

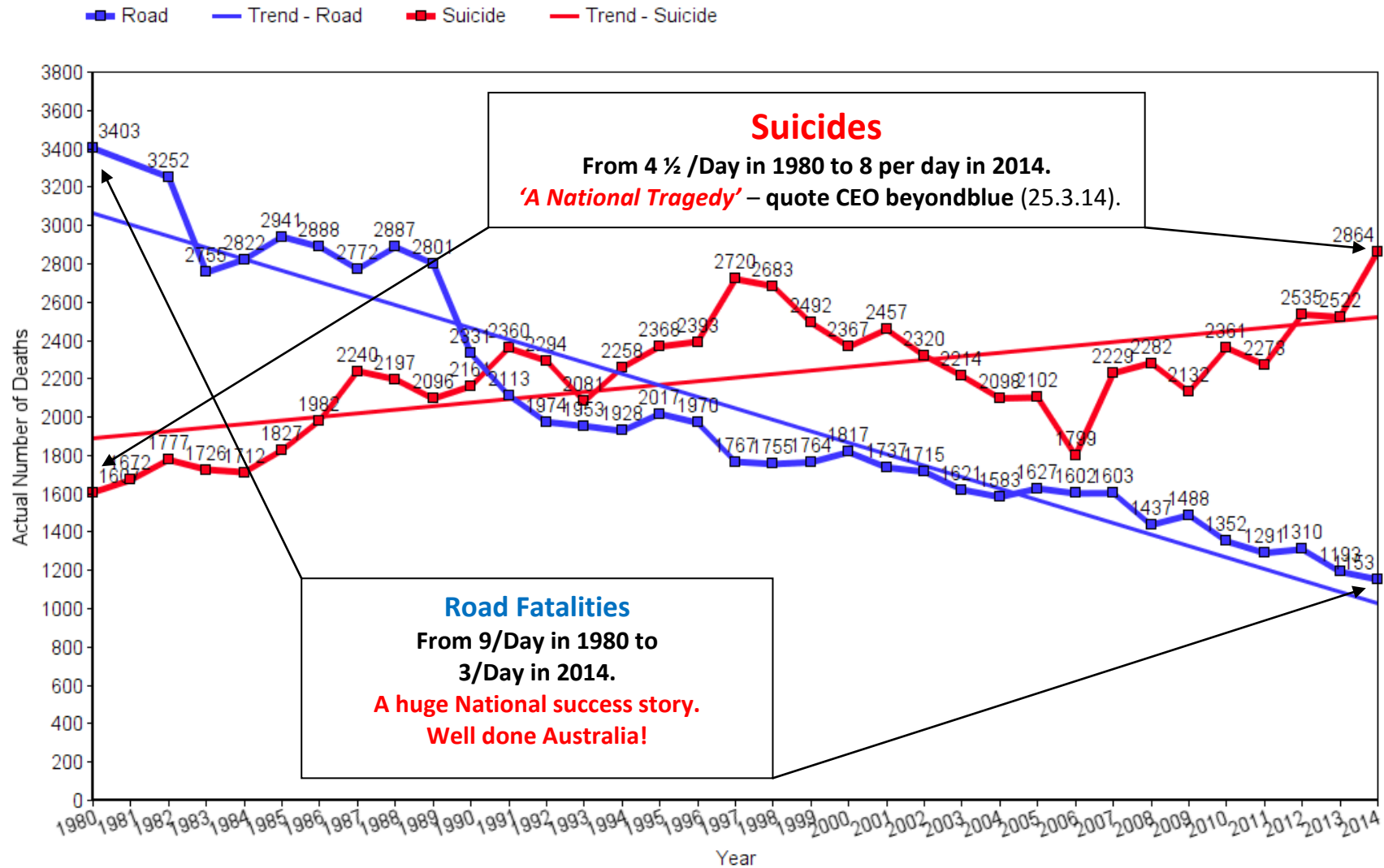
# The **Statistics** and **Thinking** behind Road Fatalities and Suicide Deaths 1980 – 2014

By Tim Barritt

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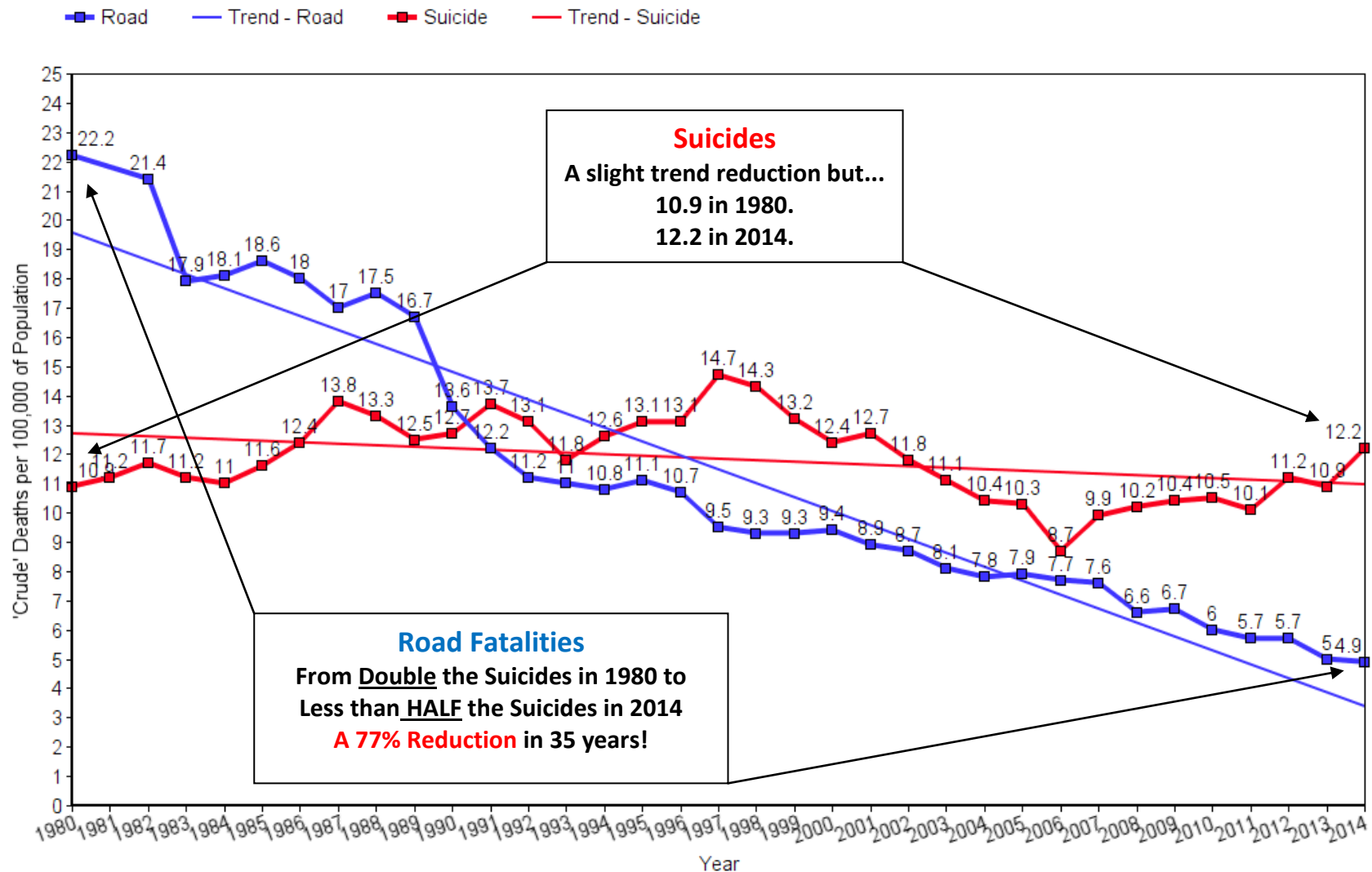
## Actual Number of Australian Road Fatalities and Suicide Deaths 1980 - 2014.



Source - Australian Parliamentary Website, Australian Bureau of Statistics, Wikipedia.

Graph by Tim Barritt 6.6.16 using 'Online Charts'. [www.suicidepreventionads.com](http://www.suicidepreventionads.com)

## Australian Road Fatality and Suicide Rates per 100,000 of Population 1980 - 2014.



Source - Australian Parliamentary Website, Australian Bureau of Statistics, Wikipedia.

Graph by Tim Barritt 6.6.16 using 'Online Charts'. [www.suicidepreventionads.com](http://www.suicidepreventionads.com)

## Roads

### Quote

By Hon Catherine King, (the then) Parliamentary Secretary for Infrastructure and Transport. (2012).

*\*"In 2011, Australia recorded the lowest number of road deaths since 1946, down to about a third of the deaths recorded at the peak in 1970. Over the past 10 years annual fatalities on Australian roads have fallen by almost 26%. These figures reflect the proactive road safety initiatives pursued by Federal and State governments over recent years: the efforts of police and greater care taken by motorists behind the wheel."*

*"Last year the Australian Government in partnership with the States and territories launched the national Road Safety Strategy 2011-2020 that aims to cut road deaths and serious injuries by at least 30 per cent by 2020."\**



## Suicides

### Quote

By (the then) beyondblue CEO Ms Kate Carnell (2014)

*\*"beyondblue CEO Kate Carnell AO has expressed her deepest concerns after Australian Bureau of Statistics figures released today (\*beyondblue media release 25.3.14) show suicide was the leading cause of death for Australians aged between 15 and 44 in 2012. The figures, which are preliminary, show 2,535 deaths have so far been recorded as suicide in 2012. This is equivalent to around seven per day or 37 men and 12 women each week, making suicide the 14th most common cause of death in the country.*

*Ms Carnell said the figures represent a National Tragedy and should act as a call to action for all Australians to tackle the issue of suicide."\**

## Roads.

**A 77%, multi-billion dollar, 35year, Life Saving Journey - that did NOT happen 'by accident'!**

Comment by Tim Barritt

The success story on our roads did not 'just happen' nor 'by accident'. Billions of Dollars have been spent by the automotive industry, Federal and State Governments and State Police. In addition, there has been a HUGE effort and input by our Aussie Drivers!

Along with improved seatbelt design, massive and prolonged advertising campaigns, and Law enforcement with Legislation - came huge improvements in vehicle design with particular reference to increasing the safety of occupants on impact, including airbags, taking occupant safety to new levels.

While this was all happening billions were spent on road infrastructure, upgrading highways, urban and rural roads, 'black spots', widening and lining shoulders, installing road-side guard railings etc.

While this was happening millions were being poured into ongoing and more sophisticated driver training and education, and more comprehensive driver surveillance e.g. Speed cameras, random drug and alcohol testing, unmarked Police Patrols, reducing speed limits, demerit points, increased fines, unmanned surveillance with unmanned camera's e.g. scanning highway traffic for unregistered vehicles, camera to camera speed detection etc.

But the Common Thread running through ALL of these things has and continues to be **comprehensive, aggressive, relentless Road Safety Awareness Advertising.**

Congratulations to each and every Aussie concerned. Everyone involved should be so very proud.

To put this in perspective - If Australia still had the same Road Fatality Rate/100,000 in 2014 as it did in 1980 (22.27)

**5,233 Good Aussie would have died on our Roads in 2014**, instead of the 1,153 who actually did!

i.e. Just over 4,000 Aussies (4,080) - are still alive every year as a result of all this effort.

Well done Australia!

## Suicides.

Comment by Tim Barritt

While the number of **Actual Fatalities** on our Roads has gone from 3,403 in 1980 or 9/day, down to 1,153 or 3/day in 2014, in the same time **Actual Suicides** have gone from 1,607 or 4.5/day in 1980 - to **2,864 or nearly 8/day in 2014!**

**Q:-** Why, when it comes to our EMOTIONAL HEALTH - do the same 'Powers that Be' - appear to treat the same Aussie Population' - **like Second Class citizens'**? Are we not worth the same, comprehensive, multi-billion Dollar, many pronged approach? The answer is clearly YES! NO criticism is directed here to ANY group, individual or organisation, past or present who is doing such valuable work to improve our Emotional Health and save precious lives from Suicide. Every little bit helps!

**A:-** Unlike Road Safety, where the major life saving issues are '*dead easy*' to see, understand and implement, Suicide Prevention is a highly specialised field, requiring new and innovative thinking by people with a very select, special skill set. This should include people like myself, who are not professionally trained, but have had many years or 'lifetimes' of practical experience and their own special 'gifts' to bring to saving precious lives.

I believe this is why, to the best of my knowledge, Suicide Prevention Advertising like mine - has never been tried before in Australia. Now on my 87th 'long advert', and now in two States, I have had huge support from our Rural papers, and to date, not one single complaint!

**Some of the many benefits of high quality, broad based 'Whole of Community' Suicide Prevention Advertising.**

- They start to save precious lives from the moment the advert is read, and then hopefully for years and decades into that reader's future.
- They target 'Whole of Community', not just at risk groups. Because **everyone needs to know how to help/guide others who may be 'in trouble'**.
- Very importantly, they don't try/claim to solve people's emotional or life problems - but highlight the many, many issues, help to de-stigmatise Mental Health issues, make the reader feel that that are 'not alone' **and at all times direct them into Professional Care where appropriate.**
- **They are DIRT CHEAP.** Assuming a conservative uptake of readers of 10% of audited readership figures, and allowing only for Newspaper Advertising costs (not my time or expertise), these potentially lifesaving adverts cost around 7 cents a read!
- These adverts 'double up' - as general Preventative Community Health and positive well being, each and every advert carries 2 smiley faces.
- They don't rely on any upgrade of existing health or other infrastructure, facilities or Acts of Parliament.
- I believe our Communities are Hungry for this type of Life saving, positive, loving, gender balanced, Preventative Health Information.