

ARRIVE ALIVE.CO.ZA AND ONLINE ROAD SAFETY INITIATIVES
- REVIEW 2009



7 YEARS OF ONLINE
ROAD SAFETY AWARENESS
AND **ARRIVEALIVE.CO.ZA**



Arrive Alive.co.za and online Road Safety initiatives in 2009

“Great works are performed not by strength but by perseverance”

Introduction / Background to the Arrive Alive Website

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 the efforts to create awareness of road safety and facilitate greater interaction between the public and road safety experts, groups and authorities.

The Arrive Alive Website and related Road Safety Initiatives Overview 2009 will provide a detailed overview of:

- the progress made in 2009
- initiatives undertaken to improve road safety awareness
- medium used to share information
- target audience and wider audience reached
- public interaction facilitated
- making this possible
- how to get involved

The screenshot shows the Arrive Alive website interface. At the top, there are navigation links for 'How To Make Electricity', 'Car Breakdown Assistance', 'Towing Equipment', and 'Roadside Assistance 24/7'. Below this is a banner for '6 YEARS OF ONLINE ROAD SAFETY AWARENESS AND ARRIVEALIVE.CO.ZA'. The main content area features an article titled 'From Arrive Alive' with a sub-headline 'Four die in Mpuma accident'. The article text describes a fatal accident involving a truck and a double cab bakkie. Another article snippet is visible: 'Road Safety in the Media' with the sub-headline 'BRT drivers call for more security'. The right sidebar contains a 'Partners' section with logos for OUT SURANCE, TOMTOM, NETCARE 082911, TRAC, and CRACK. At the bottom right, there is a subscription link: 'Click here to subscribe to our RSS Feeds'.

www.arrivealive.co.za

Online Traffic and Online Platforms

- Overview of Arrive Alive Website 31 December 2009

Herewith find an overview of the website and road safety exposure provided: **Google Analytics [1 January 2009 – 31 December 2009]**

- 214,309 Visits
- 453,165 Page views
- Visits came from 196 countries/territories
- Referring sites sent 28,136 visits via 1,199 sources
- Search engines sent 160,013 total visits via 19 sources
- Search engines sent 160,013 total visits via 83,340 keywords

Dashboard



Site Usage

214,309 Visits	65.21% Bounce Rate
453,165 Pageviews	00:02:56 Avg. Time on Site
2.11 Pages/Visit	78.61% % New Visits

Screenshot from Google Analytics

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- Overview / Info about the Road Safety Blog at www.roadsafety.co.za - Launched 4 May 2009

Google Analytics [4 May 2009 -31 December 2009]

- 78,326 Visits
- 128,987 Page views
- Visits came from 185 countries/territories
- Referring sites sent 15,949 visits via 709 sources
- Search engines sent 52,402 total visits via 18 sources
- Search engines sent 52,402 total visits via 30,005 keywords
- 818 Blog Posts
- 297 Comments Approved

The screenshot shows the homepage of the Road Safety Blog. At the top, it features the 'ARRIVE ALIVE' logo and the text '6 YEARS OF ONLINE ROAD SAFETY AWARENESS AND ARRIVEALIVE.CO.ZA'. The main navigation bar includes 'Home', 'About', and 'Contact'. A search bar is located below the navigation. The featured article is titled 'Middelburg Bikers Show Total Disregard For Road Users At N4 Toll Plaza', posted by jonkie on September 2nd 2009. The article includes a photograph of a road at night with a white van in the center. To the right of the article, there is an advertisement section with logos for 'ARRIVE ALIVE', 'OUT SURANCE', 'NETCARE 082 911', and 'tomtom'. Below the advertisement, there is a 'Recent Posts' section listing several articles related to road safety incidents.

roadsafety.co.za

- Overview / Info about the Road Safety & Arrive Alive Blog at www.roadsafety.wordpress.com

- Launched 28 February 2007
- Blog visits/ views for 2009: 109,264

Data on 31 December since start:

- 1,041 Blog Posts
- 749 Comments Approved

The screenshot shows a blog post titled 'Tractor driver killed in accident'. The post is dated 09/2009. It features a Netcare 911 logo and a photograph of a tractor. The text of the post describes an accident on the R614 near Tongaat, where a tractor driver was killed. The post mentions that paramedics from Netcare 911 rushed to the scene and that a helicopter was used to transport the patient to hospital. The post also includes a 'BLOGROLL' section with links to various other blogs and a 'RECENT COMMENTS' section.

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- **Overview / Facebook Group: ArriveAlive.co.za**

An ArriveAlive.co.za Group has been created on Facebook to stimulate further discussion and interaction.

At 31 December 2009 this Group features:

- 1371 members
- 86 Wall Posts
- 18 Discussion topics
- 431 Photos
- 603 links
- 28 Videos



Mobile websites / Mxit / Mobi Applications

ArriveAlive.mobi

Google Analytics [From 3 June 2009 – 31 December 2009]

- 1949 Visits
- 52 Sources
- From 257 Keywords
- Visits from 40 countries

Short snippets for Mxit

- Content provided to Spokenink for inclusion on Mxit
- Content provided to Clubbersguide for inclusion on Mxit

K53 Mobile Application

- The Arrive Alive website partnered with the developers of a K53 Mobile Application to create awareness and enable learner drivers to test their knowledge from their cellular phones.



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Exposure and Road Safety Awareness Efforts in other Media

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:



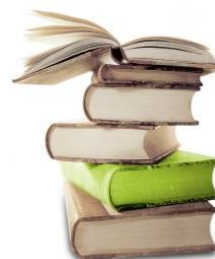
Magazines

Traffic Focus April/May 2009
Traffic Focus July/October 2009
Fit Pregnancy
Huisgenoot "Reis Veilig – Supplement for Children"
You Get there Safely – Supplement for Children
Sandton Magazine
Cosmopolitan
Longevity Magazine



Newspapers

Sowetan
Die Burger
Beeld
Volksblad
Raport
Mpumalanga Beeld etc



Books

Content has been included and recognized in the following books:

- What your Driver Instructor didn't tell you – Book by Justus Visagie
- Counselling for Different Phases of Life – Chapter 11 of this Book published by the Icfai University Press, Hyderabad, India is the "Trauma Counselling and Road Safety" section on the Arrive Alive website



Company Newsletter /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:

LX Info Magazine on Level Crossings
Afriforum Newsletter
4 A Kid Newsletter
Alzheimer's South Africa national office
Helpline
Schering –Plough
Babaindaba
African Bank
AVI
Eskom



Radio Interview

The Arrive Alive website has been approached by several radio stations for interviews and road safety updates, especially during Easter and the December festive season. We have referred many of these to spokespersons at the Department of Transport and the RTMC, and have taken part in interviews on the following radio stations:

SAFM
RSG –Praag Saam
RSG –Met Raad en Daad
RSG –Mention on Loslip
Solidariteit Radio
Radiokansel
Radio Namakwaland

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Online via Large Websites

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:

- New York Times
- Answerit from 24.com
- ITWeb
- Moneyweb
- Biz-Community
- How can we help you?
- Podcast on Shine 2010
- International Road Safety Group on LinkedIn
- Sa Rugby Fanzone
- SABC Confederation Cup Section
- South African Government Information

We have also contributed as guest writer to a GPS Blog, a Car Insurance Blog and other Blogs about road safety.



Television

Assistance and information were provided to the producers of television programs about road safety:

- Keeping it Real on SABC2
- Request for info from Carte Blanche
- SABC –Info on Wall of Remembrance



Intermediary and Consulting Services

During 2009 we assisted as intermediary and facilitator to several road safety projects by providing information, media exposure and granting permission for website contents to be included in educational materials. These services include:

- Facilitating the acquisition of GPS Devices for Innibos Buddy Project
- Intersivity Arrive Alive project managed by Dept of Social Services, North West University
- Moolmans Mining Safety Campaign
- Driver Wellness Project Harrismith
- Department of Health Educational TV Series on drinking culture in Western Cape
- Study & Master Physical Sciences 11 Learner's Book for Grade 11 2nd edition
- Study Guide : Life Orientation
- Canadian Book "In Memory of ...a book to remember"
- Educational Publication in Germany
- Book on "Awesome SA"
- Holy Rosary School for Girls Newspaper
- Info for Parent24
- Website of the German Road Safety Council



Public Interaction via the Arrive Alive Website

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.

Herewith find a detailed summary of how public interaction was facilitated during 2009:

“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 Arrive Alive.co.za website:

Arrive Alive email 2009 Folder: 1949

Arrive Alive 2009 Folder: 2088

Arrive Alive Media Folder: 66



Blog Comments on the Road Safety & Arrive Alive Blog

- Visitors to the Road Safety & Arrive Alive Blog are able to comment on blog posts and also request clarification or answers to specific questions.

- These questions have been answered on the Blog and where appropriate a Blog post has been added to provide additional details to these responses and enable other visitors to benefit from these responses.

- A section was created called “Ask the Experts” to provide specialised knowledge to members of the public on technical questions.

- 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

Questions received - Answers provided at 31 December 2009: **444**





Experts assisting with Road Safety related questions

The Development Team of the Arrive Alive website recognizes that there are others with more experience and expertise in specific fields of road safety education, legislation, enforcement etc.

We have approached these individuals to join in providing answers to the public on the "Ask the Experts Section". We appreciate and would like to recognize the assistance rendered in 2009 by the following road safety experts:

- Kevin Kara-Vala** - 9 years experience in the road traffic environment, specifically relating to traffic administration and licensing, road traffic legislation and traffic information systems (NaTIS and eNaTIS).
- Gavin Kelly** - 20 Years experience in Transport safety, Road Legislation & Regulatory Environment
- Rajen Chinaboo** - Chief Provincial Inspector Road Traffic Inspectorate Head Office -KZN PLANNING AND ADVICE
- Colin Govender** - 15 Years committed to road safety / transport.
- Michael De Broglio** - Michael is a former Chairperson of the Johannesburg Attorneys Association and the of the Gauteng Law Council.
- Gavin Hoole** - 24 years' experience in creating self-study manuals, including several books/CDs for students preparing for the Learner's Licence and Driver's Licence tests.
- Rob Handfield** - Jones Managing Director of driving.co.za a driving skills training company
- Petro Kruger** - 13 years experience in road safety and motoring matters
- Stan Bezuidenhout** - 30 years experience in collision investigation, analysis, reconstruction and law enforcement. (With experience at more than 7,500 collisions)
- Alta Swanepoel** - Alta has been involved in the drafting of road traffic legislation since 1989.
- Caro Smit** - 3 years involved in road safety with SADD – 15 years involved with teaching about Drinking and driving to scholars and adults
- Ally Cohen** - Two years with 4 A Kid, specialising in child safety products and helping to create awareness about child safety in South Africa.

- The Arrive Alive website has also partnered with the 24.com service Answerit to answer additional road safety related questions



Interactive Sections on the Arrive Alive Website



Celebrity Wall

We believe that road safety awareness should not only depend on the memories of the fallen road accident victims – but can also be promoted by positive messages from celebrities who wish to encourage their fans to stay safe on the roads! Celebrities are followed closely and their fans often attempt to emulate their actions! They face many unique safety challenges and are well aware of the dangers of peer pressure and risks on our roads. We believe that road safety message from our celebrities will have much more impact than those only received from road safety authorities and traffic officials.

- *Celebrities offering Road Safety Advice*

Sibusiso Ndebele	Minister of Transport
Bantu Holomisa	Political Leader
John Smit	Springbok Rugby Captain
Gareth Cliff	5FM DJ TV Presenter
Denholm Harding	Base Player Just Jinger
Jen Su	5FM DJ TV News Anchor
Ryk Neethling	Olympic Swimmer
Lee-Ann Liebenberg	Model
Gary Formato	Formula 1 Presenter
Sekoati Sk Tsubane	7de Laan Actor
Prime Circle	Well-Known Band
Ryan Botha	Football Player
Shaun Haschick	Football Player
Birgitte Willers	Model
Farah Fortune	Business Woman
Shashi Naidoo	Actress / TV Presenter / Model
Jeannie D	Radio DJ/ Actress/ TV Presenter

During 2010 we will approach many other celebrities in the world of sport, music, television and entertainment to share their thought on road safety and inspire our road users to safe behaviour on the roads!

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Wall of Remembrance



The Wall of Remembrance on the ArriveAlive.co.za website has been developed to support and give recognition to the Day of Remembrance for Road Traffic Victims and compliment the efforts by Government and NGO's to enhance awareness of road safety!

28 entries by families of road accident victims at 31 December 2009.

Reports made via the Arrive Alive website to the National Traffic Call Centre at the RTMC

2961	Reports of Bad Driving
144	Road Condition Reports

Pages of content developed and added to the Arrive Alive.co.za Website in 2009

- The teenagers guide to safety on road to holiday vacation
- Travel insurance and safety for travellers
- SANRAL Road Conditions December 2009
- Escape and Safety from Vehicle Fire
- Arrive Alive Road Safety Tips for Festive Season 2009
- 4x4 Driving and Vehicle Insurance
- Mikros Systems and Vehicle Overloading
- About the Celebrity Wall
- SAB 'reality check' ad campaign and Responsible Drinking
- 25 Tips to do before going Offroad
- 4x4 Offroad Checklist
- 4X4 Winch Guide
- 4x4 Driving and Usage of Recovery Straps
- 4x4 Winter Driving
- 4x4 Off-Road Driving and Conservation
- 4x4 Terrain Knowledge
- 4x4 Jacking & Snatch Recovery
- Tools and Spare Parts for Safe 4x4 Driving

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- 4x4 Sand Driving Safety
- 4x4 Driving with Mud Tyres and Mud Driving
- 4x4 Driving Hills & Rocky Surfaces
- 4x4 & Water Crossings
- 4x4 Off-Road Driving Techniques & Safety
- Guide to safety and driving on safari / driving in the nature reserve
- Run Flat Tyre Technology and Road Safety
- Texting and Distracted Driving
- Transport Month 2009
- Arrive Alive in the News
- Evasure Accidental Death Cover and Road Safety
- Safe Overtaking and Road Safety
- Nitrogen in Tyres and Road Safety
- Young Impaired Drivers / Young Drunk Drivers and Road Safety
- Road Accidents and Personal Accident Insurance and Benefits
- GPS Navigation Technology and Buying a GPS Device
- K53 Mobile Application to Test Your Knowledge of the Rules of the Road
- K53 Driver Licence Test
- Bus Rapid Transit System [BRT] and Road Safety
- Traffic Signs of South Africa
- Medical Aid, Accident and Hospital Admission
- Spectator Survival Guide to Safety on the Road to Sports Stadiums
- Post-accident Medical claims and the RAF
- Road Safety near Construction Zones / Road Works
- Physical Fitness for Safe Driving / Road Safety
- Child Restraints and Road Safety
- Alzheimer's and Road Safety
- Eye Protection and Road Safety
- Vehicle Tracking and Road Safety
- Car Insurance and Road Safety
- 6 Years of Online Road Safety Awareness and ArriveAlive.co.za
- Road Safety and Your Windscreen
- Road Safety & Tyre Safety
- Toll Roads in South Africa
- Accident Scene Safety and Paramedics
- Pregnancy and Safe Driving
- Accident Scene Safety
- Road Safety & Safeguarding Accident Scenes
- Road Safety & Pedestrian distractions while walking in traffic
- Road Safety and Rail Crossings/ Level Crossings
- Cycling Safety

News stories shared on the Arrive Alive Website during 2009

606 From Arrive Alive.co.za

594 Road Safety in the Media

322 Road Safety Highlights

173 Dept. of Transport

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How did we do this?



We should not only provide information on the successes achieved, but also reflect on the challenges during 2009 and recognize those who have assisted in making road safety awareness possible.

Things you might not know:

- The development team consists of 1 full time and 2 “part time” members.
- The Website received a Letter of Endorsement from The Department of Transport in 2007
- The Arrive Alive website and online initiatives are not funded by the Department of Transport or the Road Traffic Management Corporation
- **NO** Funding was received in 2009 from the Department of Transport or the RTMC
- There is no marketing budget for these online road safety initiatives.

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.

Recognition to Road Safety Partners / Arrive Alive Website Sponsors

We would like to recognize the Assistance of these Road Safety Partners during 2009:



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 Bloemfontein.
- Charl Wilson for website development
- Pierre Steenkamp for graphics and multimedia
- Internext for web hosting
- Individuals from the Department of Transport and the RTMC for answering many questions and providing feedback to the public
- Journalists, reporters, media editors, webmasters and everyone who assisted in the wider distribution of road safety information from the Website and Blogs
- Individuals from SANRAL and the RAF for feedback provided to questions from the Public.
- Family, friends and everyone who have been positive and provided words of inspiration.

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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

Contact details:

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