

WALGA RoadWise

Local Safe Speed Initiatives



RoadWise



WALGA

RoadWise is funded by the State Government and supported by Local Governments.
www.roadwise.asn.au

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AIM

The aim of this resource is to enable the RoadWise road safety network to focus local road safety action on safe speed initiatives, while aligning with global and national campaigns during May 2017.

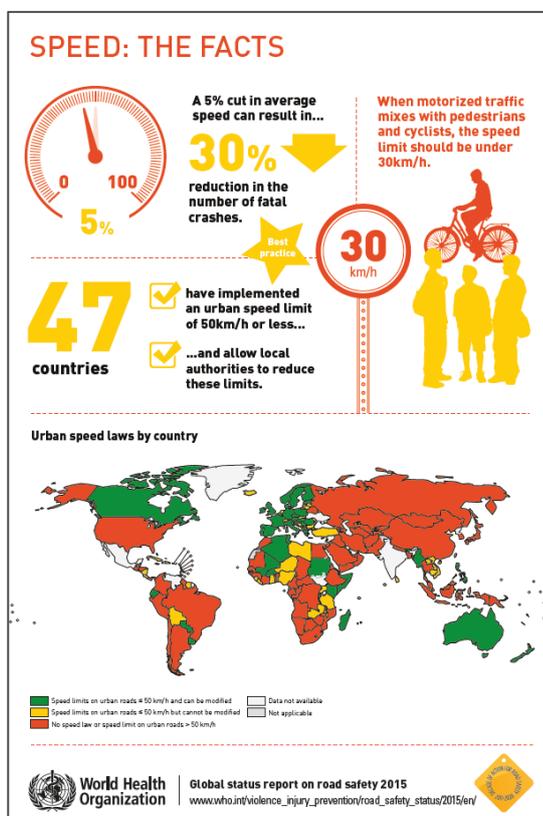
OBJECTIVES

- Provide the RoadWise road safety network with information on planning an effective safe speed campaign in their local area.
- Enable the RoadWise road safety network to consider and select from the variety of awareness raising activities, that will
- Contribute to creating a supportive environment for lowering speeds across the road network.

RATIONALE

As average traffic speed increases so does the likelihood of a crash. If a crash does happen, the greater the speed the greater the risk of serious injury or death.

- A safe speed is one that is tailored to fit the roads function and composition of traffic. It is particularly important on roads where there is no median barrier and mixing of road user types.
- An adult pedestrian's risk of dying is less than 20% if struck by a car at 50 km/h and almost 60% if hit at 80 km/h.
- 30 km/h speed zones can reduce the risk of a crash and are recommended in areas where vulnerable road users are common like residential and schools areas¹.
- Speed was the cause of 24% of road crashes and resulted in 62 deaths and 375 serious injuries in Western Australia in 2015².



¹ World Health Organisation, UN Road Safety Week, www.unroadsafetyweek.org/en/solutions, April 2017.

² Road Safety Commission, *Speeding*, www.rsc.wa.gov.au/Education-Programs/Safety-Topics/Speeding, April 2017.

CONTACT

WHAT MAKES A GOOD CAMPAIGN/PROJECT?

For a road safety campaign/project to be a success it is important to implement a combination of strategies rather than one strategy on its own.

Countries successful in reducing road traffic deaths have done so by implementing a mix of the following strategies:

- building or modifying roads to include features that calm traffic,
- establishing speed limits appropriate to the function of each road,
- enforcing speed limits, and
- raising awareness about the dangers of speeding.

SAFE SPEED AWARENESS RAISING INITIATIVES

The following are a list of safe speed awareness raising initiatives that may be implemented as part of a speed campaign. These should be used alongside the enforcement of speed limits and strategies to establish appropriate speed limits for the function of the road and the implementation of traffic calming where identified.

- [UN Global Road Safety Week 8 – 14 May 2017](#)
- [Slow Down Days](#)
- [Bin Stickers](#)
- [Community Safe Speed Promise](#)
- [Courtesy Speed Display](#)
- [Shine a Light on Road Safety](#)
- [National Road Safety Week 8 – 14 May 2017](#)
- [Fatality Free Friday](#)

A. UN Global Road Safety Week 8-14 May 2017

The Fourth United Nations Global Road Safety Week 2017 (8-14 May 2017) focuses on the management of speed and what can be done to address this as a risk factor in road crashes. It uses the tag line, **Save Lives #SlowDown**.

This week strives to increase understanding of the role speed plays in crashes and encourage action on measures to address speed, thereby saving lives on the roads. Speed contributes to around one third of all fatal road traffic crashes in high-income countries and up to half in low and middle-income countries.

Involvement in the UN Global Road Safety Week can offer a springboard or a starting point for sustainable change towards slower speeds.



CONTACT

Take the Pledge

The UN Global Road Safety Week urges people to take the pledge to slow down. The pledge can be taken on their website at; www.unroadsafetyweek.org.

Prominent people in the community can be asked to take the pledge and promote this in local media.

Register your event

Events can be registered on the UN Road Safety Week website at; www.unroadsafetyweek.org.

Useful links:

- UN Global Road Safety Week; www.unroadsafetyweek.org.
- WHO; www.who.int/roadsafety/week/2017/en/.
- Managing Speed; www.who.int/violence_injury_prevention/publications/road_traffic/managing-speed/en/.
- Take the Pledge; www.unroadsafetyweek.org/en/get-involved.
- Register your event; www.who.int/roadsafety/week/2017/event-registration/en/.

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B. Slow Down Days

Slow Down Days are community organised days designed to support and raise awareness of the UN Global Road Safety Weeks main focus - reducing speed. Holding the event during a global campaign such as the UN Global Road Safety Week will help to get the community and media involved. However, Slow Down Days can be undertaken at any time of the year.

The main goal of this initiative is to campaign to the public, passing motorists and local authorities to temporarily reduce speed limits on a street for a few hours, a day, a week or a month or to promote planning towards a longer-term campaign calling for the permanent reduction in speeds in select locations. Those locations might be in front of a school, areas where there are high numbers of pedestrians, on a residential street or outside a business.

Before a Slow Down Day is organised it is important to gain permission and involve authorities such as Main Roads WA (who set speed limits in WA) and your Local Government. It may be that the campaign doesn't actually temporarily reduce the speed limit but rather promote the local speeding issue so that it may kick-start a campaign to reduce the speed limit permanently.

A Save Lives #SlowDown sign board can be downloaded and a personal message added for passing motorists to see (examples below).



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The Slow Down Days Toolkit for Organisers (see link below) provides organisers with details on how to run a Slow Down Day event as well as ideas on what can be done including tools to help run the event.

Useful links:

- Slow Down Days: A Toolkit for Organisers; www.who.int/violence_injury_prevention/publications/road_traffic/SlowDown_Days/en/.
- Slow Down Days; www.unroadsafetyweek.org/en/get-involved.
- Save Lives #SlowDown sign board; www.unroadsafetyweek.org/uploads/nieuws/signboard_logo_space_for_text_a3.pdf.

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C. Bin Stickers

The *Please Slow Down, Consider Our Kids* initiative could be used in conjunction with a Slow Down Day event or on its own. Many local communities already have these stickers on their bins, if not, Local Governments can purchase the stickers, see the RoadWise website for information. Bin stickers could also be used visually to further promote a Slow Down Day event.



Useful link:

- WALGA's RoadWise, bin sticker information; www.roadwise.asn.au/bin-stickers.aspx.

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D. Community Safe Speed Promise

The Community Safe Speed Promise provides a means for the community to work together with their Local Government to reduce travel speeds, and take control of road safety on their local streets.

The program encourages residents to sign a Safe Speed Promise and commit to driving within the speed limit. The Local Government then provides the resident with a bumper sticker so that they are easily identifiable and can set an example for other motorists to follow. The act of making this commitment increases the likelihood that the person will make a concerted effort to drive within the speed limit and to the conditions of the road. It also works at the population level, building community support for reduced travel speeds.



Useful link:

- WALGA'S RoadWise Community Safe Speed Promise; www.roadwise.asn.au/community-safe-speed-promise.aspx.

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E. Courtesy Speed Display

This WALGA RoadWise resource is available to help Local Governments achieve safer travel speeds in their community.

The Courtesy Speed Display is a portable sign, available for loan to Local Governments. The display can be affixed to a new or existing pole at the roadside in areas where travel speeds are an issue. WALGA's RoadWise has two (2) Courtesy Speed Displays available to Local Governments, on a loan basis.

To find out more about the Courtesy Speed Display and how Local Governments can utilise this resource to help reduce speeds in their community, contact your closest Road Safety Advisor or visit www.roadwise.asn.au to download the *Courtesy Speed Display Resource Kit*.

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F. Shine a Light on Road Safety – Friday 12 May

The *Shine a Light on Road Safety* campaign aims to raise awareness, prevent deaths and injuries on our roads and raise funds to support those impacted by road trauma; #shinealightonroadsafety. The campaign has three parts:

1. Asking all road users to turn on their headlights on Friday, 12 May as a simple, free and highly visible gesture, to remember those impacted by road trauma and show your commitment to road safety.
2. Community events or local promotions. Shine a light on a local initiatives and campaigns that have been installed to reduce speed e.g. roundabouts, traffic calming, bin sticker campaigns.
3. Illuminations in yellow of key icons from Monday, 8 to Sunday, 14 May.

This campaign is about working as a community to keep everyone safe. Reducing speed can be promoted as part of this campaign.

The 2017 *Shine a Light on Road Safety* campaign coincides with the Fourth United Nations Global Road Safety Week to be held from 8-14 May 2017.

Useful links:

- Road Trauma Support VIC; www.rtssv.org.au.
- Road Trauma Support WA; www.rtswa.org.au/articles/view/help-us-shine-a-light-on-road-safety-in-2017.html.
- WALGA'S Roadwise *Shine a Light on Road Safety Event Kit*; www.roadwise.asn.au/news/details.aspx?newsid=150.

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G. National Road Safety Week 8 – 14 May – Yellow Ribbon May

National Road Safety Week aims to promote safer driving and raise awareness of road safety.

The campaign is an initiative of Safer Australian Roads and Highways (SARAH) which was established by Mr Peter Frazer after his daughter was killed in a road crash on the Hume Highway in February 2012. The Sarah Group's mission is to promote initiatives that will bring about improved road safety, as well as support those affected by road tragedy.



National Yellow Ribbon Road Safety Week is held in May each year to coincide with the United Nations' Global Road Safety Week. This May, Perth will once again glow yellow to commemorate the lives lost on WA roads and around the world. This year's theme is speed and a series of events will be held in Perth during the week, from May 8 to May 14.

This initiative of lighting up well-known infrastructure could also be used locally to light up speed reduction initiatives such as roundabouts or traffic calming installations. These can then be promoted in local media.

Useful links:

- SARAH Group; www.sarahgroup.org/road-safety-week.
- WA Road Safety Commission; www.rsc.wa.gov.au.

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H. Fatality Free Friday – Friday 26 May

Fatality Free Friday is a National campaign that occurs on the last Friday in May each year. The aim of the campaign is for not a single road death in Australia for just one day.



The campaign asks motorists to take a pledge to actively concentrate on road safety and safe driving for just one day in the year. The hope is they'll drive safer for the next few days too and, over time, change their outlook completely, consciously thinking about safety each and every day they get behind the wheel.

Drivers can take the pledge by visiting the Fatality Free Friday website; www.fatalityfreefriday.com/. A number of National commercial organisations sponsor the day and are involved by promoting the campaign through on-site advertising and giveaways.

A partnership approach may be undertaken in a local community by partnering with the local businesses who are promoting the Fatality Free Friday campaign to also promote the role of speed in road crashes.

Useful link:

- Fatality Free Friday; www.fatalityfreefriday.com/.

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