Winning student ad targets drink driving

A ROAD safety message that uses humour to tackle the issue of drink driving among young people has won the metropolitan RACV Transmission Road Safety for Secondary Schools program.

Students from St Peter’s College Cranbourne will see their 30 second Community Service Announcement launched on Channel 7 on Tuesday, 30 November and then broadcast on the station throughout summer.

RACV Manager Road User Behaviour Anne Harris said the competition consistently attracted high numbers of entries with close to 100 entries lodged. St Peter’s College won the top prize ahead of 60 other metropolitan entries.

The Transmission program began in Victorian schools 11 years ago to engage students in creating effective road safety messages for young people by young people. Students are invited to investigate a road safety issue relevant to young people and then develop a script and storyboard for the Community Service Announcement.

Students chose from one of three topics – avoiding driver distraction, don’t drive tired or speak up and look after your mates.

The winning road safety concept of “Whatever it takes” from students Joel Walker, Sam Qualizza and Adonis Bitanga focuses on taking action to look after your mates when they have been drinking.

It features two young men travelling in a car to an unknown destination. They pass a young woman in a party dress trying to retrieve an item from a tree and a young man asleep with a garden hose tying him to a lamp post. The car then drives up to another house where a young man is standing by his car. The car is jacked up on concrete blocks with a sign “you’re drunk” having been left on the car by his mates the night before.

The final scene tells the viewer “Whatever it takes, look after your mates.”

“The judges chose this as the winning concept because the humour and originality of the concept stood out and because it shows young people making good choices and not being afraid to do the right thing by their mates,” said Ms Harris.

“The respect of their peers is important to young people and we believe this message of doing whatever is necessary to look after your friends will resonate with young people.

“Once again this program has attracted a high number of entries demonstrating that the Transmission program engages young people and is an excellent vehicle for road safety messages that reach the target audience of young drivers.

“This is critical given that motor vehicle crashes are the leading cause of death among young Australians aged 16 to 25.”

Transmission is an annual initiative by RACV and Channel 7 aimed at reducing the alarmingly high number of young people killed on Victorian roads.

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