

31. Accidents involving School Pupils (see Table No. 12).—There was a considerable increase during 1946 in the number of traffic casualties among school pupils, both as pedestrians and as cyclists. These casualties were nearly double the number reported in 1945. In all, 8 children of five to fifteen years were killed and 151 injured in 1946 when afoot upon the road. In 1945 there were 2 killed and 85 others injured. As cyclists, 6 were killed in 1946 and 181 injured, while in 1945, 1 child cyclist was killed and 108 others injured.

32. Among the pedestrian casualties the child of five to seven years continued to figure very heavily. From ten years upwards the child cyclist suffered many more accidents than the child pedestrian.

33. It is hoped that the active steps being taken to extend and intensify the teaching of road safety for children will have the effect of reducing the frequency of these accidents.

B. ADULT EDUCATION IN ROAD SAFETY

34. With the return of road traffic to a peacetime basis subsequent to the lifting of the petrol-restrictions, and in accordance with the recommendation of the Road Safety Council, the road safety publicity activities of the Department were extended very considerably. During the period of this report publicity and educational activities were carried out as follows :—

35. Press.—Considerable publicity has been given by the press to road safety material, statistical and general. Detailed statements of the fatal-accident progress were supplied monthly to every newspaper in the Dominion. General appeals have also been made through the press on special occasions, and short statements relating to accidents and special hazards have been made available to local newspapers. Articles of a general nature have also been made available to newspapers, and material has been supplied to magazines and technical publications.

36. In addition, the Department embarked upon an intensive advertising campaign in some fifty-four newspapers, magazines, and journals throughout the country. These advertisements are directed, month by month, to some specific accident-promoting fault of drivers, cyclists, or pedestrians and is co-ordinated with the Department's other publicity and enforcement programme.

37. Radio.—A number of road safety radio features were prepared by the Department and broadcast weekly from the five Commercial Stations. During the year special appeals prior to holiday periods were broadcast from both the National and Commercial Stations, and, in addition, special road safety slogan announcements were broadcast from all stations.

38. Posters.—Two posters were produced during the period, the first urging drivers to respect the school patrol system and the second reminding drivers of the dangers associated with holiday motoring. Both of these posters were given a wide distribution throughout the country. In addition, a series of six smaller posters was printed for use in road safety displays. Their messages were directed mainly towards cyclists and pedestrians.

39. Screen Slides.—Screen slides were shown in some one hundred and fifty theatres throughout the country. The messages contained in these slides draw the attention of road-users to specific faults, and these slides are changed monthly so as to link up with the rest of the Department's publicity and enforcement programme.

40. Films.—A short film entitled "Give Way," illustrating the application of the new right-hand rule, was produced for the Department by the National Film Unit. This film was shown to numerous organizations by the Department's Road Traffic Instructors. Complimentary copies have been presented to those automobile associations who can make good use of the film. A 16 mm. film, "Death on the Road,"