

# Hornsby Shire Council

## Road safety for culturally and linguistically diverse (CALD) communities

### Introduction

Following a rise in pedestrian fatalities and injuries among Hornsby Shire's Chinese community in 2017, the Council and NSW Police developed a road safety campaign for its culturally and linguistically diverse (CALD) communities.

The Council also receiving numerous requests for translated information about safe pedestrian behavior, such as crossing at marked pedestrian crossings and obeying traffic light signals.

### Educating the whole community

A dedicated education campaign to raise knowledge of NSW road safety rules targeted Hornsby's Chinese community in mid-2018 and ran over four months. Print material is still regularly distributed at community engagement events.

The plan includes a commitment to increase formal crossing opportunities, exploring opportunities for continuous footpath treatments, and implementing a zebra-crossing maintenance program.

### Meeting community needs

A priority for the project was to address the need for road safety education materials in languages other than English, particularly written Chinese.

The Council, NSW Police and members of the local Chinese community worked together to arrange relevant road safety education materials to be translated.

### Snapshot

- ▶ Hornsby is approximately 25km north of the Sydney CBD, and covers an area of 455km<sup>2</sup>. 70 per cent of Hornsby is bushland, natural reserves, waterways and rural landscapes.
- ▶ The Shire is home to about 150,000 people. More than 25 per cent speak a language other than English at home – the most common being: Mandarin, Cantonese, Korean and Hindi.
- ▶ From 2014 to 2018 there were 482 fatalities and serious injuries from 444 crashes on Hornsby roads.

## Collaborative delivery

The Council partnered with the local Police Traffic Officer and Police Multicultural Liaison Officer (PMLO) to develop a tailored campaign.

With input from the council's traffic engineering team, their Road Safety Officer provided up-to-date road safety information. The Council's graphic designer helped design brochures and pamphlets.

The PMLO (of Chinese background) provided detailed insight into why many new migrants make certain road safety choices, and advised on potential educational approaches.

NSW Police worked with leaders in the Chinese community and the local media to help promote the campaign and distribute culturally appropriate information.

The education campaign used media channels popular with the local Chinese community, which included the local Chinese newspaper and radio, and the social media platform WeChat. An interview was delivered to Australian Chinese TV, which was set up by the Hornsby PMLO.

Having a presence at community events proved effective for building trust with the community and to reinforce tailored road safety messages.

## Project outcomes

- ▶ NSW Police reported a considerable improvement in pedestrian behaviour among the Chinese community.

- ▶ Translated materials are now an important community resource that can be used on an ongoing basis for educational purposes, both within Hornsby Shire and across other local councils.
- ▶ The cultural knowledge and resources provided by the police – including their contacts within the local Chinese community and with Chinese media – was instrumental to delivering the education message.
- ▶ Continued success of the project will require a commitment to regularly update translated materials as road safety messages for the community evolve. This may include a need to adapt resources to suit different community profiles and languages.

## Summary

### Issues

- ▶ A rising number of pedestrian fatalities and injuries within specific community groups.
- ▶ Lack of awareness of pedestrian and other road safety rules.
- ▶ Increasing community concern about roads safety behaviours.

### Solutions

- ▶ Collaboration with local Police, and improved connections with the Chinese community.
- ▶ Development of translated materials for ongoing educational campaigns.
- ▶ Presence at community events to promote the campaign.