

12 February 2024

██████████
████████████████████

REF: OIA-14533

Dear ██████████

Request made under the Official Information Act 1982

Thank you for your emails of 21 and 23 January 2024 requesting the following information under the Official Information Act 1982 (the Act). I will respond to each part as follows:

Can you please provide the number of deaths & serious injuries from the New Zealand 2023 year from accidents caused by:

1. *Alcohol.*
2. *Drugs*
3. *Non licenced drivers.*
4. *Disqualified drivers & :*
5. *Drivers using the WRONG licence.*

The following document that outlines the data as requested is enclosed:

- Attachment 1 – DSI 2023 5 factors (*spreadsheet*).

The data in this spreadsheet should be considered in conjunction with the caveats provided on the first tab of the spreadsheet.

Why can support statistics for such important statistics from 2023 not be available for 11 months?

There is a lag between the time of the crash, and NZ Police being able to provide the Traffic Crash Report to the NZ Transport Agency Waka Kotahi (NZTA), to be entered into our Crash Analysis System (CAS). There is a further delay with the NZ Police's Serious Crash Investigation Unit finalising their inspection into the crash and providing their report to NZTA to enable CAS data to be updated with NZ Police's findings. With regard to fatal crashes, there is another delay for the Coroner's report to be provided to NZTA to enable CAS data to be further updated with those findings. The outcome of drug and alcohol testing, particularly in relation to fatalities or serious injuries, may not be available for some time after that crash which creates a delay for NZ Police or the Coroner to provide this information to NZTA.

[...] I'm interested to understand the targeting of online and mainstream media advertising, telling us to "slow down" as opposed to "don't drive drunk" ... or "don't drive stoned".

It appears to me that the "Zero Vision" strategy has been an abject failure, because it focuses on mindlessly trying to "slow everyone down", (seemingly targeted in the major cities - where commuters can't exceed 20 kph anyway!) when the actual issue is stopping the idiots who CHOOSE to consume Drugs or Alcohol, before driving.

The National Road Safety Promotion Programme is an evidence-based education and marketing programme targeted towards the highest risk behaviours, of which driving above the speed limit is one. Our campaigns are all based on audience insights and tested with our key audiences to make sure that they resonate.

International evidence shows that education and advertising campaigns help support enforcement activities (for instance, via NZ Police) and work best used in combination with enforcement.

In addition, the National Road Safety Promotion Programme runs campaigns across a range of high-risk behaviours such as drink-driving, driving impaired by drugs, driver distraction (for instance, mobile phone use) and ensuring the use of seatbelts alongside high-risk audiences such as motorcyclists and young drivers. This ensures that we are targeting the range of behaviours that all contribute to the number of deaths and serious injuries on our roads.

In line with NZTA policy, this response will soon be published on our website, with personal information removed.

If you would like to discuss this reply with NZTA, please contact us by email to official.correspondence@nzta.govt.nz.

Yours sincerely



Galina Mitchellhill
Senior Manager, Research and Analysis