



White Ribbons™ for Road Safety 2013

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Ribbons a reminder to be safe on the roads this festive season

With the festive season approaching, the <Shire/LG> is joining forces with WALGA's RoadWise Program to take part in the *White Ribbons™ for Road Safety* campaign. The campaign reminds everyone about their responsibility for ensuring the roads are safe over the busy holiday season.

The long term vision for road safety in WA is that no-one is killed or seriously injured from road crashes. To achieve this vision requires shared responsibility where we all have a role to play in working towards a safe system.

The safe system approach aims for a road network that protects road users and prevents crashes that result in death and serious injury.

The safe system aims to improve road safety through four cornerstones:

- Safe roads and roadsides – investing in improvements to roads and infrastructure.
- Safe speeds – ensuring speed limits and travel speeds are appropriate for the safety of the road infrastructure.
- Safe vehicles – encouraging the community and organisations to purchase safe vehicles and key safety features.
- Safe road use – address impaired driving (alcohol, drugs, fatigue and distraction), restraint use and speed choice.

As part of the safe system, road users are responsible for behaving safely, obeying the road rules and purchasing safe vehicles with key safety features.

So this holiday season, the <Shire/LG> is urging residents to make sure they do the right thing on the roads – don't drink and drive, don't drive tired, wear a seatbelt and don't speed.

You can help raise awareness of the importance of road safety by wearing a white ribbon. They are available free of charge from <insert location>.

The *White Ribbons™ for Road Safety* campaign will run from 17 November 2013 through until 6 January 2014.

For more information, visit www.roadwise.asn.au