

*"Most people who succeed in the face of seemingly impossible conditions are people who simply don't know how to quit."*

Adv JW Jonck (Arrive Alive.co.za) • Email : jonckie@arrivealive.co.za • Office : +27 51 4018200 • Fax : +27 51 4018220 • Mobile : +27 823 700 991

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Significant progress has been made in creating awareness of road safety through different on-line and social media. The Arrive Alive Road Safety website has reached the milestone of a 5<sup>th</sup> birthday during March! It is important to reflect on developments during the past month:

Participation by the Public  
During March there were:

- \* 20 online registrations as Voluntary Traffic Observers
- \* 45 online requests for information
- \* 330 online reports of bad driving

New Content added during March 2008

- Driver Fitness: Importance of Vision
- Scholar Patrol and Road Safety
- Tyre Awareness -- know your tyres
- Video Clip: Belt up or suffer the Pain
- 5 Year overview of Arrive Alive Website

Assistance rendered / Publications

Independent Schools Association Publication

Highlights for March

Google Analytics provides the following interesting info on web traffic to the website:

Interesting info from Google Analytics

- 145 different referring websites brought visitors to the Arrive Alive website
- Top referring sites include:
  1. [www.sabcnews.com](http://www.sabcnews.com)
  2. [www.vw.co.za](http://www.vw.co.za)
  3. [www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com)
  4. [www.sabcnews.co.za](http://www.sabcnews.co.za)
  5. [www.itinews.co.za](http://www.itinews.co.za)

Information requests from the public:

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

Development made possible by:

- Information required about different vehicle types
- Accident data requested on motorcycle accidents and safety
- Info required about trailers and load capacity
- Accident footage required for first aid training DVD
- Request for Arrive Alive posters for a business
- Details requested on the cost and procedures for getting a taxi license and registration of the taxi.
- North-West University student council requests pamphlets, banners and other material for drink and drive exhibition stall
- Request for more attention to the need of having lights on in the rain
- Request for contact details for purchase of road signs & speed bumps
- Complaint about the state of the roads and the high numbers of pot-holes
- Suggestion for a campaign focusing on kids safety in the car
- Request for a telephone number where a person could phone to give a report, or status of a specific road, and how busy the road is, and in which conditions the road is at the moment.

Assistance received from:

Ntau Letebele	Department of Transport
Gavin Kelly	Road Freight Association
Kevin Kara-vala	Tasima
Philip van der Merwe	eNaTIS
Gerrie Botha / Anisha Panday	RTMC
Wendy Watson	SANRAL
Anne Bonhomme	Dept of Transport KZN

Interesting entries on the Road Safety & Arrive Alive Blog

- Searching for Road Safety in South Africa
- Understand and Recognize the Importance of Scholar Patrol
- Your eyes and tips for easier driving
- 5 Years of creating awareness about road safety
- Road Safety Checklist for Easter
- You can report those pot holes

During March the Road Safety and Arrive Alive Blog at [www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com) has provided information on the interaction between the public and road safety authorities. The Group ArriveAlive.co.za on Facebook also kept members updated with road safety information.

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