



White Ribbons™ for Road Safety 2013

Newsletter Copy Sample

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.

As part of the safe system, road users are responsible for behaving safely, obeying 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>.

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

Other ideas for your newsletters:

- news articles about upcoming events
- feature articles focusing on what different people are doing as part of the campaign
- profile of different people who have done outstanding work in road safety
- changes occurring in the community in regards to safe roads and road sides, safer vehicles, safe road use, and safe speed
- quizzes and puzzles using key campaign messages or safer road use practises.

Always include a 'call to action' such as 'Please collect your free white ribbon from XXXX' or 'For more information check our website at XXXXX'.