

The Council and its sub-committees rendered outstanding service during the year and it is desired to place on record my thanks and appreciation for the valuable assistance given so willingly to this Department by all the members.

### C. ADULT EDUCATION IN ROAD SAFETY

During the year the Department used many different kinds of road publicity for road safety educational purposes. In order to achieve the most beneficial results attention was directed at specific aspects of the traffic problem. For example, publicity was devoted to seasonal accident causes as indicated by statistical analysis of accident data.

Adult education publicity was co-ordinated with the work of the Traffic Enforcement officers. I wish to acknowledge gratefully the co-operation and assistance received from the press, the National Broadcasting Service, Government Departments, and many business firms, organizations, and private individuals who have submitted suggestions to the Department and for their active assistance during the year.

Brief details of publicity activities are as follows:—

**PRESS.**—The assistance of the press in the publication of road safety material provided much valuable publicity. In addition to appeals made through the press at holiday seasons when road traffic was particularly heavy, the details of fatal traffic accidents have been supplied to the papers each month. The Department's advertising campaign has been continued regularly through space in a large number of newspapers, magazines, and other publications.

**RADIO.**—Considerable assistance has been provided by the National Broadcasting Service in making time available on both national and commercial networks for the broadcasting of appeals prior to holiday periods. Supplementing these appeals, short spoken announcements provided by the Department were broadcast during holiday periods.

**POSTERS.**—One main poster was produced and given wide distribution prior to the Christmas period. In addition, five posters have been produced for use at traffic safety weeks and on special occasions.

**SCREEN SLIDES.**—Screen slides were shown in the majority of theatres throughout New Zealand, changing periodically according to the publicity programme.

**FILMS.**—Production was commenced on a new traffic safety film for adult audiences and it is hoped to have this screening shortly. A programme of films is shown at each traffic safety week, the majority of these films being overseas productions.

**LEAFLETS.**—Certain newspaper advertisements, where considered appropriate, have been issued in leaflet form.

**ROAD CODE.**—The Road Code has been reissued and widely distributed.

**TRAFFIC SAFETY WEEKS.**—Local campaigns, comprising educative publicity and traffic enforcement, were conducted in Whangarei, Hamilton, Rotorua, Palmerston North, Napier, Hastings, Wanganui, Nelson, and Invercargill.

**WINDOW DISPLAYS.**—Ten displays carrying safety appeals have been made up and are used in the windows of large business premises during traffic safety weeks. Accident spot maps showing location of fatal and non-fatal traffic accidents in the particular locality are also displayed.

**BUS PANELS.**—Advertising panels in buses in the Auckland area are utilized to carry road safety messages. These are used to supplement publicity in that area where other media are difficult to obtain.