

Shire of Broome
PO Box 44, Broome WA 6725

Phone: 08 9191 3456

Fax: 08 9191 3455

MEDIA RELEASE



FOR IMMEDIATE RELEASE

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Back to School Road Safety

As students in Broome go back to school on Wednesday 2 February 2011 motorists are reminded to be extra cautious when travelling within school zones.

Shire of Broome President and Chairperson of the Broome RoadWise Committee Councillor Graeme Campbell said with some students going to school for the first time it is important drivers take care.

“Children often get distracted and don’t pay as much attention around roads as they perhaps should. Unfortunately, the same sometimes applies to drivers also,” he said

“It is saddening to know that every year some 20 children under the age of 16 years are killed on WA roads. In addition, a further 280 are severely injured requiring hospitalisation.

“One area of concern is how easily drivers can be distracted when behind the wheel. Mobile phones, using a GPS unit, eating and the activity of passengers are common distractions while driving.

“Any of these can distract us from giving our full attention when driving. As a result, any lapse in our attention for just a moment could have heartbreaking consequences.

“If we give our full attention to driving and reduce speed in school zones to 40km per hour from 7.30am until 9am and 2.30pm until 4pm, we will help keep our children safe.”

The Broome RoadWise Committee last year launched its Don’t Zoom in Broome campaign which encourages Broome motorists to sign a community safe speed promise pledging that they will drive within the speed limit.

Community members are once again being encouraged to sign the pledge which is available from the Shire’s Administration Building. Participants are given a Don’t Zoom in Broome sticker to display on their vehicle.

ENDS

Media Contacts:

Graeme Campbell – Broome Shire President – 0407 477 544