



MEDIA RELEASE

Shire of Esperance

PO Box 507 Esperance WA 6450

T: (08) 9071 0666 F: (08) 9071 0600

E: shire@esperance.wa.gov.au

www.esperance.wa.gov.au

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REWARD FOR DESIGNATED DRIVERS

The Shire of Esperance RoadWise Committee and Esperance Police are partnering to encourage drivers to do the right thing and arrange a designated driver before a night out. Through the campaign period free coffee vouchers will be provided to drivers who blow zero on a blood alcohol concentration test and appear to be doing the right thing driving friends and family home safely.

Sergeant Jenny Sara said the idea behind the initiative was to generate awareness of the importance of driving free from the influence of alcohol and to remind people to plan ahead if they plan on drinking. "Even though the legal blood alcohol content (BAC) allows drivers to stay below 0.05 it can be difficult to accurately determine your BAC levels. Factors such as the amount you drink, the timeframes over which you have consumed alcohol, your body mass and whether or not you have eaten can all impact on your BAC level. Taking this into account the best approach is, if you plan to drink, plan not to drive."

In 2015 39 fatalities were recorded as alcohol-related crashes across Western Australia, 24% of the total road toll, down 20% on the preceding five-year average (49). Esperance Police were happy to get behind a positive reinforcement campaign in a bid to continue to improve alcohol-related crash statistics.

"We would like to reward drivers who are not only getting themselves home safely but also helping their friends and family get home too." Sergeant Sara said.

Last year Goldfields-Esperance recorded the lowest fatality rates per 100,000 persons across regional Western Australia with four fatalities. This was a vast improvement on 2014 when the Goldfields-Esperance region recorded the second highest fatality rate per 100,000 with 17 fatalities reported for the year.

"We may have had a comparably good year on the our roads last year compared to the previous year but in a small community even one fatality or serious injury has a significant impact." Sergeant Sara said.

Ends

MEDIA CONTACT:

Tiffany Brown, 9071 0689