

Project title: SLEEP SAFETY EDUCATIONAL CAMPAIGN
KAA: COMMUNITY HEALTH AND SAFETY

1. Project summary

New Zealand Sleep Safety Ltd has proposed that Council provides \$100,000 to educate the elderly (and the young) about the dangers of driving while drowsy and to prepare a publication for distribution to organisations that cater for the elderly (for example, Age Concern and Grey Power).

2. Submissions

One submission making the proposal was received.

3. Relationship to Existing Activities

This initiative relates to city safety initiatives and to road safety. In 2003 the WCC established the Safer Roads project to address issues associated with car accidents. Within this project, the community provides input and identifies priorities. There is an educational component to the Safer Roads project. It can also be seen in the context of older persons and youth issues.

4. Proposal Costs

The proposed cost associated with producing the publication and promoting safer driving is shown below.

<i>Outline project costs per year</i>										
Project Component	Operating expenses									
	\$000									
	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	
<i>Information and education</i>	100									
<i>Total</i>	100									

5. Project Outline

There is evidence that drowsy driving represents over 30% of all crashes and is second equal to drink driving as a cause of crashes. Sleep Safety argues that drowsy driving as a cause of motor vehicle crashes is under-reported and there is little education or information made available about drowsy driving. The project involves establishing drowsy driving education programme and developing an information resource for older people about drowsy driving.

The Council adopted the Older Person's Policy in April 2005 and there is provision for a new position to be created to implement that Policy and for some provision of information. At this stage drowsy driving has not been identified as a priority and it is possible that other funders, such as ACC, may be more appropriate to resource such an initiative. Once the new position has been created, officers will consider options for offering support for information on drowsy driving in the context of identified priorities.

6. Recommendation

It is recommended that: Council does not agree to the requested funding to support education about drowsy driving.