



Media release
Friday 8 March 2013

Take another look at intersections

A new campaign calling on Selwyn residents to 'take another look at intersections' starts next week.

Over the past 5 years, 37% of all crashes recorded in Selwyn District have happened at intersections.

446 recorded crashes were recorded across the district at intersections. The crashes resulted in 3 deaths, 61 serious injuries and 240 minor injuries.

The campaign is designed to reduce the number and severity of intersection crashes in Selwyn District. Selwyn Road Safety Coordinator Ngaire Tinning says the campaign will use simple, clear messages like 'take another look at intersections' and 'stop means stop! No excuses, no exceptions,' to remind people of the importance of stopping and being cautious when using intersections.

"We want to remind people that every time you approach an intersection and don't give way you are risking your life," she says. "It's really important that when people see a stop sign they come to a complete stop and then check to see if it's clear before proceeding."

She says that many people make poor decisions at intersections. "Don't risk a turn if traffic is travelling quickly as it could easily result in a crash. Showing courtesy to other drivers and patience at intersections will make you a much safer driver."

As part of the campaign new billboards, ads and road safety resources will be used to increase driver awareness of the rules that apply at intersections.

Free 'take another look at intersections' note pads and pens are now available to Selwyn residents from Council libraries and service centres.

For more information please contact:

Ngaire Tinning
Selwyn District Council
03 347 2901
ngaire.tinning@selwyn.govt.nz

Take another look at intersections

Take another look at intersections billboards will be displayed around Selwyn District as part of the campaign.