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| Road Safety 2010 Road Safety 2010, the framework for halving the road toll over the next decade, describes speeding as the greatest contributor to road fatalities in NSW. The speeding campaigns aim to reduce the annual cost to the community of speed-related crashes, which is more than $827 million per year.[www.rta.nsw.gov.au](http://www.rta.nsw.gov.au)**Examples of links to action areas of the Ottawa Charter***Build healthy public policy** Legislation to permit fixed digital speed cameras to operate in NSW.
* The 50 km/h urban limit is part of a nationwide strategy to reduce the incidence of injury and death on the roads. Even small reductions in vehicle speed can reduce the number of deaths and severity of injuries.
* Mandatory road safety courses will be developed to enable offenders to change their behavior and develop safer driving habits.
* Policy reform in relation to the requirements of progressing through driver training, including hazard perception test and driver qualification test.
* Penalties have increased for drink driving, excessive speeding, and ‘road rage’ offences.

*Create supportive environments** The ‘Speeding – no one thinks big of you’ campaign (launched in 2007) aims to make speeding socially unacceptable, just as drink driving is.
* ‘P plate speeding campaign’ aims to increase awareness of the police enforcement operation targeting young drivers. It consists of two 15-second commercials advertising on bus backs and outdoor billboards.
* Fixed speed cameras at 13 primary school sites in NSW.
* Three warning signs installed on the approach to a regular fixed speed camera.
* Testing of Intelligent Speed Adaptation systems where the vehicle ‘knows’ the speed limit and is capable of using that information to give feedback to the driver or limit the vehicle’s speed.
* Upgrading existing roads and higher safety standards in new road construction to improve road safety.
* Construction of cycle ways to separate cyclists from other traffic.

*Strengthen community actions** The sponsorship of the RTA SpeedBlitz Blues is part of an ongoing campaign to raise awareness about the consequences of speeding, and to change attitudes towards speeding, particularly among young male drivers – who remain the most at-risk group on the roads.
* Continuing to work with community-based organisations to provide ‘driver reviver’ sites to combat driver-fatigue-related accidents.

*Develop personal skills** The ‘speeding campaign’ delivers a straightforward message about the actual difference in stopping distances for a vehicle travelling at 60 km/h compared to one travelling at 65 km/h. A key issue in speeding- related crashes is the fact that most motorists underestimate the distance needed to stop.
* The ‘Country speeding campaign’ aims to reduce speeding-related crashes in NSW by challenging the belief that being familiar with the road means you can drive above the speed limit and increasing drivers’ awareness of the dangers of speeding around bends.
* The ‘Notes campaign’ uses advertisements in cinemas and magazines to specifically target drivers aged 17–25 years. It aims to increase awareness of speeding as a significant killer of young drivers, make young drivers stop and think about their risk-taking behaviour, and encourage young drivers to modify their speeding habits and slow down.
* Introduction of the Graduated Licencing Scheme to increase novice drivers’ experience and to improve knowledge, driving ability and hazard perception.
* School education road safety programs for protection of children and development of long-term safe behaviours.
* Provision of adequate road crossing facilities, audio/tactile signals, and ramps for wheelchairs, prams and shopping trolleys to create a safer environment for pedestrians.

*Reorient health services** The ‘Slow Down Roadshow’ travels around the state educating the community about the consequences of speeding.

Many of the previously mentioned strategies and campaigns that increase road safety awareness promote a preventative approach to road safety issues, thereby reorienting health services towards health promotion. |