

SaferRoads Launch



SaferRoads was launched by the Minister for Local Government, Territories and Roads, Senator Ian Campbell at Parliament House on 31 March 2004. The Minister and the President of the Australian Automobile Association addressed around 100 people, including *SaferRoads* supporters, some of Australia's leading road safety and medical trauma professionals, Members of Parliament and industry representatives.

Speaking at the launch, Minister Campbell highlighted the need for partnerships like *SaferRoads*, which recognise that everyone has a responsibility in making roads safer — motorists, governments, car manufacturers and businesses.

Following the success of the national launch, we are now planning to take the *SaferRoads* message to regional Australia in a series of 'roadshows'. A very successful trial 'roadshow' was conducted at Albury/Wodonga on the day following the launch. If you would like more information on our roadshows, or would like to be involved, contact us at saferroads@aaa.asn.au.



From left to right: Eve Somssich (Charles Darwin University), Professor Mark Stephens (George Institute of International Health) and Prof. Ian Johnston (Monash University Accident Research Centre) at the *SaferRoads* launch.

SaferRoads Resources

As the *SaferRoads* project continues to develop, so too does the website. We encourage you to take a look at the site, and if you have any suggestions, or requests, don't hesitate to contact us. For supporters linking websites to the *SaferRoads* website, if corporate policy allows, can the *SaferRoads* link be made on your organizations Home Page so it can be easily accessed by visitors to your site.

The *SaferRoads* logo, brochures, stickers, posters and Power Point presentation can be downloaded from the website, however if for any reason you want hard copies of these materials please contact us.

Other World Health Day Activities

Many *SaferRoads* supporters held functions to promote World Health day on 7 April, too many to put in this Newsletter, but here are some of them.

The Royal Australasian College of Surgeons launched its updated Policies on Trauma – including the RACS Road Trauma Policy.

The Rural Doctors Association of Australia circulated the NSW Guidelines for GPs on *Managing Anxiety following Motor Vehicle Accidents* as well as the RACS Guidelines on Trauma to all its members.

The ACT Department of Urban services organised a media event involving 400 DUS staff representing the number of persons injured in road crashes each year in the ACT.

Upcoming SaferRoads activities

We are planning to conduct several driver attitude surveys in various states over the next few months. As well we are developing a video that will be sent to all supporters as an educational and presentation resource. It will eventually be produced in an internet friendly format for downloading from the website.