

ROAD SAFETY PUBLIC EDUCATION PROGRAMME FOR YEAR 2008

Traffic Police's ongoing commitment towards promoting road safety is evident from the myriad of public education outreach programmes organised in 2008. Together with our dedicated community partners and sponsors, Traffic Police have reached out to all road users in bringing across road safety messages and promoting positive road behaviours amongst them. Although we have seen an improvement in the overall fatality rate per 100,000 human population in 2008, Traffic Police have kept up our efforts on public education campaigns to reinforce our key road safety message to motorists, as well as vulnerable road users like motorcyclists, pedestrians and pedal cyclists. In total, about 1,000 talks, exhibitions and outreach sessions were conducted last year. Some of these key road safety activities conducted were as follows:

(1) 'Child Seats Save Little Lives' Programme

In the first quarter of 2008, Traffic Police collaborated with Thomson Medical Group and Volvo Cars on a 'Child Seats Save Little Lives' road safety programme. The programme aimed to educate the public, especially parents, on the importance of proper child seats and the penalties for non-compliance of the legal requirement.

(2) SOXAL Road Safety Programme 2008

Together with Singapore Oxygen Air Liquide Pte Ltd (SOXAL), Traffic Police launched a heavy vehicle programme called "SOXAL Road Safety Programme 2008", which was held on 2 June 2008 at the National Museum of Singapore. Between the months of July and September 2008, educational materials depicting the penalties for tampered speed limiters, safety tips and main causes of accident involving heavy vehicles were produced and distributed to Singapore Logistics Association, Poh Tiong Choon Logistics Ltd, Singapore Transport Association, Container Depot Association (Singapore), Woodlands Transport Services Pte Ltd and Singapore School & Private Hire Bus Owners' Association.

This was the first-ever road safety programme targeted specifically at this group of heavy vehicle drivers. Through this programme, Traffic Police aimed to encourage the drivers and contractors to continue to take personal responsibility for their own safety and those of other road users while on the roads.

(3) Road Safety Outreach 2008

Noting that “failure to keep a proper lookout” is a major cause of our traffic road accidents, Road Safety Outreach (RSO 2008) was launched on 21 June 08, to encourage all road users to be attentive on the roads and to be mindful of one another. The slogan for the campaign - “Look Out. Stay Safe” was adopted to help raise awareness among all road users alike on the importance of being vigilant on the roads. The campaign also placed special emphasis on the three most vulnerable road user groups, namely, the motorcyclists, elderly pedestrians and pedal cyclists.

(4) Road Courtesy Campaign 2008 & 28th Annual Shell Traffic Games

In conjunction with the 28th Shell Traffic Games, the Annual Road Courtesy Campaign was launched on 28 Sep 2008. Through the campaign, Traffic Police aimed to encourage road users, especially pedestrians and young motorists, to display friendly gestures such as waving to say “thank you” to show their appreciation when other motorists give way to them. Outdoor posters for pedestrians, motorcyclists and drivers were also produced and displayed at selected locations in the vicinity of tertiary institutions and accident prone areas.

(5) “Ride Safe 2008” Campaign

The “Ride Safe 2008” campaign tailored for motorcyclists was conducted in October 2008. This campaign helped promote safe riding among motorcyclists by getting them to understand and overcome their vulnerabilities; and reminding them to refrain from speeding and drink-riding. To help organisations and companies build a culture of safe riding, 11 riding ambassadors were also appointed to promote road safety within their organisations.

(6) Anti-Drink Drive Campaign 2008

The annual Anti-Drink Drive Campaign (ADD 2008) was held on 17 December and the key concept of this campaign was to remind drivers on the severe consequences of drink-driving, such as the loss of innocent lives and imprisonment. The campaign leveraged on vernaculars such as ‘One for the Road’, ‘Bloody Mary’ and ‘On the Rocks’, so as to bring to life the true meanings of these phrases in a creative manner.

Traffic Police also worked with entertainment outlet operators to spread the anti-drink driving message. This included the distribution of complimentary taxi vouchers and the provision of a complimentary chauffeur service to escort drunken patrons home. Traffic Police also collaborated with 'Johnny Walker' to launch the "Never Drink and Drive" Campaign. The campaign also leveraged on the internet with former F1 champion, Mika Hakkinen, urging visitors to the webpage to "join the pact"; pledging not to drink drive.