



A DECADE OF
ROAD SAFETY

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ONLINE ROAD SAFETY AWARENESS

WWW.ARRIVEALIVE.CO.ZA
ONLINE REPORT 2013



Online Report 2013

Introduction / Background to the Arrive Alive

During the past year we experienced the drive and passion of those committed to saving lives and preventing injuries on our roads! There is a clear understanding in the traffic environment that the road carnage cannot continue and that more needs to be done towards ensuring the safety of all road users!

This cannot be done merely by Government and traffic officials but will require cooperation with the private sector, NGO's, community activists and private citizens. We are pleased that during the past year many more made the commitment towards road safety via the iPledge Campaign and through their commitment towards Road Safety NGO's.

The Arrive Alive online initiative is only one such initiative, based on a passionate personal commitment towards road safety, which strives to create more awareness on road safety. It is important to recognize that together we can do so much more!

HIGHLIGHTS

<p>Strong growth in online visits 480,000 to 569,000.</p>	<p>Building of strong network of Road Safety Partners.</p>	<p>Cross-sharing of media activations with other road safety initiatives such as the Imperial i-Pledge Campaign, Drive More Safely, South Africans Against Drunk Driving, Wheel Well etc.</p>	<p>Development of content shared across many platforms/partners.</p>	<p>Celebrating a Decade of Road Safety Online / ArriveAlive.co.za.</p>
<p>NEWLY DESIGNED WEBSITE LAUNCHED</p>				

POSITIONING OF THE ARRIVE ALIVE ONLINE INITIATIVE

The 2013 road fatality statistics supports the belief that it is indeed time for desperate measures!

We need to focus on the 5 E's required for road safety -

Engineering | Education | Encouragement
Enforcement | Evaluation



There is a wide variety of road safety initiatives both locally and internationally dedicated to road safety under a wide variety of tag lines. We need to encourage, promote one another and work together in preventing road injuries and fatalities where the end goal is far more important than personal successes. The Arrive Alive online initiative is merely one such initiative focusing specifically on raising road safety awareness online.

Our vision has always been to create an information portal focused on raising awareness of road safety, thereby enhancing Education with regards to road safety.

The Arrive Alive website was an important portal to initiate discussion about road safety in 2013. Through close cooperation and a committed effort to assist the printed and other media life - saving information were shared across a variety of platforms.

ONLINE REVIEW OF ARRIVEALIVE.CO.ZA

At the start of the year we need to reflect on our online road safety initiatives during 2013.

This is done not only with the aim of providing feedback to our road safety partners, but also towards improving and defining strategies for 2014.

The Arrive Alive website was launched on the 13th of March 2003 with the objective to provide the best possible information portal for Road Safety in South Africa.

As new technology has become available, so have our efforts increased to use these technological advances in creating awareness of road safety and facilitating greater interaction between the public and road safety experts, groups and authorities.



OBJECTIVES WITH THIS REPORT

The Arrive Alive Website and related Road Safety Initiatives Overview 2013 will provide a detailed overview of:

THE PROGRESS MADE IN 2013

INITIATIVES UNDERTAKEN TO IMPROVE ROAD SAFETY AWARENESS

MEDIUMS USED TO SHARE INFORMATION

TARGET AUDIENCE AND WIDER AUDIENCE REACHED

PUBLIC INTERACTION FACILITATED

MAKING THIS POSSIBLE

HOW TO GET INVOLVED



ROAD SAFETY NEWS STORIES SHARED IN 2013

Road Safety has been an important topic in the news in 2013. Stories included horrific crashes such as the truck crash in Pinetown as well as the responses to crashes, activities in enforcement and the addresses and messages from leaders in Government and the road safety environment. We shared a large number of these stories in the following categories:

From Arrive Alive
597

Dept of Transport
218

Road Safety
highlights
217

Road Safety
in the Media
883

NEW CONTENT PAGES DEVELOPED AND ADDED DURING 2013 INCLUDED:

- Mountain Bike Events / Planning and the Safety of Bikers
- Road Conditions Report December 2013-January 2014
- Safe Braking and Understanding the Brake Components
- Road Behaviour Profiler and Psychological Welfare of Drivers
- Intersections and Safe Driving
- Feet, Footwear and Safe Driving
- Swimming Safely and Advice to Prevent Drowning
- Driving the Roundabout / Traffic Circle safely with the dash board camera
- Dashboard Camera Recorders and Road Safety
- The Emergency Medical Kit and Safety on the Road
- Safe Driving when Hearing the Emergency Siren
- Collision Investigation and Understanding Brake Failure
- Motorcycle Safety and Riding in Bad Weather
- Blood Pressure, Driver Fitness and Safe Driving Windscreen Diagnostics
- South African Law on Wearing of Seatbelts
- Positioning of the GPS device and safe driving
- Emergency Services Communications
- Insurance Telematics and Driver Behaviour Measurement with Ctrack
- Wheel Well and Road Safety
- Assistance of the Drone in Accident Investigation and Road Safety
- Unusual road signs in Northern India
- Cracked Windshield, Safe Driving and the Law
- Digital Mapping and Road Safety
- Motion Induced Blindness and Road Safety
- Motorcycle Accident Scene Investigations and Road Safety
- Mountain bike safety and riding on the trail
- Imperial I-Pledge Scholar Patrol Rollout 215 Schools
- Renewal or Replacement of RSA Credit Card Format Driving Licence
- Cruise Control and Safe Driving
- Advanced Driving Instructors and Safety Advice for the Road
- Changing the Tyre Safely next to the Road
- Professionalism and ethics in reporting from the scene of a road crash
- The U-Turn as a Threat to Road Safety
- Motorcycle Safety and the Elderly Rider
- Motorbike Safety through the Eyes of the Instructor
- Safe Driving with ABS (Anti-Lock Brake Systems)
- Road Transport Management System [RTMS] and Road Safety



HEREWITH FIND AN OVERVIEW OF THE WEBSITE AND ROAD SAFETY EXPOSURE PROVIDED: GOOGLE ANALYTICS

The best tool to analyse traffic flow and visitor numbers is the technology offered through Google Analytics. We would like to share the website traffic as measured by Google Analytics from 1 January 2013 to 31 December 2013.

<p>Arrive Alive Road Safety Website at www.arrivealive.co.za</p> <p>570,620 Visits 440,976 Unique Visitors 910,542 Pageviews</p>	<p>Road Safety Blog at www.roadssafety.co.za</p> <p>113,059 Visits 91,853 Unique visitors 66,1894 Page views</p>	<p>Accidents Blog at www.accidents.co.za</p> <p>124,576 Visits 95,872 Unique Visitors 201,264 Page views</p>	<p>Mobile: ArriveAlive.mobi</p> <p>Media releases and news stories have also been included during 2013 on the mobile road safety website at www.arrivealive.mobi</p>
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SOCIAL MEDIA AND CAMPAIGNS

To reach a much wider audience for road safety it is important to reach those who are active in the social media environment. Not only is this important to share sections of content and road safety links, but also to share info about the road safety initiatives by our road safety partners.

The ArriveAlive.co.za website is active on our own platforms on both Facebook and Twitter. There has been a strong growth in the interactions via Twitter and we were able to grow a strong following, enabling us to share news and important updates on this medium.

	<p>FACEBOOK FANS: 4369 facebook.com/ArriveAlive.co.za</p>		<p>TWITTER: YOUR TWEETS 32,845 FOLLOWERS 23,283 @_ARRIVEALIVE</p>
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We are also administrators on 2 larger platforms, allowing us to share news content and media releases with a much wider audience:

Proudly South Africa: Facebook Fans 53,231
Rugby15: Facebook Fans 34,741 | Twitter Followers: 43,080

Some of our Social Media Campaigns



SAFETY TALKS AND PUBLIC ENGAGEMENT

We made a few public addresses during the past year:

Transport Forum SIG 9 May 2013 hosted by University of Johannesburg's Institute of Transport and Logistics Studies

MBA North Regional Construction Health and Safety Competition Awards Ceremony

Eskom December Vehicle Safety Campaign Technology 3 December

Safety video by Imperial i-Pledge at Car Seats for Kids Campaign



ARRIVE ALIVE.CO.ZA AND ADDITIONAL MEDIA EXPOSURE

It is important that we reach a far wider audience than those with access to the internet. The Arrive Alive online road safety initiatives are also aimed at journalists, reporters, researchers and teachers who are able to gather the road safety information and distribute to a wider audience.

We would like to focus on some of these other media that distributed the road safety information from the Arrive Alive website and recognized this. We have assisted these platforms in providing info, answering requests for information etc.



Television / Radio

3 Talk with Noeleen
Dagbreek TV
Radio 702
RSG
OFM
Radio CCfm,107.5
Lesedi FM
567 Capetalk
94.5 Kfm
CHAI FM
(french international radio)
Algoa FM



Magazines

YOU
Huisgenoot
Drum
Good Housekeeping
OnRoute magazine
Life Magazine
Traffic Focus



Newspapers / Community Publications

Citizen
Mail & Guardian
Rapport
Die Burger
Daily News
Sondag
SON
The Star newspaper
Bedfordview and Edenvale
NEWS
Pretoria news
Randburg Sun
Ladysmith Gazette



Online Platforms

An important benefit of an online information portal is the ability to share the website via other websites and blogs. The information from the Arrive Alive website or links to the website has been included on many prominent websites including:

Wheels 24
Sake24
The New Age
BizCommunity
FA News
Voelgoed
RealParent
WesternCape.gov.za
MyJoburg.com



Textbooks

Via Afrika Mathematical Literacy Grade 12 Learner's Book
Platinum Mathematical Literacy Grade 12
Life Sciences Grade 12 Solutions For All Setswana HL
Grade 8 Learner's Book Senior undergraduate textbook, called Consumer Behaviour
Street Wise ...a guide to safe driving by seniors



Company Circulars

The Arrive Alive website has been approached by many corporates with a request for information to be used in their own internal road safety campaigns. This has been included on the intranet of companies and in company newsletters. These companies and forums include:

CrisisOnCall
Eskom
Road Accident Fund
Transnet
KZN Cycling
RSA Cycling



Conferences

The Arrive Alive website has been a media partner to several Road Safety related Conferences

3rd Annual Mine Site Automation & Communication Africa Summit
5th Annual Road Safety Summit Gold Reef City Casino, Johannesburg
Strengthening the Role of Women In Road Safety, Gold Reef City
Tyres Technologies Conference, Birchwood Hotel
Leadership for Women in Law Enforcement, Gold Reef City
Intelligence Strategies Crime Prevention for Law Enforcers. CSIR



INTERACTION WITH THE PUBLIC

To be not only an effective information portal, but also a mechanism for greater public involvement, we have developed sections to enhance greater public interaction. An often overlooked, yet very important objective is to assist the public in gaining clarity on road safety matters and provide responses to queries raised via the Arrive Alive website.

It is also of extreme importance to assist private companies with advice and information to be used in their own on-site road safety campaigns. Herewith find a detailed summary of how public interaction was facilitated during 2013:

"Contact Us" on ArriveAlive.co.za

- Thousands of e-mails have been received via the "Contact Us" section -

these have been responded to and forwarded to the Department of Transport, Road Traffic Management Corporation and various road safety experts for further comment.

These emails are kept in various email folders for later reference.

Blog Comments on the Road Safety & Arrive Alive Blog

- Visitors to the Road Safety & Arrive Alive Blog as well as Accidents Blog are able to comment on blog posts and also request clarification or answers to specific questions.

- These questions have been answered on the Blog and where appropriate a Blog post has been added to provide additional details to these responses and enable other visitors to benefit from these responses.

Enquiries & Ask the Experts

- We enable the public to "Ask the Experts" These experts provide specialised knowledge to members of the public on technical questions.

- Questions are referred to experts in the fields of licensing, testing, enforcement, road freight, legislation, safe driving etc and the answers are added to the website.

The requests that could benefit many other visitors as well are also shared on the Blogs in a "Did you Know?" format.

Reports made via the Arrive Alive website to the National Traffic Call Centre at the RTMC:

2334 Reports of Bad Driving & Road Condition Reports.

Emails received and responded to from the Arrive Alive.co.za website:

- Arrive Alive email 2013 Folder: 6750 emails

PARTNERSHIPS AND COLLABORATION

It has become more important to cooperate and collaborate in other initiatives as well. In a tough financial environment where NGOs and small business struggle it has become vital for the survival of this road safety initiative to develop new platforms and to assist others with expertise and consulting services.

The hours of hard work and dedication that goes into these efforts are most often not fully understood and appreciated, and we would like to provide an overview to summarize the effort which has gone into these collaborations during 2013.

See our partners on the next page.





ONLINE ROAD
 AWARENESS
WWW
 WWW.ARRIVEALIVE.CO.ZA
 ROADSAFETY.CO.ZA

ROAD SAFETY BLOGS

Road Safety Blog at
www.roadsafety.co.za
 From launch to 1 January 2014

Blog post written: **3177**

Posts added in 2013: **722**

Comments: **631**

Road Safety and Arrive Alive Blog at
www.roadsafety.wordpress.com
 From launch to 1 January 2014

Blog post written: **2091**

Posts added in 2013: **324**

Comments: **1803**

Accidents Blog at
www.accidents.co.za
 From launch to 1 January 2014

Blog post written: **1437**

Posts added in 2013: **489**

Comments: **554**

INSURANCE BLOGS

GeselsVersekering at
www.geselsversekering.co.za
 From launch to 1 January 2014

Blog post written: **351**

Posts added in 2013: **154**

Comments: **67**

Traffic during 2013

22,465 Visits
20,377 Unique Visitors
31,136 Page views

Car Insurance Blog at
www.carinsurance.arrivealive.co.za
 From launch to 1 January 2014

Blog post written: **1013**

Posts added in 2013: **188**

Comments: **962**

Traffic during 2013:

176,392 Visits
155,941 Unique Visitors
238,120 Page views

Insurance Chat at
www.insurancechat.co.za
 From launch to 1 January 2014

Blog post written: **832**

Posts added in 2013: **238**

Comments: **1092**

Traffic during 2013

128,264 Visits
111,811 Unique Visitors
172,430 Page views

PARTNERING WITH MININGSAFETY.CO.ZA

We also partner in the development of an online initiative to create awareness of safety in the mining industry. This was inspired by past cooperation with and assistance to mining companies in their own road safety campaigns.

It was our vision that the Arrive Alive website can make a significant contribution to not only safety on our roads -but also to the safety in the Mining Industry!

We are pleased that we were able to launch the website at www.miningsafety.co.za on the 1st of February 2011. Today we can reflect on both hard work and many successes in this partnership.



ROAD SAFETY PARTNERS

To create road safety awareness via the Arrive Alive website and other media we approached companies to partner in these efforts. From our side we provide exposure and recognition to these partners and their road safety involvement on the website and blogs. Our road safety partners as we enter 2013 are:

Arrive Alive:

Imperial –I-Pledge / Toyota South Africa/ OUTsurance / ER24/ TomTom/ Ctrack / Mix Telematics / PG Glass – Shatterprufe/ Gabriel/Eskom/ TracN4 /AutoZone / RoadCover/ PSA/ Breathalyzers.co.za/ SMAC/ InterCape

Insurance Blogs:

OUTsurance / MiWay/ Virseker

Mining Safety:

HSE/ Ctrack

GRATITUDE

We would also like to recognize individuals and groups that made important contributions:

Chillies and Nelio for allowing us to operate from the Chillies offices in Bloemfontein.

Charl Wilson for website development

Pierre Steenkamp for graphics and multimedia

Internext for webhosting

All the experts – with a special word of appreciation to Howard Dembovsky, Clancinah Baloyi, David Frost, Rob Askew, Alta Swanepoel, Corne van de Venter, Isaiah Mamabolo, Rob Handfield -Jones and Gavin Hoole for the numerous times they have assisted the public.

Those individuals from the Department of Transport and the RTMC who were willing to answer many questions and providing feedback to the public

Journalists, reporters, media editors, webmasters and everyone who assisted in the wider distribution of road safety information from the Website and Blogs

Individuals from SANRAL and the RAF for feedback provided to questions from the Public.

Family, friends and everyone who have been positive and provided words of inspiration.

THANK YOU!



WHAT YOU MIGHT NOT KNOW ABOUT ARRIVEALIVE.CO.ZA

It is now 10 years since we started working on the Arrive Alive website – and on the 13th of March 2013 we celebrated 10 years since the launch of the Arrive Alive website.

The website is a personal commitment towards creating road safety awareness in memory of my mom who died in a road traffic crash on the 3rd of December 1972.

Arrive Alive is a road safety strategy started by the Department of Transport in the late 1990's.

The Website received a Letter of Endorsement from The Department of Transport in 2007

The development team consists of 1 full time and 2 "part time" developers.

The Arrive Alive website and online initiatives are not funded by the Department of Transport or the Road Traffic Management Corporation

NO Funding was received in 2013 from the Department of Transport or the RTMC

There is no marketing budget for these online road safety initiatives and it is funded through cooperation with the private sector.

HOW CAN I GET INVOLVED?

We will continue to commit ourselves to these road safety efforts. There is so much more we can achieve with the participation of both corporate South Africa and individuals. We recognize that there are much expertise and knowledge to be gathered in strengthening these efforts.

We would like to invite others to become part of the road safety initiatives. This could include:

- *Becoming an Arrive Alive Website partner*

We will discuss with such partner how such partnering contribution can be used to develop new sections of content. The partner will be provided with exposure of such a partnership by way of:

Exposure to logos

Sections of Content

Horizontal and other banners/ graphics

Blog Posts and media exposure on the road safety initiatives and corporate social corporate responsibility initiatives of the Partner

- *Advisor and Consulting Services*

Every person can contribute to road safety irrespective of age, gender or financial status. We would like to invite the public to contribute by sending advice and recommendations on how to achieve greater road safety in South Africa.

We welcome any suggestions on new content or additional means of creating awareness that should be pursued.

We would like to invite visitors to contact us with suggestions at

Adv Johan Jonck

Cell: +27 (82) 370 0991

Email: jonckie@arrivealive.co.za

