



## MEDIA RELEASE

On Friday 10 May 2019 Road Trauma Support Services Victoria's (RTSSV) is encouraging all Victorians to turn on their headlights to **Shine a Light on Road Safety**. Turning on your headlights is a simple, free and highly visible gesture, to remember those impacted by road trauma and show your commitment to road safety.

Sunday 5 May there is a community walk at Albert Park Lake to enable community participation in advocating for safer roads.

Australian landmarks will be illuminated in yellow for road safety from Monday 6 to Sunday 12 May.

The campaign is supported by key road safety agencies including the Victorian Government, Victoria Police, VicRoads and the Transport Accident Commission (TAC).

The campaign is to raise awareness, to stop deaths and injuries on our roads and to raise funds to support those impacted by road trauma. The campaign is part of National Road Safety Week and the Fifth United Nations Global Road Safety Week. #shinealightonroadsafety.

**Bernadette Nugent, interim Chief Executive Officer said:** "Most of us go about our day-to-day business, assuming we are going to go home to our loved ones at night. Sadly, for many people, this is not the case. Currently in Victoria, more than 7,500 people are seriously every year as a result of road trauma and although the road toll decreased in 2018, no death on our road is acceptable. Road trauma changes lives. The consequences often have an enormous impact on people's everyday existence. At RTSSV, we sadly hear hundreds of stories every year that reflect this and the struggle people experience to find meaning again and reconnect to their lives. We all have a responsibility to not be complacent, and to behave in a manner that fosters road safety."

### KEY CAMPAIGN MESSAGES

- Road safety is everyone's responsibility
- Giving the community voice about road trauma
- Our counselling and support services are available free and unlimited to anyone impacted by road trauma.

### OUR ORGANISATION

Road Trauma Support Services Victoria is a not-for-profit organisation contributing to the safety and wellbeing of road users. We provide counselling and support to people impacted by road trauma, and address attitudes and behaviours of road users through education. We are committed to educating the community and raising public awareness about road trauma and how it affects people's lives; we do this in part by sharing personal stories about road trauma.

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