**EDUCATIONAL RESOURCE 3 – bstreetsmart Road Safety Program**

**Regional and Rural Roads**

Did you know that Australians in regional areas were five times more likely to die in road crashes than those in cities in 2022? Also, more than half (55%) of road crash deaths occur in regional areas of Australia. Why is regional Australia disproportionately represented when it comes to road crashes?

One of the main reasons is that a lot of the roads in regional areas have higher speed limits (typically 100 km/h) and these roads are also often undivided, have poorer surface conditions and roadside hazards.

**Research (individual activity)**

* What are some additional reasons that cause a higher rate of fatalities on the road in rural and regional areas? List at least three.
* Are there a higher number of younger drivers in regional areas involved in car crashes? If so, why do you think that is?
* Are there any particularly dangerous roads (or ‘black spots’) in regional areas in your state? Where are they? How many crashes have there been in these spots? Is the government doing anything about making this ‘black spot’ safer?
* What are some of the roadside hazards on rural or regional roads that may pose a safety concern to drivers? What can be done about these?

**Campaign time (group activity)**

In groups of 3-4, design a community campaign that aims to make one of the ‘black spots’ (identified in the activity above) a safer area. This can include a combination of at least three of any of the following: a TV community service announcement, a letter to the local newspaper editor, an online petition to the government (including a case study story about someone impacted by road safety issues at the black spot), write a letter to the local federal politician, or write a local newspaper story.

**Design (individual or group activity)**

For the black spot you have identified, design and create a roadsign that alerts drivers to the particular danger(s) on this stretch of road. Think about colour, symbol(s), and easy-to-read wording. Using cardboard and/or other materials create the finished product and present to class your sign and the rationale behind your design.