

SaferRoads gets under way!

Welcome to the first *SaferRoads* newsletter. As a supporter of *SaferRoads* you will receive an electronic newsletter on a regular basis, with information on progress and activities. The newsletter will be in PDF format and will require Adobe Acrobat to open. There is a link to an Acrobat download in this email if you don't already have it installed.

What is the SaferRoads project?

SaferRoads is about safer drivers in safer cars on safer roads. The *Safer Roads* project is designed to encourage community understanding and engagement in road safety. It will require a cooperative effort from all sections of the community — government, industry, community and business organisations, health professionals and road users. *SaferRoads* aims to shift the focus of road safety away from being a narrow transport issue, to being one of preventative health with enormous impact on Australian society.

Partners and supporters

The *SaferRoads* project has been put together by the Australian Automobile Association (AAA), the Australian Trucking Association (ATA), the Australian Local Government Association (ALGA), and the Australasian College of Road Safety (ACRS). Many other organisations have already expressed their support for the project, including:

- Australian Council for Infrastructure Development
- Australian Medical Association of South Australia
- Australian Road Federation
- Civil Contractors Federation
- Engineers Australia
- Murdoch University Planning and Transport Research Centre
- National Farmers Federation
- University of SA Transport System Centre
- University of Sydney Institute for International Health Injury Prevention and Trauma Care Division
- Queensland university of Technology Centre for Accident Research and Road Safety Queensland.

If you or your organisation would like to become involved in *SaferRoads*, contact the AAA on (02) 6247 7311 or email us at SaferRoads@aaa.asn.au.

What can supporters do?

Supporting *SaferRoads* need not be a difficult or costly task, but your support will make a difference. Supporters can help by:

- Using the PowerPoint presentation (attached) to learn more about SaferRoads, and to tell others;
- Using the *SaferRoads* logo (attached) on your website, letterheads and other materials;
- Placing a link on your organisation's website to the *SaferRoads* website;
- Branding your road safety and road related activities under the *SaferRoads* umbrella; and
- Publicly and privately supporting the project.

Supporters of *SaferRoads* are also asked from time to time to give permission for use of their logos to promote the links between *SaferRoads* and its supporters at, for example, the *SaferRoads* launch and road shows (see below), or as a link button from our website to your website. If you would like to be involved in SaferRoads in this way, please email your logo to SaferRoads@aaa.asn.au. You will, of course, be consulted each time *SaferRoads* would like to use your logo.

SaferRoads website

The *SaferRoads* website is now operating at www.aaa.asn.au/saferroads. It contains a great deal of useful information about *SaferRoads* and road safety generally. The site is still being developed so any comments or suggestions you might have would be appreciated.

Upcoming events and dates

A number of *SaferRoads* events are being planned:

- The official *SaferRoads* launch will be held the week before the WHO's Road Safety day, on the 31st March 2004. Details will be provided closer to the day;
- NRMA and RACV will also be holding *SaferRoads* seminars in Sydney and Melbourne on WHO day;
- A number of road shows will be held throughout Australia in coming months to spread the word.

If you would like more information on these events, or would like to let others know about events you're