

*"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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At the end of the December campaign we start preparing for 2008 and our efforts to reduce the fatal crash statistics on our roads. The Arrive Alive Road Safety website will keep the public informed of different road safety campaigns and road safety messages during 2008. It is however also important to reflect on developments during the past month:

#### Participation by the Public

During December there were:

- \* 19 online registrations as Voluntary Traffic Observers
- \* 45 online requests for information
- \* 128 online reports of bad driving

#### New Content added during December 2007

- Synovate Report: Road Rage in South Africa sees slight decrease
- Invitation to traffic officer's conference

#### Assistance rendered / Publications

- Seasons greetings Volkswagen e-mailer
- Synovate road rage study
- Links from websites such as enatis.com, itinews.co.za, allafrica.com
- References on News24, Volksblad, Beeld, Die Burger, Business Day
- Road Matters –SANRAL publication
- Exposure from vakansieskou.co.za & sunseeker.co.za

#### Highlights for December

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

#### Interesting info from Google Analytics

- 157 different referring websites brought visitors to the Arrive Alive website
- Top referring sites include:  
[www.sabcnews.com](http://www.sabcnews.com)  
[www.sabcnews.co.za](http://www.sabcnews.co.za)  
[www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com)  
[www.vw.co.za](http://www.vw.co.za)

Development made possible by:

www.enatis.com

Information requests from the public:

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

- Community Newspaper requesting Road Safety tips for the festive season.
- Request for info on traffic violation and time frame for notifications
- Request for legislation pertaining to cyclists
- Request for increased awareness on driving with lights on
- Information required on truck accidents
- Author of book on paramedics requesting permission to use content
- School Security Website. Seeking closer cooperation
- Info required for an in-depth travel advisory for overseas businessmen.

Assistance received from:

Gavin Kelly	Road Freight Association
Kevin Kara-vala	Tasima
Philip van der Merwe	eNaTIS
Rhoda Pheeha	RTMC
Japh Chuwe	RTMC
Ashref Ismail	RTMC

Interesting entries on the Road Safety & Arrive Alive Blog

- Road Safety authorities monitoring HIV / Aids
- Lesotho best viewed from a quad bike
- Festive season road safety wishes for our friends
- Men of honor – a tribute to our paramedics
- Road rage in South Africa sees a slight decrease
- Traveling to Lesotho – what do I pack?

During December 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. More than 300 blog postings have been made!

The public has been provided with responses from our Experts on the Discussion Forum and the “Ask the Experts” section. We would like to invite visitors to share their views on the Public Discussion Forum.

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