



CAMPAIGN KIT

Blessing of the Roads



RoadWise®



WALGA

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supported by Local Governments
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General Information

The WA Local Government Association's (WALGA) RoadWise is the Local Government - road safety program.

WALGA's RoadWise works to build the capacity of Local Governments to effectively deliver road safety initiatives aligned to *Driving Change, Road Safety Strategy for Western Australia 2020 - 2030*.

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The Western Australia Local Government Association would like to acknowledge the Minister responsible for road safety, the Road Safety Council, the Road Safety Commission and the State Advisory Committee.

Terms mentioned in this document that have been confirmed as registered trade marks in Australia are indicated here; RoadWise® <insert others e.g. Driver Reviver>. While all care has been taken in identifying trade marks in this publication, readers are advised to investigate at their own discretion.

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About Blessing of the Roads

Blessing of the Roads is a state-wide road safety campaign traditionally run in the lead up to and during the Easter long weekend. As people prepare to travel during the four-day holiday, this is an ideal time to reinforce road safety messages.

The *Blessing of the Roads* campaign intends to build community support for the long-term vision of **zero** deaths and serious injuries on our roads. This vision is achievable by adopting and implementing the safe system approach to road safety, information about this approach can be found on the RoadWise website www.roadwise.asn.au/local-government/best-practice-in-road-safety/safe-system-approach-to-road-safety.aspx.

Campaign Aims and objectives

- Create a **zero**-focused culture across all those who use, plan, design, build and maintain the road network.
- Promote working together to prevent road trauma.
- Encourage agreement that we should not be willing to accept that anyone should die or be seriously injured on the road.
- Provide an opportunity to remember those who have died or been seriously injured in a road crash.
- Provide an opportunity to recognise those who work towards treating and reducing road trauma in WA.
- Encourage community support for Local Government's road safety interventions.

The Blessing of the Roads campaign encourages the question: *What number am I willing to accept when it comes to people who die or are seriously injured on our roads? And would this number change if it involved my family and friends?* More information on this concept can be found by viewing the *Closer to home than you think* video, adapted from the Transport Accident Commission, on the Road Safety Commission YouTube channel www.youtube.com/watch?v=rNP7OfnlqPA.

Blessing of the Roads also provides an opportunity for the community to remember and acknowledge those who have been affected by road trauma and to recognise the efforts of police and other emergency service personnel who work tirelessly to provide services intended to make our roads safer and prevent death and serious injury.



Road Trauma Support WA

The campaign could prompt difficult memories or emotions for survivors of a crash and those who have lost loved ones. Road Trauma Support WA provides information, support and counselling for people affected by road trauma. This statewide service supports those who have been involved in and/or injured in a road crash, their families, friends and carers, those who have witnessed a crash or are first on the scene, first responders and those who may have caused a road crash to occur.

For more information contact the Road Trauma Support WA team on 1300 004 814 or email admin@rtswa.org.au.



Aboriginal and Torres Strait Islander people as road trauma victims

Indigenous Australians are over-represented in road fatalities by approximately three times.¹

Showing respect for Aboriginal and Torres Strait Islander people who are dealing with death (commonly referred to as the 'passing' of a friend or relative) can and will vary. Sorry Time and Sorry Business are two generic factors that exist in Indigenous Australian communities. Sorry Time is the period of mourning following the passing of a family/community member. Death affects not just one family but a whole community.

Due to the diverse nature of Indigenous Australian people, the approach when Sorry Business is being carried out during Sorry Time will vary, however some similar characteristics are present including:

- Refrain from speaking the name of the deceased, if requested.
- The period of mourning can vary from days to years.
- Consciousness around entering communities or certain interactions with people during the period of Sorry Time and Sorry Business (including personal touch, speaking with and making eye contact).

¹ AIHW. Injury of Aboriginal and Torres Strait Islander peoples due to transport, 2001-02 to 2005-06 [Injury of Aboriginal and Torres Strait Islander peoples due to transport, 2001-02 to 2005-06. Executive summary - Australian Institute of Health and Welfare \(aihw.gov.au\)](https://www.aihw.gov.au/reports/indigenous-australians/injury-of-aboriginal-and-torres-strait-islander-peoples-due-to-transport-2001-02-to-2005-06/executive-summary)

Getting involved

The following are ways in which Local Governments are encouraged to participate in the Blessing of the Roads:

- Localise the campaign and hold events to connect with their communities regarding road trauma, acknowledge those who are working towards improving road safety, those who support and treat victims of road crashes and promote and foster support for local road safety works.
- Promote the campaign to RoadWise Committees, community groups, organisations and individuals to get involved and hold their own events.

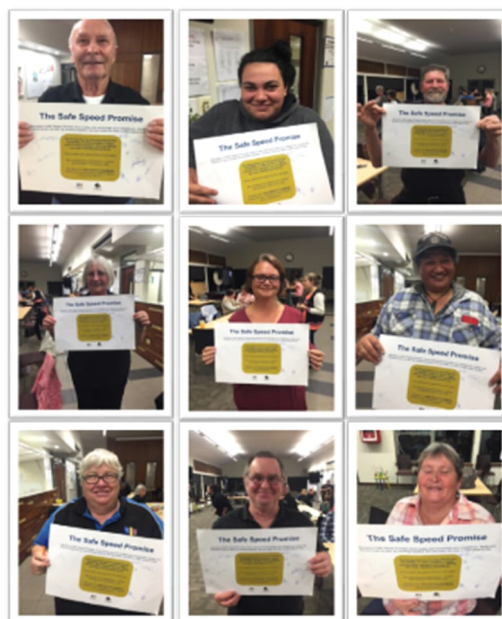
This Kit has been developed to assist in planning and delivering *Blessing of the Roads* road safety initiatives such as events, displays, and media to foster policy and culture change.

A full suite of sample tools and resources are included as attachments to this kit.

Events

Purpose of a *Blessing of the Roads* events

- Recognise local road safety champions. Find out about the Human Spirit Road Safety Award www.roadwise.asn.au/local-government/awards/roadwise-road-safety-awards.aspx.
- Introduce or open newly completed or proposed road safety infrastructure or engineering works.
- Publicly commit to road safety by signing the *Declaration for Road Safety* included in the resource pack attached.
- Publicly endorse the message that the only acceptable number of fatalities and serious injuries on our roads is zero.
- Invite the community to commit to one or more road safety actions.



Cranbrook RoadWise Committee asking the community to become a 'Safe Speed Promise' driver

Types of Events

Blessing of the Roads is a non-denominational campaign that can also be embraced from a non-religious perspective. Local religious leaders (of all denominations) or a Local Elder can be invited to events of all types and asked to deliver a blessing/prayer/smoking ceremony as part of a ceremony or service.

The following are some suggestions of events that could be organised:

- Small or large ceremony or service to formally bless the road or action (implementation of policy etc.). This event could be held at an office, Council building such as a library, local park, local black spot or works location.
- Small or large forums to reflect, remember and recognise those who have been affected by road trauma and those who work to support them. This can be held at any location.
- Incorporated into other Council led events or community days. A ceremony, service or activity can be included as part of another Council community event.



Shire of Dundas *Blessing of the Roads*, Senior Ngadju Ranger James Schultz, smoking ceremony 2019.



Shire of Esperance *Blessing of the Roads* 2019.

Activities

Blessing of the Roads activities can be held at stand alone *Blessing of the Roads* events, at other events or places where the community regularly visit such as libraries, community centres or Driver Reviver operations.

The following are some suggestions of activities that could be arranged:

- *Blessing of the Roads* activity cards. A template is included in the attached resource pack and can be used as a community engagement tool to get people thinking about the number of fatalities on our roads they are willing to accept.

Space is also provided on the template to include information about local road safety initiatives which are contributing to the long-term vision of zero.

- Invite attendees to place a flower at a site to remember those who have died as a result of a crash, you can invite people to bring their own flowers or provide them.



North Albany Senior High School, April 2019

Road Safety Action Showcase and Promotion

A *Blessing of the Roads* event can be used to share with the community any recently completed or upcoming road safety actions.

The following are some suggestions of activities that could be promoted:

- Proposed speed control measures including Local Area Traffic Management infrastructure and applications to change speed zoning.
- Recently completed infrastructure works designed to improve road safety i.e. a new roundabout, separate path for people walking or cycling, audible edge lines, widened and or sealed shoulders etc.
- A project that has received a Local Government Road Safety Award.

Media

Promoting, sharing and asking your networks and communities to promote road safety and generate support for working together towards zero. This could be achieved by communicating road safety messages through digital or traditional media channels in the week leading up to and during the Easter long-weekend.



The #Avonlocalsdrivingchange is an initiative of the Shire of Northam RoadWise Committee. The initiative involves local identities carrying road safety messages, guided by the safe system approach into the community through their workplace, Facebook and in local media.

Promoting your campaign initiatives

Local media

Write a media release to promote road safety unique to your local area or your commitment to achieving the long-term vision of zero fatalities and serious injuries and issue it in the lead up to the Easter long weekend. You can reach a large number of people at one time through media announcements.

Showcase Council's commitment to improving road safety, such as the adoption of road safety policies or local road improvements.

A media release template is included in the attached resource pack.

Newsletters

Incorporate the *Blessing of the Roads* messages into local newsletters or internal communications.

Newsletters are an effective way to communicate your Council's commitment to road safety and highlight what the local community can do to contribute. Include information about the Council's current plans and actions, such as information about a road safety action plan or incorporation of road safety and the safe system approach into policies.

A sample newsletter piece is included in the attached resource pack.

Website and social media

Include the *Blessing of the Roads* message and your road safety initiatives on the Council website and social media accounts.

Social media is a great way to reach your community. Use #BlessingoftheRoads in all social media posts to help increase the campaign's exposure.

Follow the WALGA RoadWise Facebook page to see what others are doing to contribute to zero fatalities or serious injuries and don't forget to tag us in your Facebook posts.



Follow: <https://www.facebook.com/WALGARoadWise/>

Tag: @WALGARoadWise

Sample website text and social media tiles are included in the attached resource pack.

Statewide exposure

Remember to let WALGA RoadWise know how you will be working to achieve zero for inclusion on the RoadWise website, Facebook page and Local Government Direct.

Resources and tools available

The attached samples can assist with implementing a *Blessing of the Roads* initiative and disseminating road safety messages.

Attachment A: Tools and Resources

- Poster template
- Activity cards
- Running sheet template
- Speech template
- Blessing
- Prayers
- Website text template
- Media release template
- Newsletter template
- Guide to writing media
- Declaration for Road Safety information

Poster template

Insert LG Logo
Height 2cm

Blessing of the Roads

Join us in working towards **ZERO** fatalities or serious injuries on our roads.

Members of the community are invited to attend our *Blessing of the Roads* event.

The *Blessing of the Roads* campaign aims to help create a **zero**-focused culture among those who design and build roads and vehicles, and those who use the road network.

This event will give us an opportunity to show you what we are doing for road safety in our community and how we are committed to the long-term vision of **zero** fatalities and serious injuries on our roads.

By working together we can prevent road trauma.

Come join us:

Date: _____

Time: _____

Location: _____

Activity cards

Purpose

This activity provides an opportunity for *Blessing of the Roads* event coordinators to get the community involved by asking them to think about the number of fatalities they are willing to accept, and would this number change if their family and friends were involved?

The activity is based on the Government of Western Australia's Road Safety Commission video, *Closer to home than you think* www.youtube.com/watch?v=rNP7OfnIqpA.

Description

The cards are designed to be printed on A4 paper/card and folded in half to form a landscape card. The front of the card informs people of the number of fatalities, and poses the question "*What number do you think is acceptable?*"

Individuals are then asked to write down the number they think is acceptable and then open the card to read another message which provokes them to re-think their *acceptable* number.

The card could also be edited to show local statistics. A message from the coordinating organisation can also be added on the bottom inside cover. This message could include information about road safety initiatives being implemented locally or act as an invitation to a *Blessing of the Roads* event.

Statistics can be obtained from the Government of Western Australia, Road Safety Commission, *Annual Statistics*, www.rsc.wa.gov.au/Statistics/Annual-Statistics, or from the RoadWise website www.roadwise.asn.au/local-government/best-practice-in-road-safety/road-safety-performance-report.aspx

Instructions

1. Copy the text on the template pages (the following two pages) into a new Word document.
2. Amend the text as required. Text box outline can be removed, and font can be changed as required.
3. Ensure the text is positioned correctly so when the paper is printed and folded, the card reads correctly.
4. Print required number of cards (double-sided) and fold.
5. Distribute to the community. Cards could also be handed out at a *Blessing of the Roads* event.

Template page one.

Copy this text box to the top half of page one.

What if it meant your family and friends?

What number do you think is acceptable now?

Fold line

Copy this text box to the bottom half of page one.

The Shire/City/Town of <insert> are working towards the long-term vision of zero deaths and serious injuries by insert action/s>.

Or

Join the Shire/City/Town of <insert> in working towards a vision of zero deaths and serious injuries on our roads.

Come to our *Blessing of the Roads* event on <Day>, <Date> at <Time> to find out how we can all contribute to a future of zero road deaths and injuries.

Event details.

Local Government
logo

Height 2cm

Template page two.

Copy this text box to the top half of page two and flip so it is upside-down.

_____ deaths.

What number do you think is acceptable?

<Number> people died on Western Australian roads in <Year>.

Fold line

Copy this text box to the bottom half of page two.



Running sheet Sample

Blessing of the Roads - <insert organisation>

<insert day and date of event>

<insert event time>

<insert venue and address>

Contact: <insert name and number of who to contact>

Time	Duration	Who	Task	Resources
8.30 am	30 mins	Event staff	Set up venue	Chairs, tables, microphones, banners etc. Easter eggs/ sprigs of rosemary (rosemary is for remembrance) to distribute during or after service.
9.00 am	30 mins	Event staff	Guests arrive	
9.30 am	2 mins	MC (Council CEO or Manager)	Welcome guests Welcome VIPs Give brief introduction and outline format of event Introduce next speakers	Names of VIPs in attendance (i.e., local MPs, Shire President, police)
9.32 am	10-15 mins	Local Elder Mayor or President	Welcome to Country Mayor or President speech (may use template provided)	Speech notes
9.47 am	2 mins	MC	Introduce local leader(s) to deliver blessing/prayer/ceremony.	
9.49 am	5-10 mins	Religious leaders Elder / Traditional Owner or Custodian	Blessing/prayer (May use template provided) Ceremony	Blessing/prayer notes
10.00 am	5 mins	MC	Close event Thank attendees Reiterate road safety message Invite attendees to enjoy afternoon/morning tea.	
10.05 am	30 mins	All attendees	Networking Morning/afternoon tea	Catering (e.g., hot cross buns, tea/coffee)
10.35 am	30 mins	Event staff	Pack down venue	

Speech template

Good **morning/afternoon/evening** everyone and welcome to the Shire/City/Town of **<insert>**'s *Blessing of the Roads* event.

We are proud of our commitment to addressing road safety for our community.

<Detail a few of the key road safety initiatives implemented in the area in the last 6-12 months with a focus on safe system (safe roads and roadsides, safe vehicles, safe speeds, and safe road use)>.

We support the *Blessing of the Roads* campaign which aims for working together to achieve the long-term vision of zero fatalities or serious injuries on our roads.

Easter is a time to rejoice and enjoy the warmth and closeness of family and friends. It is a time for celebration, for giving and sharing, laughing, and spending time with those we love.

Easter is also one of the peak holiday periods where we travel both near and far, so it is an opportune time to promote the issue of road safety and the impact it can have on families, friends, and communities.

I appeal for your assistance in helping keep our roads safe. By getting people to think about what number they are willing to accept when it comes to road trauma we can challenge the belief that road trauma is inevitable.

By challenging this belief, we can generate support and involvement in local road safety initiatives which contribute to the prevention of road trauma, and in turn, the long-term vision of zero deaths and serious injuries.

Working towards this vision of zero requires cooperation from everyone and we are calling on you to join us and commit to a future of zero for our community.

Be responsible when travelling. I encourage everyone to be safe on our roads by not taking risks such as speeding, using a mobile phone when driving or riding, failing to wear a seatbelt or drink driving. We speak and hear road safety messages repeatedly and while most of us do the right thing, we are only human, and we can make mistakes.

The quickest way to zero is through the safe system approach to road safety, this approach gives everyone a part to play. As road managers we can build and maintain a road network that is forgiving of mistakes, State Government can Legislate, Police can enforce the laws, road safety groups can educate and we can all buy cars with high safety ratings. Unless we all work together to create this safe system, families will continue to lose loved ones from road crashes.

I appeal to you to spread this message to your friends, family, and colleagues. Let's work together and accept nothing less than zero as the only number of fatalities and serious injuries.

If you have been affected by road trauma, Road Trauma Support WA can provide information, support, and counselling. Road Trauma Support WA are a statewide service to support those who have been involved in and/or injured in a road crash, their families, friends, and carers, those who have witnessed a crash or are first on the scene, first responders and those who may have caused a road crash to occur.

For more information contact the Road Trauma Support WA team on 1300 004 814.

The below text can be used when presenting a Human Spirit Road Safety Award during the event.

Today also provides us with the opportunity to recognise <one/two/three> of our local road safety champions who volunteer their time to deliver road safety activities and initiatives in our community, such as <insert a sentence highlighting key road safety activities or initiatives e.g., annual *Blessing of the Roads* event, annual *Road Ribbon for Road Safety*® event, Driver Reviver coordinator, Community Safe Speed Promise project etc.)>.

Without our road safety champions, these activities and initiatives would not happen.

<Insert Name> has been a member of our <Committee Name> for <number of years> / involved in road safety activities in our town/shire/community for <number of years>. During this time, she/he has <add details of contribution as per award nomination>.

In recognition of this ongoing involvement, I would like to take this opportunity to formally recognise <Name>'s contribution with the presentation of a Human Spirit Road Safety Award, which is awarded to members of the community who go above and beyond to demonstrate their commitment to road safety by working with the community to prevent road trauma in Western Australia.

Congratulations and thank you, <Name>.

Blessing

Lord Jesus Christ, you walked the dusty roads of your time, except for one memorable occasion when you travelled by donkey. We pray for our roads, and for everyone who will travel on them through the busy weeks ahead.

Bless the truckies who bring our food and supplies and take away our garbage. Keep them alert as they travel long distances, on lonely highways.

Bless the car drivers who travel for work or pleasure, for holidays or emergencies. Bless them with calm and courtesy, and bring them to their destinations, buckled-up, sober and safe.

Bless those who travel on two wheels. Bless the motorcyclists as they stay upright, bless the cyclists as they read the traffic, and give all drivers good vision for the bikes that share the roads.

Bless the pedestrians with eyes on the road and not on their phones.

Bless the road workers who maintain our highways. Give them good teamwork and safety on the job.

Bless the police and emergency service personnel who have to show up in an emergency. Bless them with an Easter break free of road trauma. When they do face the crisis of a road crash, bless them with the skill, courage and resources they need to prevent death and serious injury.

Bless all of us with a share sense of responsibility for everyone's safety on our roads. Give us grace to set out in faith, travel in hope and arrive with love, in the name of the living God, Father, Son and Holy Spirit.

AMEN

This *Blessing* was courtesy of Reverend Elizabeth J. Smith, Mission Priest in the Anglican Parish of the Goldfields.

Prayers

Father, we pray for safety on our roads, for those who design and build our highways and streets, and for all traffic-control systems. We pray for faithful design and maintenance so that all road-users may travel with confidence.

Lord hear us. **LORD HEAR OUR PRAYER.**

We pray for all who make and administer our traffic laws, so that the highest of standards are set and maintained, ensuring safety for all drivers who travel the network of our road system.

Lord hear us. **LORD HEAR OUR PRAYER.**

We pray for all those who use our roads for work or for leisure, in all forms of road transport and for all pedestrians who traverse our carriage ways, so that all of us may be alert to our responsibilities one to another.

Lord hear us. **LORD HEAR OUR PRAYER.**

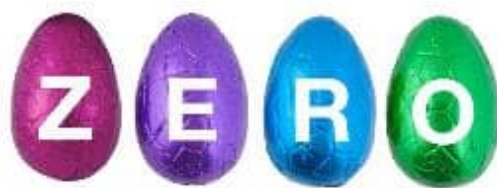
We pray for all who exercise responsibility in traffic-control and in particular, our police officers, that they may at all times carry out their required duties with care and consideration; with compassion and due regard for the welfare of all road-users and that they in turn receive courteous cooperation from members of the public.

Lord hear us. **LORD HEAR OUR PRAYER.**

We pray for those who suffer the traumas of roads crashes, for the maimed and injured in body or in mind and we also pray for the families and loved ones who suffer distress as a result of injury.

Lord hear us. **LORD HEAR OUR PRAYER.**

Website text template



The only acceptable number of fatalities and serious injuries on our roads.

The *Blessing of the Roads* campaign encourages a **zero**-focused vision where we all work together to prevent road trauma.

The campaign is aligned to the Road Safety Strategy for Western Australia 2020-2030, which follows the globally recognised safe system approach to achieve the long-term vision of a road transport system where crashes resulting in death or serious injury are virtually eliminated.

Through this vision, the campaign intends to help create a **zero**-focused culture among those who design and build roads and vehicles, and those who use the road network. By working together, we can demonstrate that road trauma is preventable.

As road managers the **Shire/City/Town/Organisation** work to build and maintain a safe road network, we ask that all community:-

- Road users be responsible for their actions when using the roads, obey the road rules and use the safest vehicle available to them.
- Car dealers disseminate positive consumer information about safety features that can help increase the uptake of safe cars.
- Governments legislate and enforce in road safety wisely.

We must all strive for the only acceptable number of fatalities and serious injuries on our roads – **zero**.

The **Shire/City/Town/Organisation** will be hosting an event to showcase local road safety initiatives being implemented. Join us as we work towards a vision of zero fatalities and serious injuries.

The event will take place at **[insert location]** on **[insert date and time]**. For further information please contact **[insert contact details]**.

As part of the *Blessing of the Roads* event, we will recognise and thank our emergency services, local police and volunteers for helping to make our roads safer. A ceremony will also take place to bless our roads and pray for all who use them.

For more information about the campaign please visit the RoadWise website www.roadwise.asn.au.

Media release template

[Date]

Zero road trauma is the goal this Easter

Easter is a time for coming together and this year the **Shire/City/Town of <insert>** is holding a *Blessing of the Roads* **ceremony/service/other event** and asking the community to join in. Easter is a busy time on our road and this event is a opportunity to remember those who have been impacted by road trauma, and acknowledge those who work tirelessly to realise the vision of zero fatalities and serious injuries from a road crash.

[insert spokesperson] said the *Blessing of the Roads* campaign provides an opportunity to remember that road trauma is preventable.

“Working together is key in road safety. The *Blessing of the Roads* campaign allows us to gather together to consider road safety and our part in it.”

“This Easter weekend, we are asking everyone to think about the number of deaths and serious injuries they are willing to accept and agree that together we can achieve zero” they said.

“As road managers we work to build and maintain a safe road network. We ask that the community plays their part to.

- Road users be responsible for their actions when using the roads, obey the road rules and use the safest vehicle available to them.
- Car dealers disseminate positive consumer information about safety features that can help increase the uptake of safe cars.
- Governments legislate and enforce in road safety wisely.

We must all strive for the only acceptable number of fatalities and serious injuries on our roads – **zero.**”

The event will take place at **[insert location, time and any other event details, e.g., come along for morning tea...]**

For more information about the event contact **[insert contact details]**.

To find out more about the *Blessing of the Roads* campaign, visit the RoadWise website, www.roadwise.asn.au.

Media enquiries:

If you would like an interview with **[insert name]**, please contact: **[insert media contact details]**

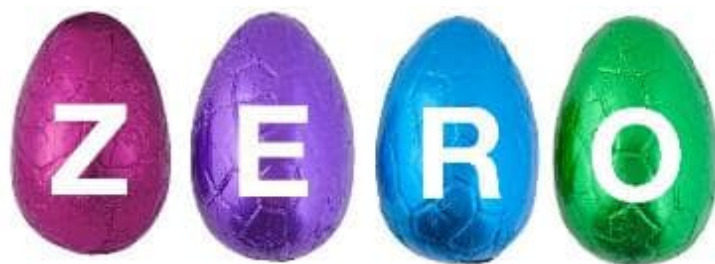
INSERT LG LOGO

Height 2cm

INSERT OTHER LOGO

Height 2cm

Newsletter sample



This Easter the **Shire/City/Town of <insert>** is encouraging the community to think about what number they are willing to accept when it comes to fatalities and serious injuries on our roads.

Through the WALGA RoadWise *Blessing of the Roads* campaign the **Shire/City/Town of <insert>** will be challenging the idea that road trauma is inevitable by getting people to think about what an acceptable level of road trauma is. By challenging this belief, we aim to generate support and involvement in local road safety initiatives which help contribute to achieving the long-term vision of zero deaths and serious injuries.

The **Shire/City/Town of <insert>** will be hosting a *Blessing of the Roads* event at **[insert location]** on **[insert date and time]** to showcase local road safety initiatives and demonstrate how we can all work together to achieve the vision of zero.

For more information contact **[insert contact details]**.

Remember, by working together we can achieve the long-term vision of zero deaths and serious injuries.

For further information about the campaign, visit the RoadWise website, www.roadwise.asn.au.

INSERT LG LOGO

Height 2cm

INSERT OTHER LOGO

Height 2cm

Guide to writing media

When writing your media release or newsletter article, consider the following:

- Headline — use short, snappy, attention grabbing headlines.
- Body — use simple everyday words and use them in short sentences.
- Put the most important things first.
- Use quotes (see below examples).
- Remember, people don't have much time — keep articles lively, brief, and entertain as well as inform.
- Spell out what readers need to do — include a call to action.
- State how your organisation is contributing to road safety – developed policies, incorporation of the safe system approach.
- Include an image — a picture tells a thousand words.
- Include the following information:
 - Current statistics, contact your Regional Road Safety Advisor for a copy of the latest Road Safety Performance report or visit the Road Safety Commission's website <https://www.wa.gov.au/organisation/road-safety-commission/road-statistics-western-australia>
 - Event information. Including location, time, place, official attendees (Mayor, Councilors, police, religious and cultural leaders, schools) and rsvp details etc.
 - Include details on where to go to obtain further information.

Declaration for Road Safety information

Overview

Local Governments have a key role in road safety in Western Australia. As designers and managers of an extensive road network, and as leaders and influencers in local communities, Local Governments are well placed to have a positive impact on road safety outcomes.

The Road Safety Strategy for Western Australia 2020-2030 is based on the safe system approach to road safety - a globally recognised and evidence-based approach which provides a holistic framework for long term and sustainable improvements in road safety.

The long-term vision is of a road transport system where crashes resulting in death or serious injury are eliminated. This approach involves combining ambitious targets and evidence-based interventions to achieve the greatest gains for road safety.

Surveys conducted by WALGA RoadWise demonstrate that Local Governments have strong recognition that road safety is an issue of concern within their communities and their organisations.

Many Local Governments are taking proactive steps to address road safety issues in their communities, and acknowledge, encourage and empower community members, local business and stakeholders who work together for the improvements of road safety in Western Australia.

The *Declaration for Road Safety* provides an opportunity for Local Government to pledge their commitment to the Western Australian vision for road safety and be consistent with the intent the Road Safety Strategy for Western Australia 2020-2030.

A *Declaration for Road Safety* states the high-level political commitment of a Local Government acknowledging the impacts of road fatalities and serious injuries in their local communities. It does not, however, specifically articulate actions that Local Government will take in order to respond to road safety issues at a local level.

The Declaration was originally developed based on:

- *Towards Zero*, road safety strategy to reduce road trauma in Western Australia 2008 – 2020. The current Road Safety Strategy for Western Australia 2020-2030 can be accessed at <https://www.rsc.wa.gov.au/New-Road-Safety-Strategy>.
- The Safe System Guiding Principles for Local Government.
- Moscow Declaration, from the First Global Ministerial Conference on Road Safety — First Global Ministerial Conference on Road Safety: Moscow Declaration www.afro.who.int/publications/first-global-ministerial-conference-road-safety-moscow-declaration

How does the Declaration work?

The Declaration can be amended to suit individual Local Government needs, for example to strengthen the intent, or include locally relevant statements. The WALGA encourages all Local Governments to demonstrate a commitment to working towards zero road fatalities and serious injuries through this Declaration.

This Declaration will stand as a voluntary opportunity for Local Government to demonstrate their political commitment to work towards zero road fatalities and serious injuries. It does not commit Local Governments to actions beyond current resources, standards or means, but provides a statement of intent and acknowledges the moral and ethical role Local Governments have in their communities. Essentially, the Declaration provides an opportunity for local leaders to pledge to future generations that every road death is one too many.

WALGA encourages all Local Governments to become signatories to the *Declaration for Road Safety*. The Declaration is designed to strengthen Local Government's advocacy position by articulating a shared political commitment across the sector, as well as providing an opportunity for individual Local Governments to declare their commitment to a future where road deaths and serious injuries are no longer accepted as a fact of life.

For further information

For more information on the *Declaration for Road Safety*, contact your Regional Road Safety Advisor www.roadwise.asn.au/local-government/road-safety-in-your-area.aspx.

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