



Duncan Gay MLC

Minister for Roads and Ports

Deputy Leader of the Government Legislative Council

MEDIA RELEASE

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MOBILE PHONE OFFENCES DOWN AS MOTORISTS 'GET THEIR HAND OFF IT'

Roads Minister Duncan Gay has announced a substantial drop in the number of people caught using mobile phones since the start of a new campaign about mobile phone driver distraction.

Mr Gay said the innovative 'Get Your Hand Off It' road safety initiative was designed to target young people who watch more content online than on television.

"In the six weeks since the campaign was launched on YouTube, the weekly number of mobile phone offences has dropped by 11 per cent state wide, when compared to the two week period before the campaign," Minister Gay said.

"The figures for Sydney alone show the number of people caught in the six weeks after the campaign started has dropped by 12 hundred or 13.5 per cent

"These results are extremely positive. It's an encouraging trend and we're glad motorists are taking heed of the message to 'Get Your Hand Off It'.

"Our 'Get You Hand Off It' video has also garnered international interest with the French Foundation for Responsible Driving, VINCI Autoroutes, contacting the NSW Government to host the video on their website as well.

"When things like this happen, you are able to get a grasp on how far and wide the reach of media platforms like YouTube have.

"We were very happy to share our video with the French Authorities and get the message out there for motorists.

"The message is a very clear one - holding your mobile phone while driving threatens your safety, your passengers and other road users like cyclists and pedestrians," Minister Gay said.

Since it was launched in June the "Get You Hand Off It" video has had about 600,000 hits, that does not include other websites carrying the clip.

It can be viewed at <http://www.youtube.com/watch?v=RsgxNLuivy0>

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