



White Ribbons™ for Road Safety 2013

17 November 2013 - 6 January 2014

About White Ribbons™ for Road Safety

- The *White Ribbons™ for Road Safety* campaign is a community-based initiative which allows individuals to directly contribute to raising awareness about the importance of road safety, including over the Christmas holiday period.
- Individuals are encouraged to wear a white ribbon to help raise awareness of road safety in Western Australia.

What the campaign aims for

- A long term vision of zero deaths and serious injuries from road crashes in WA.
- Achieving 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.

What you can do as a road user

- Drive safely, obey the road rules and purchase safe vehicles with key safety features.
- Don't accept that anyone should die or be seriously injured on our roads.

Who should participate

- Local Governments
- Police
- Government agencies
- Private organisations
- Not for profit organisations

What you can do to promote the campaign

- Wear a white ribbon
- Tie a white ribbon to the antenna of their car
- Download an e-white ribbon to send to friends and family, or
- Tell people about the campaign.

When is the campaign?

- The 2013 campaign will be launched on **Sunday 17 November 2013** to align with the World Health Organisation's World Day of Remembrance for Road Traffic Victims and will run through until **Monday 6 January 2014**.

What resources are available?

- *White Ribbons™ for Road Safety* are available free of charge from participating organisations throughout the State.
- WALGA's RoadWise Program prepares a suite of resources to assist organisations in participation of the campaign.
- To find out more or to download the templates, posters and other campaign materials, visit www.roadwise.asn.au.