

FROM THE COAST

Staying Safe on the Road

In the lead up to Easter the Shire of Esperance RoadWise Committee and Esperance Police are launching a Blow Zero campaign. This is aimed at rewarding drivers for good driver behaviour and to encourage people to not drink and drive.

Over the next four weeks Esperance Police will be recording the names of drivers who are stopped for a preliminary breath test and provide a zero alcohol reading. These names will go into a weekly draw to win a \$50 fuel voucher. Thank you to Russel and his team at Esperance Toyota for supporting this campaign by sponsoring the weekly prizes.

With the increased traffic on our roads around public holidays it's important to think about our own driving habits and driver behaviour. This includes not drinking and driving, and extends to behaviours like making sure you are well-rested so you don't drive tired, putting your phone in the glove box so you don't glance at it and making sure you belt up – even for short trips.

Many of us will be out visiting loved ones so it's a good idea to make sure we think about driving to stay alive. We don't want our behaviours to result in tragedy, but they have the potential to.

All year round the Esperance RoadWise Committee and local police work hard to promote positive messages and drive campaigns aimed at encouraging people to do the right thing to stay safe.

The 'Enjoy the Ride' display in the Shire Administration building allowed members of the community to make a pledge to change their driving attitudes. 147 people pledged to recognise there is no need to rush through school zones and to remind their friends and family to do the same. 126 people pledged to treat their car as a sanctuary and shut the door on the world of speed when they're on the road. 113 people pledged to slow down and enjoy the ride when travelling behind road trains over the harvest season.

This shows people in Esperance are making a choice to think about their attitude to driving, and I encourage more people to do the same.

There will be a 'Blessing of the Roads' event to reflect on those who have died or been seriously injured in a road crash and to raise road safety awareness. The community is invited to join us on 13 April for a blessing ceremony which will mark the end of the Blow Zero campaign and continue to remind everyone to 'Enjoy the Ride'.