

*"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

1 November 2007

October has been an amazing month for many South Africans enjoying and celebrating a Rugby World Cup victory. The Arrive Alive Road Safety Website and the Road Safety & Arrive Alive Blog also celebrated this achievement and expressed the wish that this will inspire South Africans to become a nation of road safety champions as well!

### Participation by the Public

During October there were:

- \* 11 online registrations as Voluntary Traffic Observers
- \* 61 online requests for information
- \* 175 online reports of bad driving

### New Content added during October 2007

- Helicopter Emergency Medical Services Newsletter
- Motorcycle Accident Cause Factors and Identification of Countermeasures
- Feedback on Accident Investigation Conference
- Road Rage Definition
- AARTO / Demerit System
- Updated Staff List RTMC

### Assistance rendered / Publications

- North East Tribune
- ShellinfoSight.com
- Banner on Biz-community

### Highlights for October

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

Interesting info from Google Analytics

- 136 different referring websites brought visitors to the Arrive Alive website
- Top referring sites include:

[www.vw.co.za](http://www.vw.co.za)

[www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com)

Development made possible by:

[www.hotels-south-africa.net](http://www.hotels-south-africa.net)  
[www.sabcnews.com](http://www.sabcnews.com)  
[www.zuid-afrika.startpagina.nl](http://www.zuid-afrika.startpagina.nl)

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

- Request for info on advanced driving courses in Cape Town
- Request for info on reporting of unsafe driving habits
- Information and regulations requested pertaining to cycle commuting
- A talk or show requested on road safety for school children
- Information required on road deaths caused by animals on roads
- Request for more celebrities to be involved in distributing road safety messages
- Lecture or safety talk requested for employees
- Permission requested to use information from the Arrive Alive Website
- Request for information on application for taxi permit

#### **Assistance received from:**

Ntau Letebele  
Gavin Kelly  
Kevin Kara-vala  
Alex Van Niekierk  
John Schnell

Department of Transport  
Road Freight Association  
Tasima  
National Roads Agency Limited  
Road Traffic Inspectorate KZN

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

- Even baboons have a road safety lesson to offer...
- Report bad drivers but don't take the law in your own hands!
- Blogging and more blogging about road safety...But why?
- Road Safety Website wishes Bokke a Safe Road to the World Cup Trophy
- A Day in the Life of A South African Paramedic
- What is the cause of most motorcycle accidents?

During October the Road Safety and Arrive Alive Blog at [www.roadsafety.wordpress.com](http://www.roadsafety.wordpress.com) reached a milestone of 200 blog postings. We would like to invite visitors to share their views on the Public Discussion Forum as well as on the Road Safety Blog.

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