

# ROAD SAFETY TO THE FORE AT WAIMUMU

**G**etting home safe. It sounds simple enough but, sadly, not everyone does on our roads.

Working in partnership with the New Zealand Police, the team at Road Safety Southland were focused on ensuring key messages got through at this year's Southern Field Days at Waimumu.

"No-one is immune to crashing," Road Safety Southland advisor Maureen Deuchrass says.

"Rural people spend more time on our roads and cover greater distances than anyone else so this event was an important opportunity to connect with Southlanders and give them the tools to help get them home safely.

"Statistics make very grim reading so as a community we need to do everything we can to improve them. We have to work together in the quest to change poor driving habits or bad decisions on our roads. Road safety is everybody's responsibility."

The concept of RIDS was reinforced during the Waimumu event.

**R – Restraint**

**I – Impairment**

**D – Distractions**

**S – Speed**



Glo Bro gets up close and personal with Mayor Gary Tong at Waimumu.



"We want people to be really focused on these four key areas because the reality is that's what kills people," Maureen says.

"They're simple things to remember and can have a big impact in terms of getting home safety."

In December 2019, the Government launched Road to Zero: NZ's road safety strategy 2020-2030.

Maureen was thrilled to see a comprehensive plan developed to tackle the issue nationwide.

"Everyone, even great drivers, can make mistakes. We need to stop these mistakes turning into tragedies. Road to Zero strengthens every part of the road system with one priority in mind: peoples' safety," she said.

"On average one person is killed every day and another is injured every hour in road crashes nationwide. The ripple effects of these tragedies are devastating for whānau, friends, communities, workplaces - and our whole country."

With an array of activations and displays, Road Safety Southland's site at Waimumu catered for all ages and proved a hit with over 2500 visitors during the three-day event.

Other key partners included Kindergarten South, Plunket and Clutha Road Safety.

"It was a very successful event. We had NZTA's 'Get home safe' game, a virtual reality driving simulator, indoor and outdoor play areas and a family area for feeding and changing babies which was stocked with free nappies and wipes," Maureen says.

"By joining together with other agencies, it provides a great opportunity to initiate a range of conversations with people. Our messaging isn't aimed at the parents - it's the kids who are our ambassadors for road safety. They are like little sponges soaking up knowledge and teaching their parents."

Road Safety Southland mascot Glo Bro also had a blast interacting with the public, having a go at rural experiences like whip cracking, reading his new book GLO BRO GOES TO KINDY and even meeting Prime Minister Jacinda Ardern and Mayor Gary Tong.