAD SAFETY EXPOSURE PROVIDED: GOOGLE ANALYTICS

The best tool to analyse traffic flow and visitor numbers is the technology offered through Google Analytics. We would like to share the website traffic as measured by Google Analytics from 1 January 2014 to 31 December 2014

<p>Arrive Alive Road Safety Website at <a href="http://www.arrivealive.co.za">www.arrivealive.co.za</a></p> <p><b>654,944 Visits</b> <b>616,319 Unique Visitors</b> <b>1,017,169 Pageviews</b></p>	<p>Road Safety Blog at <a href="http://www.roadssafety.co.za">www.roadssafety.co.za</a></p> <p><b>125,833 Visits</b> <b>103,853 Unique visitors</b> <b>182,144 Page views</b></p>	<p>Accidents Blog at <a href="http://www.accidents.co.za">www.accidents.co.za</a></p> <p><b>143,720 Visits</b> <b>115,272 Unique Visitors</b> <b>255,378 Page views</b></p>	<p>Mobile: <a href="http://ArriveAlive.mobi">ArriveAlive.mobi</a></p> <p>Media releases and news stories have also been included during 2014 on the mobile road safety website at <a href="http://www.arrivealive.mobi">www.arrivealive.mobi</a></p>
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## SOCIAL MEDIA AND CAMPAIGNS

To reach a much wider audience for road safety it is important to reach those who are active in the social media environment. Not only is it important to share sections of content and road safety links, but also to share info on the road safety initiatives by our road safety partners. The ArriveAlive.co.za website is active on our own platforms on both Facebook and Twitter: **As on the 1st of January 2014:**

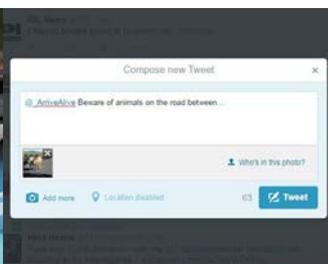
	<p><b>FACEBOOK FANS: 5,702</b> <a href="http://facebook.com/ArriveAlive.co.za">facebook.com/ArriveAlive.co.za</a></p>		<p><b>TWITTER: YOUR TWEETS 22,950</b> <b>FOLLOWERS 41,642</b> <b>@_ARRIVEALIVE</b></p>
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We placed much more focus on the messages via the growing Twitter audience and significantly increased the following to beyond 41,000 followers. We would like to acknowledge the close cooperation with other media platforms as well as "purpose & cause driven" initiatives such as Crime Line and Lead SA. The Twitter Analytics Tool provides a fascinating look at the reach attained during this past December:

We are also administrators on 2 larger platforms, allowing us to share news content and media releases with a much wider audience:

**Proudly South Africa: Facebook Fans 56,857**  
**Rugby15: Facebook Fans 69,179 Twitter Followers: 69,400**

### Some of our Social Media Campaigns

 <p><b>Be the Adult!</b> Make the Safe Decision to Buckle up!</p>	 <p>Patience or Patients? <b>You Decide!</b></p>	 <p>Alert us of threats to safety of road users with tweets by including the twitter handle <b>@_ArriveAlive</b></p>	 <p>Road Safety is a Team Activity Let Us Work Together to Make Roads Safe</p>
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# SAFETY TALKS AND PUBLIC ENGAGEMENT

We have been privileged to use a wide range of platforms to create awareness. During 2014 this included:

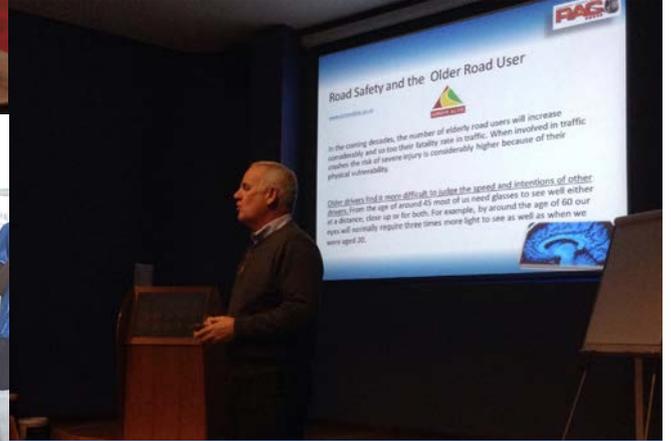
*Delivering a presentation on road safety at Transport Forum at Sasol*

*Attending several conferences & liaising with others in the road safety environment*

*Helping to facilitate events such as the Eskom Easter Vehicle safety campaign*

*Operating emergency rescue equipment at a road safety launch with Life Rosepark Hospital, Bloemfontein*

*Creating a new "Look and Feel" with the re-development of the Road Safety and Accident Blogs*



# ARRIVE ALIVE.CO.ZA AND ADDITIONAL MEDIA EXPOSURE

It is important that we reach a far wider audience than those with access to the internet. The Arrive Alive online road safety initiatives are also aimed at journalists, reporters, researchers and teachers who are able to gather the road safety information and distribute to a wider audience.

We would like to focus on some of these other media that distributed the road safety information from the Arrive Alive website and recognized this. We have assisted these platforms in providing info, answering requests for information etc.



## Television / Radio

Carte Blanche  
3 Talk with Noeleen  
Robinson Regstreeks  
SABC  
BBC World Service, Focus  
on Africa TV  
Interview on iTV  
East Coast Radio  
Interview on Cii Radio  
OFM



## Magazines

Traffic Focus  
Live Mag  
Sanlam Reality Magazine  
OnRoute  
Women on Wheels  
Women's Health



## Newspapers / Community Publications

The Sowetan  
Rapport  
Sunday Times  
City Press  
Caxton local Newspapers  
Ladysmith Gazette  
The Witness



## Textbooks

English for Success Grade 9  
English Home Language  
Grade 12  
Spot On Geography Grade 11



## Online Platforms

An important benefit of an online information portal is the ability to share the website via other websites and blogs. The information from the Arrive Alive website or links to the website has been included on many prominent websites including:

Wheels24  
Women24.com  
All4Women  
ITWeb  
BiZ -Community  
My Joburg  
TravelStart  
Government Website at  
www.gov.za and several  
Provincial websites



## Beyond the Borders

Autobild.de in Hamburg, Germany  
Online training course titled 'Safe Driving for Work' -UK Publication  
Malawi textbooks for Cambridge University Press Southern Africa  
Construction Site Planning and Logistical Operations -US Publication  
Deutsche Verkehrswacht  
Defensive driver training Zambia / Partnering road safety Kenya /Botswana Youth Organization



## Company Circulars

The Arrive Alive website has been approached by many corporates with a request for information to be used in their own internal road safety campaigns. This has been included on the intranet of companies and in company newsletters. These companies and forums include:

EWT's Wildlife and Transport Programme - April 2014 Newsletter  
Personal Trust  
Leaders in Wellness  
Pedestrian safety pamphlet Eskom  
Sharing information in cooperation with NICRO



## Conferences

GRSP Third Africa Road Safety Seminar 12-13 August 2014  
Crime Stoppers International Conference 2014  
5th Annual Intelligence Strategies For Law enforcers  
6th Annual Road Safety Summit  
7th Annual Leadership For Women In Law Enforcement 2014  
SARF/IRF 5th Regional Conference: Better roads moving Africa  
TruckX Conference & Awards  
Fleet Forum 2nd Senior Management Roundtable



## INTERACTION WITH THE PUBLIC

To be not only an effective information portal, but also a mechanism for greater public involvement, we have developed sections to enhance greater public interaction. An often overlooked, yet very important objective is to assist the public in gaining clarity on road safety matters and provide responses to queries raised via the Arrive Alive website, blogs and other platforms. It is also of extreme importance to assist private companies with advice and information to be used in their own on-site road safety campaigns, internal communications etc.

Herewith find a detailed summary of how public interaction was facilitated during 2014:

### "Contact Us" on ArriveAlive.co.za

- Thousands of e-mails have been received via the "Contact Us" section
- these have been responded to and forwarded to the Department of Transport, Road Traffic Management Corporation and various road safety experts for further comment.

*These emails are kept in various email folders for later reference.*

### Emails received and responded to from the Arrive Alive.co.za website:

- Arrive Alive email 2014 Folder: 9272 emails

### Enquiries & Ask the Experts

Questions are referred to experts in the fields of licensing, testing, enforcement, road freight, legislation, safe driving etc. and the answers are added to the website.

The requests that could benefit many other visitors as well are also shared on the Blogs in a "Did you know?" format. Reports on bad driving are also made via the Arrive Alive website to the National Traffic Call Centre at the RTMC:

## PARTNERSHIPS AND COLLABORATION

It has become more important to cooperate and collaborate in other initiatives as well. In a tough financial environment where NGO's and small business struggle it has become vital for the survival of this road safety initiative to develop new platforms and to assist others with expertise and consulting services.

The hours of hard work and dedication that goes into these efforts are most often not fully understood and appreciated, and we would like to provide an overview to summarize the effort which has gone into these collaborations during 2014.

*See our partners on the next page.*

## PARTNERING WITH MININGSAFETY.CO.ZA

We also partner in the development of an online initiative to create awareness of safety in the mining industry. This was inspired by past cooperation with and assistance to mining companies in their own road safety campaigns.

It was our vision that the Arrive Alive website can make a significant contribution to not only safety on our roads -but also to the safety in the Mining Industry!

Today we can reflect on both hard work and many successes in this partnership.





## ROAD SAFETY BLOGS

Road Safety Blog at  
[www.roadsafety.co.za](http://www.roadsafety.co.za)

*From launch to 31 December 2014*

Blog Posts Shared 4374  
 Posts Added in 2014 - 1197

Road Safety and Arrive Alive Blog at  
[www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com)

*From launch to 31 December 2014*

Blog Posts Shared 2317  
 Posts Added in 2014 - 226

Accidents Blog at  
[www.accidents.co.za](http://www.accidents.co.za)

*From launch to 31 December 2014*

Blog Posts Shared 2572  
 Posts Added in 2014 - 1135

## INSURANCE BLOGS

GeselsVersekering at  
[www.geselsversekering.co.za](http://www.geselsversekering.co.za)

*From launch to 31 December 2014*

Blog Posts Shared 453  
 Posts Added in 2014 - 102

Traffic during 2014

28,502 Visits/ Sessions  
 25,402 Users  
 38,303 Pageviews

Car Insurance Blog at  
[www.carinsurance.arrivealive.co.za](http://www.carinsurance.arrivealive.co.za)

*From launch to 31 December 2014*

Blog Posts Shared 1307  
 Posts Added in 2014 - 294

Traffic during 2014

204,799 Visits/ Sessions  
 181,703 Users  
 265,443 Pageviews

Insurance Chat at  
[www.insurancechat.co.za](http://www.insurancechat.co.za)

*From launch to 31 December 2014*

Blog Posts Shared 1187  
 Posts Added in 2014 355

Traffic during 2014

165,827 Visits/ Sessions  
 146,527 Users  
 214,676 Pageviews



## ROAD SAFETY PARTNERS

To create road safety awareness via the Arrive Alive website and other media we approached companies to partner in these efforts. From our side we provide exposure and recognition to these partners and their road safety involvement on the website and blogs. Our road safety partners as we enter 2015 are:

### Arrive Alive:

Imperial –I-Pledge / Toyota South Africa/ OUTsurance / TomTom/ Ctrack / Mix Telematics / PG Glass – Shatterprufe/ Standard Bank / Gabriel/ N3TC /AutoZone / RoadCover/ Guronsan C / PSA/ Grandmark / Breathalyzers.co.za/ InterCape

### Insurance Blogs:

OUTsurance / MiWay/ Virseker

### Mining Safety:

Ctrack /PSA / ALCO-Safe

## GRATITUDE

We would also like to recognize individuals and groups that made important contributions:

Chillies and Nelio for allowing us to operate from the Chillies offices in B loemfontein.

Charl Wilson and his successor De Wet De Jager as programmers

Pierre Steenkamp for graphics and multimedia

Internext for webhosting

All the experts – with a special word of appreciation to Howard Dembovsky, Clancinah Baloyi, David Frost, Alta Swanepoel, Corne van de Venter, Isaiah Mamabolo, Hein Jonker, Robert Mckenzie, Stan Bezuidenhout and Gavin Hoole for the numerous times they have assisted the public.

Individuals from the Department of Transport & RTMC who answered questions and provided feedback to the public.

Representatives from the Office of the Minster of Transport & Provincial Departments of Transport who shared media for wider distribution.

Positive feedback & words of support from Eugene Watson & colleagues from the Road Accident Fund .

Journalists, reporters, media editors, webmasters and everyone who assisted in the wider distribution of road safety information from the Website and Blogs Family, friends and everyone who have been supportive to this cause!

# THANK YOU!



**ARRIVE ALIVE**

[www.arrivealive.co.za](http://www.arrivealive.co.za)



ONLINE ROAD

AWERNESS

WWW

[WWW.ARRIVEALIVE.CO.ZA](http://WWW.ARRIVEALIVE.CO.ZA)

ROADSAFETY.CO.ZA



# WHAT YOU MIGHT NOT KNOW ABOUT ARRIVEALIVE.CO.ZA

It is now 11 years since we started working on the Arrive Alive website – launched on the 13th of March 2003 .

The website is a personal commitment towards creating road safety awareness in memory of a mother who died in a road traffic crash on the 3rd of December 1972.

Arrive Alive is a road safety strategy started by the Department of Transport in the late 1990's.

The Website received a Letter of Endorsement from The Department of Transport in 2007.

The development team consists of 1 full time and 2 "part time" developers.

The Arrive Alive website and online initiatives are not funded by the Department of Transport or the Road Traffic Management Corporation.

There is no marketing budget for these online road safety initiatives and it is funded through cooperation with the private sector.

## HOW CAN I GET INVOLVED?

We will continue to commit ourselves to these road safety efforts. There is so much more we can achieve with the participation of both corporate South Africa and individuals. We recognize that there are much expertise and knowledge to be gathered in strengthening these efforts.

We would like to invite others to become part of the road safety initiatives. This could include:

- Becoming an Arrive Alive Website partner

We will discuss with such partner how such partnering contribution can be used to develop new sections of content. The partner will be provided with exposure of such a partnership by way of:

- Exposure to logos
- Sections of Content
- Horizontal and other banners/ graphics
- Blog Posts and media exposure on the road safety initiatives and corporate social corporate responsibility initiatives of the Partner

- Advisor and Consulting Services

Every person can contribute to road safety irrespective of age, gender or financial status. We would like to invite the public to contribute by sending advice and recommendations on how to achieve greater road safety in South Africa.

We welcome any suggestions on new content or additional means of creating awareness that should be pursued.

*We would like to invite visitors to contact us with suggestions at*

*Adv Johan Jonck*

*Cell: +27 (82) 370 0991*

*Email: jonckie@arrivealive.co.za*

