## Transperth Story

**Wednesday 8 June, 2016**

**Catch the bus, don’t let it catch you**

A new Transperth safety campaign has launched across the network and in schools, and the message is simple – *Don’t Mess With Bus.*

Whether you’re a pedestrian, pensioner, pavement-pounder, pushbike rider or a passenger, there’s something everyone can learn from the new *Don’t Mess With Bus* campaign.

Transperth spokesman David Hynes said the common-sense campaign aims to make people aware of the dangers of being distracted around buses.

“From stepping out in front of or walking too close to a bus, to mucking around near a stop, or taking unnecessary risks when crossing the road, people are taking too many risks around buses,” Mr Hynes said.

“Our bus drivers have told us that near-misses are an almost daily occurrence so we thought it time we remind the public they need to take more care.

“Just like the characters in this campaign, many people become distracted by mobile phones or tablets, or fail to hear a bus approach because they are wearing headphones.

“But unlike the characters in this campaign, real people aren’t made of durable plasticine, and in a bingle with a bus, it’s unlikely you’ll be as easy to repair.

“It’s a colourful campaign with a very serious message – don’t mess with bus, because the bus will always win.”

As well as a poster campaign rolled out on buses, at bus stations and stops and on Transperth trains, *Don’t Mess With Bus* is also being rolled out at a number of schools across Perth.

Teachers have access to resources for primary school students aimed at educating them about bus safety and avoiding distractions around the network. Over a series of experiments student will learn about the role science plays in road safety and explore how concentration, reaction times and vision can impact their safety.

Secondary school students are being encouraged to develop their own unique campaign in their media, art or design classes, to spread the safety message among their peers. A free Media Kit is supplied to participating schools which has everything students need to get their creative sparks flying.

The best works have the opportunity to be showcased on the Transperth network.

For more information visit [getonboard.transperth.wa.gov.au](http://getonboard.transperth.wa.gov.au/DontMessWithBus) or email [education@transperth.wa.gov.au](mailto:education@transperth.wa.gov.au) to request the secondary school free media toolkit. **Media contact:** David Hynes 9326 2526