



# 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](http://www.roadwise.asn.au).