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Launch of new book teaches Tasmanian children to be safe road users

National Road Safety Week 2020

With children among the most vulnerable road users in the state, RACT have launched a new book to help Tasmanian kids learn safe road habits as part of National Road Safety Week.

Yippee, developed in partnership with South Australian sister club the RAA, utilises a fun combination of colourful illustrations and easy-to-follow rhymes to introduce the importance of positive road safety habits to children at an early age.

RACT Chief Member Experience Officer Stacey Pennicott said it was never too early to begin teaching children how to be safe near roads.

“Children are vulnerable road users, and with more traffic and more transport options, teaching the future generation of drivers about the importance of being safe near the road is more important now than ever before,” Ms Pennicott said.

“While this week marks National Road Safety Week, after a horror year on our roads it is clear more work needs to be done everyday to make sure Tasmanians are safe road users for life and getting the message to people in their early years is key to achieving this.

“RACT will be rolling *Yippee* out across the state as part of our broader community education program next year, taking it to pre-schools, schools and the wider community to help spread this lifesaving message.”

Ms Pennicott said although *Yippee* was aimed at younger children, the book also offered a range of tips for parents and guardians to talk to their kids about road safety.

“The lessons we teach our children now can help guide their behaviour as they grow. This is why adults have a vital role to play when it comes to teaching children about road safety,” Ms Pennicott said.

“We encourage all parents and guardians to not only keep an eye on their children near the road, but to always be on the look out for opportunities to teach and explain the importance of road safety.”

RACT’s key tips for teaching children to be safe road users:

- **Talk about road safety whenever you’re near a busy road with your children**
- **Hold hands with your children at all times when crossing the road**
- **Make sure your children are correctly restrained while in the car**
- **Model road safety behaviours in front of your children**

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