



Safety on Wheels Campaign - Part 1

As a class, look at some of the campaigns that [Transport for NSW](#) have created to target dangerous behaviours on the road e.g drink driving or using a mobile phone while driving. Discuss:

- Why do you think the campaigns were created?
- Who are the campaigns targeting?
- Do you think the message is effective? Why? Why not?
- Look at the different media used (i.e TV ads, brochures, posters) and discuss the effectiveness of each form of promotion.





Safety on Wheels Campaign - Part 2

You have just been given a job as a Safety Officer

Your boss has asked you to create a campaign that promotes the safe use of skateboards, bikes, scooters and roller blades.

You should work in pairs or small groups and your campaign must involve the use of technology to produce one or more of the following:

- a safety brochure
- a short video
- a poster
- a social media page
- an internet blog e.g Blogger
- a Go Animate video

Think about who your target audience is and how you will grab their attention. Consider what tools you might use to get your message across.

As part of your campaign, you will need to provide information to your target audience about laws and statistics as well as give safety advice. The Centre for Road Safety is a good place to find information.

