

*"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 past month has provided several highlights for the exposure of road safety on the internet highway! The Arrive Alive website has attracted the most visitors ever during its 4<sup>th</sup> birthday month and the information was exposed in a variety of newspapers, magazines and on-line media.

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

### Visits to the web site

- \* Monthly impressions for March 545,121
- \* Total Number of impressions climbed to 10.35 million

### Participation by the Public

During March there were:

- \* 16 online registrations as Voluntary Traffic Observers
- \* 42 online requests for information
- \* 89 online reports of bad driving

### New Content added during March 2007

- \* Volkswagen Driving Academy
- \* Public Private Partnerships and Road Safety
- \* BHP Billiton and Road Safety

### Highlights for March

- 4<sup>th</sup> Birthday of the Arrive Alive website
- Strong progress with the Road Safety & Arrive Alive Blog at [www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com)
- First breach of 500,000 monthly impressions / Passing the 10 million impression mark

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

- BHP Billiton newsletter : "Raising awareness of Road Safety"
- Magazine: "Roadmatters"
- Beeld / Die Volksblad Newspapers: " In depth story on cycling safety"
- ITWeb Story 20 March 2007: "Behaving badly"
- Newsletter "Komhuistoe"

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:

- Information required about campaign to improve safety of pedestrians
- Request for previous pocket size campaign pamphlet of road signs
- Inquiry on projects and programmes about road safety in the Eastern Cape
- A route manager requesting info from studies regarding the distraction dangers of signs planted alongside the road
- Request for information on traffic laws regarding children traveling in the front seat of a car
- Request for reporting procedures when offering information pertaining to a second hand car dealer issuing fraudulent roadworthy certificates
- Request to report hazardous road conditions between Middelburg and Burgersfort
- Request for info on the road rules applicable to scooters and the percentage of all road accidents involving public transport (taxi's, mini buses and buses)
- Offer to Arrive Alive to test new Push-to-Talk technology
- Request for booklet or pamphlets with road safety information for children
- Information required on advanced driving courses for chemical transporting vehicles or trucks
- Request for safety belt simulator to be demonstrated at a mine for information to workforce

### Assistance received from:

Ntau Letebele  
Gavin Kelly  
Gerrie Botha  
John Schnell  
Gary Ronald

Department of Transport  
Department of Transport  
Road Traffic Management Corporation  
Road Traffic Inspectorate KZN  
Automobile Association

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

Google.co.uk	search term – “road quad age to drive”
Google.co.za	search term – “information on how to respond to an accident in SA”
Google.com	search term – “accident prevention tips for commercial vehicles”
Google.ch	search term – “speed kills campaign South Africa”
Mweb.co.za	search term – “cycling clothes bicycles”
Google.co.za	search term – “economical benefits of soccer world cup in SA 2010”

I would like to dedicate this newsletter in loving memory to my father who passed away on the 6<sup>th</sup> of March. He was an inspiration and someone who believed that we do not only live for ourselves. May we continue to strengthen our efforts to touch lives 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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