

Media release
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Young readers learn vital road safety lessons during Book Week

The state's leading voice on road safety has joined forces with national voice-over artist Robyn Moore AM this Book Week to educate the next generation about lifelong safe road practices.

As the voice behind cheeky koala Blinky Bill and a strong advocate for Make-A-Wish Foundation, Ms Moore's voice will surely captivate youngsters as she reads *Yippee* and Brand Tasmania's *Little Tasmanian: Katy's Garden Board Book* to preschool students in Lenah Valley.

Held from 17 – 23rd August, this year's theme is *Reading is Magic*.

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

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

New Horizons Preschool in Lenah Valley enjoyed a visit from the RACT team today as they read through *Yippee* and discussed the importance of being safe around roads.

New Horizons Principal Lou Kirkwood praised the initiative, highlighting its potential to positively influence children's behaviour and decision-making from an early age.

"Our roads are very busy, and this presents a wonderful opportunity in early childhood education - children are naturally curious and eager to explore and learn about their environment," Ms Kirkwood said.

"This program is great as it introduces them to road safety concepts before they formally learn the rules."

Yippee is part of RACT's commitment to educating the community on safe road practices, reaching 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 six 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 are to talk about road safety whenever you're near a busy road with your children, always hold hands when crossing the road, and make sure your children are correctly restrained while in the car and model road safety behaviours.

The students were given a copy of the *Little Tasmanian: Katy's Garden Board Book* thanks to Brand Tasmania, and RACT's *Yippee* to take home.

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

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