

Queensland's Road Safety Education Blueprint

Guiding Queensland's approach to road safety education from birth to young adulthood

The issue

Road safety injuries are the leading cause of death for children (aged one to 14).¹

Road safety injuries are the second leading cause of death for adolescents and young people (15 to 24 years).

Children and young people make up one in every four deaths on Queensland roads.²

The objectives

The Road Safety Education Blueprint will support the Queensland Government achieve its vision of zero road deaths and serious injuries by:

- ✓ Creating a whole-of-life road safety education approach across childhood and into adulthood
- ✓ Building a positive road safety culture.

The how

Under the Blueprint, the Department of Transport and Main Roads (TMR) will undertake 28 actions across six key areas (Pillars) to give children and young adults the skills they need to become safe pedestrians, cyclists and road users. The actions will support Queensland's commitment to zero road deaths and serious injuries on our roads.

The pillars

The strategic pillars are based on:



Children's developmental milestones, ages and needs



Different forms of travel

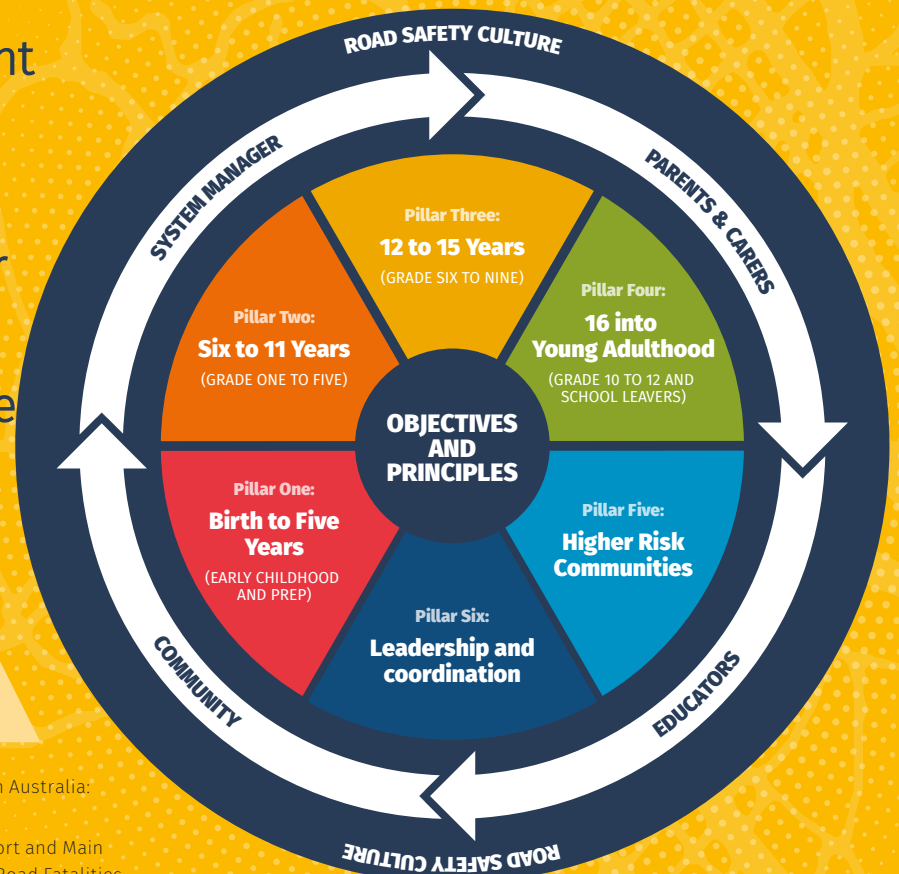


The local needs of higher-risk communities



The importance of leadership and good governance.

The actions in the Blueprint will support parents and carers, educators, government and the wider community to influence children and young people to practice safe road behaviours.



1. Australian Institute of Health and Welfare, July 2019, Deaths in Australia: Leading underlying causes of death, by age group, 2015-2017.

2. Children and youth aged 0 to 24 years. Department of Transport and Main Roads. (2018). 2018 Summary Road Crash Report - Queensland Road Fatalities.

The action plan



Pillar One: Birth to Five Years	Young children under the age of five rely on adults to manage road safety risks to ensure they stay safe in traffic. The actions in Pillar One are focused on supporting parents and carers and early childhood educators to better road safety for young children.
Pillar Two: Six to 11 Years	Actions under Pillar Two recognise the growing independence of young children as they begin to navigate roads under supervision in different settings. The actions support educators by providing road safety materials to educators, and support parents and carers to continue to model positive road safety behaviours.
Pillar Three: 12 to 15 Years	Pillar Three actions take into account the growing influence of peers and the broader community to young teenagers, and focus on delivering road safety education directly to this age group.
Pillar Four: 16 into Young Adulthood	Pillar Four's actions focus on developing the skills needed for young adults as they become safe drivers, as well as helping them to make decisions on their own and resist peer pressure. The actions are delivered to both senior high school students and graduates and school leavers, inside and out of the school setting.
Pillar Five: Higher Risk Communities	A number of factors contribute to the higher risk experienced by different communities across Queensland, including social, economic and geographic factors. The actions under Pillar Five will support improved road safety by using the skills and knowledge of local communities, embracing community partnerships, and delivering road safety education that is relevant and accessible to all Queenslanders.
Pillar Six: Leadership and Coordination	TMR plays a critical role in leading the development and promotion of road safety education. The action areas under Pillar Six outline the key steps TMR and other Departments will take to support the successful delivery of the Blueprint.

Ongoing work

TMR currently plays a significant role in delivering and supporting road safety education across Queensland. The Blueprint recognises these important activities through the continued delivery of ongoing initiatives including:



Community Road Safety Grants to support the development and delivery of effective road safety education and awareness initiatives.



Road safety campaigns that aim to help everyone use our roads in a smarter way to reduce the number of deaths and serious injuries on Queensland roads. These campaigns under the StreetSmarts banner focus on a positive, empowering approach.



Partnerships with organisations such as sports and community groups to help raise the profile of road safety across Queensland.

