



GENERAL AWARENESS AND EDUCATION



Look after your mates, Des

A PROGRAM aimed at saving lives and reducing injuries and drink-driving offences on Circular Road roads was officially launched by Mayor Daryl Quilliam yesterday. The concept of "Who's Des (designated)" encourages people to have a designated driver when they plan on drinking.

Department of Infrastructure manager of road safety operations Grant Douglas said it was a "no-brainer" wanting to get communities involved in a program such as this. "Road safety is everyone's responsibility," he said.

Participants in the program, designated designated drivers, will register at one of the 11 licensed establishments involved in the program and receive a DES card that reminds them to free soft drink while they are "Des". The responsibility of "Des" is to not drink any alcohol prior to participating, and to not consume any alcohol during their time as the designated driver.

Circular Road Council recreation and community officer Deb Kilmour said it was important to look after the welfare of friends by ensuring they got home safely. "We want to make sure your community is safe," she said. "It's about being responsible and looking out for your mates."

Saunders Club manager Bruce Hocking praised the initiative for its focus on road safety. "Any small step that can help in protecting our members and customers to get home safely is always a good thing," he said. "I think it can go a long way in making everyone a lot safer."

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Safety first Circular Road businesses are working with the Circular Road Council and the state government to lower drink-driving related incidents on local roads. *Picture: Andy Walsh.*

Promoting local road safety
Community Road Safety Partnerships

PLEASE TO DRIVE

Please drive to work soberest
Keep saved for on road (roads)

Planning to Celebrate?
If alcohol is involved don't drink.

DRINK DRIVING

Don't drink and drive. It's a dangerous combination. The risks are high. Alcohol causes brain damage. Road deaths, permanent brain and spinal cord damage.

The Sorell Times

Driving to the Conditions on our Rural Roads

In winter you are more likely to be driving in adverse weather conditions. This means you will need to drive more slowly and match your speed to the conditions.

DRIVING CONDITIONS

IMPORTANT TIPS TO INCREASE SAFETY IN WINTER:

- Weather may not be as good and it will take you longer to stop. Be conscious of your following distance.
- Check that headlights allow with your lights on low beams, as fog helps other drivers to see you.
- Use your signals and brakes or air brakes to help your vehicle slow down.
- Give slower or egg wags if you see trouble with the lead.
- Allow extra time for your journey.
- Reduce speed on corners and avoid or reduce or avoid the important on the road.

A major component of the community road safety activity conducted by DIER's Road Safety Operations Branch is a coordinated Community Awareness and Education program. The primary objectives of this program are to:

- raise awareness of key road safety issues as identified in the TRSS
- educate / re-educate road users on safe driving practices
- develop and reinforce positive driver attitudes
- engage difficult-to-reach audiences, vulnerable road users and high risk drivers
- complement and reinforce state-wide campaign messages of the Road Safety Advisory Council (RSAC) at the grass roots community level
- foster widespread community ownership of road safety issues

Where possible, CRSP General Awareness / Education activities are designed to complement the timing of major campaigns conducted by the Road Safety Advisory

Council (RSAC). For example, speeding and safety around school zones is a focus when schools return in February and inattention and fatigue are the focus prior to public holiday long weekends. At football finals times and the pre-Christmas period drink driving will be the theme, while driving to conditions is emphasised in the winter months.

Also, CRSP activities aim to complement RSAC road safety messages by adapting them to incorporate the culture of the local environment ie., applying the messages by including, for example, local photos, naming local roads and using endorsements by community 'champions'.





Yvonne Stone and Deb Mainwaring (Council) and Bryan Green MP at the Circular Head Show

• **Local websites and email networks**

A number of community organisations are providing road safety messages to their networks using electronic communication strategies. Email messages are commonly used to distribute important road safety information to CRSP networks. Several Councils have also dedicated space on websites to promote CRSP activities.

In 2010 the Kentish Council developed an innovative brochure promoting POIs, which are 'points of interest' for GPS navigators. The POIs can be downloaded onto tourists' GPS navigators, to provide specific information about high road kill areas and thereby lessen wildlife strikes and improve road safety.

- **Variable message board display trailers**
- **Posters in businesses, clubs and hotels**
- **Community events and displays**

Circular Head CRSP has conducted several information sessions on standard drinks using the fatal vision goggles and breath testers, with the aim of raising awareness of the dangers and consequences associated with drink driving.



Fiona Barrett and Allison Bone of the Huon Valley Council promote road safety to local youth

Scarecrows promote safety

Tasman, Glamorgan Spring Bay and Sorell CRSP networks became involved with a Rural Health Week 'Scarecrow' project in 2009. The project aimed to raise awareness about rural safety issues by engaging community groups and individuals to build scarecrows and display relevant safety messages along roadsides and at prominent locations in the community. Road safety was a consistent theme throughout.

