

2024

TOKYO TRAFFIC SAFETY CAMPAIGN

Sunday, December 1 to Saturday, December 7
Making Tokyo the world's No. 1 city in terms of traffic safety



The 12th Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2024) Honorable Mention Award-winning entry by Hatsune Kitazawa, 5th Grade at Elementary School

Key points of campaign

1. Ensure pedestrian safety, centering on older adults
2. Prevent traffic accidents at dusk and nighttime
3. Prevent motorcycle accidents
4. Comply with traffic rules when riding a bicycle or specified small motorized bicycle (e.g., electric scooters)
5. Eradicate driving under the influence of alcohol
6. Promoting Measures against Illegal Parking



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

Key Points in the 2024 TOKYO Traffic Safety Campaign

Point 1 Ensure pedestrian safety, centering on older adults

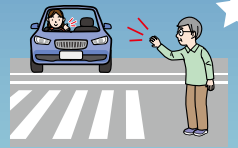
To seniors

Data on pedestrian traffic fatalities show that seniors make up approximately 60% of victims. Many accidents result from senior pedestrians ignoring traffic signals or not following road-crossing rules. When crossing the road, be sure to always use a crosswalk and follow traffic signals. Even when walking along familiar streets, always follow traffic rules and give due consideration to your own safety.

To pedestrians

When at a crosswalk, even if the walk signal is green, be sure to look left and right before crossing and stay alert to the possibility that drivers may not be aware of your presence.

*If a vehicle is approaching, make sure that the driver is aware of your intention to cross the road before crossing.



Point 2 Prevent traffic accidents at dusk and nighttime

Make use of reflective goods

The sun is setting earlier at this time of year, and serious traffic accidents tend to occur more often around dusk and at night. Pedestrians and cyclists should wear brightly colored clothing or reflective goods in order to make themselves visible to passing traffic.

Turn on car lights early

To help prevent accidents at dusk, turn on your car lights early. Use high-beam headlights as appropriate to quickly spot pedestrians and assess the situation ahead.

Be more aware of the need to protect pedestrians and others

At crosswalks, pedestrians have right of way. Drivers should come to a full stop before a crosswalk if there are pedestrians or others trying to cross.

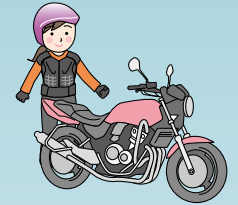
When turning left or right at intersections when the light is green, drivers must first make sure that no pedestrian is trying to cross the crosswalk ahead before proceeding carefully.



Point 3 Prevent motorcycle accidents

There have been many single-vehicle motorcycle accidents and accidents involving motorcycles making a right turn.

Riders should always be alert and maintain a moderate speed. When riding, securely fasten the chin strap of your helmet and, as a precaution, wear chest and stomach protectors.



Point 4 Comply with traffic rules when riding a bicycle or specified small motorized bicycle (e.g., electric scooters)

To cyclists

When riding a bicycle, observe the Five Rules for Safe Cycling.

Bicycles are a convenient mode of transportation, but cycling should be treated the same as driving a car. Be sure to follow traffic rules and manners, wear a helmet, and take efforts to prevent traffic accidents.

*Under revisions to the Road Traffic Act that took effect on November 1, penalties were newly established for cell phone use while cycling and cycling under the influence of alcohol.

To users of specified small motorized bicycles

Riding under the influence of alcohol is prohibited. Riding under the age of 16 is prohibited. Tandem riding is prohibited. When riding, be sure to wear a helmet and follow traffic rules and manners.



Point 5 Eradicate driving under the influence of alcohol

Driving under the influence of alcohol is a crime.

Providing a vehicle or alcohol to someone who is likely to drive under the influence or riding in a vehicle driven by someone who has been drinking is also punishable by law.

Everyone should adopt a mindset of never drinking and driving and never allowing others to drink and drive, so that we can build a society that has no tolerance for driving under the influence of alcohol.



Point 6 Promoting Measures against Illegal Parking

Even a single illegally parked vehicle can cause a traffic jam or accident. In particular, illegal parking in or near an intersection is a dangerous act that could lead to a major accident. Never park illegally. Traffic volume especially increases as we near the end of the year. Look into the available parking spaces at your destination before going out by car, and be sure to use a parking lot or a space with a parking meter, even when parking for a very short time. Individual efforts to avoid parking illegally make a difference.



**Citizen Safety Promotion Division
Bureau of Citizens, Culture and Sports
Tokyo Metropolitan Government**

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