

*"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](mailto:jonckie@arrivealive.co.za) • Office : +27 51 4018200 • Fax : +27 51 4018220 • Mobile : +27 823 700 991

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The Development Team of the Arrive Alive website would like to express best wishes to the newly elected board of directors of the Global Road Safety Partnership for South Africa. Private – Public Partnerships are of extreme importance for road safety in South Africa and we would like to extend a special word of support to the private sector, Arrive Alive Communications, the Department of Transport and the Road Traffic Management Corporation in their efforts to enhance road safety!

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

### Visits to the web site

- \* Monthly impressions for January 463,103
- \* Total Number of impressions climbed to 9.34 million

### Participation by the Public

During January there were:

- \* 20 online registrations as Voluntary Traffic Observers
- \* 44 online requests for information
- \* 95 online reports of bad driving

### New Content added during January 2007

- \* Identification of a patient / accident victim
- \* Overloading and road safety
- \* Quad Bike Injuries
- \* Arrive Alive Advertisements
- \* License Applications
- \* Road Safety Cartoons
- \* Speed as a contributory factor to road traffic crashes
- \* Arrive Alive Report back to the nation

### Highlights for January

- Global Road Safety Partnership [ GRSP] meeting in Pretoria
- New section created on Discussion Forum – Learners License Application

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:

- \* Concern voiced with the number of people who drive with kids standing on the front seat or not strapped in baby seats
- \* Request for info on a lane reserved at toll roads for "E-TAG" users
- \* Person volunteering his services to Arrive Alive campaign
- \* Request for greater exposure of the "lights-on campaign"
- \* Complaint with regards to testing centre for license
- \* Request for assistance in getting video footage of accident on N1 between Pretoria & Johannesburg
- \* Request for procedure to be followed in reporting a dangerous driver
- \* Request to urge Durban City Council to check that all traffic signal bulbs are working
- \* Request for pictures of road signs & assistance with school project

## 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
Colin Govender	Road Traffic Inspectorate KZN
Dr Fathima Docrat / Dr Dan Nevin	Netcare 911
Dawid Pieterse	Puisano

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

Google.co.uk	search term – "death toll on South African roads"
Google.co.za	search term – "quad racing South Africa"
Google.com	search term – "road safety education"
Google.com.au	search term – "dangers of underage driving"
Google.fr	search term – "road safety tv advertisements"
Google.fi	search term – "truck driver fatigue education"
Google.com.et	search term – "world road safety report 2006"

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

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