

# **Blood Oath Campaign**

## **Briefing document**

**30 June, 2011 – 30 July, 2011**

### **Background:**

- Road trauma remains the single biggest killer of young people aged 18-25 in Australia and worldwide.
- In the past 12 months more than 75 young people aged 18-25 have been killed on Victorian roads. That is the equivalent of 3 footy teams wiped out. An additional 1000 have been seriously injured.
- The major factors in crashes involving young people are inexperience, deliberate risk taking and overconfidence.
- Despite making up a small proportion (14%) of licence holders, this demographic is well over represented in road trauma data.
- Male fatalities increased to 220 in 2010 from 196 in 2009. In short, about 10 country footy teams worth of men were killed last year because of road trauma.
- Despite Victoria recording two record low road tolls in a row, we believe every road death is preventable.

### **About Blood Oath:**

- Blood Oath is a joint campaign between the TAC and AFL Victoria to prevent young people, particularly males aged 18-25, from being killed or seriously injured in road trauma.
- Blood Oath highlights the existing TAC road safety message – ‘Your Mates Life Is in Your Hands’.
- The TAC adopted the Your Mates Life Is in Your Hands message following extensive research which concluded that while youths may not be fearful of harming themselves in risky situations, the thought of seriously injuring or killing their mate is terrifying.
- Blood Oath empowers young people, who are generally the biggest risk takers, to take it upon themselves to commit to safer driving and encourages them to educate their mates about the dangers of risk taking on the road.
- The campaign aims to engage young people in road safety messaging via their existing relationships with local sporting teams or clubs.
- We hope that by providing incentives for young people to help their local football club they will commit to safer driving practices and stay safe on the roads.
- The TAC recognises the importance of young people, particularly young footballers, being road safety ambassadors in their community and this campaign promotes that.
- The TAC has been a proud supporter of football in Victoria for the past 20 years via our partnership with the TAC Cup competition.

### **How the Blood Oath works:**

Blood Oath is a social media campaign run primarily through Facebook.

To promote the campaign, Brad and Chris Scott will lead a television commercial and print ad as the faces of the Blood Oath.

The Blood Oath starts on 30 June and ends on 31 July during, **AFL Victoria’s Road Safety Round.**

Over the course of one month Victorian football clubs can visit [www.facebook.com/mybloodoath](http://www.facebook.com/mybloodoath) , select their team, select an oath to drive safely and post their oath to their own Facebook page. This will encourage their friends to also take an oath and commit to safer driving.

The aim is for your club to have the most oaths of all entries.

### **Prizes**

The idea of the campaign is to award clubs who have the most oaths - ultimately the most people showing their friends that they are committed to driving safely.

Each week during the four-week campaign, the following prizes will be awarded:

- One \$5000 prize for a randomly selected club who has taken the oath, and 1 x double pass to the 2011 Toyota 2011 AFL Grand Final Centre Square ticket for the individual oath-taker.

Two overall winners will be announced on the Footy Show on Thursday, 4 August 2011.

Winning clubs will be those who receive the most pledges.

One winning club will be metropolitan-based, and one winning club will be country-based.

The two winning clubs receive \$30,000 each.

### **Key Messages**

Blood Oath is a joint campaign between the TAC and AFL Victoria.

The Blood Oath campaign aims to prevent young people, particularly males aged 18-25, from being killed or seriously injured in road trauma. Last year, we lost the equivalent of 10 country footy teams' worth of men due to road trauma. (220 male deaths in 2010)

In recognition of their' involvement in the Blood Oath campaign, football clubs will be rewarded with cash to spend on areas they need most.

Taking an oath empowers young people to speak up and gives them the ability to send the message that 'your mates life is in your hands'.

The TAC can always make ads and while we feel that we have been successful at doing this, it is important for young people to hear it from their peers.

Being a part of the Blood Oath could not only save your life, but save your footy club.

Too many people young people die on Victorian roads – each of these deaths is preventable.

This campaign is about actively involving prominent community members, through their football clubs, in sending the road safety message.

Taking an oath to drive safely shows your friends and family that you are serious about putting an end to road trauma.

We have already lost about three AFL footy teams worth of men on the roads this year, it is time to put at stop to this trauma and encourage young people to drive responsibly.