

Media statement

1 February 2019

Love 40

Love is at the heart of a new campaign launched today that promotes safety around schools.

The campaign appeals to drivers to slow down to 40km/h or below around school zones that include school buses, Road Safety Advisory Council Chair Garry Bailey said.

“With nearly 90,000 children heading back to school around the state next week, some for the first time, drivers must remember to stay under 40km/h in school zones, and that includes around school buses.

“Drivers are being urged to ‘Love 40’ in a new campaign to keep our children safe around schools and help prevent tragedy. ‘Love 40’ will be highly visible from today with an unmistakable big red love heart reminding drivers to keep under 40km/h in school zones and around school buses when their warning lights are flashing.

“Everyone knows the 40km/h speed sign; the advertising campaign puts a heart around it. We’re saying to people, you love your children, so love 40 because that’s what you need to do around school zones to keep them safe.

“School zones are busy places at drop-off and pick-up times and young children are unpredictable and struggle to calculate distances which makes them vulnerable. We all have a responsibility to keep them safe.

“In the past five years 30 children aged between four and 15 were injured being hit by vehicles in school zones, and 15 of those were during school hours. There’s been several tragedies around school buses in recent years. We can prevent more children being killed or seriously injured by making sure we drive at or below 40 in school zones.

“We go to great lengths to protect our kids in the home and out of it. We should extend that care to around schools and school buses.”