



BRIEFING FOR THE MINISTER OF POLICE

Priority	<input type="checkbox"/> Urgent <input checked="" type="checkbox"/> Non-urgent		
	This briefing updates you on the summer road safety campaign 2015/2016		
Subject	Summer Road Safety Campaign 2015/2016		
Date	13 November 2015	Ref	BR/15/285
First contact	Dave Trappitt, Acting Assistant Commissioner Road Policing [REDACTED]		
Second contact	Karen Jones, DCE Public Affairs [REDACTED]		

Recommendations:

The recommendations are that the Minister of Police:

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| (a) | note there will a multi agency campaign led by New Zealand Police to reduce the deaths and injuries on our roads over the summer period. | Yes/No |
| (b) | note Police will be enforcing a reduced speed threshold of 4km/h for two month period from 1 December 2015 to 31 January 2016. This is operationally the same as the two previous years. There will be clear messaging to the public in relation to this enforcement period. | Yes/No |
| (c) | note the campaign will be promoting the message to 'check your speed' through a series of billboards nationwide as well media releases, online advertising, social media activity and internal communications. | Yes/No |

Minister's comments:

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 Hon Michael Woodhouse
 Minister of Police

/ / 2015
 Date

Summer Road Safety Campaign 2015/16

Purpose

1. This paper informs you of Police's planned approach and public messaging regarding the upcoming summer road safety campaign, commencing on 1 December 2015 and ending on 31 January 2016.

Background

2. The New Zealand summer holiday period (December – February) is traditionally a higher risk period for travel on the roads, when road users typically undertake longer journeys to holiday destinations and attend festive / social events. It also coincides with peak international visitor arrivals to New Zealand.
3. This results in larger volumes of traffic on the roads and a higher risk period for fatal and serious crashes. Police crash risk analysis for the Christmas/New Year period shows that while the national trend is for injury-related crashes to reduce over this period, serious and fatal crashes increase – particularly in popular holiday regions such as Northland, Bay of Plenty, Eastern and Tasman. The Waikato District also typically experiences an increase in injury crashes, given it is both a holiday destination and a major transit route.
4. The crash risk analysis shows that the leading causes of crashes during this period are alcohol/drugs, speed, and poor vehicle handling.
5. A summer road safety campaign has been carried out by Police during the previous two summer holiday periods in an effort to reduce road trauma and its impact on families and communities. These campaigns have involved a highly publicised speed enforcement threshold of 4km/h, accompanied by high visibility general deterrence Policing activities, such as widespread random breath testing.
6. Both periods have featured a two month reduced 4km/h speed threshold enforced by Police, along with a strong focus on alcohol enforcement and other high risk behaviours. Both periods marked the two lowest ever recorded number of road deaths for a December/January period since records began. From 1 December 2014 – 31 January 2015, there were 50 road deaths, compared with 42 road deaths the previous year. By comparison, the worst December-January road toll recorded in the last 25 years was 124 deaths in 1990.
7. Both previous summer road safety campaigns have been conducted with the support of agency partners including the Accident Compensation Corporation (ACC), the Ministry of Transport (MoT), the New Zealand Transport Agency (NZTA) and the Energy Efficiency and Conservation Authority (EECA). Z Energy petrol stations have also supported the campaign(s). Similar support will occur again this year.
8. As noted above, previous campaigns have shown marked reductions in road trauma, and statistically significant reductions in vehicle speeds and speeding levels. Police and road safety partners are focused on continuing this momentum with this summer's campaign.

2015-16 Summer Campaign

9. Police will conduct a third summer road safety campaign, which will run from 1 December 2015 – 31 January 2016. The internal theme of the campaign will be "safe drivers, safer families", which will be reflected in the tone of Police's communications through the media and with the public. (Note the 1 December launch date also coincides with the one year anniversary of the lowered adult BAC limit – see separate section).

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10. Police, supported by its road safety partners, plan to announce the two-month summer road safety campaign, including a third consecutive reduced speed enforcement threshold of 4km/h, on 23 November 2015. Drivers will also be encouraged to '*check your speed*' this summer, as part of a national advertising campaign.
11. Operationally, Policing tactics and approach will be no different from the two previous campaigns, with the clear direction that staff continue to treat all road users fairly and appropriately.
12. The principal focus of this campaign is to ensure safer speeds, given that speed not only influences the likelihood of a crash, but also injury severity and survivability at the time of impact.
13. As noted, there will be a strong emphasis placed on the impact road trauma has on families through Police's messaging and how families are 'broken forever' following a fatal or serious crash. Alcohol enforcement will also continue to be a strong theme, followed by a variety of other road safety themes to hold the attention of media and the public.
14. The campaign has been developed using the learnings of the 2013/14 and 2014/15 summer road safety campaigns. The '*check your speed*' campaign will be supported by very clear messaging around enforcement of the reduced speed threshold.
15. This means that anyone caught exceeding the posted speed limit by more than 4km/h during these two months should expect to be ticketed. Police will also maintain a highly visible presence on our roads during this campaign using a range of other tactics. This includes including targeting of known areas of risk, with a continued strong focus on impaired driving with routine random breath testing and other activities.
16. Police are conscious that there may be increased media attention around visiting drivers during the summer period. A range of messages have been developed in conjunction with key road safety partners to be utilised. These are outlined in the communications plan which is being developed for the summer road safety campaign.

National Advertising Campaign

17. The '*check your speed*' message will be promoted through a series of billboards (Appendix A) nationwide as well as through online advertising. This new approach has been developed following public testing and in response to commentary regarding perceived confusion over Police's speed enforcement messaging during the 2014/15 campaign.
18. The majority of the rural billboard sites chosen have been selected using an evidence-based approach according to their proximity to crashes between 2010-2014 where driving 'too fast for the conditions' was a crash contributor. Z Energy Petrol stations will also be backing the campaign by having their point of sale digital displays featuring Police road safety messages.
19. Social media activity will support the campaign with the hashtag #checkyourspeed. Posts will show officers from around the country as our road policing ambassadors in their area – uploading 'selfies' amongst scenic New Zealand roadside scenes and sharing key messages on road safety.

Impact of lowered adult BAC limit

- 20. With 1 December 2015 also marking the one year anniversary of the lowering of the adult breath alcohol limit, this is likely to generate media and public interest in the impact of the new law on improving road safety.
- 21. Police and agencies are currently in discussions regarding messaging around the impact of the new law, including preparation of statistical data by Police regarding offence numbers and its impact on higher level drink-drive offences.
- 22. The anniversary also provides Police with an opportunity to proactively reinforce alcohol responsibility and safety messages, which will form a key part of the summer road policing campaign.

Media Launch

- 23. Messaging for the launch of this year's campaign will reflect Police's focus on the human impact of crashes, backed by the 'check your speed' advertising focus.
- 24. While there is currently no national launch 'event' planned, Police will again be taking a multi-agency approach towards media and public communication. Where appropriate, Police and its partners will seek opportunities to collectively promote road safety messages and initiatives as part of their wider efforts across the sector.
- 25. Police plan to issue a media release announcing the 4km/h reduced threshold details and this year's advertising campaign on 23 November 2015. The draft media release will be shared with the Minister's office prior to being released.
- 26. A copy of the communications plan that includes key messages will be shared with your office shortly.

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Mike Clement
Deputy Commissioner

Appendix 1: Sample of the advertising billboards.

