



# Arrive

South Africa's endlessly escalating road accident statistics are a constant reminder of how vulnerable we are on our roads each day. Despite knowing the dangers on our roads, many South African's do not actively address the problem.

**Who came on board to validate the site?**  
I approached the Department of Transport, the CSIR and other institutions and road safety bodies to provide information for inclusion on the website. Professional people in a variety of disciplines also offered their assistance. The Department of Transport has provided a letter of endorsement for the website.

**Volkswagen is a sponsor of the site. What role does sponsorship play?**  
The website had to maintain a professional image so I decided to build relationships with corporate companies who are already



Johan Jonck is a Free State-based advocate who, having lost not only his mother to a road accident but also a close friend, decided to make a difference by setting up a website specifically designed to enhance road safety in South Africa.

We spoke to Johan Jonck about the Arrive Alive website and how he has turned a concept into a vital information portal, giving both individuals and the media access to everything they need to know about driver safety and 'arriving alive'.

**When and why did you start the Arrive Alive website?**

I came across ArriveAlive.com in September 2002. This was a website developed by an American father whose son died in a car accident. He started the website in an effort to motivate the youth not to drink and drive. I decided to set up a similar website in South Africa that would enhance awareness on all aspects of road safety, not only drunk driving. The website, , was launched on the 13th of March 2003.



Adv. Johan Jonck (left) with website designer Nelio de Sa.

# Alive

## Saving lives online

contributing in some way to road safety rather than choosing sponsors at random. Volkswagen came on board as one of the first corporate sponsors and has subsequently grown its sponsorship. The Volkswagen Driving Academy has enabled us to increase the content on the website dedicated to road safety. Volkswagen has also contributed information on safe driving and its Commercial Vehicles.

Volkswagen's sponsorship has enabled me to fund some of the development costs of the site and also assists in gaining additional information required to enhance awareness of road safety. The company's sponsorship allows

me to attend road safety conferences in an effort to engage more experts as consultants to the website.

**How successful has the site been?**  
The website has been very successful - 196,000 impressions were made on the website in the first six months and this has increased to over 550,000 impressions per month.

We have also managed to increase the search engine visibility of the website. The website has served as an information portal for road safety stories in other media such as television, radio, magazines, newspapers and online media.

**What aspects of the site are fundamental to its success?**

I believe the most important aspect for the website to succeed is to listen to the public. It is also important to provide public interest information such as the yearly road safety statistics or the statistics for the Easter period.

A very important inclusion on the website is a section entitled "Ask the Expert" on the discussion forum. Here we answer questions with the help of experts from the Department of Transport and the Road Traffic Management Corporation. Another important aspect is the Call Centre Section where the public can register as Voluntary Public Traffic Observers.

**In what other ways are you engaging with the public?**

We started a blog at the end of February on www.roadsafety.wordpress.com to compliment the Arrive Alive website. There are sometimes interactions with the public that do not warrant inclusion on the website however the blog does include aspects that can contribute towards raising further awareness of road safety. It can also provide behind the scenes information such as road safety conferences attended. This provides additional exposure to the road safety initiatives of sponsors. ■

