



Media Release

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Road safety message for Kimberley students

On their annual regional tour, RAC's Community Education team are heading to the Kimberley this month to educate students and young drivers about staying safe on the roads.

RAC Senior Manager Media and Government Relations Liz Carey said the Community Education team has delivered the road safety message to over 350,000 Year 10 to 12 students since 2002.

"We teach students the importance of safe driving and the effects of alcohol, speed and reckless behaviour on driving and being a responsible passenger," Ms Carey said.

"56 people were seriously injured or killed on roads in the Kimberley region in 2013. Education is one of the ways to help keep our young drivers safe."

The RAC Community Education team works with the Paraplegic Benefit Fund (PBF) through their Road Prevention Program to deliver a meaningful message to schools about the consequences of sustaining a spinal cord injury from a road trauma event.

PBF presenters Keith Conder and Karen Harvey will share their personal road trauma stories with the students and explain how different life is when living with a permanent disability.

The school presentations are targeted toward the needs of local schools through a combination of visual, factual and interactive learning activities.

The RAC's most recent young driver survey showed almost 50 per cent of respondents used their phone while driving, while a further 20 per cent checked social media behind the wheel.

"These students are our next generation of drivers and we want to ensure they have a good understanding of road safety and the consequences of bad decisions.

"In 2013, drivers aged 17 to 24 accounted for 18 per cent of all WA road fatalities despite only making up 11 per cent of the population. These results are worrying, and reinforce the need to educate young drivers about safe driving."

Community Education will be making more than 12 trips to regional Western Australia in 2015.

For more information about RAC Community Education please visit the [RAC website](http://rac.com.au).

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