

# 2025 Nationwide Spring Traffic Safety Campaign

Sunday, April 6th to Tuesday, April 15th

Making Tokyo the world's No. 1 city in terms of traffic safety

Zero Traffic Death Day : Thursday, April 10th



The 12<sup>th</sup> Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2024) Governor's Prize-winning entry by Aoi Narita, 3<sup>rd</sup> Grade at Elementary School



Tokyo Metropolitan Government Council on Measures for Traffic in the Capital

# Tokyo Metropolitan Government's Key Points in the 2025 Spring Traffic Safety Campaign

## Point 1 Secure a road environment that is safe for all pedestrians, including children, and practice proper road crossing

### To parents and guardians of children

There have been many traffic accidents in Tokyo involving children, including serious accidents caused by children suddenly running into the road. Parents and guardians should deepen their understanding of traffic rules, routinely teach their children about proper traffic rules and manners, and set an example for children.

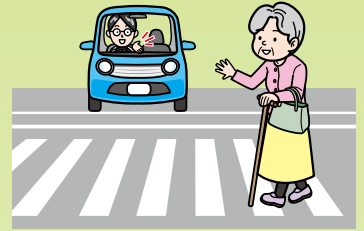
### To seniors

A majority of pedestrians killed in traffic accidents are seniors. Many accidents have resulted from senior pedestrians ignoring traffic signals or not following road-crossing rules.

Even when walking along familiar streets, always follow traffic rules and give due consideration to your own safety.

### To all pedestrians

When crossing at a crosswalk, practice safe behaviors and take the initiative in protecting yourself. Stay alert to the possibility that drivers may not be aware of your presence, and make sure to confirm your safety before crossing, even if the signal is green.



## Point 2 Ensure thorough awareness of pedestrian right-of-way, eradicate distracted driving, and promote the proper use of seatbelts and child seats

### Increase awareness of pedestrian right-of-way

Data on traffic fatalities from last year show that, by situation, the greatest proportion of victims were "walking," with around 34% of those accidents occurring while a pedestrian was crossing at a crosswalk.

Drivers must be thoroughly aware that pedestrians have right-of-way at crosswalks.

### Ensure the proper use of seatbelts and child seats

When riding in a car, the driver and all passengers, regardless of where they are sitting, should properly wear a seatbelt.

When using a child seat, ensure that it is appropriate for the developmental stage of the child.

### Never drive while distracted

Distracted driving is an extremely dangerous act that may lead to serious traffic accidents, as it takes the driver's attention away from safe operation of the vehicle. Never use a smartphone or another device while driving. \*The use of cell phones and smartphones while cycling has also become punishable under the law.

### Never drive under the influence of alcohol

Driving under the influence of alcohol is an extremely dangerous criminal act that endangers the lives of others. Never operate a car, motorcycle, bicycle, electric scooter, or any other vehicle while under the influence of alcohol.



## Point 3 Wear a helmet and comply with traffic rules when riding a bicycle or specified small motorized bicycle

### To cyclists

When riding a bicycle, observe the Five Rules for Safe Cycling. Many traffic accidents involving bicycles are collisions that occur at intersections. When at an intersection, make every effort to prevent an accident by coming to a complete stop and confirming your safety before proceeding.

### To users of specified small motorized bicycles (e.g., electric scooters)

Specified small motorized bicycles can be operated by anyone 16 years of age or over, even without a driver's license. However, anyone who commits a dangerous traffic violation twice or more within three years will be required to take a safety course.

### To all users of bicycles and specified small motorized bicycles

Be sure to check traffic rules before riding a bicycle or specified small motorized bicycle and operate the vehicles safely. Please wear a helmet when riding.



## Point 4 Preventing Motorcycle Accidents

There have been many traffic accidents involving mopeds and motorcycles in Tokyo.

Data on fatal traffic accidents last year involving mopeds and motorcycles show that, by age group, many victims were in their 20s (12 individuals) and 50s (8). Around half of these accidents occurred while commuting to or from work.

When operating a motorcycle, maintain a moderate speed and be sure to drive safely, even when on familiar roads.

Tightly secure the chin strap of your helmet and wear chest protectors.



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