

media release

SA Metropolitan Fire Service



Compelling road safety message for teens in state's south-east

Tuesday, 12 May 2009

Over the next three days, Metropolitan Fire Service (MFS) firefighters will take a powerful road safety message to year 11 high school students in the state's south-east.

The firefighters will deliver the MFS Road Awareness and Accident Prevention (RAAP) program to schools in **Mount Gambier, Millicent and Kingston**, with **media invited to attend**.

Eli Murn, an acquired brain injury accident survivor who dedicates his time to helping the MFS RAAP program will be the guest speaker at each of the five sessions held at various schools in the south-east.

"I'd like to encourage young drivers to learn from my mistakes. I'd like to create a universe of positive out of my personal negative," Eli says.

The MFS RAAP program, sponsored by AAMI and the Australian Professional Firefighters Foundation, is a successful program targeting year 11 students across the state.

The program has been running for four years and in that time, firefighters have delivered more than 250 programs to over 30 000 students.

During this period there has been a significant reduction in the number of deaths on the road of 16-24 year olds in South Australia.

In the 12 months to December 2008, there were *24 road deaths in this age group, compared with 41 fatalities over the same time frame in 2005.

Statistics show that road accidents are the number one cause of death for 16-24 year olds throughout Australia.

MFS firefighters present a hard hitting and emotional RAAP program where students are given the opportunity to see the consequences of bad decision making.

Their message is, **through 'Concentration and Commonsense' almost all road accidents are avoidable**.

The MFS believes that if we start with new drivers at 16 years of age, we can create a positive generational change in driving attitude, and significantly reduce the carnage on our roads.

The program consists of a practical demonstration of road accident rescue using the 'jaws of life' followed by a classroom presentation which takes students through the realities of road accidents.

Our young drivers will learn to always drive with concentration and commonsense and that safety on the road is their responsibility!

Media are invited to attend the following RAAP programs for interview, filming and photograph opportunities:

Tuesday, 12 May - 9.00 am at Tennison Woods College (Mt Gambier)

Tuesday, 12 May - 2.00 pm at Mt Gambier High School

Wednesday, 13 May - 9.00 am at Grant High School (Mt Gambier)

Wednesday, 13 May - 1.40 pm at Millicent High School

Thursday, 14 May - 10.45 am at Kingston High School.

For media enquiries please telephone MFS RAAP Program Coordinator, Rod Campbell on (08) 8204 3703

*statistics provided by SA police.