

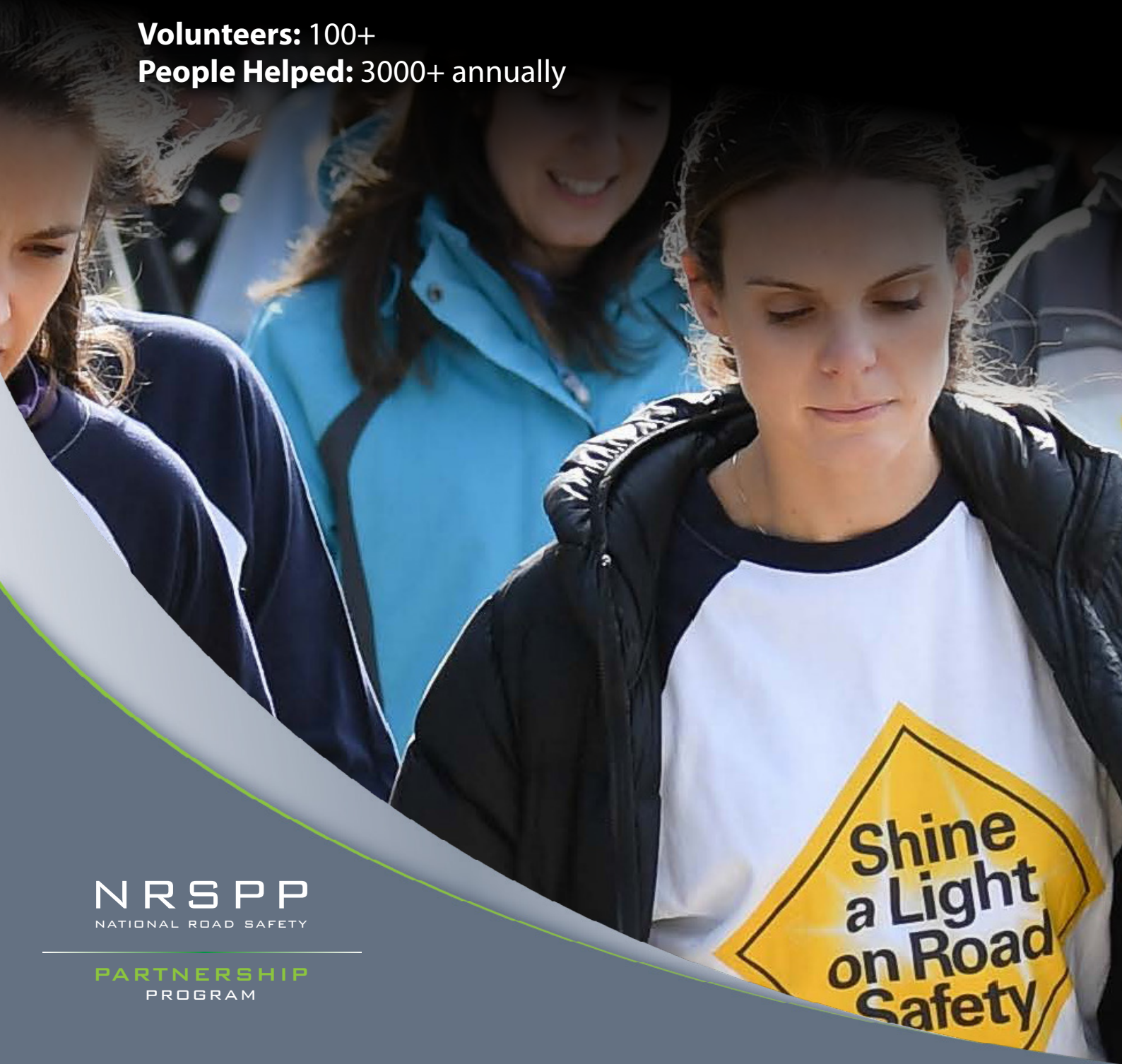
April 2018

Road Trauma Support Services Victoria

*Shared responsibility: Behaviour,
attitude focus shines light on impact
of road trauma*

Volunteers: 100+

People Helped: 3000+ annually



NRSP
NATIONAL ROAD SAFETY

**PARTNERSHIP
PROGRAM**

PARTNERSHIP PROGRAM

Organisation: Road Trauma Support
Services Victoria
Volunteers: 100+
People helped: 3000+ annually



Case Study:

'Shining a light' – passionate group take road trauma support idea national

Key Outcomes:

- Combining passion for a cause with a commitment to act can lead to wide-scale change.
- Engaging, well-supported road safety campaigns are effective in reaching large sections of the community.
- Effective programs can raise awareness and change behaviour around road safety while attracting community, government and corporate support.
- A Safe System approach demonstrates that road safety is a shared responsibility across the community.
- Educating the community and raising public awareness about road trauma and how it affects people's lives can positively influencing driver attitudes and behaviours.
- High risk and repeat driving offenders can change their behaviour if they understand the consequences of their choices and are empowered to make better choices.
- Peer messaging, through impacted volunteers sharing stories or young people delivering messages to peers, is powerful in changing attitudes.

Synopsis:

Nearly 25 years ago, a small group of people impacted by road trauma decided to address a lack of support for those suffering because of the loss of a loved one on the roads. The result is an organisation that supports 3,000 people annually and national campaigns that 'shine a light' on road safety.

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Overview

Road Trauma Support Services Victoria (RTSSV) is a not-for-profit organisation contributing to the safety and wellbeing of road users by providing support, education and advocacy around road safety.

It provides counselling and support to people affected by road trauma, and addresses the attitudes and behaviours of road users through education.

It was founded in 1994 as Road Trauma Support Team by a small group of people whose lives had been directly impacted by road trauma. These people understood the need for a specialist service where support could be offered to those who, like them, were suffering because of the injury or loss of a loved one on the roads. They joined with professionals working in the area to provide counselling and support.

RTSSV has grown to offer state-wide counselling, support and education and peer support programs to more than 3,000 Victorians impacted by road trauma annually.

It offers free counselling to anyone requiring assistance as a result of road trauma, immediately or at any time after a collision, whether they were involved in a collision as a driver, passenger or pedestrian, witnessed or assisted at the scene of a crash, or are affected as a family member, friend or colleague.

The organisation is committed to educating the community and raising public awareness about road trauma and how it affects people's lives, doing this by positively influencing driver attitudes and behaviours with the aim of reducing crashes and the resulting trauma.

The organisation's work has been recognised with the Victoria Day Award for community organisation of the year and an Order of Australia for founding volunteer Jeanette Suhr.



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Safety Strategy

RTSSV relies on the generosity of individuals, the community and corporate groups for donations and fundraising to support its work.

It works closely with a range of government organisations to raise awareness of road trauma and change attitudes, and its objectives are a 'good fit' for a range of corporate organisations who support RTSSV through direct financial support and sponsoring and promoting key campaigns, such as 'Shine a Light on Road Safety'.

Corporate supporters range from major road operators and legal firms to community groups and automotive product retailers (see Supporter Case Studies).

As well as reflecting the importance and relevance of RTSSV, such support also reflects the value of the Safe System approach to road safety, which views road safety as a 'shared responsibility'.

RTSSV's objectives are consistent with the efforts of many of its corporate supporters, who take their own workplace and road safety seriously and address road safety risk as part of their own comprehensive safety programs.

Many corporate supporters also view their support of the organisation as an essential element of being a 'good corporate citizen', and widely promote RTSSV messages and campaigns to raise awareness of road safety messages.

For example, major road operators in Victoria display road safety messages along their routes as well as communicating direct via email with their customers. Others promote the message through national networks, such as retail networks, to the wider community.

The common theme is that campaigns, such as Shine a Light on road safety, are an engaging way for corporate partners to help spread road safety awareness while reminding customers of their own focus on ensuring road safety.



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Kicking Safety Goals

'In Dec 1993, Jeanette Suhr accompanied a friend to a public meeting at the Prahran Town Hall about the devastating effect on communities of road crashes and the national road toll. "Would anyone interested in helping to form a Road Trauma Support Team in Melbourne please sign a sheet," the organisers asked.

At the meeting...Jeanette met Tasmanian woman Colleen Hall who had founded the Road Trauma Support Team in Launceston. It was Colleen's vision that there would be a network of support teams Australia-wide.

The meeting and introduction to Colleen Hall would have far-reaching consequences. However, it was the early-morning visit from police two years prior that changed Jeanette's life irrevocably. That was when Greg and Jeanette Suhr...learned that their 19-year-old daughter Tanya, the eldest of their two children, had died in a two-car crash.

How are you meant to go on after news like that?

In the aftermath, Jeanette knew she needed someone she could always talk to, but felt the help that had been so forthcoming after the crash had already waned. She was at a loss.

The first steering committee meeting of the Road Trauma Support Team in Melbourne was held in March 1994. The following year 22 volunteers undertook a training course to work as "befrienders" and Jeanette says, with \$5,000 in the bank, a mobile phone, a donated fax machine and an office in her home "we were off and running".

Jeanette said in a newspaper report that the work of starting RTST had been "a very personal project for me". She was driven by the memory of Tanya and her family's experience of there being a lack of support at an extremely difficult time.

"It was about me needing hope that I was going to survive and to do that I needed to work with people who had been through something similar."

Source: Road Trauma Support Services Victoria 21 Years booklet

Education and Support

RTSSV provides a range of education programs tailored for specific groups, including drivers responsible for a crash, emergency response personnel, young drivers and workplace road safety sessions for corporations.

Its road safety education programs are supported by the Magistrates' Court of Victoria and reach more than 2,000 high risk drivers each year.

The organisation also provides free support, counselling and information annually to more than 3,000 Victorians impacted by road trauma.

More than 100 volunteer speakers share their stories through education programs and the media.

Volunteers are the backbone of RTSSV's longevity, with volunteers comprising three quarters of its workforce.

The organisation is also active in road safety advocacy and raising awareness. Its most high-profile event is the annual Shine a Light on Road Safety campaign, which aims to raise awareness, stop deaths and injuries on our roads, and raise funds to support those impacted by road trauma.

RTSSV also organises the Time for Remembering ceremony, held each November at Parliament House in Victoria to coincide with the United Nations' World Day of Remembrance for Road Traffic Victims. It is an occasion for Victorians to come together to commemorate the lives of loved ones lost and injured on our roads and to pay tribute to all who work tirelessly to reduce the road toll and the associated trauma and grief.

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Shine a Light on Road Safety Campaign

Since its launch in 2014, RTSSV's Shine a Light on Road Safety community awareness road safety campaign has reached more than 2 million Victorians and raised more than \$100,000 to support people impacted by road trauma.

Held during National Road Safety Week, the campaign asks motorists to turn on their headlights on the first Friday in May to demonstrate a commitment to road safety and to raise awareness of the importance of road safety – and the part we can all play in making our roads safer.

Key Victorian landmarks are also illuminated in yellow for road safety for the week, including Parliament House, the Bolte Bridge and The Art Centre Spire, and a community walk is held at Albert Park Lake in Melbourne.

The campaign has the support of key road safety agencies including Victoria Police, VicRoads and the Transport Accident Commission, and receives strong corporate support from RTSSV's partners, including EastLink, Civelex, CityLink, Maurice Blackburn Lawyers, Shine Lawyers, Slater and Gordon, Henry Carus Lawyers, Narva and Zapparus Lawyers (see Supporter Case Studies).

Shine a Light on Road Safety has also become a national campaign supported as part of a national alliance of road trauma support agencies by Enough is Enough New South Wales, Northern Territory Government Department of Road Safety and Education, and Road Trauma Support Teams in Tasmania, South Australia, Queensland and Western Australia. Interstate partners are given free access to campaign resources to help create a national, unified voice.

Counselling and Support

RTSSV provides counselling, information and peer support programs every year to more than 3,000 Victorians impacted by road trauma.

Face-to-face and telephone counselling is provided to anyone impacted by transport trauma irrespective of when the collision occurred. Clients include bereaved families, friends and colleagues; injured people and their carers; drivers and passengers; witnesses and emergency service workers.

Counselling services are provided free by professionals with specialised training in road trauma and counselling is private and confidential and provided for as long as required.

The organisation also facilitates various other support options for people affected by road trauma.

Peer support, for example, involves personal support from a volunteer who may have been involved in a similar situation. Bereavement support workshops and facilitated support groups are provided, along with community education and information sessions relating to grief and trauma. RTSSV has also run meditation and art therapy groups.

Workplace wellbeing sessions have been developed for emergency services personnel. Delivered in the workplace, the sessions are about being proactive and preventative in supporting others while looking after your personal wellbeing.

In addition, monthly presentations to participants in the Road Police Investigator Course focus on how trauma impacts people involved in a road incident, the importance of delivering death notifications, and general information on RTSSV services.

RTSSV's aim is to provide a safe space where clients can go and participate in workshops and counselling. It plans to increase clients' options for face-to-face counselling in regional areas, to engage children in their recovery from trauma and grief, and to consolidate a diverse range of permanent therapy offerings for bereaved and injured people.

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Downloadable Resources

The emotions associated with a road incident can be unfamiliar for many people and extreme. RTSSV has created fact sheets to help people understand what might occur and ways to cope with these natural reactions. The resources are available on the organisation's website and include:

- **Grief following road trauma:** advice for people who have lost a loved one due to a road collision.
- **Drivers involved in a non-fatality:** for drivers involved in a serious collision; and Drivers involved in a fatality, for drivers involved in a fatal collision.
- **First on the scene and witnesses of road trauma:** advice for those who witnessed or were first on the scene of a serious or fatal collision.
- **How can I help my child?:** is a guide for parents of children involved in, or affected by, road trauma.
- **Friends and family can help:** is a guide for the friends and family of somebody who has lost a loved one due to a road collision.
- **Coping with road trauma:** advice for coping with road trauma.
- **Common reactions to road trauma:** explains that after a trauma, people may go through a range of foreign feelings and emotions.
- **After the crash:** business card size information handed out at the scene of a road collision that outlines common reactions to road trauma.
- **Working together with Victoria Police:** outlines how RTSSV works with police to support people impacted by road trauma.

Education Program

RTSSV educates the community and raises public awareness about road trauma and how it affects people's lives by positively influencing driver attitudes and behaviours with the aim of reducing crashes and the resulting trauma.

The organisation delivers a range of educational services that reach more than 2,000 people each year and are delivered in partnership with the Magistrates' Court of Victoria, Victoria Police, Community Corrections, Local Government and community groups.

It provides education programs about road safety and the impact of road trauma specifically designed for the target audience including repeat offenders, young people, corporates, and community and sporting groups. The programs work with the needs

of local communities and its regional coordinators deliver flexible education programs that address local road issues.

A vital part of this educational work is delivered by volunteers who share their experience about road trauma.

Volunteer Speakers

One of the cornerstones of RTSSV's success in building road safety knowledge is the more than 100 trained volunteers who relate powerful stories of how they have been personally impacted by road trauma.

Volunteers include grieving family members and friends, 'no fault' and culpable drivers, people injured in a road crash and first responders.

In addition to being a critical part of specific education programs, trained volunteers also speak to year 11 and 12 students as part of driver education, and to community groups, such as emergency services, Rotary and other service groups, community forums and businesses.

Volunteers share their personal stories to get the road safety message out into the community and ultimately save lives.

PARTNERSHIP PROGRAM

Reducing work-related crashes

Reducing work-related crashes

Road crashes are the most common cause of work related fatalities, injuries and absences from work in Australia. RTSSV has developed a workplace education program to help organisations serious about supporting their staff to drive more responsibly and safely.

The aim of the program is to reduce work related motor vehicle crashes and other related incidents that impact worker safety, property damage, insurance claims and premiums.

As part of the program, which uses the Road Trauma Awareness Seminar model that RTSSV has been running since 2004, participants confront and evaluate their own attitudes and behaviour; hear first-hand stories from volunteer and emergency services speakers about the impact of crashes and trauma; and discuss responsible driving practices, causes of crashes and driving choices.

The program aligns with the Victorian Government's Safe System approach to improve driver attitudes and behaviours to support safer road user behaviour. The benefits to organisations include:

- Increased awareness of the consequences of lack of focus when driving
- Greater awareness of the impact of crashes on family, friends, work and the community
- Reduced incident rate
- Reduced work cover and insurance claims
- Positive attitude from staff about employer safety awareness.

Closing the Loop

Road Trauma Awareness Seminars (RTAS) are delivered in collaboration with Magistrates' Court of Victoria magistrates, prosecutors and defence lawyers to include education as a component of sentencing for traffic offenders. RTAS has been growing for more than 10 years and is delivered in 26 locations across Victoria each month.

The program aligns with the Victorian Government's Safe System approach to improve driver attitudes and behaviours and is based on restorative justice principles that encourage behavioural change through education, reflection and prevention.

The small group, 2½ hour seminars typically include conversations with people impacted by road trauma and asks participants to assess their own behaviour and attitudes and explore risks and alternatives to the way they drive.

RTAS help reduce illegal driving behaviour and recidivism by empowering participants to make choices toward being a safer road user. Participants commonly start the program displaying disinterest, bravado and lack of remorse. However, due to the program's focus on behaviour change rather than blame, they typically experience a noticeable shift in attitude.

85% said AIP had an impact on them

91% said they have made changes to their driving

89% said they had not reoffended

Source: AIP brochure

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Young People

A combination of inexperience and a tendency towards risky behaviour means young drivers are involved in a large proportion of road crashes. RTSSV has specific programs aimed at young people about driving safely.

Peer support is extremely valuable to young people, and this group will often turn to their peers for help before a parent or other adult. Skilling young people to support their peers and knowing where to turn for support for themselves and others are skills for life.

Facilitated by young people, **School Peer to Peer** focuses on prevention by examining road safety and causes of serious crashes; identifies the signs and symptoms of trauma and grief; builds skills to listen, problem solve and support and to recognise times adult support is required.

These skills can then be offered informally or in formal situations, like a peer support group or one-to-one support. As part of the program, school students are identified as ambassadors for road safety.

Another RTSSV youth focused presentation is **Be Safe Road Safe**. The program, which is tailored in length and to local issues, includes exploring risks and alternatives to current driving practices, discussing how to keep themselves and others safe as well as consequences of the law and trauma related to crashes, and conversations with people impacted by road trauma.

The program is not about driving skills but behaviours and attitudes we take to our driving and what will keep us and others safe. The reasons for laws are explained, such as reducing our speed reduces the impact on a person if we crash, and the program makes clear what the consequences will be if you get caught by police doing the wrong thing and the impacts this can have on your life, career and travelling.

Above all, the program is designed to empower youth to make choices toward being a safer road user.



SHINE A LIGHT ON ROAD SAFETY

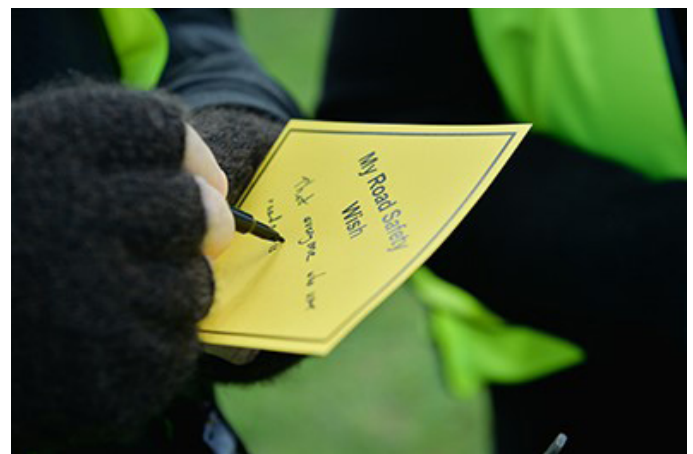
Get involved.

Turn on your headlights
Friday 4 May 2018

Community walk at Albert Park Lake, Melbourne
11am Sunday 6 May 2018

Key icons illuminated in yellow
Monday 30 April to Sunday 6 May 2018

1300 367 797
www.rtssv.org.au



PARTNERSHIP PROGRAM

Supporter Case Studies

EastLink

How long has your organisation been involved with RTSSV?

EastLink has supported RTSSV since EastLink opened in 2008. EastLink's 40km road network is the largest privately operated freeway network in Victoria. It is Melbourne's fastest road and safest freeway, with traffic averaging 250,000 vehicles a day.

What has been your involvement/what support have you provided?

EastLink provides an annual sponsorship payment to RTSSV and we help promote RTSSV's annual 'Shine a Light on Road Safety' campaign to EastLink customers via prominent freeway signs and customer emails. On occasions when advertising agencies shoot TV commercials on EastLink, we ask that they provide a donation to RTSSV.

Is it part of a wider program in your organisation?

As the operator of Melbourne's safest freeway, the association with RTSSV and promotion of RTSSV's annual Shine a Light campaign is part of our own comprehensive safety program, which covers road safety and incident response for customers as well as OH&S for our employees and contractors engaged on EastLink business.

Why does your organisation support or work with RTSSV?

RTSSV is a good fit for EastLink. We maintain road safety on EastLink and respond to incidents along with emergency services, while RTSSV provides assistance to people suffering trauma as a result of these incidents.

RTSSV's annual Shine a Light campaign aims to reach motorists across the whole of Melbourne and beyond, and EastLink provides RTSSV with a touch point reaching 250,000 motorists a day and our email database of 370,000 email addresses.

Our promotion of RTSSV's annual Shine a Light campaign is an engaging way to remind our customers of EastLink's focus on ensuring road safety, complementing the road safety driver behaviour messages that we convey to our customers via digital message signs throughout the year. Finally, RTSSV is based close to our head office and main operating base (the EastLink Operations Centre).

What are the benefits to your organisation from that relationship?

Involvement in RTSSV's annual Shine a Light campaign provides an engaging way to remind our customers of EastLink's focus on ensuring road safety.



PARTNERSHIP PROGRAM

Supporter Case Studies

Narva

How long has your organisation been involved with RTSSV?

Brown & Watson International, with its market leading automotive lighting and electrical accessories under the Narva brand, first became involved in the 'Shine a Light on Road Safety' campaign in 2016 and has remained in support of RTSSV since that time.

What has been your involvement/what support have you provided?

Narva personnel throughout the organisation and the extensive network of wholesalers and automotive retailers nationwide were made aware of the campaign and the importance of road safety by literally shining a light on the campaign. Wholesalers and retailers throughout Australia were motivated by Narva to get behind such an important program to improve road safety and reduce road trauma.

For Narva, such a campaign was seen as part of a driver 'Seen and be seen' and their 'Vision to go further' program, promoting improved headlight vision for drivers at night where clearer vision is critical in allowing more time to react to dangers on the road and improve safety in ominous conditions.

To increase the awareness of the importance of the Shine a Light campaign, four media releases have been issued by Narva over the past two years, with wide circulation to motor trade, motoring, transport, 4WD, suburban and metropolitan newspapers, and camping and caravanning publications. These receive extensive coverage to a wider audience nationwide.

The value of the work undertaken by RTSSV with people affected by road trauma is making a real difference to victims and at the same time their education programs are changing attitudes of drivers. As a major supplier of world leading automotive lighting Narva will play a vital part in the Shine a Light campaign being launched.

Is it part of a wider program in your organisation?

In the promotion of the nation's largest range of new and improved automotive headlamp globes and leading edge L.E.D lighting technology in driving lights and general vehicle lighting, Narva wholesalers and retailers were provided with attractive point of sale material, sales flyers and posters to highlight the importance of improved vision for drivers at night. The campaign highlighted the availability of much advanced performance headlamp globes for older drivers.

With the program launching at the onset of winter months, when night driving is more hazardous, the combination of Shine a Light and improved vehicle lighting by Narva was seen as a win for road safety overall.

Why does your organisation support RTSSV?

Employing a large staff, Brown & Watson was aware of road trauma and its impact on families even within its own employees and their immediate families. The support Narva has provided to the RTSSV in the campaign to improve road safety has been a definite move by a company directly involved in the automotive and transport industry, to take a positive stand as a good corporate citizen to reduce such trauma.

It was seen as an opportunity to make motorists aware of the availability of much improved lighting options for motorists and transport operators, particularly where older drivers' vision may be slightly impaired with age.

A large number of staff from Brown & Watson, from the most senior executive level down, joined with hundreds of people in the walk led by the Assistant Commissioner of Victoria Police around Albert Park to highlight the importance of 'Shining a Light on Road Safety' as part of the United Nations Safety Week.

PARTNERSHIP PROGRAM

Supporter Case Studies

Narva (cont.)

What are the benefits to your organisation from that relationship?

We believe that with RTSSV and Narva, there is a common passion to reduce road trauma. Improved lighting plays an important part in road safety and in partnership with the campaign we have been able to highlight this effectively to our wholesalers and retailers.

Our experience is that RTSSV is a professional and dedicated organisation whose personnel are passionate in their objective to reduce road trauma. Narva supports these objectives as a responsible corporate citizen.

Transurban

How long has your organisation been involved with RTSSV?

Transurban/CityLink has supported RTSSV since 2015.

What has been your involvement/what support have you provided?

We are a major sponsor of RTSSV's annual 'Shine a Light on Road Safety' campaign, helping to raise awareness about road safety to stop deaths and injuries on our roads and to support RTSSV and the work they carry out to support those impacted by road trauma.

Is it part of a wider program in your organisation?

Our highest priority is ensuring our people and customers arrive home safely. We're focussed on providing a healthy and safe workplace for our employees, contractors, customers and the community, while minimising impacts to the environment.

We recognise that local organisations are the backbone of communities and we support community groups through our grants, supporting initiatives that promote inclusion and connection.

We aim to enhance the liveability of the cities and communities where we operate. We do this through a number of ways, including:

- A grants program supporting local community groups, providing funding for initiatives that promote inclusion and connection
- Providing innovation grants to research organisations to support the development of ideas and new technology to advance the transport industry and improve safety for road users
- Supporting charitable events such as the Herald Sun/CityLink Run for the Kids in Melbourne, opening our road for event participants to support the Royal Children's Hospital Good Friday Appeal.

Why does your organisation support or work with RTSSV?

Transurban's road safety strategy is underpinned by the safe system approach. In striving for fatality- and injury-free roads, we proactively engage with our customers, partners and the community. Road safety is a shared responsibility. By lighting our assets such as the Bolte Bridge yellow during Road Safety Week, we actively support RTSSV's work to raise awareness of road safety and their counselling services to support those affected by road trauma.

What are the benefits to your organisation from that relationship?

Our involvement recognises the work of RTSSV and enables them to extend their message throughout Victoria and to support Transurban's participation in National Road Safety Week. It's a true demonstration of the key safe system principle of shared responsibility.