



White Ribbons™ for Road Safety 2013

Campaign Kit

Raising awareness of the importance of
road safety over the holiday season.

17 November 2013 - 6 January 2014

WALGA's RoadWise Program

TOWARDS ZERO



getting there together



Table of Contents

Introduction

Who is this kit for? 4

How to use this kit 4

The white ribbons 4

The *White Ribbons™* for Road Safety Initiative

The purpose of the campaign 5

What the campaign aims for 5

Campaign dates 6

How is it run? 6

Key Messages 6

How your organisation can get involved

Summary of ways to get involved 7

Distribute white ribbons 7

Organise an event 8

Your website and online tools 8

Public displays 8

Other places to display white ribbons, small and large 8

Promote your campaign activities

Newsletter mentions 9

Use your networks 9

Tell us about your events 9

Pitch to the media 9

Submit your photos and stories to the RoadWise Program 10

Useful links (sources for statistics and specific information) 10

Continued on page 3



Table of Contents

Further information, feedback and tools

Contact us 11

Tools available in this kit..... 11

Additional resources..... 11

Campaign resources for 2013

Order form: White Ribbons (large and small)..... 12

Fact sheet: White Ribbons for Road Safety Fact Sheet 13

Poster: Key messages: 'Responsibility for Road Safety Rests with Each of Us' 14

Poster: 'Wear a White Ribbon'..... 15

Newsletter item sample 16

Website copy sample 17

Media release sample 18

Speech sample 19

Social media tip sheet 21

Social media content suggestions 22

Prayer and blessing for religious ceremonies 23

Road Safety song - 'The Twelve Days of White Ribbons Christmas' 24

Acknowledgement

Special thanks to the Local Governments and organisations that have partnered with WALGA's RoadWise Program to develop and implement this exciting campaign in their communities.

Introduction

Who is this kit for?

At WALGA's RoadWise Program we encourage all Local Governments, police, State Government agencies, commercial businesses and not-for-profit organisations to get involved in the *White Ribbons™ for Road Safety* campaign.

How to use this kit

This campaign kit is designed to provide you and your organisation with ideas and guidance on how to plan, organise and implement the *White Ribbons™ for Road Safety* campaign. The campaign will enhance your social marketing efforts in increasing awareness of road safety and encouraging individuals in your community to be responsible road users.

In the pages that follow, there is information about the *White Ribbons™ for Road Safety* campaign and a range of tools and resources to help organisations raise awareness of road safety.

The tools and resources will help coordinate events and activities, engage the local media, and promote the campaign through various channels (e.g. websites, social media and newsletters).

The kit does not provide expert advice and data to use in your campaign messages. See the websites provided under [Useful Links](#) for specific information.

If your organisation is interested in getting involved in the *White Ribbons™ for Road Safety* campaign, please contact the Road Safety Advisor in your region. Visit the following link for their details: http://www.roadwise.asn.au/contact_us



Bay of Isles Computers Esperance, 2011

The white ribbons

Participation in this campaign is free and white ribbons are available at no cost.

Simply fill out an order form and return to WALGA's RoadWise Program.

There are two types of white ribbons available for order help raise awareness for the importance of road safety:

Small satin ribbons

Each ribbon comes on a presentation card and has a safety pin attached for pinning the ribbon to your shirt.

Large cardboard ribbons

They are cut-outs (approximately A2 size) perfect for promotions and displays. These can be placed on tables, windows, doors and walls. You can even hang them from the ceiling.



The White Ribbons™ for Road Safety Initiative

We All Have A Role to Play

The purpose of the campaign

The White Ribbons™ for Road Safety campaign is a community-based initiative encouraging individuals in Western Australia to directly contribute to raising awareness about the importance of road safety.

The campaign urges people to take care on the roads and promote road safety messages to friends, family and colleagues to help reduce road trauma.

Raising public consciousness of relatively minor, easy-to-change actions (such as taking care on our roads) can open the door to less road traffic deaths and injuries.

Individuals are encouraged to wear a white ribbon to help raise awareness of road safety.

What the campaign aims for

The White Ribbons™ for Road Safety campaign aims for 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.



Shire of Plantagenet, 2011



City of Bayswater display at the Galleria shopping centre, 2012

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.

We should not accept that anyone should die or be seriously injured on our roads.

Did you know?

The original concept for the was developed by Mr Noel Stone of Quairading.

Campaign overview

Campaign dates

The campaign runs for 50 days from the third Sunday in November every year to align with the World Health Organisation's World Day of Remembrance for Road Traffic Victims. The campaign closes on the first Monday in January.

The *White Ribbons™ for Road Safety* campaign will celebrate its 17th anniversary in 2013. It will be **launched on Sunday 17 November 2013 and will run until Monday, 6 January 2014.**

Integrating white ribbons into your road safety campaign during the busy holiday season is a good opportunity because many people will be driving more frequently and for longer periods.



Road Victims Remembrance Day Event with David Wirrapanda at Lumen Christi, City of Gosnells, 2012

Key messages

- We should not accept that anyone should die or be seriously injured on our roads.
- Our long-term vision is of a road transport system where crashes resulting in death or serious injury are virtually eliminated - towards zero.
- Achieving this vision requires shared responsibility where we all have a role to play in road safety and work towards a Safe System.
- System designers are responsible for planning, designing and influencing a Safe System which recognises and caters for both human mistakes and the limits of human tolerance to violent forces.
- Road users are responsible for behaving safely, complying with all road rules and purchasing vehicles with good safety features.
- Responsibility for road safety rests with each one of us.
- It's estimated that 1.2 million people will die in 2013 due to road crashes worldwide.
- That's 3200 deaths each day worldwide.

Data from www.WHO.int

How is it run?

The campaign is run by each participating organisation, institution, committee or group.

We strongly encourage community mobilisation strategies to facilitate partnerships between the organiser and other groups within their local communities, such as local community groups, commercial outlets and other influencers.

We also encourage the integration of a social marketing component to include the sharing of messages both online and offline and through other channels such as local media.



Main Roads WA Carnarvon, 2011

How your organisation can get involved



John Holland staff with Andrea Lambert, RoadWise Road Safety Advisor (third from the right), 2012

Summary of ways to get involved

In the following pages you can find ideas, resources and tools designed to help enhance your *White Ribbons™ for Road Safety* campaign.

WALGA RoadWise Program encourages organisers to:

- promote the campaign messages to raise awareness about the importance of road safety
- use low-cost social marketing strategies (posters, websites, and social media)
- engage local stakeholders
- make white ribbons available free of charge to your staff and the public
- encourage individuals to:
 - wear a white ribbon
 - tie it to the antenna of their car
 - download an e-white ribbon to send to friends and family
 - distribute a handful of ribbons
 - tell others about the campaign.

All templates and samples included in this kit are available on the RoadWise website at <http://www.roadwise.asn.au/resources/resources/WRforroadsafety>

Reduce, reuse, recycle

Remember: leftover white ribbons from last year can be distributed and worn this year.



Don't forget to check your stock before placing an order for 2013.

Distribute white ribbons

Have a display box of white ribbons at your reception desks and service counters to make available to the public.

Distribute white ribbons and e-white ribbons to staff, customers, clients, visitors and others.

Hand out white ribbons at Driver Reviver stops.

Work with local businesses or employers to distribute white ribbons to in the local community in various places such as car yards, mechanics, supermarkets and recreation centres.



Shark Bay Community Resource Centre, 2011

How your organisation can get involved

Organise an event

Organise an event for *White Ribbons™ for Road Safety* or incorporate the white ribbons into other community events such as tree planting, candlelight vigils, film screenings, Christmas parties, fairs, festivals, and pageants.

Staff morning teas, breakfasts or sausage sizzles are great opportunities to promote the message to staff.



City of Canning Carols Event, 2011

Your website and online tools

Include *White Ribbons™ for Road Safety* information on your Council or organisation's website. Dedicate a special page for your messages, events and resources.

Create digital banners, make them available on your website and share them with other organisations and advocates. Ask them to place the banners on their sites and to mention your campaign.

Update your social media accounts to reflect the campaign and its messages. Use your organisation's Facebook and Twitter accounts to get the word out and to keep your online communities updated with what's happening. Encourage them to share your posts.

Public displays

Organise a display to include posters, fact sheets and white ribbons to promote to staff and the public (e.g. in your reception and library).

You could even decorate a Christmas tree with a few White Ribbons and cards. Invite visitors to take one.

Display the 'Twelve Days of White Ribbons Christmas' poster and other posters in your workplace.

If you have digital screens for promotional displays in the foyer or outside your buildings, add the e-white ribbon and key messages to your media.



Department of Transport Esperance, 2011

Other places to display white ribbons - small and large

- In the reception area at your offices
- In Council Chambers
- On the outside of your office building
- In fleet vehicles or on their antennas
- Hang posters and cut-outs in public places
- Fix to signs or billboards in the community.

Promote your campaign activities

Newsletter mentions

Incorporate *White Ribbons™ for Road Safety* information in local newsletters or regular newspaper columns written by Shire Mayors, Presidents and Chairpersons (or other officers if an organisation or group).

Including a news or feature item in your staff newsletter can encourage staff to take care on the roads over the Christmas break.

Tailor the supplied news article sample to include your organisation's Christmas road safety activities or messages.



City of Perth, 2010



Pilbara Industry Road Safety Alliance, 2011

Use your networks

Promoting your event through your networks and community links is easy. You can potentially reach many networks of people.

Use RoadWise committee representatives to promote to their networks.

Tell us about your events

Send your event information to roadwise@walga.asn.au for inclusion in our newsletter and updates to our networks. We will also place on the RoadWise website.

Pitch to the media

Your local media is always interested in local human interest stories. Media coverage will help reach a large readership in your local community and surrounding neighbourhoods, and will promote what your organisation is doing. This can attract more support and raise awareness of the campaign.

Publicise your event through:

- media releases
- articles
- interviews
- community newspapers and newsletters
- websites
- media alerts (sent before pitching).

Issue a media release in the lead up to Christmas to raise awareness of road safety or to publicise your planned event.

Send your media release to your local media contacts (print, radio, television where applicable). Include event details and available photo opportunities.

For media contacts across Western Australia visit www.ourcommunity.com.au/marketing.



Promote your campaign activities

Submit your photos and stories to the RoadWise Program

Large white ribbon photo promotion

WALGA's RoadWise Program encourages participating organisations submit photos of their staff, guests and members of the community showing support for the *White Ribbons™ for Road Safety* campaign.

Large white ribbons are available for free and an order form is available in this kit.

We encourage you to be as innovative as you like and to think outside the square.

Take a photo of your staff or friends at a prominent or interesting location or event in your town or suburb.

How to submit: Send to Rhonda Chapman, Road Safety Project Officer via email to rchapman@walga.asn.au before Monday 13 January for inclusion on the RoadWise Program website, in *White Ribbons™ for Road Safety* materials, in the *Road Safety Round-Up* newsletter and the 2014 campaign kit.



Useful links

- * [WALGA's RoadWise Program \(About us\)](#)
- * [WALGA's RoadWise Program \(White Ribbons\)](#)
- * [Office of Road Safety - road deaths and injuries data](#)
- * [WHO Road Traffic Injury](#)
- * [WHO World Day of Remembrance for Traffic Victims](#)



Warnbro Primary School TravelWise, 2012



Further information, feedback and tools

Tools available in this kit

The following resources are also available as single files at www.roadwise.asn.au/resources/resources/WRforroadsafety

- White Ribbon order form
- Fact sheet
- Key messages poster
- 'Wear a white Ribbon' poster
- Newsletter item sample
- Website copy sample
- Media release sample
- Speech sample
- Social media tip sheet
- Social media content suggestions
- Prayer and blessing for religious ceremonies
- Road Safety song - 'The Twelve Days of White Ribbons Christmas'



Gingin Community Resource Centre

Contact us

You can contact us for further information.

Road Safety Advisors are available in your region as follows:

Additional resources

- White Ribbons.jpg image
- 'WHO World Day of Remembrance for Road Traffic Victims' fact sheet.

Region	Phone
Gascoyne	08 9965 6771
Goldfields/Esperance	08 9071 0669
Great Southern	08 9892 1145
Kimberley	0419 192 759
Metropolitan North	08 9213 2041
Metropolitan South	08 9213 2041
Mid West	08 9965 6771
Pilbara	08 9213 2066
South West	08 9792 7078
Wheatbelt North	08 9622 6124
Wheatbelt South	08 9213 2066



White Ribbons™ for Road Safety 2013

Order Form

Organisation: _____

Contact person: _____

Phone: _____

Email: _____

Delivery address: _____

List my event on the RoadWise website and *Road Safety Round-Up* newsletter

Event date and time: _____

Location: _____

Reduce, reuse, recycle - Leftover white ribbons from the 2012 campaign can be used this year. Please check before placing an order for 2013.

Early orders welcome.

Tick the number of white ribbons you require:

White ribbon with card

- 25
- 50
- Other _____

Large cardboard white ribbon (approx. A2 size)

- 1
- 2
- 3
- Other _____

Note: White Ribbons are supplied free of charge

Please return to **Rhonda Chapman**
 before Monday 2 December 2013
 Email: rchapman@walga.asn.au
 Fax: (08) 9321 8378
Thank you!





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.



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.





White Ribbons™ for Road Safety

17 NOVEMBER 2013 - 6 JANUARY 2014

Wear a white ribbon

Share the responsibility to ensure
our roads are safe this festive season.



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'.



White Ribbons™ for Road Safety 2013

Website 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.

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.

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

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

For more information, visit www.roadwise.asn.au



White Ribbons™ for Road Safety 2013

Media Release Sample

<Date>

FOR MEDIA RELEASE

Ribbons a reminder to be safe on the roads this festive season

Residents and visitors to <town/city> are reminded that they are responsible for being safe road users this festive season.

With the holiday period approaching, the <Shire/LG> is joining forces with WALGA's RoadWise Program to take part in the *White Ribbons™ for Road Safety* campaign.

<Shire/LG> <President/Mayor/CEO> <Name> said the White Ribbons campaign is focused on promoting the *Towards Zero* vision in line with the state's road safety strategy.

"Our long term vision is of a road transport system in which no-one is killed or seriously injured," <Name> said.

"To achieve this vision requires shared responsibility where we all have a role to play in working towards a safe system."

"To create a safe system we need to take a holistic approach by managing the interaction between road users, the road, travel speeds and the vehicle."

"As part of the safe system, road users are responsible for behaving safely, obeying the road rules and purchasing vehicles with key safety features."

"I am urging residents to make sure they do the right thing on the roads - not to drink and drive, don't drive tired, wear a seatbelt no matter how short the journey and don't speed," he/she said.

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

You can help raise awareness of the importance of road safety by wearing a white ribbon. White ribbons are available free of charge from participating Local Government offices, police stations and commercial businesses.

For more information about the campaign, visit www.roadwise.asn.au <or your website containing information>.

Media Enquiries:

If you would like an interview with <insert name>, please contact:

Jane Doe, Media Relations

jdoe@yourshire.wa.gov.au

08 9xxx xxxx

Photo Opportunity:

<If you're planning an event, insert information about photo opportunities here>

###



White Ribbons™ for Road Safety 2013

Speech Sample

Good afternoon/evening everyone and welcome to <event details>.

Firstly, I would like to acknowledge the following guests <details>.

Thank you for joining us today/tonight as the <shire/LG> launches the White Ribbons for Road Safety campaign in <town>.

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.

The campaign urges people to take care on the roads and promote the White Ribbons for road safety message to friends, family and colleagues to help reduce road trauma.

This year marks the 17th anniversary of White Ribbons.

The <shire/LG> has participated for <x> years and we look forward to another successful year promoting road safety in our community.

One of the great things about a community road safety activity like this is that everyone can get involved and a small action can have a big impact.

The 2013 campaign will be/was formally 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.

Towards Zero, WA's road safety strategy has a long term vision of a road transport system in which no-one is killed or seriously injured.

Your first thought is *'that this is not possible!'* but remember this is a long-term vision.

We know it won't happen tomorrow or next year but we have to actively plan for this as a long term goal.

It is not about preventing *all* crashes on our roads. Instead, it is about making sure that if someone *does* have a crash, they are protected by the system so that if they make a mistake or lose concentration, they are not punished by losing their life or suffering a serious injury.

Making sure we have a safe system on our roads also involves:

- Safe roads and roadsides
- Safe vehicles
- Safe speeds
- Safe road use

The <shire/LG> is working towards achieving a safe system on our roads by:

List initiatives being undertaken by the Council in the area of safe roads and roadside, safe speeds, safe cars and safe road use. Examples may include new fleets safety and purchasing policies, implementing the Safe Speed Promise, using speed display trailers combined with local police enforcement, black spot or safe roads projects to improve safety, signing a declaration for road safety, speed limit reductions in targeted areas.



White Ribbons™ for Road Safety 2013

Speech Sample *continued*

Before you set off on your Christmas travels, whether they are near or far, remember the basics:

- Don't drink and drive – elect a skipper, stay over, grab a taxi or take public transport if you plan to have a drink.
- Don't drive tired – pull over and take a break every two hours, swap drivers, have a walk around or have a 20 minute nap.
- Wear a seatbelt no matter how short the journey and make sure everyone in your car does the same.
- Don't speed – reduce your travel speed and drive to the conditions of the road and your environment.

Also, if you are thinking about buying a new or used car make sure you consider the safety by aiming for a four or five-star ANCAP rating or a good used car rating.

So as we launch the White Ribbons for Road Safety campaign for 2013 here in <town>, remember that we all have a role in road safety and working towards a safe system.

White Ribbons have been / will be distributed at this event / today / tonight and are also available free of charge from <list where available in your area> offices and police stations.

I encourage you to show your support for this very worthwhile campaign and help us promote road safety in our community.

On behalf of the <City/Town/Shire>, we wish you a very merry Christmas and a happy new year.

We look forward to seeing you back in the community next year.

Optional for launch of campaign:

Now, therefore, I hereby declare the <town/city>'s White Ribbons for Road Safety campaign open and urge my fellow citizens to recognise the crucial role we each have to play to ensure our roads are safe during this festive season.



White Ribbons™ for Road Safety 2013

Social Media Tip Sheet

Keep it informal on social media

- Build and supplement genuine relationships with your online communities.
- Connect with your suppliers and other stakeholders. Ask them to share.
- Social media is not a press release; converse, don't announce.
- Recommend or suggest; don't dictate.
- Respond to your followers within an hour.
- Avoid scheduling too many posts in one day.
- Share photos and videos from your offline *White Ribbons* and other related events.
- Share interesting posts from other regions.

Some ideas for White Ribbons blog posts

Looking to blog about for your road safety activities? Here are some ideas to inspire you:

- **The *White Ribbons™ for Road Safety* story** (*how it began, why you are involved, your activities. You can share news and photos from your activities in a few posts.*)
- **4 ways to reach your holiday destination safely this Christmas** (*1 idea per cornerstone: safe road use - don't drive tired; safe roads and roadsides - take the safest route; safe speeds - stay within the speed limit; and safe vehicles - make sure your vehicle has seatbelts for each passenger*)
- **How to talk to friends about road safety** (*other youths, colleagues or relatives*)
- **7 signs you are safe drivers** (*in a positive tone*)
- **What to ask for when buying a safer car** (*airbags, crumple zones, etc.*)
- **Revealed: why <insert a change that you implemented for road safety reasons>**
(*e.g. "Revealed: why the intersection of Read St and Rae Road was modified"*)
- **Busted: 7 myths about <insert risk drivers take>**
(*e.g. "Busted: 7 myths about overtaking on country roads"*)

Tips: Try and keep each story under 600 words and use subheadings whenever possible.



White Ribbons™ for Road Safety 2013

Social Media Tip Sheet *continued*

Sample Tweets

Don't forget to use photos and links.

- White Ribbons for Road Safety campaign. Nov 17 to Jan 6. Wear a white ribbon to raise awareness. <link>
- Road Safety is everyone's responsibility. Help raise awareness. Wear a free white ribbon. <link>
- Encourage others to drive safely. Let us know on our Facebook page how you're encouraging others to be safe <link>
- Join us to raise awareness <link>
- Responsibility for road safety rests with each of us. White Ribbons for Road Safety 2013 is up and running. <link>
- Grab a free white ribbon and help us raise awareness for road safety.
- Day 3 of White Ribbon for Road Safety. We're <at/outside> the <town/city/building> today. Get your free white ribbon. <photo>
- Safer cars save lives. Help us raise awareness. <link>

Sample Facebook posts

Use photos with your posts as often as possible.

- White Ribbons for Road Safety 2013 is coming up. Join us to raise awareness. Wear a white ribbon for road safety, available free at a location near you. Learn more at <link>
- As part of our commitment to make your community a safer place, we are launching the White Ribbons for Road Safety campaign. Find out how you can help <link>
- 5 ways to display your white ribbons for road safety: wear on your shirt, attach to your car antenna, hang them on your Christmas tree, attach them to Christmas cards for colleagues and friends, place them inside your car to remind each driver to slow down and enjoy their ride. (This list could even be interpreted in an image collage)

Tips

- Create an event on Facebook, explain the details of the campaign, and update the event with links or updates.
- Change your Facebook page cover to reflect the campaign messages.



White Ribbons™ for Road Safety 2013

Prayer and Blessing

Prayer

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 responsibly 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 pay for the families and loved ones who suffer distress as a result of injury.

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

Blessing

O Lord our God; we know that all people are precious in your sight, and that you would not want any of your dear ones to be hurt in any way. And so we seek your blessing upon our roads this Christmas, asking for your protection and your guidance as many of our citizens and their families make their journey afar to enjoy this holiday period.

Instill in us all Father, the virtue of patience, understanding and common sense, praying that we may all drive with due care and regard for our fellow-road-users, and we ask you to bring us all home again in your peace without death, injury or trauma.

We dedicate our Police men and women who will be seeking to ensure a death-free Christmas period, travel with them and keep them ever vigilant and alert in their care of us all, that they may provide safety and security for all who travel at this time.

Keep us always mindful of our sense of responsibility and fair play for others who care to share the roads of this state, particularly on country roads, and unfamiliar road surfaces.

Accept this, our dedication and our strong determination to make this Christmas period death-free for all West Australians and those who may visit our state at this time.

And so Father, we bless these roads, and all the roads of our state in the name of the Father and of the son, and of the Holy Spirit. **AMEN**



The Twelve Days of White Ribbons Christmas

On the twelfth day of Christmas
West Aussies gave to me
Twelve skippers driving
Eleven coffee stops
Ten speed reductions
Nine Driver Revivers
Eight safer roads
Seven vehicle air bags
Six road safety audits
Five-star cars
Four compliant drivers
Three safety barriers
Two-hour rest breaks and
A Christmas that's fatality free!



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TOWARDS ZERO



getting there together