

## Why is this important?

- Country crashes are a major contributor to Australia's road toll
- Knowledge of the causes of rural crashes is limited because the cost of research in rural areas is high
- Most road safety interventions are directed at city people and in many cases are not relevant to the country
- Unlike many other countries, Australia has vast traveling distances through isolated areas and a large rural population
- This Australian-first study will provide important information to our roads and our people.

Findings will provide direction on how to save lives on rural roads.

## Anticipated outcomes

This research will lead to:

- Interventions for high-risk road users
- Interventions focusing on high-risk behaviours and situations
- New policies for the National Rural Road Safety Strategy
- Vehicle and road environment recommendations
- Intelligent transport devices – for example, the trialing of such devices as “Mayday” airbags and voice-activated heavy vehicle safety systems

## How can I help?

If you pass a research site, please stop.

- The information you provide will help us save lives on country roads in North Queensland, Australia and potentially the world!
- Please give some of your time to participate in a confidential and anonymous survey.

## Research partners

This important study has been made possible with the financial support of:

- Department of Emergency Services
- Department of Main Roads
- Department of Natural Resources and Mines
- Department of Premier and Cabinet
- Motor Accident Insurance Commission
- Qfleet
- Queensland Police Service
- Queensland Rail
- Queensland Transport

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### For further information

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# When you see this sign, please STOP!



## The death rate on our rural roads is up to four times higher than in our cities.

This is a serious issue for people living and traveling in the bush.

## You might have answers to saving lives!



## Why research rural and remote road safety?

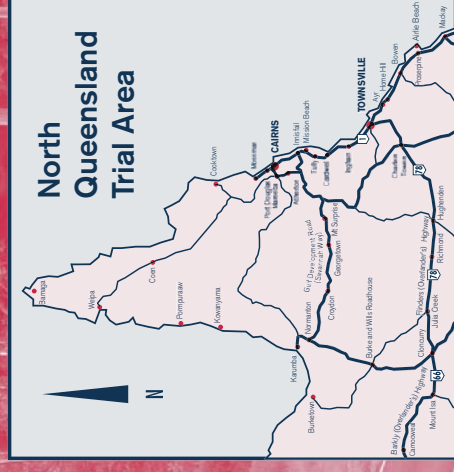
Last year, almost 1,800 people died on Australian roads and countless more were seriously injured. Some will be in rehabilitation for the remainder of their lives.

Research indicates that more than half of Australia's road fatalities occur on rural and remote roads. Rural road crashes are not decreasing at the same rate as urban crashes.

As you can see in the table below, speed, fatigue, alcohol and failure to wear a seat belt are major factors in rural crashes.

Queensland urban and rural fatalities by nature of crash per 100,000 population for year 2000		
	Urban	Rural
Speed	0.79	3.74
Alcohol	1.43	6.17
Single Vehicle	1.81	11.56
Fatigue	0.29	3.52
No Seatbelt	0.79	4.07

Source: Travelsafe (2000)



The research will look at this area.

## An Australian-first study

Senior researchers from the School of Medicine at Cairns, Mt Isa and Townsville and Mt Isa Centre for Rural and Remote Health at James Cook University, and the Centre for Accident Research and Road Safety – Queensland, based at Queensland University of Technology, have commenced a major 3-year study to improve road safety in rural North Queensland.

The Rural and Remote Road Safety Study will be looking at all rural road crashes in which people are killed or seriously injured and admitted to the participating hospitals of Cairns, Townsville, Mt Isa, Charters Towers, Mareeba and Atherton.

Crash patients will be interviewed to learn what may have contributed to their crashes.

Researchers will also be visiting crash sites, one week later, at the same time of day or night as the crash:

- Volunteering motorists will stop; and
- Queensland Ambulance Officers and other members of the research team will ask them questions about their trip, driving, and ideas about road safety.

No names will be recorded by interviewers for privacy reasons.

The study aims to learn about the behaviours and circumstances associated with rural crashes.

The findings will prevent future injury and death.

