

# **Road Safety Public Education Programmes for the Year 2006**

## **SUMMARY**

Public road safety education is one of the three-pronged approaches adopted by TP to cultivate positive road behaviours and attitudes to our road users. To bring about such an effect, the Road Safety Branch has constantly sought alliances with various entities of the community in the execution of numerous key road safety campaigns and activities to bring about a safer motoring environment.

## **KEY ROAD SAFETY ACTIVITIES**

### **(1) South West CDC Community Resilient Carnival**

South West CDC organised a Community Resilient Carnival on the 26 Feb 2006. The Guest-Of-Honour was Mr Yeo Cheow Tong, Minister of Transport and Member of Parliament for Hong Kah GRC. Traffic Police has been reaching out to cyclists in Singapore through various education talks and road shows. To further reach out to them, Traffic Police has designed a portable Bicycle Training Course to complement the current Safe Cycling Education Programme.

The Bicycle Training Course trains cyclists on proper manoeuvring skills and basic traffic knowledge of cyclists through theoretical and practical training. The training equipment for the Bicycle Training Course is designed to be compact so that it can be easily transported around to wherever such training is required.

### **(2) Ad Track Survey Results By MediaCorp on ADD 2005 TV Commercial**

For the period of 5 Dec 2005 till 6 Jan 2006, the Anti Drink Drive 2005 Television Commercial (TVC) came out 5<sup>th</sup> position out of the top 20 best-remembered TVCs over channels 5/8/U. The ADD 2005 TVC only went on air starting 20 Dec 2005, meaning it ran for only two weeks out of the survey period of 1 month in Jan 2006, implying that the commercial has caused impact on people who have watch it. While it is very encouraging, the more important is that the commercial does deter drink driving behaviour.

### **(3) Gracious Driving @ Bedok Reservoir**

The Singapore Kindness Week 2006 organised by Singapore Kindness Movement (SKM) commence from the 9<sup>th</sup> to 15<sup>th</sup> April 2006. The event was jointly organized by SKM and the North east Community Development Council and launched on the 9<sup>th</sup> April 2006 at Bedok Reservoir Park. The Guest-of-Honour (GOH) was Mr Zainul Abidin Rasheed, Minister of State, Minister of Foreign Affairs and Mayor, North East District. Traffic police participated in the carnival to promote road courtesy in the heartlands. TP patrol car (WRX) and motorbikes and road safety exhibition were on display at the carnival.

### **(4) Certificate Presentation Ceremony for Courteous Drivers in conjunction with Road Courtesy Campaign 2005**

The above mentioned event was held at TP on the 29 May 2006, "Spot the Courteous Motorists" Programme was part of the Outreach programme; The blitz period started from 28 Sept and ended on 31 Dec 2005. During these three months, 98 drivers were spotted performing courteous acts.

They each received a certificate and \$30/- Shell petrol voucher. Deputy Commander Traffic Police was the G-O-H.

#### **(5) Police Week Carnival & Road Safety Outreach 2006**

Traffic Police launched the Road Safety Outreach 2006 (RSO 06) in conjunction with the Police Week Carnival 2006 (9, 10 & 11 June 2006) at the old Police Academy on 10 June 2006 as part of our on going road safety public education effort. The launch of RSO 2006 kicks off a year long series of road safety activities such as Road Safety talks and exhibitions and programme which all road users can participate in. The trust behind RSO 2006 is to reach out to all categories of road users with special emphasis on motorcyclists and elderly pedestrians to educate them and heighten their awareness on the importance of road safety.

The campaign slogan **“Be Safe. Stay Alive!”** is easily understood and comprehensible by every road user to think of their action and consequences of an accident if they are complacent or desensitized to the potential dangers and changing road situation around us. It reiterates the fact that road safety concerns everyone and stresses that the impact of traffic accidents is far-reaching, affecting more than just the parties involved in the accident. The new TV commercial for RSO 2006 was also shown at the event.

#### **(6) Distribution of Road Safety Standees**

Road Safety Standees were distributed to Woodlands Checkpoint, Tuas Checkpoint, BBDC, SSDC and CDC. This is to increase awareness to all riders to don on safe riding attire whilst riding. The pop-up messages also comprised safe riding tips as ‘Strap Your Helmet’, ‘Don't Weave Through Traffic’, ‘Signal In Advance’, ‘Keep Your Headlight On’, ‘Maintain Your Bike’, ‘Wear Shoes or Boots’.

#### **(7) Installation of Road Safety Horizontal Banners**

Road Safety Horizontal Banners (15m X 3m) relating to motorcycle safety were put up at various ITEs (Bedok, Bukit Batok, Bishan, Macpherson, Dover), National Technological University and Comfort Driving Centre to reach out to motorcyclists, especially young riders, to practice safe & defensive riding skills on the roads. Upon dismantling, these banners will be distributed to the army camps for their own display.

#### **(8) Advisory Letters to Motorcycle Shop on selling of unapproved helmets**

With the assistance of Singapore Motor Cycle Trade Association, 90 advisory letters were sent to motorcycle shop owners advising them not to sell unapproved helmets.

#### **(9) Road Safety Outreach through Singapore Post Mailers**

Road Safety messages showing case studies involving motorcyclists at fatal junctions and road bends had been inserted in the Singapore Post mailer which will reach out to 1 million households to increase awareness on motorcyclists' safety.

#### **(10) Installation of Road Safety Vertical Banners**

Road Safety Vertical Banners (3m X 1m) carrying safety messages for motorcyclists had been installed at various Polytechnics, National University of Singapore (NUS), Singapore Institute of Management (SIM) and Army Camps to reach out to motorcyclists to practice safe & defensive riding skills on the roads.

#### **(11) Screening of TVC at Woodlands Checkpoint**

TV Commercial of fatal Road Traffic Accident (RTA) were screened at Woodlands Checkpoint (through media owner MediaBox) to instill road safety awareness especially to foreign riders plying through the Causeway.

#### **(12) Installation of Large Sheet Billboard on building**

A large sheet billboard featuring Road Safety message was installed on Hinfa Building along Lavender Street to instill Road Safety awareness to general motoring public.

#### **(13) Distribution of reflective stickers**

Reflective stickers carrying Road Safety messages were distributed to Motorcycle Clubs, delivery riders, Polytechnics, various ITEs, NUS, NTU, HOME Team agencies and CISCO to encourage safe riding and wearing of approved helmet.

#### **(14) Distribution of A2 size-posters**

A2 size-posters carrying Road Safety messages were distributed to Motorcycle Workshops and Motorcycle Clubs to remind all riders of the importance of protecting themselves with PSB approved helmets.

#### **(15) Road Safety Advertising In Magazines**

Road Safety messages were featured in magazines like Motor Culture Asia (Quarterly Edition), Lifestyle Magazine (August Issue) and Wheels Asia Magazine (August Issue) to instill Road Safety awareness among Motorcyclists.

#### **(16) Road Safety Tissue Packs in the National Day Parade 2006 Goody Bags**

A total of 50,000 tissue packs containing road safety messages were placed inside the goody bags given out at the 2006 National Day Parade, another TP reaches out to the citizens.

### **(17) Road Courtesy Campaign 2006 in conjunction with the 26<sup>th</sup> Annual Shell Traffic Games (Finals)**

Traffic Police launched the Road Courtesy Campaign 2006 in conjunction with the 26th Annual Shell Traffic Games on 17 November 2006, at Singapore Exposition Hall 3. The GOH was Dr Teo Ho Pin, Mayor for North West District, Member-of-Parliament for Bukit Panjang and Chairman of Government Parliamentary Committee for Home Affairs and Law. Traffic Police continued to use the theme for Road Courtesy Campaign 2005 “Road Courtesy, Pass It On” as this theme was well received by the members of public since it was last used in the same event in 2004.

About 100,000 people turn up for the carnival. There were free tyre checks, road safety talks, a charity concert for the Geylang Home for the Aged, Road Safety Colouring Contest and the Road Safety Cross-Word Puzzle Game. A Road Safety Circuit constructed in the hall was opened to public to allow them to learn Road Safety in a fun manner.

### **(18) Anti-Drink Drive Campaign 2006**

Traffic Police launched the Anti-Drink Drive Campaign 2006 on the 13<sup>th</sup> of December 2006 at Zouk. The Guest-of-Honour is Dr Teo Ho Pin, Mayor for North West District, Member of Parliament for Bukit Panjang, and Chairman of Government Parliamentary Committee for Home Affairs and Law. The launch aimed at educating those who consume alcoholic drinks on the dangers of drink driving and to encourage them to use public transport or have a friend to drive them home should they drink.

Besides emphasizing that drink driving is a serious offence carrying stiff penalty, TP also highlight the emotional losses and the dire consequences one suffers when involved in a drink driving accident. A series of other outreach programmes followed to remind motorists of the danger whilst driving under the influence of alcohol. The programmes including multi-media approach such as TV commercials, press advertisement, lamp post banners and outdoor media displayed at main roads. 1,000 table top advertisements were also displayed at coffee shops, entertainment outlets and hawker centers.

### **Continuous Efforts in Public Education**

The TP Road Safety Branch is relentless in its efforts in educating the public on road safety matters. Apart from the bigger events highlighted above, routine road safety activities of smaller scale are held throughout the year listed below :

#### **Routine Road Safety Activities Year 2006**

<b>Road Safety Activity</b>	<b>Number of Sessions</b>
Road Safety Talk to School	174
Road Safety Talk to Organisations	134
Road Safety Exhibitions	243
Road Safety Training for Primary School at Road Safety Park (RSP)	191
Training session for School Crossing Monitor	45
MobileKids visit to Primary School	483
Training & Duties for NPCC at RSP	103

## **Conclusion**

Road safety knowledge can help save a lot of innocent lives on the road. The TP has committed substantial resources to planning and executing the many events throughout the year to bring across messages in hope to save lives. Together with our committed sponsors and community partners, TP will continue to bring more road safety education to the public and find more innovative ways to reach out to the soul of each and every road users. We strive to inculcate a nation where road safety practice is but a second nature to each and everyone. Road safety is the responsibility of every Singaporean and we are here to show them how.