



Media release
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Plan a safe ride home if you're drinking

Canterbury Road Safety Coordinators have joined resources to run a road safety campaign aimed at 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 Police will be actively policing rural roads," she says.

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

In Selwyn District between July 2008 and June 2013, there were 151 crashes where alcohol was involved. These crashes resulted in 12 fatalities, 36 serious injuries and 61 minor injuries.

"In many cases when drivers are affected by alcohol, they tend to drive faster and fail to wear seat belts," says Mrs Tinning. "This mix often results in a tragedy."

The advertising campaign encourages drivers to think about having a sober driver, using the courtesy van, sharing the 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 are given out to hotels and taverns in Selwyn in 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 encourage and support their host responsibility activities."

"The design is quite humorous and we have found that this approach works well and has been very popular with licenced venues and their patrons in the

past. People remembered the message and wanted to keep the coasters and stickers," she says.

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