

STEP UP FOR RURAL ROAD SAFETY



**Rural
Road Safety
Month**
September 2025

This Rural Road Safety Month, it's your time to Step Up and make a difference!

From engaging community displays to step challenges, there are countless ways to inspire positive change and turn awareness into real action.

Let's get creative, get moving, and most importantly - make our rural roads safer for everyone!

'Step to Safety' Cardio Class



Host a fun step up cardio session or dance class at your workplace, community centre, school, or park. Use music, a portable speaker, and an instructor to get attention and encourage others to join!

Step Up Display



Create a display with large letters spelling 'STEP UP' or write it in chalk on concrete stairs in your workplace, school, community, or park. Invite others to add their messages and promises to choose road safety to the display.

Step Up Challenge



Challenge people to take the stairs during September as a reminder to step up for road safety - physically and mentally.

'Step Up & Speak Out' Video Messages



Record and share video messages shared to reflect on how we can make safer choices, especially on rural roads.

Example messages:

- Their personal road safety promise
- What they do to be a safe road user
- Reflect on how road trauma has touched their lives

'Step Up & Share' Circle



Participants step into a circle if a statement applies to them, creating space for shared experiences and open discussion about road safety.

Example statements:

- I've taken a risk while driving
- I've felt unsafe as a passenger but didn't speak up
- I know someone impacted by a crash

Share your event snaps using our campaign hashtags:

#StepUpForRuralRoadSafety #RRSM #RuralRoadSafetyMonth #ChooseRoadSafety



@fatalityfreefriday



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Australian Road Safety Foundation



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Step to Safety Cardio Class

This September join us for a fun, high-energy step class and take action one move at a time. Whether you're on the mat or on the road, every choice counts.

Road safety is everyone's responsibility, especially on rural roads, where the risks are often higher and help can be further away.

Let's turn up the music, move with purpose, and show that we're stepping up for safer journeys in our communities!

Where:

When:

What to bring: Water, comfortable shoes & your best moves!

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Step Up Challenge

Take the stairs this September to raise awareness about the importance of stepping up for road safety.

Every stair climbed is a reminder that safe choices on and around the road matters, whether you're choosing to slow down on rural roads, speak up as a passenger, or look out for other road users.

Get Involved:

- Skip the lift and take the stairs during September
- Snap a photo or track your steps
- Share how you are stepping up for road safety on socials

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Step Up & Speak Out

This September, let's step up, speak out and drive change. Record a short video message to help raise awareness and honour the lives impacted by road trauma.

By sharing your story, your road safety promise, or your experience, you help encourage safer choices on our roads, especially in rural communities.

What to share in your video:

- Your personal road safety promise
- What you do to stay safe on and around the road
- Share how road trauma has touched your life
- Your message for other road users

Get Involved:

- Record a 30 second video with your road safety message
- Share on your socials using the campaign hashtags:
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Step Up for Road Safety Display

Make road safety visible this September by creating a Step Up display in your school, workplace, or community.

A simple, shared space can turn into a powerful reminder that every one of us has a role to play. When we take the time to step up and speak out, we help create safer roads for everyone.

Where to set it up:

- On stairs using chalk
- In a staffroom, hallway, school fence or park
- At a library, community centre or event

Our Activity:

Where:

When:

Display dates:

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Step Up & Share

Step Up & Share encourages you to respond to road safety related statements and opens the door to real conversations about road safety and the choices we make as road users. Starting conversations about road safety help us connect, reflect, and step up together.

Step up. Speak honestly. Be part of the change.

Statements to start the conversation:

- I've taken a risk while driving
- I've felt unsafe as a passenger but didn't speak up
- I know someone impacted by a crash
- I've driven tired or distracted

Join the conversation:

Where:

When:



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