



Media Release  
Friday 21 November 2014

## Road Safety Campaign targets Rural Drink Driving

Canterbury Road Safety Coordinators have combined resources to run a campaign aimed at making Canterbury roads safer by reducing rural drink driving.

Hurunui, Waimakariri, Selwyn, Ashburton, Timaru, Mackenzie and Waimate District Councils are participating in this campaign, which encourages motorists to plan a safe ride home if they drink this summer.

"Many people believe drivers who have been drinking have a lower chance of being stopped by police when they drive on rural back roads and in some cases people think they can get away with drink driving in rural areas," says Selwyn Road Safety Coordinator Ngaire Tinning.

"Drink driving is never acceptable. It puts everyone at risk and is one of the leading causes of crashes in Selwyn," she says.

In Selwyn District between 2009 and 2013, there were 153 crashes where alcohol was involved. These crashes resulted in 14 fatalities and 37 serious injuries. Most drink driving crashes occur between Friday evening and Sunday morning.

"In many cases when drivers are affected by alcohol, they tend to drive faster and don't wear seat belts," says Mrs Tinning. "This mix often results in tragedy."

This is the second year the drink driving road safety campaign has run. It encourages drivers to think about having a sober driver, using the courtesy van, sharing designated driver duties or sleeping over so that people avoid driving when drunk.

As part of the campaign, posters, coasters, stickers, bar mats and pens will be given out to hotels and taverns in Selwyn in early December.

"Our local hotels and taverns already do a great job with host responsibility, with almost all having courtesy vans," says Mrs Tinning. "Each year as part of our road safety campaign, we distribute free resources to licenced premises to support their host responsibility activities," says Mrs Tinning.

Mrs Tinning says that many sports clubs and local business have also wanted to support the campaign and will be distributing the promotional items.

"The design is quite humorous and we have found that this approach has worked well across Selwyn District and other parts of Canterbury," says Mrs Tinning. "The safety campaign ran last year in December and January and was popular then and we are pleased to be able to continue to provide these free resources again this year."

Canterbury Police will be carrying out more random patrols on rural roads over summer to support the road safety campaign. The booze bus will be deployed in rural areas as well as urban areas.

Changes to the alcohol limit for drivers over 20 years will be introduced from 1 December it is expected that this will result in a reduction in alcohol related crashes in the future.

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