



Media release

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Tasmania's next generation gets a road safety lesson during Book Week

The state's leading voice on road safety is educating the next generation about lifelong safe road practices during Book Week, from 19 – 25 August.

Community Coordinator, Hayley Brown, said RACT recognised the vulnerability of children as road users, utilising Book Week to impart essential road safety knowledge.

"As part of our community education initiative, our staff are engaging with young people this week throughout Tasmania by sharing the road safety book, Yippee," Ms Brown said.

Stepping Stones View Street Children's Services in Sandy Bay enjoyed a visit from the RACT team today as they read through the book and discussed the importance of being safe around roads.

Director of Stepping Stones, Alice De Gouveia, welcomed the initiative, emphasising the impact early lessons could have on children's behaviour and decision-making.

"Our roads are very busy, and this is a great opportunity in early childhood education, as children are curious and keen to explore and learn about their surroundings," Ms De Gouveia said.

"This programme is teaching them about road safety before having to learn the rules, even though they are still very young, they are role-playing what happens in the adult world, expanding their thinking through play".

Yippee is one part of RACT's commitment to educating the community on safe road practice, reaching out to pre-schools, schools, and the wider community to amplify the crucial road safety message.

Ms Brown said children were among the state's most vulnerable road users, and it was critical to instil the value of road safety in future drivers.

"While Yippee primarily targets younger children, the book provides a wealth of guidance for parents and guardians to engage their kids in conversations about road safety," she said.

"Created in collaboration with the South Australian sister club, RAA, the book uses vibrant illustrations and easily comprehensible rhymes to introduce children aged up to 6 to the importance of positive road safety behaviours.

"We encourage all parents and guardians to supervise their children near roads and actively seize opportunities to teach their children about the significance of road safety."

RACT's key tips for teaching children to be safe road users:

- Talk about road safety whenever you're near a busy road with your children
- Hold hands with your children at all times when crossing the road
- Make sure your children are correctly restrained while in the car
- Model road safety behaviours in front of your children.

Schools interested in being involved can register on the [RACT website](#).

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