

# media release

SA Metropolitan Fire Service



## MFS Road Awareness Program educates Eyre Peninsula students

Tuesday, 10 March 2015

You might choose to take a risk on the roads, but you cannot choose the consequences.

That's the message Metropolitan Fire Service (MFS) firefighters will reinforce to **Eyre Peninsula** students when the organisation's Road Awareness Program (RAP) visits local high schools this week.

MFS Station Officer Rod Campbell said RAP is a confronting, hard-hitting yet positive program that's delivered to licence aged high school students across South Australia.

"While the program can be emotional and challenging for the students, it leaves them feeling uplifted and empowered to create positive changes in driver behaviour on the roads, including positive peer pressure amongst their friendship groups."

MFS Station Officer Campbell will be joined by guest presenter and road crash survivor Jason, who is paraplegic. Together, they'll ask students how many people are impacted by a fatal or serious injury road crash.

"People tend to think it's just close friends and family who are impacted by a serious road crash, when in fact it can run into the hundreds of people who are left traumatised, saddened and devastated. Road tragedies can be acutely painful for close-knit regional communities," MFS Station Officer Rod Campbell said.

The use of mobile phones by drivers and pedestrians will also be a focus of the program.

"The dangers of using a mobile phone while driving are very real. It has the potential to cause a driver to lose their own life or cause the loss of other lives, including those of their friends. Mobile phone use is one of the key road risks students will learn about," MFS Station Officer Campbell said.

The MFS Road Awareness Program (RAP) has reached more than 110,000 licence aged drivers across South Australia since it began in 2005. The program is funded by the State Government and is supported by sponsors the RAA, Adelaide BMW, the Motor Accident Commission (MAC) and the Australian Professional Firefighters Foundation (APFF) charity.

**WHAT:** **Eyre Peninsula students urged to look after their mates at**  
MFS Road Awareness Program (RAP) presentations

**WHERE & WHEN:** See session times and locations below:

Date	Time	Location	Duration
Tues, 10 March	12.30 pm	<b>Cleve Area School</b> <i>With Cowell Area School, Kimba Area School &amp; Lock Area School students attending</i>	90 minutes
Wed, 11 March	8.50 am	<b>Pt Lincoln High School</b>	90 minutes
Wed, 11 March	1.45 pm	<b>St Joseph's School, Pt Lincoln</b>	90 minutes

### VISUAL AND INTERVIEW OPPORTUNITIES:

**Media are welcome to attend the RAP sessions listed above** for filming, photograph and interview opportunities. MFS RAP Coordinator Rod Campbell and local students will be available for interview.

**For media enquiries and interviews call the MFS Media Line on (08) 8204 3770**

[www.mfs.sa.gov.au](http://www.mfs.sa.gov.au)