

*"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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1 January 2007

The Development Team of the Arrive Alive website would like to extend best wishes to everyone who will be contributing towards road safety in 2007. A special word of support is hereby extended towards Arrive Alive Communications, the Department of Transport and the Road Traffic Management Corporation.

Hereby find a short overview and progress report on the web site for the month of November:

#### **Visits to the web site**

- \* Monthly impressions for December 452,917
- \* Total Number of impressions climbed to 8.83 million

#### **Participation by the Public**

During December there were:

- \* 40 online registrations as Voluntary Traffic Observers
- \* 33 online requests for information
- \* 150 online reports of bad driving

#### **New Content added during December 2006**

- Arrive Alive website advertisements
- Vehicle population in South Africa
- Ask the experts : various new topics
- Africa Road Safety Conference
- Road safety tips for the festive season
- Road Conditions December 2006

#### **Exposure in the media / Assistance rendered to the Media**

- South Africa.info : " South Africa's road safety website"
- Die Burger 11 December 2006 : " Bestuur veilig na jou bestemming die vakansie"
- Capegateway.gov.za
- SABCnews.co.za
- Zuid-Afrika.nl
- SAGoodnews.co.za

Development made possible by:

## Information Requests from the Public

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

- \* Request for spokesperson for a story in the newspaper on road safety
- \* Request for info on regulations pertaining to learner license
- \* A volunteer offering assistance to the Arrive Alive Campaign
- \* Variety of road safety suggestions offered by the public
- \* Emergency Service Chaplaincy offering to assist traumatized victims of accidents.
- \* Request for clarity on walking on a highway
- \* Request for safety requirements for someone wishing to start a business transporting tourists to and from the airport.

## Assistance received from:

Ntau Letebele	Department of Transport
Gavin Kelly	Department of Transport
Gerrie Botha	Road Traffic Management Corporation
Cielie Karow	Road Traffic Management Corporation
John Schnell	Road Traffic Inspectorate KZN
Rezaa Kasu	SABC New Media Unit
Kevin Lucas	Graphic Designer
Volker Butow	Purple Cow Communications

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

Google.co.uk	search term – “energy drinks and driver fatigue”
Google.co.za	search term – “driving when having diabetes”
Google.com	search term – “road safety involving trucking”
Google.ie	search term – “tips on how to ride a quad”
Google.ca	search term – “tips for driver to avoid distractions by cell”
Search.live.com	search term – “truck driver safety tips”
Search.msn.com	search term – “studies on seatbelt use”

We would like to confirm our commitment to enhancing awareness of road safety via the web site [www.arrivealive.co.za](http://www.arrivealive.co.za) . It is our vision to create an effective information portal that will compliment the efforts of the Arrive Alive Campaign, the Department of Transport, the Road Traffic Management Corporation and various road safety organizations and initiatives.

Kind regards

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