

media alert

SA Metropolitan Fire Service



Mid North students urged to look after their mates

Friday, 29 July 2011

Road crash survivor, Samantha Pearce continues to live with the consequences of one mistake on the road. She now has an acquired brain injury.

Next week, Samantha will join a Metropolitan Fire Service (MFS) firefighter in delivering a series of emotional, confronting Road Awareness Program (RAP) sessions to **Peterborough, Jamestown, Gladstone, Booleroo, Quorn, Moonta and Kadina** high school students in the state's mid north.

MFS Station Officer, Mark Haylock will co-present the programs with Samantha, from the perspective of a firefighter who has more than 20 years of experience in extricating injured and deceased people from crashes.

"One of the saddest things I've witnessed as a firefighter is seeing young people injured and killed in car crashes. As Australians, we pride ourselves in looking after our friends, and this is one of the key messages of RAP – let's look after our mates, not harm them.

"RAP contains graphic information, photos and videos that give students no room to hide from the realities of road trauma. But they'll leave the program feeling empowered, knowing they can make a difference on our roads," Station Officer Haylock said.

2011 is an exciting year from RAP. In January, the program was presented to 120 of the nation's newest AFL players at the AFL Players' Association's induction camp at the MCG in Melbourne. Young players and representatives from various AFL clubs have indicated they were strongly impacted by the program's messages.

Also in 2011, the program's reach to Year 11 students across the state will double. A State Government funding boost has allowed the MFS to appoint a second RAP presenter (firefighter), meaning more schools and students will benefit in city and regional areas.

RAP encourages licence aged students to create generational change on our roads by leading the way in their behaviour as road users.

WHAT: Mid North 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
Mon, 1 August 2011	9.00 am	Peterborough High School	90 minutes
Mon, 1 August 2011	1.00 pm	Jamestown High School (with Gladstone High School students)	90 minutes
Tues, 2 August 2011	10.00 am	Booleroo High School (with Quorn H.S. students)	90 minutes
Wed, 3 August 2011	9.00 am	Moonta High School	90 minutes
Wed, 3 August 2011	1.40 pm	Kadina High School	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, Mark Haylock will be available for interview.

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

Or, call MFS RAP Coordinator, Mark Haylock directly on 0409 043 067

www.mfs.sa.gov.au