



ROAD SAFETY COLLABORATION DOCUMENT

The content in this collaboration document was worked on at the Invercargill Road Safety Leadership Day - June 28th, 2022. The students that attended were all from the Southland District.



A massive thank you to the students that came along and worked hard getting their ideas, barriers, and solutions down, and presentations done!

Thank you to the Southland District Council for sponsoring students to attend and to the representatives from NZ Police, Number 10 Youth 1 stop shop Invercargill, and the Vodafone Foundation who attended. Your knowledge and wisdom was greatly appreciated.



ROAD SAFETY COLLABORATION DOCUMENT

The road safety issue that the students that attended the Invercargill event focused on was; **Speed**. They spent time in small groups pulling this issue a part, and discussing a range of potential reasons, causes, barriers and solutions for this road safety issue. Below is some background information on this road safety issue, and following on from that you will see the collation of their work.

To consider why people speed, we need to think about culture, environment and risk taking. In rural communities, there can be a lot of wide, straight roads. Research shows that people tend to drive to what their environment looks like rather than what the speed limit is. There could also be a perception that there are less police in rural areas, people may feel like they are less likely to get pulled over.

When young people get their restricted licence, often it is the first opportunity they have to take a risk. All of a sudden there is no one watching, no one telling you to slow down. Who has put their foot down just to see what it feels like? People may want to test their vehicle's limits or their own limits and a wide, open road may have the perception of safety.

Driving on the open road and driving through a town require two very different driving styles. Is there enough education and support for rural communities to understand the difference between these two environments? How often have you seen someone blast through a town going way over the speed limit?

The speed limit can often be a target that people aim for, or sit just over it. In terms of education for young drivers, do you think there is enough information about driving to the conditions? If you are driving in snow or fog the speed limit may be 100km/h but that doesn't mean it is safe to do that speed in those conditions.

In terms of experience, do you think the driver licence journey prepares young drivers for the experience required to drive at different speeds? How different is driving at 50 vs driving at 100? Is there more that could be done to prepare young drivers for driving at different speeds?

The combination of driving too fast and distracted driving or impaired driving can be lethal. Unless you have your car on cruise control it can be very easy for your speed to creep up if you are distracted by changing your music or chatting to other people in the car. What issues do you see as being important to educate young drivers on when it comes to speed, distractions and impaired driving?

<https://www.nzta.govt.nz/safety/driving-safely/speed/>

<https://www.police.govt.nz/faq/what-are-fees-speeding>

<https://www.nzta.govt.nz/driver-licences/driving-offences-and-penalties/demerit-points/>

<https://nzta.govt.nz/safety/what-waka-kotahi-is-doing/marketing-campaigns/current-marketing-campaigns/safe-limits/>

Q#1 Why do you think this issue of Speed exists in your region?

"Road safety should be reinforced in secondary education!"

GENERAL THOUGHTS

- People not considering the consequences of their actions
- Trying to get places on time/running late
- Poor time management
- Trying to impress others by showing how fast they can go
- peer/social pressure
- FOMO (fear of missing out)
- The Southland Community can often be slightly close minded
- High number of unsealed, private or rural roads means people feel they are less likely to be stopped by police
- The drinking culture in Southland means people get into cars drunk and drive badly
- Driving fast/intoxicated is perceived as "cool"
- Culture
- Peer pressure
- perception
- Media portrayal
- Geographical aspects
- Engineering/ability to speed

[Click here to watch a video students made about Peer Pressure.](#)

Rural areas

People feel that they know the road, they know where the Police are and they know how to handle driving fast.

Attitudes

There seems to be a strong attitude in Southland that speeding is okay and that it is a social norm.

KEY THEMES THAT CAME UP ABOUT WHY THIS IS AN ISSUE:

PEER PRESSURE

Not wanting to stand out too much, wanting to be seen as cool. Young people are putting their foot down because their mates are encouraging them to do so.

A BAD COMBINATION

Speed seems to be regularly combined with the drinking culture in Southland. There are often parties that are far away from main centers and no public transport or taxis.

RUNNING LATE/RUSHING

People do not allow time, we are often doing things 'on the go'. Often there are big distances to cover to get to a sporting event or social activity and people are speeding up to try and get there on time.

Q#2

What barriers have you seen that stop the community from making progress with this issue?
What barriers could continue to hinder your community making positive progress in this area?

GENERAL THOUGHTS

- Mindset - young people grow up thinking that it's okay to speed
- Guilt tripping - friends make their driver feel bad for doing the speed limit
- Closed mindset
- People are unaware of the consequences
- People's perceptions of speeding and going fast
- Speed is considered cool.
- Driving fast is dangerous, but people often feel pressured to speed up if cars are behind them.
- We have a mindset in NZ that we should aim to get places ASAP with the least consequences.

KEY BARRIERS THAT STOP THE COMMUNITY MAKING PROGRESS ON DISTRACTED DRIVING:

CULTURE

The culture of speeding (and often drinking at the same time) has been normalised. When people follow the rules or attempt to make positive change they can often be shamed or made an outcast.

"Films such as the fast and furious franchise portray fast driving as fun. The high speed crashes result in little consequences compared to real life."

An acronym that students came up with as messaging to combat the issue of speeding:

Be aware:

EducAte others
Create AWareness
Don't underestimAte high speeds.
ConsiderR others
DrivE to the conditions

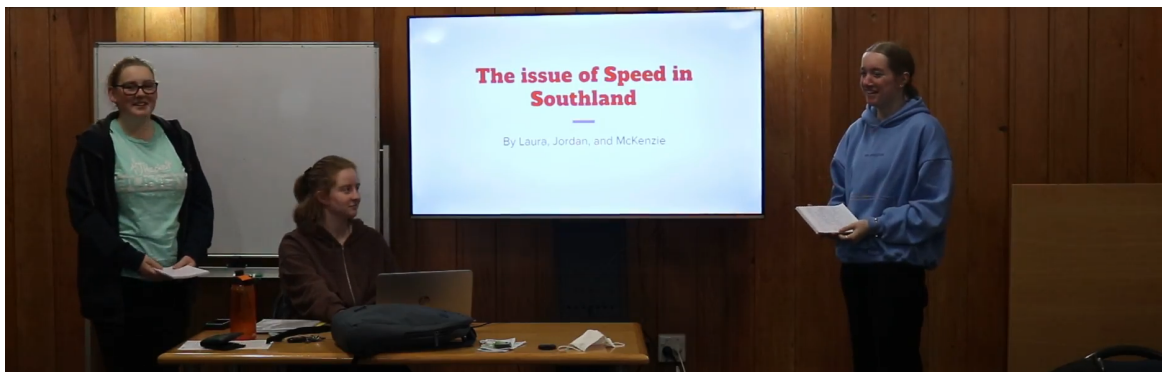
Q#3

Do any of you have personal experiences related to this road safety issue that you feel comfortable sharing? Have you seen it happening or have experienced it?

"I was guilt tripped for driving the right speed "

"I was driving at 100km/h on a highway and was tailed by this car. assumed to have been speeding at about 110km/h - 120km/h. Not only did I feel pressured but I also felt like I was in the wrong"

"I've had some close calls. this changed my perception of speeding and made me more aware of the consequences"



Q#4

What impacts (or consequences) does or can this issue have on young people or the wider community?

GENERAL THOUGHTS

- Fatalities
- Injuries
- Impacts on the community
- Changes our perception of what safe driving really is
- Decreases the chance of young people learning how to drive safely (habits are passed on)

"It doesn't just have an impact on the person that was hurt"

Q#5

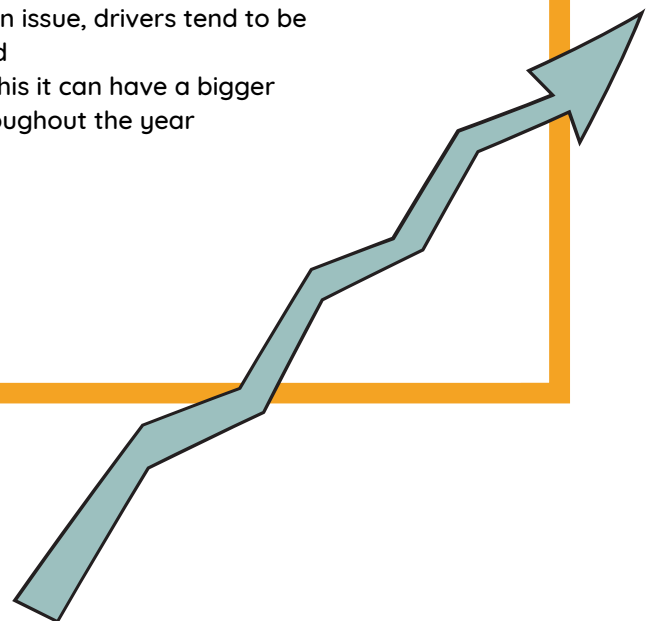
Do you think this issue impacts other communities around New Zealand (not just young people)? What other broader societal factors might contribute to this issue?

IMPACTS ON OTHERS?

- This issue impacts pedestrians and cyclists too
- You hear about this issue from other communities, especially extreme examples

BROADER SOCIETAL FACTORS?

- In other parts of New Zealand where traffic jams are an issue, drivers tend to be more frustrated and therefore are more likely to speed
- In 2021 the road toll was 319, when people hear about this it can have a bigger impact rather than the smaller things that happen throughout the year



Q#6

What could community partners such as Police, Councils/Road Safety Coordinators, FENZ etc, be doing to help combat this issue?

GENERAL THOUGHTS

- Provide resources for secondary education
- Start young - educate primary schools
- Encourage the next generation to be better drivers
- Spread awareness
- Educate teens and encourage them to talk to their peers
- Try to change the culture
- Educate young people about their actions by using alternative consequences instead of severe punishments
- Reward people for good behavior - positive reinforcement



EDUCATE INEXPERIENCED DRIVERS

- Drivers licensing requirements don't technically require knowledge of how to drive in different weather conditions.
- This doesn't mean it isn't important.
- Driving at different speeds requires different abilities and teaching.
- Potential solutions:
- School course with credits available, Awareness from SADD groups, or Road safety Southland etc.
- Required standardised driving lessons before licensing or driving is allowed.

SPREAD AWARENESS/COMMUNITY INVOLVEMENT

- Just a small conversation which makes one person think about their actions can change the culture.
- One person slowing down can help us on the road to zero.
- Running a SADD activity in your school or your community can change the thought process of one person.
- If one crash can ripple effect the community, why do you think that one awareness activity won't do the same?

ALTERNATIVE CONSEQUENCES

- Educate younger people about their actions by using alternative consequences instead of severe punishments.
- Their reward for them will be positive reinforcement

EDUCATION ABOUT ROAD SAFETY

- As we saw in the video, peer pressure is one of the main factor contributing to young drivers and adults to speed. In this video we see that the driver knows that it's important to drive to the conditions but she gave into peer pressure.
- We can address this issue by educating young people the impacts of speeding and the danger that has been undermined.
- This can begin from a young age. By incorporating road safety programs into primary and secondary curriculum we can create an improved generation of drivers as their mindset to driving will change.

INCENTIVES - TO MAKE THIS ISSUE APPEALING

- After compulsory education schools and other community partners such as the police, council or road safety southland can provide programs along as incentives to re introduce road safety education to young drivers after they have attained their learners or restricted license.
- An example of incentives which may appeal to high schoolers completing NCEA would be to offer credits.

POSITIVE APPROACH TO SPEEDING

- Instead of making the death toll and road safety a dreaded topic or issues, we can create more interesting, and interactive programmes aimed for youth drivers.

INCREASE IN ADVERTISEMENTS

There are many great educational programs available targeted for secondary students such as: RYDA (Rotary Youth Driver Awareness), Drive My Life, Youth Council engagement , Police community talks. Often the young people that these programs aim for are unaware of the options available to them.

Q#7 What could SADD groups in this region do to help combat this issue? (collaboratively or individually)

GENERAL THOUGHTS

- It's all about awareness, by making people (especially teens) more aware we can spread the word to others
- Promote the positive culture to the wider community
- Working collaboratively with the ideas from the section above about Community Partners (question 6)

