

MEDIA RELEASE

Road Trauma Support Services Victoria is pleased to announce that Acting Assistant Commissioner Neville Taylor, head of Victoria Police Road Policing Command is the Ambassador for the 'Shine a Light on Road Safety' campaign.

Neville has seen firsthand the enormous costs of poor driving choices and road trauma in Victoria. "The decisions drivers make and action they take on the road can affect their lives, and the lives of others, for a very long time. I'm proud of the counselling, support services and education provided by Road Trauma Support Services Victoria. I encourage the community to take responsibility for their driving behaviour and help us on the Road to Zero fatalities and serious injuries."

Road Trauma Support Services Victoria is asking Victorians to turn on their headlights on Friday 16 May 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.

The campaign will culminate with a Community Walk at Jells Park on Sunday 18 May, so that we can join together and demonstrate our collective commitment to road safety. Together we can make a difference.

Since 1989, the Victorian road toll has more than halved. However since then nearly 9,000 people have been killed on Victorian roads and more than 150,000 people have been injured. The 2014 road toll is 23% higher than it was at this time last year. The Shine a Light campaign is one way the community could help make a difference. We can all play a part in promoting safe road usage and help stop the senseless loss of lives on Victoria's roads.

11 May marks the fourth anniversary of the United Nations Decade of Action for Road Safety 2011-2020 to reduce road traffic fatalities. Every Victorian should take their responsibility on the roads seriously. Whether as a driver, passenger, cyclist, motorcyclist or pedestrian, we all have a role to play.

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