

media release

SA Metropolitan Fire Service



MFS and RAA to target young drivers in 2013

Tuesday, 5 February 2013

One moment's inattention on the road has had life-long effects for Tyele Riddle. A car rollover left her quadriplegic.

Now an outspoken road safety advocate, Tyele will join the Metropolitan Fire Service (MFS) today in delivering the **first** Road Awareness Program to South Australian high school students for 2013.

With the support of new sponsor, the Royal Automobile Association (RAA), a team of firefighters and road crash survivors will spend the year traveling the state to deliver the graphic, hard-hitting road safety program to licence aged drivers.

MFS Road Awareness Program (RAP) Coordinator, Rod Campbell is a firefighter with extensive experience in responding to road crashes.

"The road safety message appears to be getting through to young people. In 2009, South Australia tragically lost 41 young people in the 16-24 age group to road crash, compared with 17 young people in 2012. Over the last four years statistics in that age group show a downward trend in fatalities and have dropped significantly," MFS Station Officer Campbell said.

Year	Fatalities (16 to 24 year age group)
2009	41
2010	31
2011	11
2012	17

"However, despite the progress, there is no room for complacency. One fatality is still one too many. The MFS, generously supported by new sponsor, the RAA, will begin the 2013 school year determined to educate new drivers across the state," MFS Station Officer Campbell said.

RAP teaches students that while they can choose to take a risk, they cannot choose its consequences. Students leave the program feeling confronted by the reality of road trauma, but empowered to make positive generational change on the road.

Tyele Riddle said, "There is nothing I can do to change my past or my injuries but through the Road Awareness Program I can use my crash experience and help change others attitudes towards driving".

Penny Gale, RAA's General Manager Public Affairs said the RAP program really drives home the reality of being involved in a crash.

"It is an incredibly sad statistic that road crashes are the leading cause of death for South Australians under the age of 25. The MFS Road Awareness Program is one of the most valuable lessons that any high school student can have – and could be live saving."

From 2011, a State Government funding boost has allowed the MFS to appoint a second RAP presenter (firefighter), meaning more schools and students benefit from the program in city and regional areas.

WHAT: Young drivers targeted - First Road Awareness Program for 2013

WHEN: Tuesday, 5 February at 11.30 am. (90 minute presentation begins at 11.30.)

WHERE: Valley View Secondary School, 240 Wright Road, Para Vista. *Media welcome.*

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

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