

2019

# Tokyo Traffic Safety Campaign

1st to 7th December 2019

Making Tokyo the World's No. 1 Safe Traffic City



The 7th Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2019)

Office for Promotion of Citizen Safety, Director General's Prize-winning entry by Seira Iwakami, a third-grader at Sakamoto Elementary School of Chuo-ku

## Key points of campaign

- ① Traffic Safety for Children and Seniors
- ② Prevention of Traffic Accidents by Senior Drivers
- ③ Bicycle Accident Prevention
- ④ Motorcycle Accident Prevention
- ⑤ Don't Drink and Drive !
- ⑥ Follow Parking Rules

From December 2019, due to amendment of the Road Traffic Act, driving while operating a mobile/smart phone or other devices will be subject to heavier penalty points and/or fines.



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

# The 2019 Tokyo Traffic Safety Campaign is focused on the following six points.

## Point ① Traffic Safety for Children and Seniors

### To parents and guardians of children

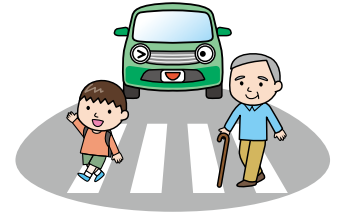
Traffic accidents involving children often occur between 2 p.m. and 6 p.m. (\*1)  
Tell your children to look right and left, and confirm safety of the road before crossing, even if the traffic light is showing green.

Also, teach them how dangerous it is to run into or to play on the road. Adults should be the role model to show them how to obey traffic rules.

### To seniors

Seniors account for around 40 percent of road traffic deaths (\*1). About 60 percent of them are pedestrians (\*1).

Even when walking on familiar streets, do not neglect traffic rules, such as ignoring traffic lights and jaywalking.



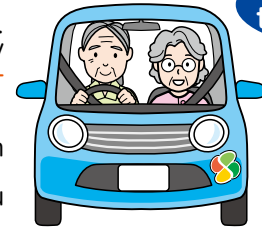
## Point ② Prevention of Traffic Accidents by Senior Drivers

### To senior drivers

Keep safety in mind when driving. For example, avoid driving when you don't feel well. It might be a good idea to switch to a Safety Support Car S with advanced safety features. The Tokyo Metropolitan Government is also subsidizing purchase and installation of a system that suppresses acceleration after pedal misapplication.

Consider voluntarily surrendering your driver's license if you have lost confidence in your driving ability or if your family has started to worry about your driving.

Various benefits can be received by obtaining a driving history certificate after you have returned your license.



Details on the subsidies



## Point ③ Bicycle Accident Prevention

In over half of bicycle accidents, the cyclists were found to have committed a traffic violation (\*1). Cyclists must follow traffic rules when they are riding a bicycle.

The Tokyo Metropolitan Government ordinance (\*2) has been amended, making it mandatory from April 1, 2020 for all those who use bicycles to be insured (\*3).

Take out insurance to cover yourself in case of a bicycle accident.



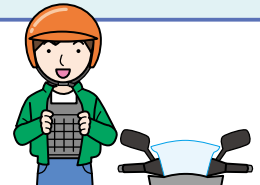
## Point ④ Motorcycle Accident Prevention

Motorcycle deaths account for about 20 percent of road traffic deaths (\*1).

About 30 percent of the victims had fatal injuries to the head, with around 60 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 ⑤ Don't Drink and Drive !

Drunk driving is a criminal offence.

You will also be punished for providing a vehicle or alcohol to a person who is likely to drive while drunk, as well as taking a ride in a vehicle driven by a person under the influence of alcohol.

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



Designated Driver

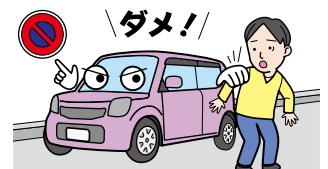
### \*Designated Driver System

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 ⑥ Follow Parking Rules

Just one vehicle parked illegally can cause a traffic jam or accident. Particularly, illegal parking in or near an intersection is a dangerous act that could lead to a major accident. Never park illegally.

Traffic volume tends to increase near the end of the year. When you go out by car, research parking space or conditions at the destination in advance. Even when you park for a very short time, use a space with a parking meter or parking lot. Each driver should take care not to park illegally.



\* 1 Data as of the end of August 2019

\* 2 Tokyo Metropolitan Ordinance on the Promotion of the Safe and Appropriate Use of Bicycles

\* 3 Accident insurance for liability coverage in the event of death or bodily injury to a third party caused when using a bicycle

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Tokyo Metropolitan Government

<http://www.tomin-anzen.metro.tokyo.jp/english/traffic-safety/>

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