



## The only acceptable number of fatalities and serious injuries on our roads.

With the Easter long weekend approaching and many of us planning to travel, the Shire of Bridgetown-Greenbushes is joining with WALGA's RoadWise to promote the *Blessing of the Roads* campaign.

This year the campaign is encouraging a **zero**-focused vision where we all work together to prevent road trauma.

The *Blessing of the Roads* campaign is aligned to *Towards Zero*, WA's road safety strategy 2008 – 2020, which follows the globally-recognised safe system approach to achieve the long-term vision of a road transport system where crashes resulting in death or serious injury are virtually eliminated.

Through the *Towards Zero* vision, the campaign intends to help create a **zero**-focused culture among those who design and build roads and vehicles, and those who use the road network. By working together we can demonstrate that road trauma is preventable.

Remember:

- As a road user, be responsible for your actions when using the roads and obey the road rules.
- As a car dealer, disseminate positive consumer information about safety features that can help increase the uptake of safe cars.
- As a Local Government, design a road transport system on the basis that people make mistakes and the system should cater for those mistakes.
- The only acceptable number of fatalities and serious injuries on our roads is **zero**.

The Shire of Bridgetown-Greenbushes Roadwise Advisory Committee will be hosting an event to showcase the local road safety initiatives being implemented and how you can get involved. Join us to work towards a vision of zero fatalities and serious injuries.

The event will take place at Memorial Park (or Bridgetown Town Hall if raining) on Wednesday, 28 March commencing at 9:15am. For further information please contact Glen Norris on 97610 800 or email: [gnorris@bridgetown.wa.gov.au](mailto:gnorris@bridgetown.wa.gov.au)

As part of the *Blessing of the Roads* event, we will recognise and thank our emergency services, local police and volunteers for helping to make our roads safer. A ceremony will also take place to bless our roads and pray our road users have a happy and safe journey.

