

# Speed Awareness Campaign (1)

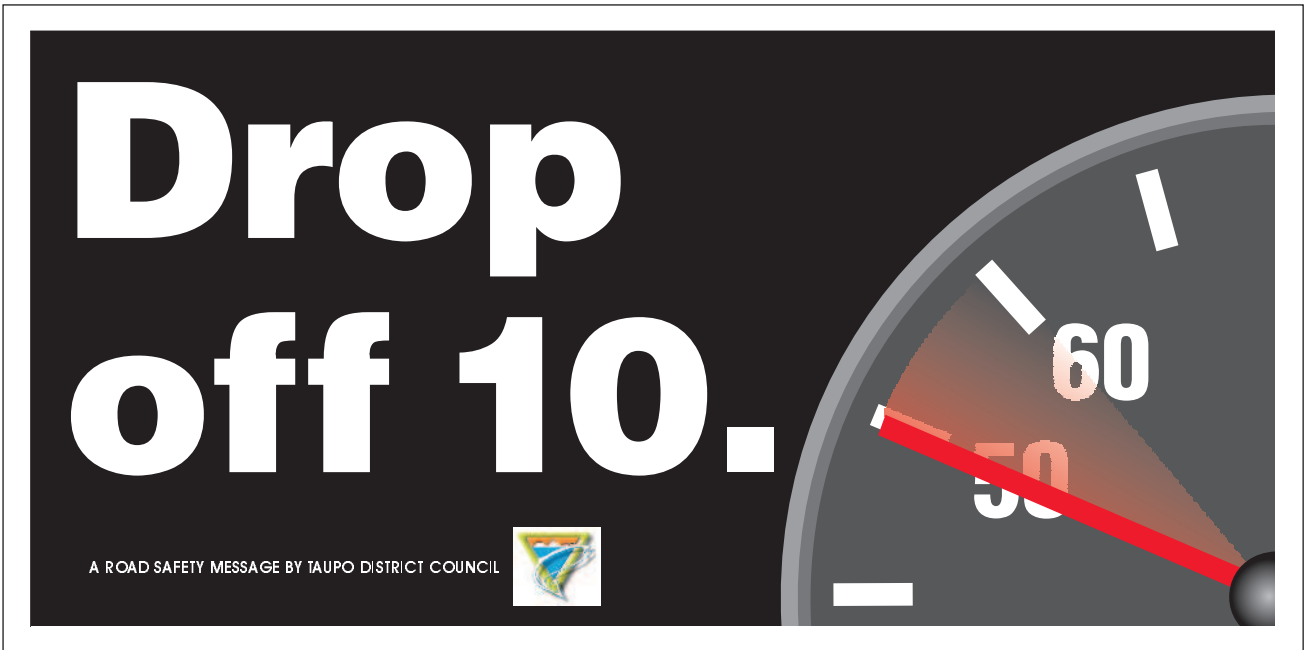
## Drop off 10

“Drop off 10” targets speed in both 50kph areas and the open road (can also be adapted for 70kph areas). This campaign was widely recognised in the Bay of Plenty area and was also used by Environment BOP for regional signage and bus back advertising. Associated text for adverts is available on request

### Resources available:

Concepts available for wide range of uses including: Advertisements, posters, billboards, bus backs, Café cards, cinema, leaflets, signage, promotional items.

DROP OFF 10 - Sign 1.2m x 2.4m



# Speed Awareness Campaign (2)

## So you think you're a good driver?

A series of 3 images used in conjunction with direct mail pamphlet (see next page).  
Billboards and newspaper adverts accompanied campaign.

**Resources available:**

Newspaper adverts, posters, leaflet, billboards.

**So you think you're a good driver?**



**Avoid a speed related crash . . .**

1. Drive to the conditions, the speed limit is sometimes too fast.
2. High speed merges can be dangerous, leave plenty of room and keep your speed down.
3. When following, keep at least 2 seconds behind - the higher the speed the bigger the gap.
4. Plan both short and long trips, leaving plenty of time to spare.
5. Don't be pressured to speed by your passengers or by other drivers on the road.
6. Be aware of your speed at all times.



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# Speed Awareness Campaign (3)

## Pamphlet (side 1)



So, you think you're a good driver?

So, you think you're a good driver?

### Do you always:

- |   |  |
|---|--|
| <input type="radio"/> Buckle in every time?                                       | <input type="radio"/> Stay in the same lane throughout an intersection or roundabout turn? |
| <input type="radio"/> Drive to the conditions?                                    | <input type="radio"/> Remember to indicate?  |
| <input type="radio"/> Slow down when approaching an intersection?                 | <input type="radio"/> Obey the traffic signals?  |
| <input type="radio"/> Obey the give way rules?                                    | <input type="radio"/> Stay alert and avoid distractions?                                   |
| <input type="radio"/> Keep a safe distance (2 seconds) from the vehicle in front? | <input type="radio"/> Drive Sober?   |
| <input type="radio"/> Show consideration to other drivers?                        | <input type="radio"/> Let one vehicle in then go, when merging?                            |



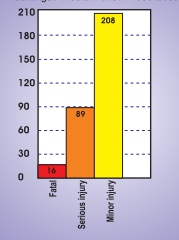
### Score:

1-6 ticks: You urgently need to review your driving skills and your attitude! Make some changes now.  
7-11 ticks: Your driving skills and attitude can be improved on. With a bit more effort you can do it!  
12 ticks: Well done, keep up the good driving!

### How to avoid an alcohol related crash

- Don't drink and drive!
- Plan ahead about driving before the drinking starts.
- Have a designated sober driver.
- Give your keys to a friend.
- Leave the car at home.
- Share a cab.
- Dial a sober driver.
- Stay the night.

Alcohol related crashes  
Tauranga / Western B.O.P 1999-2003



## Pamphlet (side 2)

### It's your lucky day!



### If we catch you speeding, it's your lucky day.

Our new speed trailers aren't out to give you a ticket, they're out to slow you down. They can detect how fast you're going as you approach them, and let you know if you're travelling too fast.

Hopefully this gentle reminder will save you money, and more importantly save lives.

Just lifting your right foot slightly and slowing down will dramatically increase your chances of survival, should something unexpected happen!

### 2 myths about speeding ...

**"I'm a good driver and can respond quickly to an emergency situation."**

Yeah right! Recent research shows clearly this is not true. Most people have an inflated idea of how good their response would be. High speed also lessens a driver's ability to detect hazards and respond quickly. The distance needed to stop in time increases dramatically with higher speeds.

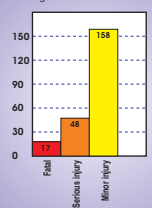
**"I only speed when I'm in a hurry so I can get there in time."** Actually speeding doesn't get you there much quicker at all. Someone travelling a distance of 65 kilometres and travelling at an average of 105 km/h rather than 100 km/h would only save 2 minutes! Leaving earlier and keeping to a comfortable, safe speed will get you there on time, without the high risk that comes with speeding.

Reducing the average speed by just 4 kph we could save 52 lives, 133 serious injuries and 257 other injuries per year in New Zealand.

### How to avoid a speed related crash

- Drive to the conditions, the speed limit is sometimes too fast.
- High speed merges can be dangerous, leave plenty of room and keep your speed down.
- When following, keep at least 2 seconds behind - the higher the speed the bigger the gap.
- Plan both short and long trips, leaving plenty of time to spare.
- Don't be pressured to speed by your passengers or by other drivers on the road.
- Be aware of your speed at all times.

Speed Related Crashes  
Tauranga / Western B.O.P. 1999-2003



# Speed Awareness Campaign (4)

## Kill your speed, not a child

Targeting speed in 50kph to 70kph areas.

Promoting awareness about children and excess speed.

### Resources available:

Concepts available for wide range of uses: billboards, café cards, bumper stickers, leaflets, signage, adverts.

### Signage



### Newspaper

The newspaper layout design consists of three horizontal bands. The top band is black with the text "Kill your speed, not a child." in white, bold, sans-serif font. The middle band is grey and features the same stylized, grey silhouette of a child's face with wide, staring eyes and an open mouth, with two hands raised in a gesture of surprise or fear. The bottom band is black and contains the following text in white, sans-serif font:

The roads in town are for everyone, we should expect pedestrians and cyclists.  
About one third of fatal crashes are caused by speeding.  
If a vehicle hits a person at 50km/h, the risk of death is 40%  
If a vehicle hits a person at 60km/h the risk of death is 70%  
If a vehicle hits a person at 70km/h the risk of death is 96%

If a child steps out 45 metres away and the vehicle is travelling at 60km/h, by the time the alert driver reacts and brakes, the car will still be travelling at 44km/h when the child is hit.  
There is a one in three chance that the child will die.

The bottom band is red with the text "SLOW DOWN" in white, bold, sans-serif font.

# Speed Awareness Campaign (5)

## High Crash Rate

### High Crash Rate Signage

Designed for Western B.O.P.s 'Horror Highway'. These signs were part of a combined campaign involving media / newspaper / roading upgrades and Police enforcement. These have now been used in many other regions throughout New Zealand.

### Resources available:

Signs (1.8 x 3.4m aluminium - wording variations exist).  
Informative / educational advertisement.



# Speed Awareness Campaign (6)

## Slow down for Kids

Specifically designed for signage near schools and on school buses. This campaign has been used in the Tauranga, Rotorua and Waikato regions.

**Resources available:** This campaign has been adapted for many uses including posters, signs, billboards, bumper stickers, advertisements, pens and fridge magnets. Logos can be added where suitable.

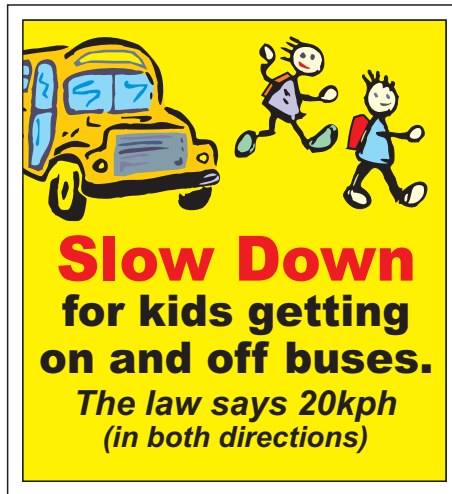
Various options for signage and bus back advertising



# Speed Awareness Campaign (6) cont.

## Slow down for Kids

Fridge Magnet (size 60mm x 65mm)



Bumper Sticker (actual size 230mm x 75mm)



Pen





Bus Back signage




**Other Speed awareness billboards,  
used in conjunction with Drink Drive awareness**

	<p><b>“Speed kills, slow down”</b></p>
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	<p><b>“Been there, done that”</b></p> <p><b>Slow down</b></p>
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	<p><b>“Been there, done that.”</b></p> <p><b>Drive Sober</b></p>
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	<p><b>“Been there done that”</b></p> <p><b>Slow down</b></p>
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	<p><b>“Been there done that.”</b></p> <p><b>Drive Sober</b></p>
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<p><b>Speed kills, slow down. It's that simple!</b></p>
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<p><b>Drink driving kills, drive sober. It's that simple!</b></p>
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<p><b>Speed kills</b></p>	<p><b>Slow down</b></p>
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<p><b>Drink driving kills</b></p>	<p><b>Drive sober</b></p>
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