

Road Ribbon for Road Safety® campaign

Campaign Kit

Working together to prevent road trauma



www.roadwise.asn.au

Contents

The Purpose of the Campaign	1
Road Trauma Support WA.....	1
Campaign Period.....	1
Key Messages.....	2
How to use this Kit.....	2
Contact Us	Error! Bookmark not defined.
The Road Ribbon	3
Ways to get Involved	4
Distribute Road Ribbons	4
Organise an Event	5
Public Displays	5
Online Tools.....	6
Media Promotion	7
Print Media.....	7
Newsletter Articles	7
Social Media	7
Use Your Networks.....	7
Useful Links.....	8
Resources and Tools Available in this Kit	9
Road Ribbon Order Form	11
Road Ribbon: e-Ribbon; email signature; and electronic image.....	12
Road Ribbon pull-up banner.....	13
Road Ribbon Info Sheet	14
Posters - Wear a Road Ribbon, Road Ribbon Key Messages and Twelve Days of Road Ribbons	15
Road Ribbon media release sample.....	16
Road Ribbon newsletter article sample.....	17
Road Ribbon community service announcement sample.....	18
Road Ribbon website text sample	19
Road Ribbon event speech sample	20
Guide to social media posts.....	22
Road Trauma Support WA flyer.....	26

Western Australian Local Government Association (WALGA), *Road Ribbon for Road Safety Campaign Kit®*, WA Local Government Association, August 2020.

Published August 2020

General Information

The WA Local Government Association's RoadWise program is the Local Government and community road safety program.

WALGA's RoadWise Program works to build the capacity of Local Governments, the community and other agencies to effectively deliver road safety initiatives aligned to the Western Australian road safety strategy.

WALGA's RoadWise

ONE70

LV1, 170 Railway Parade, West Leederville, WA 6007

PO Box 1544, West Perth, WA 6872

T: (08) 9213 2000

E: roadwise@walga.asn.au

W: www.roadwise.asn.au

Acknowledgement

Thank you to the Local Governments, RoadWise Committees and organisations that have partnered with WALGA's RoadWise in developing and implementing the *Road Ribbon for Road Safety®*, campaign into their communities.

The Purpose of the Campaign

The WALGA RoadWise *Road Ribbon for Road Safety*® campaign is a community-based initiative which enables everyone to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads.

The campaign also supports the United Nations endorsed, World Day of Remembrance for Road Traffic Victims, which is dedicated to remembering those who have been killed or seriously injured on our roads. To find out more about World Day of Remembrance for Road Traffic Victims, visit the World Day of Remembrance website; <https://worlddayofremembrance.org>.

Original concept developed by Mr Noel Stone, a past member of the Quairading RoadWise Committee.

The WALGA RoadWise *Road Ribbon for Road Safety*® campaign aims to contribute to the long-term vision of Western Australia's road safety strategy, 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 eliminated.

By adopting this approach, Western Australia is following world leaders in road safety, such as Sweden and their road safety strategy, *Vision Zero*¹. Like Sweden's *Vision Zero*, the philosophy of WA's road safety strategy is that the loss of human life in a traffic crash is unacceptable.

Creating a safe system requires a holistic view of the road transport system by seeking to manage the interaction between road users, roads and roadsides, travel speeds and vehicles. Road authorities, designers and engineers are responsible for creating a forgiving road system that protects and caters for the mistakes of road users, and a holistic infrastructure system. Road users are responsible for complying with all road rules and can campaign for a safe system.

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

Road Trauma Support WA

If you have been affected by road trauma, Road Trauma Support WA can provide information, support and counselling. Road Trauma Support WA is 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 or email admin@rtswa.org.au.

Campaign Period

The WALGA RoadWise *Road Ribbon for Road Safety*® campaign commences on the third Sunday in November, coinciding with the World Health Organisation's World Day of Remembrance for Road Traffic Victims and concludes on the first Friday in January.

¹ Sweden, *Vision Zero Traffic Safety by Sweden*, <http://www.visionzeroinitiative.com/>, 6 December 2017.

Key Messages

The WALGA RoadWise *Road Ribbon for Road Safety*® campaign messages are:

- 📌 We should not accept that anyone should die or be seriously injured on our roads: We are working towards zero.
- 📌 Our long-term vision is of a transport system where crashes resulting in death or serious injury are eliminated.
- 📌 Achieving the long term vision of zero death or serious injury means acknowledging we can all play a role in road safety by working towards creating a safe system:
 - Road authorities work to plan, design and influence a safe system which recognises and caters for both human mistakes and the limits of human tolerance to violent forces.
 - Road users take responsibility for behaving safely, complying with all road rules and supporting local road safety initiatives being implemented by Local Government and RoadWise Committees.

How to use this Kit

This Kit is designed to provide individuals and organisations with ideas and guidance on how to plan, organise and implement a *Road Ribbon for Road Safety*® campaign. The campaign could enhance your social marketing efforts in promoting local road safety initiatives and encouraging individuals and the community to become involved in road safety.

Information about the *Road Ribbon for Road Safety*® campaign and a range of resources and tools have been included in this Kit. The information provided aims to assist individuals and organisations to contribute to road safety in the community and the overall vision of zero deaths and serious injuries.

This Kit does not provide expert advice and data to use in your campaign messages. See the websites provided under *Useful Links* on page 9 for specific information. Organisations involved should also check and follow their own internal processes.

The Road Ribbon

There are five types of road ribbons available to assist your involvement in the campaign and promoting road safety efforts and messages to friends, families, colleagues and community:

1. Small road ribbon on card

Each road ribbon comes individually packaged and is attached to a presentation card with a butterfly pin for pinning the ribbon onto clothing.



2. Large cardboard road ribbon

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



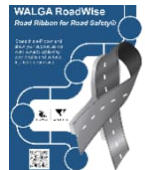
3. Corflute road ribbon on spike*

The corflute road ribbons (approximately A2 size) is ideal for displays and promotions. They are positioned on a spike which can be speared into the ground.



4. e-Ribbon

An e-Ribbon can be downloaded and emailed to your friends, families, and colleagues. The e-Ribbon is a simple way to get involved and help promote road safety this festive season. A new QR code allows the e-ribbon to be downloaded and shared with friends and family, shared on social media, and saved as your phone wallpaper as a road safety reminder this holiday season."



5. Road ribbon vehicle magnets*

Approximately A3 in size, the *Road Ribbon for Road Safety*® vehicle magnets can be placed on the vehicle door to help spread the message and show the community your support for road safety.



6. Road ribbon sticker

A road ribbon for road safety sticker, approximately A5 in size, the sticker has a transparent background, ideal for placing on rear vehicle windows or your organisation's door or windows to show your support.

Please contact roadwise@walga.asn.au for distribution details.



* Limited supplies available. Stock will be distributed at the discretion of WALGA RoadWise to ensure diversity in distribution.

Ways to get Involved

The *Road Ribbon for Road Safety*® can be implemented locally by organisations, community groups and individuals. Local Governments may use the campaign to engage with their community in road safety initiatives.

We strongly encourage community mobilisation strategies to facilitate partnerships between local campaign coordinators and their local communities. For example between Local Governments, State Government agencies, private organisations, individuals, local community groups and commercial outlets.

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.

Campaign involvement may include:

- 👤 Promoting the campaign messages and the importance of road safety.
- 👤 Using low-cost social marketing strategies (posters, websites and social media). Utilise the free resources available from RoadWise, see page 10 onwards for further information.
- 👤 Engaging local stakeholders and the community.
- 👤 Putting road safety on the political agenda.
- 👤 Encouraging people to:
 - wear a road ribbon,
 - download an e-Ribbon to send to family, friends and colleagues,
 - distribute a handful of ribbons, and
 - tell others about the campaign, its messages and how you are contributing to road safety.

The following pages include ideas to help enhance your *Road Ribbon for Road Safety*® activity.

Distribute Road Ribbons

There are a number of ways you can distribute road ribbons and share the campaign messages. All material is available from WALGA RoadWise at no cost, subject to availability. Have a display box of road ribbons at your reception desk/s and service counters to make them available to the public.

- 👤 Distribute road ribbons and the e-Ribbon to staff, customers, clients, visitors, family, friends and others.
- 👤 Hand out road ribbons at events such as operating Driver Reviver sites or local Christmas pageants.
- 👤 Work with local businesses and/or contractors to distribute road ribbons to the community through various places such as car yards, mechanics, supermarkets, restaurants, recreation centres and roadside services.



Organise an Event

Organise a *Road Ribbon for Road Safety*® event or incorporate the campaign into other community events such as a carols by candlelight, film screenings, fairs, festivals and community markets.

Events are a great way to reach the local and wider community. Make road ribbons available at the entrances/exits to the event and if there are stalls at the event, make road ribbons available from each stall.

If you have a large lawn/garden area, take advantage of the corflute* road ribbon on spikes. They can be set up in a designated area to promote the campaign or used to showcase a road safety initiative your organisation has implemented.

* Please use these ribbons with caution and ensure they are protected from wind. Consider other potential risks such as children thinking/seeing the ribbons as a toy.

Public Displays

Erect a display to promote the campaign, its messages, your activity and your road safety initiatives to your local and wider communities. Utilise the campaign posters, info sheet and road ribbons. Displays could be erected in your reception area, at the library, in a local shopping centre or open space.

One popular way to promote the campaign during the Christmas period is to decorate a Christmas tree. Hang road ribbons from the tree and invite visitors to take one.

If you have digital screens for promotional displays in the foyer or outside your building, add the e-Ribbon, website banner or *Key Messages* poster to it.

Other places to display road ribbons and promote your commitment to road safety could include:

- ✎ In Council Chambers.
- ✎ On the outside of your office building.
- ✎ In your house.
- ✎ Hang posters and large ribbons in public places.
- ✎ Fix to signs or billboards in the community.
- ✎ Arrange the corflute ribbons in a garden, park or open space.



Department of Transport
Kalgoorlie display

Online Tools

Include WALGA RoadWise *Road Ribbon for Road Safety*® information on your organisation's website. Dedicate a special page for your road safety initiatives, messages, events and resources. A website text sample is provided in this Kit as a guide to publishing the campaign information to your website. See page 20.

Publish the *Road Ribbon for Road Safety*® electronic display image to your website, digital displays and social media accounts, and share with other organisations and advocates. Ask them to place the image on their sites and to mention your local road safety activity, event or initiative. An example of the electronic image is included in this Kit on page 13 and can be downloaded from the RoadWise website; www.roadwise.asn.au/onlineform.

Email the e-Ribbon to your contacts and encourage them to do the same. See page 13 for an example and download from the RoadWise website; www.roadwise.asn.au/onlineform.

Update your social media accounts and blogs to reflect the campaign and its messages. Use your and your organisation's Facebook and Twitter accounts to promote the campaign and to keep your online communities, family and friends updated with what's happening and how you are working towards zero. Encourage your followers and friends to share your posts and utilise the hashtags: #RoadRibbonforRoadSafety, #RoadRibbon, #WDoR<insert year>, and #RoadWise.

Don't forget to Like and Follow WALGA's RoadWise Facebook page (@WALGARoadWise) to keep up-to-date with all *Road Ribbon for Road Safety*® campaign happenings around the state.



Williams Police Twitter post promoting road ribbons

Media Promotion

Media coverage will help reach a large audience in your local community and surrounding areas, and will promote what you and/or your organisation is doing. This can attract more support for the campaign and the road safety initiatives being implemented by you, your organisation or community.

Publicise your road ribbon activities through:

- 👤 media releases,
- 👤 articles,
- 👤 interviews,
- 👤 community newspapers and newsletters,
- 👤 online platforms (websites, social media etc.), and
- 👤 media alerts (before your media pitch).

Print Media

Issue a media release in the lead up to Christmas to show your commitment to road safety or to publicise your planned road ribbon and road safety activity. A sample media release is provided in this Kit on page 17 and should be tailored to suite your organisation's activities and road safety initiatives.

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

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

Newsletter Articles

Incorporate *Road Ribbon for Road Safety*® information in local newsletters or regular newspaper columns written by Mayors, Presidents, Committee Chairpersons, Chief Executive Officers or other officers of an organisation or group.

Include a news or feature item in your staff newsletter to encourage staff to take care on the roads during the festive season and think zero. Tailor the sample newsletter article provided in this Kit on page 18 to include your organisation's road safety activities, initiatives and/or messages.

Social Media

Include regular posts on your, and/or your organisation's social media accounts promoting your involvement in the campaign, planned activities and local road safety initiatives. Get your followers to share your posts to increase campaign exposure and the road safety message.

Remember to use the hashtags - #RoadRibbonforRoadSafety, #RoadRibbon, #WDoR<insert year> and #RoadWise. Follow the *Road Ribbon for Road Safety*® campaign through WALGA's RoadWise Facebook page (www.facebook.com/WALGARoadWise/) and WALGA's Twitter account (<https://twitter.com/WALGA>).

See page 23 of this Kit for guidance on writing social media.

Use Your Networks

Promoting your *Road Ribbon for Road Safety*® activities through your networks and community links is an easy way to extend your reach. This will also help increase your involvement in local road safety initiatives. By working together it is possible to achieve a future of zero deaths and serious injuries on our roads.

Ask representatives from committees and groups to promote the campaign to their networks (RoadWise or other local road safety committees, Parent and Citizens (P&C) committee, etc.).

Let RoadWise know about your planned activities and road safety initiatives.

WALGA's RoadWise can help promote your *Road Ribbon for Road Safety*® activities and road safety initiatives through various communication channels such as, the RoadWise website, WALGA Facebook pages, WALGA's Twitter account, *RoadWise Road Safety Newsletter* and other external communication.

RoadWise encourages individuals and organisations to submit photos of themselves, staff, guests and members of the community showing their support for road safety and the *Road Ribbon for Road Safety*® campaign. Be as innovative as you like and think outside the box. Take a photo at an interesting location or event in your local area.

How to submit:

Email activity details, photos and innovative campaign approaches to [WALGA's RoadWise at roadwise@walga.asn.au](mailto:roadwise@walga.asn.au).

Be sure to include dates, location, a summary and any talent release forms. Your submission could be included in the campaign wrap-up and future promotional material.

Useful Links

- 🔑 WALGA RoadWise website; www.roadwise.asn.au,
- 🔑 *Road Ribbon for Road Safety*® campaign website page; www.roadwise.asn.au/road-ribbon-for-road-safety.aspx,
- 🔑 WALGA RoadWise Facebook page; www.facebook.com/WALGARoadWise/,
- 🔑 WALGA Facebook page; www.facebook.com/WALGA01/,
- 🔑 WALGA Twitter page; www.facebook.com/WALGA01/,
- 🔑 World Health Organisation's World Day of Remembrance for Road Traffic Victims; www.worlddayofremembrance.org/,
- 🔑 Injury Matters, Road Trauma Support Service WA; www.rtswa.org.au, and
- 🔑 Road Safety Commission (current road safety statistics); www.rsc.wa.gov.au/.

Resources and Tools Available in this Kit

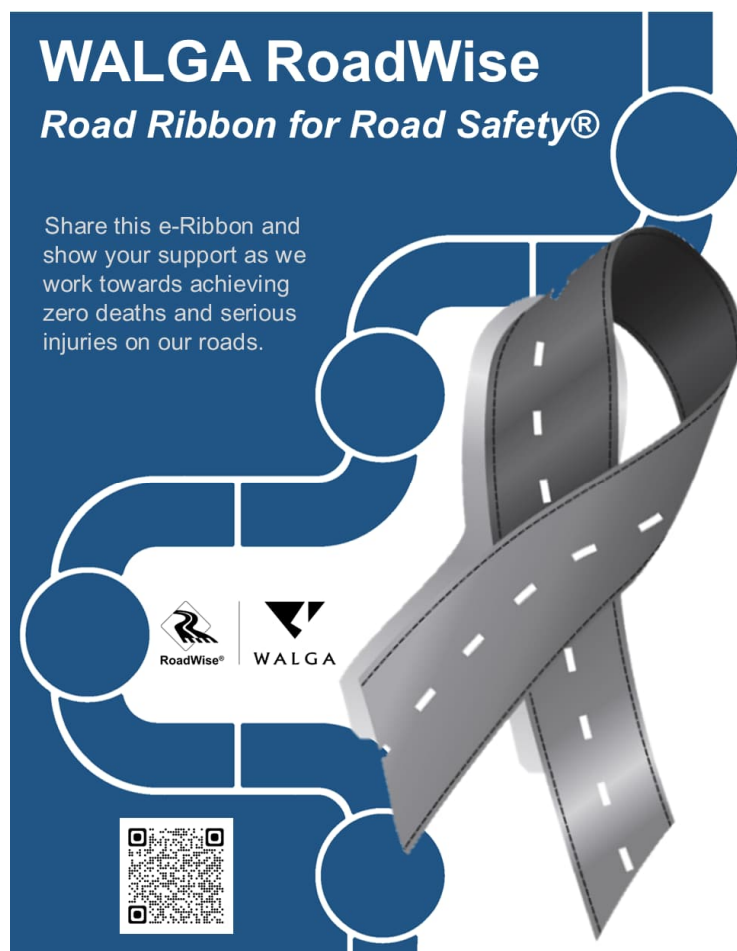
The following pages include WALGA RoadWise *Road Ribbon for Road Safety*® campaign resources and tools. Copies can be downloaded directly from the RoadWise website; www.roadwise.asn.au/onlineform or by contacting your closest RoadWise officer (see page 3 for details).

- 🔗 Road Ribbon order form.
- 🔗 e-Ribbon.
- 🔗 Road Ribbon email signature.
- 🔗 Road Ribbon website/ electronic display image.
- 🔗 Road Ribbon pull-up banner
- 🔗 Road Ribbon Info Sheet.
- 🔗 *Wear a Road Ribbon* poster – A4 and A3.
- 🔗 Road Ribbon *Key Messages* poster – A4 and A3.
- 🔗 *Twelve Days of Road Ribbons* poster – A4 and A3.
- 🔗 Road Ribbon media release sample.
- 🔗 Road Ribbon newsletter article sample.
- 🔗 Road Ribbon community service announcement sample.
- 🔗 Road Ribbon website text sample.
- 🔗 Road Ribbon event speech sample.
- 🔗 Guide to social media posts.
- 🔗 Road Trauma Support WA flyer.



The Shire of Northam supporting the *Road Ribbon for Road Safety*® campaign.

e-Ribbon*



Email Signature*



Website / Electronic Display Image





Road Ribbon for Road Safety®

Information Sheet



About Road Ribbon for Road Safety®

The WALGA RoadWise Road Ribbon for Road Safety® campaign is a community-based initiative which allows individuals to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads.

This campaign commences annually on the third Sunday in November, in support of World Day of Remembrance for Road Traffic Victims and runs through until the first Friday in January.

Individuals are encouraged to wear a free road ribbon or share an e-ribbon with family, friends and colleagues to show their commitment to road safety their role in making every journey safe.

Aim of campaign

To remind everyone to think about road safety, acknowledge they have a part to play, and commit to doing what they can to assist achieving the collective vision; a road transport system where crashes resulting in death or serious injury are eliminated.

Participation

Anyone can participate in the campaign and in road safety initiatives.

- ✎ Local Governments
- ✎ RoadWise Committees
- ✎ government agencies
- ✎ private businesses and community groups
- ✎ individuals.

Spread the messages by:

- ✎ Wearing a road ribbon.
- ✎ Downloading an e-Ribbon and sending to friends, families, and colleagues.
- ✎ Utilising local media, organisation websites and social media accounts, and the hashtags #RoadRibbonforRoadSafety, #RoadRibbon, Telling people about the campaign and promoting road safety messages.

Get actively involved

WALGA's RoadWise is encouraging everyone to get involved, including supporting local road safety initiatives being implemented by Local Governments.

Be safe road users by:

- ✎ Sharing roads and paths appropriately and kindly.
- ✎ Being alert to surroundings when walking or riding.
- ✎ Wearing bright and reflective clothes when riding.
- ✎ Wearing good safety gear when riding motorcycles.
- ✎ Turning off your mobile phone before driving and riding.
- ✎ Adapting your speed for the weather, light, traffic and road conditions.
- ✎ Buckling up every time when travelling in a vehicle.
- ✎ Taking a break, having a rest or if possible swapping drivers during long journeys.
- ✎ If you are planning to drink, arrange a skipper, organise public transport or stay overnight.

Road authorities and organisations can:

- ✎ Plan, design and build safe transport systems.
- ✎ Implement and regularly review staff safe vehicle and road use policies.
- ✎ Host a *Road Ribbon for Road Safety®* event or incorporate the messages into existing events.
- ✎ Erect a road safety display promoting the campaign and its messages.
- ✎ Distribute road ribbons through a counter display.

RoadWise can help promote your activities. Send an email to roadwise@walga.asn.au with a summary of your activity including dates, times and location. Pictures can also be included.



@WALGARoadWise
#RoadRibbonforRoadSafety



www.roadwise.asn.au

Posters

Below are images of the campaign posters available in A4 and A3 sizes. These resources can be downloaded from the RoadWise website at www.roadwise.asn.au/onlineform.



Wear a Road Ribbon poster



Key Messages poster



Twelve Days of Road Ribbons poster

Media Release Sample Template

Below is a media release article sample. Please amend as required.

[date]

Simple Road Ribbon, Serious Message in [Town]

A simple road safety ribbon might be the centrepiece of the WALGA RoadWise *Road Ribbon for Road Safety*® campaign, but behind the ribbon is the serious message that people shouldn't die or be seriously injured for making a mistake on our roads.

To date, more than [number of fatalities] people have died in [Town/region] this year – a number we do not accept.

Sunday, [date: third Sunday] November marked/marks the first day of the *Road Ribbon for Road Safety*® campaign, coinciding with World Day of Remembrance for Road Traffic Victims. This community-based campaign provides an opportunity for everyone to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads.

[spokesperson name] said everyone had a role to play in road safety and with this in mind, the [organisation name] was working to do all it could to [plan, design and influence a safe system which recognises and caters for when people make a simple mistake] OR [advocate for a road network which is forgiving if people make a simple mistake].

“To support this, we ask everyone to join us and play their part by complying with all road rules and supporting local road safety initiatives being implemented in our community” [spokesperson said].

“On [date, time and location] we will be hosting a *Road Ribbon for Road Safety*® event for the community to come along, grab a free road ribbon and find out more about what we are doing and how they can contribute to road safety.”

“By wearing a free road ribbon or downloading an e-ribbon and spreading the campaign messages to friends, family and colleagues, you are showing your support and helping to keep road safety high on the agenda as we head into the festive season.”

“You are also helping to change the thinking on road safety towards a culture where we no longer accept that our family, friends or community members should be killed or seriously injured as a result of road trauma,” [spokesperson said].

Road ribbons will be available from the [organisation name [location]].

To find out more about our road safety initiatives visit, [organisation's website]. For more information about the WALGA RoadWise *Road Ribbon for Road Safety*® campaign, visit the WALGA RoadWise website; www.roadwise.asn.au/road-ribbon-for-road-safety.aspx.

Ends

[photo opportunity]



Newsletter Article Template

Below is a newsletter article sample. Please amend as required.

WALGA RoadWise *Road Ribbon for Road Safety*® Campaign

[Organisation name] is calling on the community to join us in supporting the WALGA RoadWise *Road Ribbon for Road Safety*® campaign to shift the thinking on road deaths and serious injuries by making road safety the hero.

Sunday, [date: third Sunday] November marked/marks the first day of the *Road Ribbon for Road Safety*® campaign, coinciding with World Day of Remembrance for Road Traffic Victims. This community-based campaign provides an opportunity for everyone to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads.

To show our support, we will be [hosting an event and/or erecting a display] on [date, time] at [location], where free road ribbons and road safety messages will be distributed to everyone who comes along.

Our aim for this campaign is to involve the community as we work together to reduce the incidence of road deaths and injuries. The [organisation] is working to create a safe system which recognises that humans do make mistakes by [insert local road safety initiative, such as advocating for lower speeds]. We are asking the community to play their part, by making a conscious effort to be a safe road user and supporting our road safety initiatives.

Make a conscious effort to be a safe road user by:

- turning off your mobile phone before driving,
- adapting your speed to the weather, light, traffic and road conditions,
- ensuring you are restrained when travelling in a vehicle,
- taking a break, having a rest or if possible, swapping drivers to prevent the onset of fatigue [promote local Driver Reviver operations and Coffee Stop participants],
- arranging a skipper, organising public transport or staying overnight if planning to drink, and
- accepting that zero is achievable.

To find out more about our road safety initiatives, visit [organisation's website]. For more information about the WALGA RoadWise *Road Ribbon for Road Safety*® campaign, visit the RoadWise website; www.roadwise.asn.au/road-ribbon-for-road-safety.aspx.



Community Service Announcement Sample Template

Below is an example for a community service announcement. Please amend as required.

Everyone has the opportunity to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads by wearing a free road ribbon as part of the WALGA RoadWise *Road Ribbon for Road Safety*® campaign.

It's easy, just:

- Grab a free ribbon from your participating Local Government office.
- Send an e-Ribbon to friends and family.
- Post an e-Ribbon to your Facebook or Twitter page.
- Accept that no one should die or be seriously injured on our roads.

Make road safety the hero this festive season.

For more information, visit the RoadWise website; www.roadwise.asn.au.



Website Text Sample

Below is a website text sample. Please amend as required.

WALGA RoadWise *Road Ribbon for Road Safety*® Campaign

The annual WALGA RoadWise *Road Ribbon for Road Safety*® campaign commences on Sunday, [date] November, coinciding with the United Nations endorsed, World Day of Remembrance for Road Traffic Victims.

The *Road Ribbon for Road Safety*® campaign is a community-based campaign which enables everyone to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads by making road safety the hero.

To show our support for road safety and the campaign, the [organisation name] is [hosting an event/erecting a display] at the [location]. The [event/display name] will showcase what we are doing to address road safety issues in our community and how we can all work together to achieve zero deaths and serious injuries on our roads.

As well as showcasing local road safety initiatives the [organisation name] is calling on the community to work with us and show their support by:

- visiting our [event/display],
- wearing a free road ribbon,
- emailing the e-Ribbon to your network,
- posting the e-Ribbon on your social media accounts,
- sharing the *Road Ribbon for Road Safety*® campaign messages to friends, families and colleagues, and
- accepting that no one should die or be seriously injured on our roads.

For more information about the *Road Ribbon for Road Safety*® campaign, visit the RoadWise website; www.roadwise.asn.au.

[To find out what the [organisation name] is doing to contribute to road safety, visit (link to relevant page/s).]



Event Speech Sample

This speech sample is intended to be used by organisations hosting a *Road Ribbon for Road Safety®* event. The speech is a guide and should be adapted to better suit your organisation's event.

Good **afternoon/evening** everyone and welcome to **[event details]**.

[Insert organisations acknowledgement to country]

Today/Tonight the **[organisation]** is showing our commitment and contribution to road safety by launching the community's *Road Ribbon for Road Safety®* campaign.

The WALGA RoadWise *Road Ribbon for Road Safety®* campaign is a community-based initiative, which provides everyone with the opportunity to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads this festive season.

The campaign aims to contribute to the long term vision of a road transport system where crashes resulting in death or serious injury are eliminated, following the globally recognised safe system approach and supporting WA's road safety strategy.

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 a safe system. 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 involves:

- having safe roads and roadsides,
- purchasing safe vehicles,
- driving at safe speeds, and
- ensuring safe road use.

To reinforce this, the **[organisation]** is implementing safe system initiatives throughout the community. This includes: *List initiatives being undertaken by the Council/organisation in the area of safe roads and roadside, safe speeds, safe vehicles and safe road use. Examples may include new fleet 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.*

By implementing these initiatives, we are proud to say that we are contributing to creating a road transport system where crashes resulting in death or serious injury are eliminated.

One of the great things about a community road safety initiative, like the *Road Ribbon for Road Safety®* campaign, is that everyone can get involved. A small action can have a big impact.

The road ribbon campaign also allows us to show our support for the outstanding efforts being undertaken by Local Governments, WA Police Force, RoadWise Committees, key stakeholders and individuals working together to reduce road crashes and road trauma.

The **[current year]** campaign will **commence/commenced** on Sunday, **[date – third Sunday in November]** November, aligning with the World Health Organisation's World Day of Remembrance for Road Traffic Victims, and will run through until Friday, **[date – first Sunday in January]** January**[year]**.

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

- Turn off your mobile phone before driving.
- Adapt your speed for the weather, light, traffic and road conditions.
- Ensure everyone in the vehicle is buckled up before travelling.
- Take a break, have a rest or if possible swap drivers to prevent the onset of fatigue. **Promote local Driver Reviver operations and Coffee Stop participants.**
- Arrange a skipper, organise public transport or stay overnight if you are planning to drink.
- Accept that no one should die or be seriously injured on our roads.

As we launch our *Road Ribbon for Road Safety®* campaign, remember that we can all play a role in road safety and working towards a safe system.

Road 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]**. Digital e-ribbons can also be downloaded from the WALGA RoadWise website and shared with friends and family, shared on social media, and saved as your phone wallpaper as a road safety reminder this holiday season.”

For those of you who are active on social media, please help us promote road safety and the road ribbon campaign on Facebook and Twitter. We'd love to see some local road ribbon photos.

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

On behalf of the **[organisation]**, we wish you a very Merry Christmas and a happy New Year. We look forward to seeing you back in the community next year.



Guide to Social Media Posts

Prior to engaging on social media, please refer to your Council's/organisation's social media policy or protocol guidelines:

- If your Council/organisation does not have a social media policy, please refer to your Code of Conduct, which will provide the foundation for social media engagement principles.
- If your Council/organisation is active on social media, there will be a clear demarcation of staff approved to participate in social media on behalf of the Council/organisation (social media accounts are generally maintained by Marketing/Communications, Events and/or Community Development teams).
- If you are not responsible for maintaining your Council's/organisation's social media accounts, but wish to participate in the *Road Ribbon for Road Safety*® campaign as an individual (i.e. as yourself and not 'on behalf' of the Council/organisation), please refer to your Council's/organisation's social media policy for staff to determine if this is possible.

When posting on social media:

- Know that the Internet is permanent. Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later.
- If your complete message, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.
- When in doubt, do not post. Staff are personally responsible for their words and actions which extends to online.
- Posts need to be accurate and not misleading. Don't reveal confidential or non-public information about your Council/organisation. If there is any doubt, do not post.
- If your social media accounts are only monitored in business hours, make sure to state this in the 'terms and conditions' of your page (on Facebook) and in your biography (on Twitter). This will ensure that if people try to contact you via the social media accounts, they know when to expect a response.

Sharing social media posts

Promoting other social media posts is a great way to get the message out there. Liking, sharing or re-tweeting posts from other organisations will increase the campaign's exposure and road safety awareness.

Doing this will not only increase the exposure of the campaign and its messages, but help grow your own network. Being involved in road safety requires a combined effort from everyone; road users, road designers and engineers; policy makers; and political leaders. By supporting each other, we can all work together to improve road safety in Western Australia.

Commenting on posts is also another way of spreading the message and communicating with others.

Guide to Social Media Posts

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 in a timely manner (usually within 24 hours).
- Avoid scheduling too many posts in one day.
- Share photos and videos from your offline events.
- Share interesting posts from other regions.
- Create #hashtags to categorise your tweets and posts.

Use; #RoadRibbonforRoadSafety, #RoadRibbon, #WDoR<current year> and #RoadWise when mentioning the campaign.

Ideas for WALGA RoadWise Road Ribbon for Road Safety® posts

If you wish to post about your *Road Ribbon for Road Safety®* activities, here are some ideas to inspire you:

- **The Road Ribbon for Road Safety® story**
Why and how you are involved, your activities promoting the campaign and its messages. You can share news and photos from your activities in a few posts.
- **4 ways to reach your holiday destination safely this Christmas and New Year**
Safe system ideas: Maintain your car in a safe condition. Plan ahead by choosing the safest route available and including rest breaks every two hours, perhaps visit a Driver Reviver or Coffee Stop. Drive to the conditions of the road and obey the road rules. Remember to slow down and enjoy the ride.
- **Encourage community participation**
Promote your local events and or displays and how the community can get involved in road safety initiatives.
- **How to talk to friends about road safety**
Others in your peer group, colleagues or relatives.
- **Local Driver Reviver promotion**
Driver Revivers are supplied with road ribbons for distribution, promote your local operating Driver Reviver site and volunteers, and encourage everyone to contribute to achieving zero deaths and serious injuries while travelling this holiday season.
- **Coffee Stop participants**
Coffee Stop participants are supplied with road ribbons for distribution. Promote your participation in the campaign and how we all can play a role in road safety to work towards zero deaths and serious injuries on our roads this holiday season.
- **What to look for when buying a new or second-hand car**
Promote the Australasian New Car Assessment Program (ANCAP) website www.ancap.com.au for new cars and the Used Car Safety Ratings (UCSR) on the How Safe is Your Car website; www.howsafeisyourcar.com.au for used cars.
- **[Local Government] improving road safety [insert a change implemented for road safety reasons]**
For example, a Black Spot Project that has been completed.

Tips:

- Be mindful of your word count for social media posts, use subheadings where possible, include good quality photos, link to further information and use the #hashtags.

Ideas for 'Tweets':

- #RoadRibbonforRoadSafety campaign runs from [insert campaign date]. Wear a #RoadRibbon to show your commitment to road safety and zero deaths and serious injuries. #WDoR<current year> #RoadWise <link>
- We can all play a role in road safety. Show your support by wearing a free #RoadRibbon. Digital e-ribbons can also be downloaded from the WALGA RoadWise website and shared with friends and family, shared on social media, and saved as your phone wallpaper as a road safety reminder this holiday season." #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise <link>
- Encourage others to drive safely. Let us know what you're doing to encourage others to be safe. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise <link>
- Join a road safety cause #RoadRibbonforRoadSafety. #WDoR<current year> #RoadWise <link>
- Let's achieve zero road deaths and serious injuries. #RoadRibbonforRoadSafety <insert current year> is up and running. #WDoR<current year> #RoadWise <link>
- Grab a free #RoadRibbon and show your commitment to road safety this festive season. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise <link>
- Come visit us <at/outside> the <town/city/building> today to get your free #RoadRibbon and show your support for road safety. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise <photo> <link>
- The William's Driver Reviver is encouraging drivers to contribute to road safety. Come visit us at <location details> to grab your free #RoadRibbon. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise <link>
- Caltex Meekatharra is proudly supporting the #RoadRibbonforRoadSafety campaign and reminding everyone to take a break to avoid the onset of fatigue. #CoffeeStop #WDoR<current year> #RoadWise <link>
- Road Ribbon for Zero; Make Road Safety the Hero. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise <photo> <link>

Tips:

- Use photos and links as often as possible.
- When tweeting keep, to the 280 character limit and try to avoid posts of over two or more 'tweets'
- Don't forget the use of hashtags #RoadRibbonforRoadSafety, #RoadRibbon, #WDoR<current year> and #RoadWise.

Ideas for Facebook posts:

- The *Road Ribbon for Road Safety*® is almost here! Join a road safety cause to show your commitment to road safety by wearing a road ribbon, available free at a location near you. Learn more at <link> #RoadRibbon #WDoR<current year> #RoadWise
- As part of our commitment to making our community safer, we are supporting the RoadWise, *Road Ribbon for Road Safety*® campaign. Find out how you can get involved <link> #RoadRibbon #WDoR<current year> #RoadWise. <link>
- Fatigue could be responsible for up to 30% of all road deaths. The Cranbrook RoadWise Committee is dedicated to reducing the incidence of fatigue related road trauma and working towards zero deaths and serious injuries by operating a Driver Reviver this <insert dates>. Road ribbons will also be made available,

encouraging drivers to work with us and show their commitment to road safety. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise #DriverReviver <link>

- Four ways to show your involvement in the *Road Ribbon for Road Safety*® campaign: wear a road ribbon, hang road ribbons on your Christmas tree, attach road ribbons to Christmas cards for colleagues and friends, place road ribbons inside your car to remind each driver to slow down and enjoy their ride. (This list could even be interpreted in an image collage). #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise <link>
- The Shell Meckering Truckstop is encouraging all road users to be safe on the roads this festive season. Come and visit us to pick up your free road ribbon. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise #CoffeeStop. <link>
- City of Swan RoadWise Committee is proud to be a part of a road safety cause by supporting the RoadWise *Road Ribbon for Road Safety*® campaign. Road ribbons will be available to all who come and visit the City of Swan. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise. <link>
- Let's all work together to achieve zero deaths and serious injuries on our roads by making road safety the hero. #RoadRibbonforRoadSafety #WDoR<current year> #RoadWise. <link>

Tips

- Use photos with your posts as often as possible.
- Create an event on Facebook, explain the details of the campaign, and update the event with links or updates.
- Change your Facebook page cover image to reflect the campaign messages.
- Don't forget the use of hashtags #RoadRibbonforRoadSafety, #WDoR<current year>, #RoadRibbon, #DriverReviver, #CoffeeStop, #RoadWise.

If you have any questions or would like assistance with your *Road Ribbon for Road Safety*® social media campaign, please contact WALGA RoadWise on 9213 2000 or email roadwise@walga.asn.au



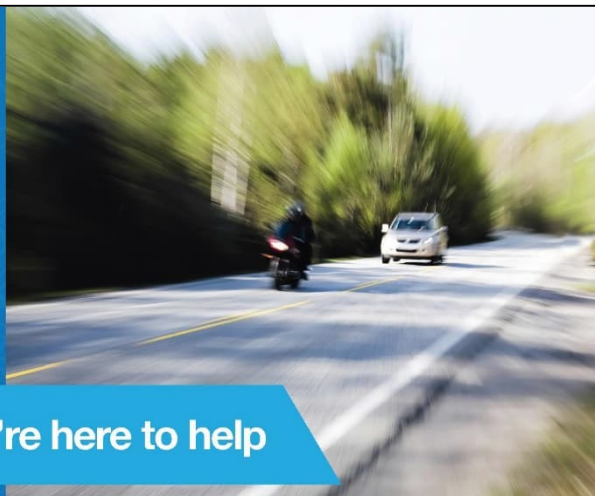
Road Trauma Support WA Flyer

(Source: Road Trauma Support, Injury Matters, <https://www.rtswa.org.au>)



**Road Trauma
Support WA**

Supporting those who
have been impacted by
road trauma across WA



When you're ready to talk, we're here to help

Here to help

Every year in WA thousands of people are impacted by road crashes.

Road Trauma Support WA provides information, support and counselling to anyone in WA who has been affected by a road crash.

We 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.

Our services

Our specialised fact sheets dealing with the impact of road trauma provide additional information and support and provide some tools that can help you cope in the aftermath of a road crash.

We provide specialised trauma and bereavement counselling:

- in person or via telephone or video call
- no referral needed
- no limit on number of sessions
- no timeframe for when incident occurred
- free service

Our specialised training and education workshops sessions support organisations, including emergency service personnel (paid and voluntary) whose staff may be exposed to road trauma as part of their work.

When to get help

It's important to recognise that you've been through an extremely stressful event and need to give yourself time and space to acknowledge what has happened.

The majority of people will recover from exposure to trauma with the care and support of family and friends. However some may experience ongoing, distressing symptoms that can prevent them from enjoying a normal life.

Some signs you may need to seek professional help can include:

- recurrent nightmares
- phobias, anxiety and flashbacks that last more than a few weeks
- trouble functioning at home or at work
- your relationship or friendships are suffering
- thoughts of harming yourself or others

A trained professional, such as a psychologist, counsellor or medical professional can help you cope with the trauma in a safe, confidential and non-judgemental manner.

Helping your recovery

There are a number of simple ways you can help your recovery following exposure to road trauma:

- spend time with people who care about you
- maintain a normal routine as much as possible
- ensure you are sleeping, eating well and exercising where and when possible
- avoid using alcohol and/or drugs to numb your feelings
- talk to someone you trust about what you have been through
- book an appointment with one of our trained counsellors, a General Practitioner, Employee Assistance Provider or other trained professional

Referral pathways

Road Trauma Support WA is a self-referral service meaning you can contact us directly on 1300 004 814 to book an appointment.

You can also refer a friend or family member via a third party referral however we require their signature as consent to contact them.

Referrals are also accepted from General Practitioners, the Insurance Commission of Western Australia, Health Professionals, Social Workers and First Responders.

phone: 08 6166 7688 or 1300 004 814 (toll free) **email:** admin@rtswa.org.au **web:** www.rtswa.org.au

Road Trauma Support WA is delivered by Injury Matters with funding from the Road Trauma Trust Account and contract management through the Road Safety Commission.

