



# Belt Up road safety message to spread through Esperance

THE non-use of seat belts is a problem faced in regional areas and the importance of belting up message is set to be spread in Esperance.

This year in support of the Insurance Commission of WA (ICWA) Belt Up football round, the Shire of Esperance RoadWise Committee will help promote the Belt Up road safety message.

The ICWA Belt Up round is a long established initiative in country football that aims to raise awareness of the ongoing road safety issue of people still failing to wear seat belts.

The non-use of seat belts is particularly problematic in regional areas and is identified as a priority area in Towards Zero, the state government's road safety strategy.

More than a quarter of serious crashes from 2004-13 in Goldfields-Esperance involved a car occupant not wearing a seat belt.

Wearing a seatbelt is one of the easiest ways of protecting drivers and passengers when travelling in a vehicle.

To further promote Belt Up the Shire of Esperance RoadWise Committee has planned a number of activities for the Esperance Football round this weekend.

Players from each local club will be asked to nominate a member of their club for a Players' Player award.

Award recipients will be those who demonstrate positive leadership in their club and lead by example when it comes to keeping safe on the roads.

Belt Up sashes will also be utilised during the round.

The committee will be encouraging the players to have a photo taken wearing the sashes with their loved ones to raise awareness of the impact that not wearing a seat belt will have on your family and friends in the event of a crash.

Newtown Condungup Football Club president John Hyatt said the Belt Up round was a big part of the footy calendar each year and it was really important the boys and the community were behind it.

"Too many of us know somebody who has died in a car crash as a result of not wearing a seat belt," he said.

"So belt up."