

# 2023 Nationwide Autumn Traffic Safety Campaign

Thursday, September 21st to Saturday, September 30th  
Making Tokyo the world's No. 1 city in terms of traffic safety  
Zero Traffic Death Day: Saturday, September 30th



The 11th Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2023) Governor's Prize-winning entry by Masumi Oba, 5th Grade at Elementary School

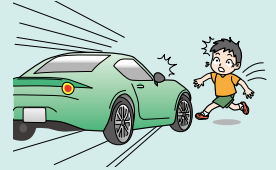
Tokyo Metropolitan Government  
Council on Measures for Traffic in the Capital

# Tokyo Metropolitan Government's Key Points in the 2023 Nationwide Autumn Traffic Safety Campaign

## Point 1 Ensuring Safety of Pedestrians, Centering on Children and Seniors

### To parents and guardians of children

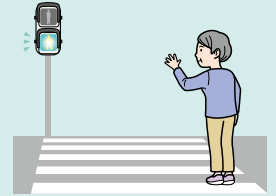
There are many traffic accidents involving children in Tokyo, including serious accidents caused by children when they suddenly run into the road. When looking at the number of traffic casualty that occur while walking by age, one can see that seven-year-olds make up the highest number of victims. Adults should deepen their understanding of traffic rules and routinely teach their children about road safety.



### To seniors

Looking at the number of fatalities that occurred while walking, more than 40% of the victims were seniors. Many cases of senior pedestrians ignoring traffic signals and not following the crossing rules have been observed.

Even when walking on familiar streets, always follow the traffic rules and confirm that you are safe.



### To all pedestrians

Practice safe behavior and take the initiative in protecting yourself such as by looking right, left and right again, and confirming the safety of the road before crossing, even if the traffic light is showing green. There have been serious accidents where people have fallen asleep on the road after drinking alcohol and have been hit by cars. If you have been drinking alcohol, stay steady until you get home safely.



## Point 2 Prevent traffic accidents at dusk and nighttime, and eradicate driving under the influence of alcohol

### ●Make use of reflective goods

The sun is now setting earlier at this time of the year, and serious accidents tend to occur more often around dusk and at night.

Pedestrians and cyclists should wear bright colored clothes or reflective goods and make themselves visible to passing traffic.

### ●Turn the lights on early

To prevent accidents at dusk, turn on your car lights early.

Also, use your high-beam head lights as appropriate to quickly spot pedestrians and assess the situation ahead.

### ●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 drive a car, motorcycle, or bicycle under the influence of alcohol.



## Point 3 Firmly follow traffic rules for bicycles, etc.

When riding a bicycle, observe the Five Rules for Safe Cycling. Many traffic accidents involving bicycles are collisions that occur at intersections. Make every effort to prevent an accident by pausing and checking for safety at intersections.

And all cyclists, both adults and children, should wear helmets.



## Point 4 Firmly follow traffic rules for electric kickboards, etc. (now classified under a new vehicle category)

From July 1, 2023, new rules went into effect for electric kickboards and other vehicles now classified under the "specified small motorized bicycles" vehicle category.

Driving under the influence of alcohol is prohibited. Never do it.

Many traffic accidents involving electric kickboards and other such vehicles are occurring in Tokyo.

Check the traffic rules\* before riding, and drive safely.

\*Models of electric kickboards, etc. that do not meet certain criteria do not qualify as "specified small motorized bicycles." In such cases, the traffic rules for general motorized bicycles or motor vehicles will apply in accordance with the specific type of vehicle/kickboard, etc.



## Point 5 Prevent motorcycle accidents

Looking at the number of fatal motorcycle accidents, about 70% occurred while commuting to or from work.

When riding a motorcycle, do not over speed even on familiar roads, and drive safely. Never pass between cars or force yourself to overtake others, as it is very dangerous. Fasten the chin strap of your helmet firmly, and wear chest and stomach protectors.



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