

"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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During June significant progress has been made with the efforts to promote road safety on both the Arrive Alive website as well as the Road Safety Blog. Netcare 911 has rendered assistance by providing reports from accident scenes, thereby allowing the development team to share with the public the latest stories that impact on road safety in South Africa.

The Arrive Alive website has been able to share invaluable road safety recommendations with different media and provide the platform for the wider distribution of these messages.

Participation by the Public

During June there were:

- * 12 online registrations as Voluntary Traffic Observers
- * 48 online requests for information
- * 169 online reports of bad driving

New Content added during June 2007

- 4th Annual Southern African Road Safety Conference
- Recommendations from the African Road Safety Conference
- 2007 Accra Declaration on Road Safety
- Road safety advice from driver instructors
- Volkswagen Driving Academy leaflet
- Arrive Alive Posters: Speeding, Alcohol, Pedestrian Safety
- New images on Bus/ Truck Safety

Highlights for June

- Positive feedback on social media exposure via the road safety & arrive alive blog
- Assistance from several road safety experts and government officials in interactions with the public through the Discussion Forum and the "Ask the Expert" section

Exposure in other media / Assistance rendered to other media

- Article to appear in World of Volkswagen Magazine
- Assistance to the Department of Transport with website updates
- Information provided to producers of a series for ETV
- Inclusion of blog story on the website of 5FM.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 assistance in reporting a damaged road barrier
- Request for assistance in following up the legal process of prosecuting a drunk driver who caused the death of a child
- Reporting dangerous driving of a Arrive Alive patrol vehicle
- Request for training modules and brochures on road safety
- Several road safety products to be introduced and marketing strategies offered
- Request for assistance in establishing of a community road safety forum
- Request for toll free number to be printed on stickers at the back of trucks
- Information required pertaining to educational materials for children
- Request for consent to use Arrive Alive logo on a website

Assistance received from:

Ntau Letebele	Department of Transport
Gavin Kelly	Department of Transport
Ashref Ismail	Road Traffic Management Corporation
John Schnell	Road Traffic Inspectorate KZN
Kevin Kara-vala	Tasima
Patrick 'O Leary	Fleetwatch

Interesting entries on the Road Safety & Arrive Alive Blog

- South Africans helping South Africans out
- Be Visible! Be Seen Arrive Alive!
- Know your rights as a motorist...but don't believe everything you read!
- Is too much expected of young South African drivers?
- Differently able people passionate about road safety
- Strangest Zebra crossing – only in Africa!
- Advice from experienced driver instructors
- Keep road rage off the road!

During May the Road Safety and Arrive Alive Blog at www.roadsafety.wordpress.com has provided information on the interaction between the public and road safety authorities. Numerous questions from the public have been dealt with on the "Ask the Experts" section of the Public Discussion Forum, and we would like to invite visitors to share their views on this Forum.

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