



White Ribbons™ for Road Safety

17 November 2013 - 6 January 2014

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.

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

Responsibility for road safety rests with each of us.

