

TOKYO Traffic Safety Campaign 2017



第五回東京都交通安全ポスターコンクール(平成29年度実施)
青少年・治安対策本部長賞
港区立芝浦小学校六年生 井竿みやびさんの作品

Dec.1 (Fri) – Dec.7 (Thu) 2017

Key points of campaign

- ① Be Aware That Children and Seniors Are Vulnerable to Traffic Accidents
- ② Bicycle Accident Prevention
- ③ Motorcycle Accident Prevention
- ④ Don't Drink and Drive!
- ⑤ Follow Parking Rules



Point ①

Be Aware That Children and Seniors Are Vulnerable to Traffic Accidents

To parents and others taking care of children

Traffic accidents involving children often occur between 2 p.m. and 6 p.m. Tell your children to obey traffic lights, and have them confirm the safety of their surroundings, including if cars have stopped. Also, teach them how dangerous it is to run into or play on the road.

To seniors

Seniors account for around 40 percent of road traffic deaths(*1). About half of them are pedestrians(*1). Even when you are walking on familiar streets, do not ignore traffic rules, such as jaywalking.



To senior drivers

Always keep safety in mind when driving. For example, don't drive when you don't feel well. It might be a good idea to use a car with advanced safety features, such as automatic braking. If you have lost confidence in your driving ability, or your family have said they are worried about your driving, consider voluntarily surrendering your driver's license. After you give up your license, you can obtain a driving history certificate, which has various benefits.



Point ② Bicycle Accident Prevention

In nearly half of bicycle accidents, cyclists were found to have committed a traffic violation(*1).

A bicycle is a vehicle.

Cyclists, too, must follow traffic rules.

A Tokyo Metropolitan Government ordinance(*2) obliges all cyclists to make efforts to wear helmets.

Cyclists, both adults and children, should wear helmets.



Take out insurance so that you are covered in case of a traffic accident.

Point ③ Motorcycle Accident Prevention

Motorcycle deaths account for about 25 percent of road traffic deaths(*1).

About 50 percent of the victims had fatal injuries to the head, with around 30 percent sustaining injuries to the chest/abdomen(*1). In addition to wearing long sleeves and long pants, wear a chest protector and tightly fasten the chin strap of your helmet.

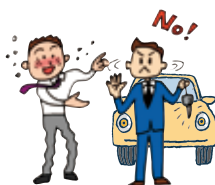


Watch your speed. Whenever you go through an intersection, make sure it is safe.

Point ④ Don't Drink and Drive!

Drunk driving is a criminal offense. It is also prohibited to ride a bicycle under the influence of alcohol.

Don't provide a vehicle to a person who may drive under the influence of alcohol, or encourage such a person to drink alcohol. Also, don't travel in a vehicle driven by someone who has been drinking.



Point ⑤ Follow Parking Rules

Illegal parking can not only be a source of traffic jams, but also a cause of accidents.

Near the end of the year, traffic volume tends to increase. Never park illegally.

When you go out by car or motorcycle, find out about parking in advance. Even when you park for a very short time, use a parking meter or parking lot. A vehicle parked in or near an intersection poses a grave risk, because it blocks the view of other drivers and pedestrians. Never park a vehicle in such a location.



*1 Data as of the end of December 2016
*2 Ordinance to Promote the Safe and Proper Use of Bicycles in Tokyo