

Singapore Government

PRESS RELEASE

Media Division, Ministry of Information and the Arts, #36-00 PSA Building, 460
Alexandra Road, Singapore 119963. Tel: 3757794/5

=====

EMBARGO INSTRUCTIONS

The attached press release/speech is EMBARGOED UNTIL AFTER DELIVERY.

Please check against delivery.

For assistance call 3757795

=====

SPRINTER 4.0, Singapore's Press Releases on the Internet, is located at:

<http://www.gov.sg/sprinter/>

=====

EMBARGOED UNTIL AFTER DELIVERY

PLEASE CHECK AGAINST DELIVERY

SPEECH BY MRS YU-FOO YEE SHOON SENIOR PARLIAMENTARY SECRETARY (COMMUNITY
DEVELOPMENT) AT THE LAUNCH OF ROAD SAFETY AWARENESS PROGRAMME CUM JUNIOR FRIENDS OF
SBS AT THE

ROAD SAFETY PARK ON SATURDAY,

4 SEPTEMBER 99 AT 10.00 AM

Good morning

Mr Phua Tin How, President, SBS

Mr Rajoo Gopal, Commander, Traffic Police

Principals

Teachers

Parents and Students

I am pleased to join you this morning at the Road Safety Park to launch the Road Safety Awareness Programme and the Junior Friends of SBS Club for students.

2 The Traffic Police statistics showed that there were 206 casualties involving pedestrians aged 14 and below in 1997. This formed 22.5 per cent of the total number of pedestrian casualties in that year. Last year (1998) the number of had gone up to 215. These worked to about one out of every four pedestrian casualties. I find this trend rather worrying, as this involved young children aged 14 and below. I am sure parents and teachers would be equally concerned too.

3 A study carried out by the Traffic Police have identified several common causes for accidents involving young pedestrians. These are:

- Dashing across the road without looking for oncoming vehicles
- Jay-walking or walking carelessly without observing traffic safety rules
- Crossing in front of or in between stationary vehicles
- Not obeying pedestrians crossing signals; and lastly
- Failing to use pedestrian crossings

Children being what they are, are usually playful and oblivious to the dangers lurking on the roads. It is more so for those belonging to this age group, as most of them start to travel on their own.

3 As adults ourselves, we are sometimes guilty of flouting the pedestrian safety rules. Sadly, some of these bad habits are observed and picked by our young children. Nonetheless, it is still never too late for us to change our bad habits and to inculcate in our children the correct road safety habits by setting good examples ourselves.

4 I am glad to note that the Traffic Police have been working closely with schools and parents to instil greater road safety awareness among our children through road safety talks and dissemination of road safety tips. The Traffic Police have also been actively involved in promoting road safety awareness through their public education programmes at this Road Safety Park. Over one million students have visited the park and have learned valuable lessons on road safety.

5 It is not enough for the Traffic Police alone to champion this community effort. We need supportive and committed corporate citizens to support this noble effort. The Singapore Bus Services (SBS) and many other sponsors here today have shown good examples by coming forward to work with the community to promote road safety for young children. I would like to urge more corporate citizens to come forward to do likewise. SBS is collaborating and working closely with the Traffic Police in promoting road safety among school children. Together they have initiated and produced an interactive CD-ROM "Road to Adventure" to guide primary school students on road safety. I am sure this innovative and fun way to inculcate road safety habits among young children will be well received.

6 To further generate greater awareness on pedestrian safety among young school children, SBS has also sponsored road safety posters which are distributed to all primary and secondary schools. I would like to take this opportunity to request principals and teachers to encourage their students to read the safety messages, and most importantly, to put them to practice.

7 The Junior Friends of SBS Club is yet another fun way to promote road safety and courtesy among students. As a start, the recruitment was exclusively opened to School Crossing Monitors. These monitors have been trained in road safety and are already performing road safety checks on fellow students. They are therefore in a good position to promote bus and pedestrian safety among their schoolmates.

8 It is now my pleasure to officially launch the Road Safety Awareness Programme and the Junior Friends of SBS Club.

Thank you.

National Archives of Singapore