

## FROM THE COAST

### Slow Down and Enjoy the Ride this Harvest

What an amazing week it has been for the Esperance Roadwise Team. We launched the new *Slow Down and Enjoy the Ride this Harvest* video and it has been fantastic to see the way everyone has responded.

This may not mean much to some of you but at last count the video had over 4,604 shares, 260,000 views, 272 comments and 2,373 likes – what these numbers mean is the video is getting a huge amount of attention and for all the right reasons. The positive comments that are being left and the audience the video is reaching is a testament to the dedication of the team who want to make sure we all slow down this harvest.

The campaign message of the *Slow Down and Enjoy the Ride this Harvest* video is our bid to reduce the amount of speeding and risky driving on our roads over the harvest period. If you get stuck behind a road train decide if you really need to go around right now or can you wait for a better stretch of road? Does it matter if you are a few minutes late, isn't that better than not getting there at all? These are the valuable lessons we need to learn to reduce the number of accidents occurring on our roads.

The Esperance Roadwise team partnered with Jaimen Hudson, a locally grown film producer, to create a video that utilises the Enjoy the Ride poem from the 2015 campaign, which includes the vocal talents of another home grown local in Dan Paris. The results are speaking for themselves with viewers commenting on the importance of this message at what is a very busy time of the year.

Speed contributes to a large proportion of crashes in our region and we really hope this video is a reminder to everyone of the importance of slowing down. Road trauma has far reaching effects and we just want to encourage everyone to slow down, enjoy the ride and avoid becoming a terrible statistic this harvest.

With the successful launch of the video we can well and truly say that the Shire of Esperance, through the Esperance Roadwise Committee, is leading the way in its innovative approach to promoting road safety campaigns. As we hoped we feel this campaign is one that will make us all pause and remember to *Slow Down and Enjoy the Ride this Harvest* and hopefully, the rest of the year as well.

The video can be viewed on the Esperance RoadWise facebook page:

<https://www.facebook.com/Esperance-RoadWise-640164896118938/> or on the Shire of Esperance

website and is available to download via the following link:

<https://1drv.ms/v/s!AkKzUhBKOVWckkWS0bgPT7LgKZYC>