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Young Tasmanian ambassadors help to deliver international road safety message

The RACT has launched a new campaign aimed at reducing deaths and serious injuries on the road.

Based on the international road safety awareness campaign 12 Golden Rules, it will put a local spotlight on a global issue.

Executive General Manager, Membership and Community, Stacey Pennicott said the organisation had enlisted the help of school students from across the state to serve as ambassadors to increase awareness around road safety.

“Every day, 3500 people are killed on roads around the world, including 500 children,” she said.

“Each year in Tasmania, about 300 people are either seriously injured or killed on our roads.

“The Federation International de L’Automobile (FIA), the representative body of auto clubs across the world, has a long-running 12 Golden Rules campaign.

“During Road Safety Week earlier this year, we workshopped each of the 12 rules with students at three primary schools in the south, north and north-west.

“The students helped to set challenges that Tasmanians will be asked to abide by on the road.”

The 12 rules are:

1. Never Drink and Drive
2. Don't Text and Drive
3. Always Pay Attention
4. Slow Down for Kids
5. Wear a Helmet
6. Check Your Tyres

7. Buckle Up
8. Stop When You're Tired
9. Stay Bright
10. Obey the Speed Limit
11. Check Your Vision
12. Use a Child Safety Seat

Ms Pennicott said four students from each school would serve as ambassadors for each rule and would appear in videos issuing a community challenge to be posted at the beginning of each week on RACT's website and social media channels.

"A secondary Facebook poll will be posted at the end of each week asking the community whether they follow the rule in their daily lives," she said.

"We will then use the resulting data to inform our road safety focus moving forward.

"During the 12-week campaign the RACT will also run a series of activities across the state including educational sessions in schools and for elderly drivers, winter safety and child restraint checks as well as child safety activities."

Ms Pennicott said the RACT wanted all Tasmanians to get involved in the campaign via @RACTOfficial on social media or www.ract.com.au.

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