

# **Slow down for stopped emergency vehicles with flashing lights**

## **Partner communications toolkit**

### **A new road rule**

In April 2018, the NSW Government announced that it would introduce a new road rule requiring motorists to slow down to 40km/h when passing a stopped emergency vehicle displaying blue or red flashing lights on the road. The new rule will begin as a 12-month trial from 1 September 2018.

### **The campaign**

A public education campaign will be rolled out across NSW ahead of the new rule taking effect. The campaign's objectives are to:

- Generate awareness of the new 40km/h speed limit, its applicability and encourage motorist compliance
- Promote safe speed management practices and a heightened sense of safety on approach to a roadside incident
- Help motorists understand their responsibilities in relation to safety of emergency workers when stopped on the road.

The campaign is being implemented from 29 July and includes:

- Radio, social media and online advertising (until 13 October)
- Non-paid promotion through social media and other channels
- Stakeholder communications
- Promotion on screens in all 85 Service NSW centres across the State (August)
- Dissemination of content for partners to use and share.

### **Key messages**

- The NSW Government has introduced a new road rule requiring motorists to slow down to 40km/h when passing stationary emergency vehicles which are displaying red or blue flashing lights.
- The 40km/h road rule provides extra protection for emergency workers and volunteers who respond to crashes, breakdowns and other incidents on our roads which can place them at risk.
- The new rule will begin as a 12-month trial from 1 September 2018.
- When you see blue or red flashing lights of emergency vehicles stopped on the road, start slowing down to 40km/h for everyone's safety.

## Key messages cont ...

- Reduce your speed in a controlled manner so you are not exceeding 40 km/h when you pass the emergency vehicle. Keep to 40 km/h until you've safely passed all people and emergency vehicles.
- If you are travelling on a road divided by a median and the emergency vehicle is on the opposite side of the road, you are not required to slow down to 40km/h.
- On an undivided road, motorists on both sides of the road have to slow down to 40km/h.
- The NSW Government will monitor the safety and traffic impacts of the rule over the 12 months the trial is running, in consultation with key stakeholders, as part of an independent evaluation to determine the impact on the safety of emergency service workers and drivers.

A series of FAQs are also available on the Centre for Road Safety website – <http://roadsafety.transport.nsw.gov.au/campaigns/slow-down-for-emergency-vehicles/faqs.html>.

## Get involved

Emergency services and road safety partners are encouraged to promote the new campaign through their channels and across their communities. A number of creative assets are available to use while advertising is running (see next page).

**Note: All content is embargoed until 30 July 2018.**

Transport for NSW will supply a new toolkit with updated material ahead of the rule taking effect on 1 September 2018.

If you have questions, please email [towardszero@transport.nsw.gov.au](mailto:towardszero@transport.nsw.gov.au)

## Creative assets & resources

### Online video

Three videos (1 x 30-second and 2 x 15-second) are available and can be shared in your social media channels, in newsletters or embedded in your website:

*When you see blue or red flashing lights of emergency vehicles stopped on road, slow down to 40 / applies for vehicles travelling in both directions unless the road is divided by a medium strip / We're looking out for you. Are you looking out for us?*

[https://youtu.be/EQA\\_d7puGug](https://youtu.be/EQA_d7puGug)



*When you see blue or red flashing lights of emergency vehicles stopped on the road, slow down to 40 / applies for vehicles travelling in both directions*

<https://youtu.be/796DViyrfcQ>

*When you see blue or red flashing lights of emergency vehicles stopped on road slow down to 40 / applies for vehicles travelling in both directions unless the road is divided by a medium strip*

<https://youtu.be/6Jxhu6lmLk0>

### Facebook posts

Share Facebook posts published on the NSW Road Safety page starting on 30 July 2018:

<http://www.facebook.com/nswroadsafety>



### Website content & FAQs

Link from your website to campaign information and FAQs about the new 40km/h road rule on the Centre for Road Safety website:

<http://roadsafety.transport.nsw.gov.au/campaigns/slow-down-for-emergency-vehicles/index.html>

FAQs

<http://roadsafety.transport.nsw.gov.au/campaigns/slow-down-for-emergency-vehicles/faqs.html>



### Website and social media tiles

Add a tile to your website or Facebook page - they are available in the following sizes:

- 300 x 250 pixels (MREC)
- 385 x 197 pixels
- 204 x 128 pixels
- 180 x 130 pixels
- Facebook cover pic.

