

"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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Creating awareness of road safety has been taken to another level by creating a group titled "ArriveAlive.co.za" on Facebook. This allows for interaction with group members and the wider distribution of road safety information. The developers of the Arrive Alive road safety website will use this medium to compliment the road safety efforts in other mediums.

Participation by the Public

During August there were:

- * 17 online registrations as Voluntary Traffic Observers
- * 60 online requests for information
- * 149 online reports of bad driving

New Content added during August 2007

- Surviving from a vehicle submerged under water
- National Call Centre stats
- Road Traffic Accident Investigation Conference [update]
- Transport and Fleet Management Strategies for the Public Services 1st - 4th October 2007
- Injury control and traffic safety training course

Assistance rendered / Publications

- WHO / MRC – Safety belt regulations
- Rapport – Quad bike safety
- BHP Billiton Newsletter – Medication and road safety

Highlights for August

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

Interesting info from Google Analytics

- 125 different referring websites brought visitors to the Arrive Alive website
- Top referring sites include:
www.vw.co.za
www.roadsafety.wordpress.com
www.sabcnews.com

Development made possible by:

www.google.co.za
www.outsurance.co.za
www.capegateway.gov.za
www.southafrica.info

Information requests from the public:

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

- Request for assistance on how to pay a fine received in Umtata
- Request for details on estimated average and maximum road traffic/vehicle volumes on our main and national roads.
- Confirmation required on license restrictions for a disabled driver
- Disposable breathalyzers required for 4x4 event
- Info required on number of daily commuters on minibuses
- Information required from Botswana on fleet management systems
- Road safety pamphlets requested for distribution amongst employees
- Request for clarification on regulations pertaining to driving of electric golf carts
- Information requested on legislation for road safety outside schools
- Arrive Alive posters and other promotional material requested for a workshop
- Junior film maker requesting accident footage for Vuka advertisement

Assistance received from:

Ntau Letebele	Department of Transport
Gavin Kelly	Department of Transport
Kevin Kara-vala	Tasima
Bronwyn Wild	3M South Africa
Ashref Ismail / Gerrie Botha / Magdeline Mosako	RTMC

Interesting entries on the Road Safety & Arrive Alive Blog

- What to do if I am pulled into road rage?
- Let us all donate for safety on the roads!
- Facebook friends comment on road safety and brutal accident photos
- Save a thought for the safety of commuters in South Africa!
- Surviving from a vehicle submerged under water

During August 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. We would also like to invite visitors to share their views on the Public Discussion Forum.

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