



DOUBLE THE FEET ON THE STREET

NZ Walking Conference 2008
4-5 August, Auckland

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ABSTRACT FORM

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Phone number	03 3322722	Fax Number	03 3328885
Presentation topic	Encouraging walking through driver safety education		
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Estimated Time Required	0-10 mins <input checked="" type="checkbox"/>	10-20 mins <input type="checkbox"/>	20-30 mins <input type="checkbox"/>
Abstract Remit	<p>In Christchurch on average 25% of road fatalities have been pedestrians in the last five years. If we are to encourage people to walk, and especially to encourage parents to allow their children to walk as a means of transport, it will be necessary not only to make pedestrians safer, but also to make them perceive that they are safer. Provision of safe, pleasant and convenient pedestrian routes is one way to achieve this. In the meantime, given the pedestrian infrastructure we have at the moment, the challenge is to encourage drivers to change their driving habits to increase pedestrian safety and make pedestrians feel safer, while depicting the streets as safe for them to walk. In Christchurch, ongoing pedestrian safety promotions and education raise awareness of pedestrian needs amongst drivers without indicating to pedestrians that the streets are dangerous. Three recent projects include a pantomime zebra outside schools and on crossings in commercial areas; a project encouraging drivers to give way when turning at traffic signals; and education informing drivers of the requirement to stop when the school patrol sign is out only on the opposite side of the road.</p>		
Author Profile	<p>Susan Cambridge has worked in road safety for twenty years. Coming from a background in education and promotion, with an MA (Hons) in English, she was appointed Christchurch Road Safety Co-ordinator for the Christchurch City Council in 1989. In 1997 she became a consultant with Francis and Cambridge Ltd, retaining the contract to carry out road safety co-ordination in Christchurch. Susan has been involved in planning and implementing road safety education and awareness programmes, evaluations of programmes and road safety research. She is passionate about promoting sustainable transport.</p>		