**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, [campaign start date] November marked/marks the first day of the WALGA RoadWise *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](http://www.roadwise.asn.au/road-ribbon-for-road-safety.aspx).

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