

31 August 2015

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Dear Shannon

Request made under the Official Information Act 1982

Thank you for your emails of 3 and 5 August 2015 to Andy Knackstedt, National Media Manager of the NZ Transport Agency, requesting information, under the Official Information Act 1982, to answer a list of questions about our anti-drink-driving and anti-speeding advertising campaigns under the Official Information Act 1982. The scope of question 13 was refined with Kirsty Whitaker, Senior Customer Access Representative, on 10 August 2015.

The following document falls within the scope of your request and is attached:

- Attachment 1: Extract from drink-driving advertising brief, 2014

In addition, please see the attached spreadsheet which provides data for Māori / non-Māori fatalities in road crashes, by alcohol and speed involvement in crash, 2004-2014.

When interpreting the data, please note that there is not an official Māori road toll. The figures provided are based on the ethnicity recorded in the Crash Analysis System (CAS).

We strongly caution the use of ethnicity data from the CAS for the following reasons:

1. Ethnicity data in CAS is recorded on the Traffic Crash Reports (TCRs) as observed by the New Zealand Police. This means that the ethnicity recorded by the Police may not have been the ethnicity the person would have identified with. As a result, this data cannot be compared with other data sources where ethnicity is self-reported, such as in the New Zealand Census.
2. In the 2013 Census 11.2 percent of people stated multiple ethnicities (Statistics NZ). However, only one ethnicity can be recorded in CAS. This means that this data may not give a full representation of the ethnicity of the person. As the Police record the ethnicity of individuals involved in the crash, it is not possible to determine whether the ethnicity recorded in CAS is the same ethnicity the person would have considered to be their primary ethnicity. As a result, it is strongly advised that the information provided is not compared with other sources of ethnicity data.
3. Ethnicity information refers to the fatality, and does not indicate driver fault.

Your specific questions and the NZ Transport Agency responses are detailed below:

- 1) **How much money did the Transport Agency (NZTA) spend on anti-speeding and anti-drink-driving advertisements targeting Māori for the years 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004?**

No funding has been spent on anti-speeding advertisements targeting Māori.

The table below outlines the funding spent on drink-driving campaigns targeting Māori:

2003/04	\$548,305
2004/05	\$433,853
2005/06	\$504,614
2006/07	\$483,313
2007/08	\$488,484
2008/09	\$507,843
2009/10	\$438,812
2010/11	\$438,552
2011/12	\$0
2012/13	\$0
2013/14	\$0

2) What advertisement tools and advertising methods has the NZTA used over the 10 year period to target Māori?

No nationwide drink-drive or anti-speed campaigns targeting Māori have run during this period. In 2004 – 2011 a drink-driving campaign targeting Māori in the Northland region utilised radio, outdoor, ambient, cinema, print and music media.

3) Who was awarded the contracts to build the advertising material targeting Māori? Why did NZTA choose them?

Nativeworks was awarded this contract through a competitive tender process.

4) Are the advertisements reducing the Māori road toll for the 10-year time period specified? How does NZTA know that?

There are no nationwide drink-drive or anti-speed advertising campaigns specifically targeting Māori which have run during the 11 year period specified. There is limited data held on the ethnicity of casualties from crashes. The Transport Agency tracks the effectiveness of road safety advertising by measuring the recall, relevance, message takeout, and likelihood to change attitude of the messages to our audiences. Strategies for reducing crashes and casualties involve a whole range of interventions – i.e. safer vehicles, safer users, safer roads and safer speeds – of which road safety advertising is only one small component.

5) What are the performance indicators used to identify any reduction in the Māori road toll?

The Transport Agency does not have separate Key Performance Indicators for reductions in deaths and serious injuries suffered by road users of different ethnicities.

6) How is a line drawn to show road safety advertisement campaigns are playing an active role in reducing the Māori road toll?

See answers to questions four and five.

7) Does NZTA use experts outside the organisation to verify the road safety campaigns are reducing the Māori road toll? Who are the experts?

No. See answers to questions four and five.

8) Have those outside experts used ever received grants or contracts from NZTA to work on any NZTA projects?

See answer to question seven.

9) How does NZTA measure behaviour change for Māori in their approach to drink-driving and speeding over the specified 10-year time period?

See answer to question four above.

10) How many Māori have died on the roads due to drink-driving and speeding over the past 10 years specified? Can I please have a breakdown of these figures?

During the 11 years from 2004 to 2014, for individuals with an ethnicity recorded as Māori in the CAS there were 438 fatalities where drink-driving was a contributing factor in the crash.

During this same time period, for individuals with an ethnicity recorded as Māori, there were 406 fatalities where speeding was a contributing factor in the crash.

It is important to note that there can be multiple contributing factors to a crash, which means that the figures provided above should not be summed. Of the fatalities reported above, 252 resulted from crashes involving both alcohol and speed.

Please see the attached spreadsheet for a breakdown of these figures.

11) What contributing factors have been identified as causes for the Māori road toll over the past 10 years?

As there is no official Māori road toll, the figures provided are based on the ethnicity recorded in CAS. From 2004 to 2014, there were 861 fatal crashes in which an individual with an ethnicity recorded as Māori died. The main causes identified in these crashes were alcohol (420 fatal crashes), speed (356 fatal crashes), poor handling (324 fatal crashes), and poor observation (165 fatal crashes). When interpreting this data please note that the ethnicity information relates to the ethnicity of the deceased and does not imply fault. Additionally, the figures provided in response to this question refer to the number of crashes, not the number of fatalities.

It is important to note that there can be multiple contributing factors to a crash, which means that the figures provided above should not be summed.

12) When did NZTA start targeting Māori road users in road safety advertisement campaigns?

In 2000, the then Land Transport Safety Authority produced advertising targeting Māori as part of the NZ Government's Closing the Gaps initiative.

13) Have Māori ever been identified as a high risk group by NZTA employees when it comes to road crashes that are alcohol or speed related?

Māori have been identified as a high risk group in alcohol-related crashes when the Transport Agency builds an audience profile for road safety advertising campaigns. "Youth" and "rural" are also high risk factors. The attached extract from a recent drink-driving advertising brief outlines the audience profile in the "Legend" series ("Stop someone driving drunk - Legend"). The information in this summary was extracted from Police crash reports over the preceding two years, using the Transport Agency's crash analysis database, and is updated when developing each new advertising campaign. The qualitative commentary summarises information taken from surveys and focus groups, undertaken over the years by the Transport Agency and its predecessor organisations, and other agencies such as the Automobile Association, the Ministry of Health, Alcohol Advisory Council of NZ, and universities.

For speed-related crashes, Māori have not been identified as a high risk group.

14) How does NZTA measure behaviour change for Non- Māori in their approach to drink-driving and speeding over the specified 10-year time period?

Overall road safety outcomes are not distinguished by ethnicity. Strategies for reducing crashes and casualties involve a whole range of interventions - i.e. the safe system - of which road safety advertising is only one small component. Road user behaviours and attitudes are measured by a number of surveys conducted by both the Ministry of Transport and the Transport Agency.

15) How many Non- Māori have died on the roads due to drink-driving and speeding over the past 10 years specified? Can I please have a breakdown of these figures?

During the 11 years from 2004 to 2014, 800 people with an ethnicity that was not recorded as Māori died on the roads where drink-driving was a factor in the crash. During the same time

period, 873 people with an ethnicity that was not recorded as Māori died on the roads where speeding was a factor in the crash.

As previously stated, it is important to note that there can be multiple contributing factors to a crash, which means that the figures provided above should not be summed. Of the fatalities reported above, 419 resulted from crashes involving both alcohol and speed as factors that were considered to have contributed to the crash.

Please see the attached spreadsheet for more information.

Please note that this data has been provided from the Crash Analysis System (CAS), and has been limited to police reported crashes from 1 January 2004 to 31 December 2014, as recorded in CAS as at 21 August 2015. Please note that as multiple factors can contribute to a crash, the figures provided should not be summed. Due to the nature of non-fatal crashes it is believed that these are under-reported, with the level of under-reporting decreasing with the severity of the crash. Traffic crash data covers all NZ roadways or places where the public have legal access with a motor vehicle. Please note that due to the police reporting time frame and subsequent data processing, there is a lag of approximately three months from the time of a crash to full and correct crash records within CAS.

If you would like to discuss this reply with the NZ Transport Agency, please contact Andy Knackstedt, National Media Manager, by email to andrew.knackstedt@nzta.govt.nz or by phone on (04) 894 6285.

Yours sincerely



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For Chief Executive