



Charles Finley

fyi-request-12217-26b02099@requests.fyi.org.nz

REF: OIA-6399

Tēnā koe Charles

Thank you for your email of 11 February 2020 requesting the following information under the Official Information Act 1982 (the Act):

What programmes are in place to ensure that those who use the roads in NZ are aware of safe driving practices?

Waka Kotahi, NZ Transport Agency's (NZTA) Education and Advertising team run several education and advertising initiatives to change behaviour and raise awareness of safe driving practices. The team design, deliver and provide advice on safety behaviour change education and advertising to encourage desired customer action and behaviour and support specific priorities within the current road safety strategy named *The Road to Zero*. All programmes are based on customer insight and best practice, key programmes are outlined below.

The national road safety advertising programme

Based on a high level of research and evidence, the key priorities of the national road safety advertising programme are drink-driving, driving at excessive speed, drug-affected driving, young drivers, seatbelt use, driver distraction, motorcycling and safer vehicles. Emerging areas of public concern, such as visiting drivers and e-scooters are also a focus. In addition to this, a Road Code social media campaign runs throughout the year to address areas of concern identified by the public. These posts appear across the Transport Agency's Facebook and Twitter channels.

Drive

Education initiatives include the young driver education programme Drive that covers licensing issues, basic driving competencies and the road rules. The Drive suite of resources include a free website, a mobile app, VR and a community toolkit. This programme was created by NZTA and ACC.

BikeReady

This scheme is New Zealand's national cycling education system. Developed by the NZTA, ACC and local government in collaboration with a range of cross-government agencies, BikeReady expands on the best of current training and cycle skills initiatives from around the country. BikeReady enables cycle education to reach more people, helping them learn more and improve the overall quality of their learning.

Education portal/schools programme

NZTA's Schools programme includes the Education portal - a road and rail safety website for teachers to use each year as part of their local school curriculum. Here teachers can access road safety curriculum resources for years 1-13 that have been written by experienced teachers and educators. The programme aims to help young people learn deeply about safer journeys and our transport systems.

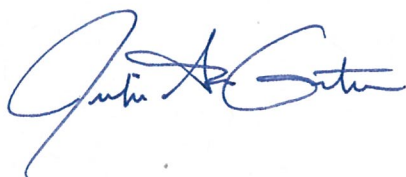
Fatigue/drowsy driving

A Driver Fatigue Pilot Programme is also being undertaken. This programme educates employers and employees around the issue and the impacts of fatigue levels on shift-working employees. The programme is based on research that shows shift-workers are six times more likely to die in a car crash caused by tiredness than other drivers. Fatigue/drowsy driving messaging regularly features in social media campaigns too, to support safe summer, winter and holiday period driving. A general information page on driver fatigue and online educational resources can also be found on the NZTA website.

In addition to the above work carried out by the NZTA, several road safety issues are addressed at a regional level. Locally focused road safety issues are often managed by community groups or local councils.

More information about all these programmes and more are available on NZTA's website. If you would like to discuss this matter in more detail, please contact Kim Albrecht, Manager, Education and Advertising by email to kim.albrecht@nzta.govt.

Nāku noa, nā



Hon Julie Anne Genter

Associate Minister of Transport