

*"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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The Arrive Alive road safety website has assisted many South Africans in gaining access to information on road safety and to distribute these messages to a wider audience. We would like to provide a summary of the progress made:

### **Participation by the Public**

During April there were:

- \* 56 online registrations as Voluntary Traffic Observers
- \* 63 online requests for information
- \* 84 online reports of bad driving

### **New Content added during April 2007**

- eNaTIS
- Easter 2006 Road Crash Statistics
- Interim Road Traffic and Fatal Crash Report for the Year 2006
- Road Safety Advice for foreigners driving in South Africa
- Road Safety poem from employee at BHP Billiton
- Accident Investigation Conference

### **Highlights for April**

- Linking MTN with the Road Traffic Management Corporation for a pilot project on push-to-talk technology
- Attending Korea Trade Delegation in Johannesburg with display of road safety products
- Strong progress with the Road Safety & Arrive Alive Blog at [www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com)

### **Exposure in other media / Assistance rendered to other media**

- BHP Billiton newsletter : Advice on cycling safety
- Flight Magazine for 1-Time
- Rapport Newspaper: Story on quad bike safety
- Websites / Blogs such as SouthAfricablog.co.za

### **Information requests from the public:**

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

- \* Request for info about people and vehicle registrations with the most outstanding fines

Development made possible by:

- \* Request for discussion with Arrive Alive about the need to have compulsory standards on second hand / used tyres
- \* Music promotions and marketing company wishing to work closely with Arrive Alive
- \* Organizer of defensive driving programme for company drivers in Nigeria searching for road safety short video clip to include in course targeting a specific subject
- \* Request to find if the Inyathi taxi is SABS approved and is still on the recommended Government vehicle list
- \* Request for Arrive Alive speaker at Wits seminar on road traffic accidents.
- \* Brazilian company requesting info about the maximum limits permitted for axle weight (gross weight), load's height, length, width and laden height in South Africa
- \* Invite from company to Arrive Alive to attend a "Happy Easter campaign"
- \* Variety of road safety suggestions from the public
- \* Request for legislation pertaining to children and seatbelt wearing in cars in SA
- \* Request for latest rules of the road regarding traffic circles
- \* Teacher searching for info, books and posters for classroom to educate children on road safety

#### **Assistance received from:**

Ntau Letebele	Department of Transport
Gavin Kelly	Department of Transport
Gerrie Botha / Cielie Karow/ Mandie Grimsell	Road Traffic Management Corporation
John Schnell	Road Traffic Inspectorate KZN
Wayne Grindell	Netcare 911
Wendy Watson	National Roads Agency Limited

#### **Interesting searches that lead to the Arrive Alive Website:**

Google.co.uk	search term – "quad bike accidents"
Google.co.za	search term – "road safety for kids"
Google.com	search term – "dangers of distractions while driving"
Google.co.za	search term – "safety tips about fatigue"

#### **Interesting entries on the Road Safety and Arrive Alive Blog:**

- Road safety a major concern for Americans traveling abroad
- Blogging about road safety to be continued
- Reporting a spouse as a bad driver...it happens!
- Road safety advice for visitors to South Africa
- Road rage and inconsiderate driving a threat to road safety
- Do not challenge death! Buckle up!

May we continue to strengthen our efforts with the website [www.arrivealive.co.za](http://www.arrivealive.co.za) and the Road Safety and Arrive Alive Blog at [www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com).

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