

2018

# Tokyo Traffic Safety Campaign

Dec. 1 (Sat)-Dec. 7 (Fri) 2018



The 6th Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2018)  
Office for Youth Affairs and Public Safety Director General's Prize-winning entry by Azusa Abe,  
a third-grader at Setagaya-ku Sakuragaoka Elementary School

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



Tokyo Metropolitan Government/Council on Measures for Traffic in the Capital

# 2018 Tokyo Traffic Safety Campaign is focused on the following five points.

## 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. (\*1). 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.

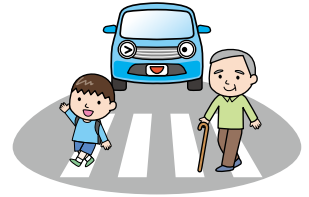
### To seniors

Seniors account for around 40 percent of road traffic deaths (\*1). About 70 percent of those killed 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, avoid driving 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 40 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.

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.

It is also prohibited to ride a bicycle under the influence of alcohol.



Designated Driver

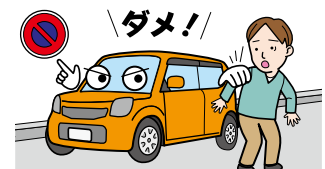
### \*Designated Driver System

This system aims to prevent drunk driving by choosing a person to stay sober when a group of people go out to drink by car. The designated driver drives the other members home so nobody drives under the influence of alcohol.

## Point ⑤ Follow Parking Rules

Just one vehicle parked illegally can cause a traffic jam or accident. Particularly, parking a vehicle in or near an intersection is a dangerous act that could lead to a major accident, because such a vehicle blocks the view of other drivers and pedestrians. Never park illegally.

Near the end of the year, traffic volume tends to increase. When you go out by car, find out about parking in advance. Even when you park for a very short time, use a parking meter or parking lot. Each driver should take care not to park illegally.



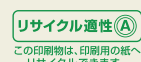
\*1 Data as of the end of December 2017

\*2 Ordinance to Promote the Safe and Proper Use of Bicycles in Tokyo

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Office for Youth Affairs and Public Safety  
Tokyo Metropolitan Government

<http://www.seisyonen-chian.metro.tokyo.jp/english/traffic-safety/>

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