

*"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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At the start of December motorists prepare for the Festive Season and Road Safety Authorities prepare for the increase in traffic volumes. The Arrive Alive Road Safety website will keep the public informed of different road safety campaigns and road safety messages during the month of December. It is however also important to reflect on developments during the past month:

### Participation by the Public

During November there were:

- \* 18 online registrations as Voluntary Traffic Observers
- \* 46 online requests for information
- \* 127 online reports of bad driving

### New Content added during November 2007

- Road Safety and Shock Absorbers
- Dangers of Worn Shock Absorbers
- AARTO Draft Regulations
- Road Safety & Trauma Counseling

### Assistance rendered / Publications

- Blood Beat
- Yebo Feva Brochure
- Grade 11 book for Life Orientation
- Renault Monde - Newsletter November 2007

### Highlights for November

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

Interesting info from Google Analytics

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

Development made possible by:

[www.hotels-south-africa.net](http://www.hotels-south-africa.net)  
[www.ectransport.gov.za](http://www.ectransport.gov.za)  
[www.enatis.com](http://www.enatis.com)

### **Information requests from the public:**

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

- Information requested on safety of passengers on the back of pick-up trucks
- Suggestion to create awareness of services that take people home after parties
- Updated information required on road conditions
- Request for clarification on points demerit system and effect on transport drivers from neighboring countries
- Complaint pertaining to animals on the road in Northern Cape
- Request for details on registration of emergency vehicles
- Road Safety posters requested by retail company
- Request for details on renewal of licenses
- Regulatory request pertaining to pedestrian walkways

### **Assistance received from:**

Ntau Letebele	Department of Transport
Gavin Kelly	Road Freight Association
Kevin Kara-vala	Tasima
Philip van der Merwe	eNaTIS
Wendy Watson	National Roads Agency Limited

### **Interesting entries on the Road Safety & Arrive Alive Blog**

- National Traffic Call Centre contributes towards road safety in South Africa
- Do not bounce around! Check your shock absorbers!
- Please let our blood be red again!
- Road Safety and a message for motorists with diabetes
- Is frustration and anger getting the better of our road users
- Do we neglect trauma counseling to accident victims?

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

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