

From Little Things Big Things Grow

Presentation by

Tam McKeown (Senior Constable WA Police based at Wickepin) Phone
98881100 Fax 9888 1204

Email address: tam.mckeown@police.wa.gov.au

Ann Rintoul (Narrogin Regional Consultant School Drug Education and Road
Aware) Phone 9881 0000 , Fax 9881 3178

Email address: ann.rintoul@det.wa.edu.au

The ***Being Seen, Being Safe*** initiative is a Western Australian road safety project designed to influence positive road safety behaviour by the young people of our communities and to increase the safety of our most valuable assets...our children.

This award winning project is a successful example of a partnership between police, local government, corporate partners, schools, School Drug Education and Road Aware and other allied agencies to develop positive road safety attitudes and promote safe road use by young people.

Being Seen, Being Safe was originally launched in the Mid West region following the tragic road death of boy by a heavy haulage vehicle. Tam McKeown was the instigator of the project and has been a driving force to ensure that as many W A children as possible are part of the initiative.

Over 1,000 children, from rural areas of the Mid West participated in interactive road safety activities that focussed on vehicles and the impact of these on vulnerable road users. Children were all presented with a bright tee-shirt which ensured the young people were readily seen.

In 2010, the project moved into the southern Wheatbelt and Great Southern regions with fluoro vest sponsorship provided by Farmsafe WA Alliance. Following the vest presentation the children took part in interactive road safety activities and a presentation by local heavy haulage contractors, to make them more aware of the hazards of being a road user. The heavy goods vehicles were used as an educational medium to demonstrate to the children the magnitude of vehicles on the road and how vulnerable the children could be if they did not apply road safety sense.

In 2011, the project with sponsorship from Local Government organizations will target an estimated 5000 recipients within the regions. During a recent Road Safety Council regional meeting in Narrogin, over 700 fluoro-vested students from local schools marched, with support from Izzy and Constable Care, through the main streets emphasising the importance of reducing speeds.

To complement the vest presentation, the students at the school receive a visit from Izzy the lizard and Constable Care, the road safety mascots. Schools are involved in either a whole day of activities or half a day, depending on the number of students in the school. These activities are based on the SDERA resources Challenges and Choices K-3 and 4-7. These resources have been given to every school in the State and during the interactive sessions, teachers can participate and see how the resources are able to be used within the classroom to provide Best Practice Road Safety Education.

Schools are supported to implement comprehensive road safety education programs within a whole- school approach that encompasses not only curriculum, but parents and community and the ethos and environment of the school. A SDERA project, entitled CHAT (Changing Health Acting Together) has enabled schools to develop a whole school approach to Road Safety. The schools develop a comprehensive set of programs and guidelines to cater across all year levels, thus ensuring young people are engaged in road safety from K-12. Through a comprehensive and best practice approach, students will develop positive attitudes and values, understandings, knowledge and skills at a young age, to ensure they develop into safe road users of the future.

The DVD presentation captures the expansion of the project from its original conception and shows how partnerships can be developed to ensure that the young people in our state are given every opportunity to participate in road safety education.

