


2024 Nationwide Autumn Traffic Safety Campaign

Saturday, September 21 to Monday, September 30
MAKING TOKYO THE WORLD'S NO. 1 CITY IN TERMS OF TRAFFIC SAFETY
Zero Traffic Death Day: Monday, September 30



The 12th Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2024)
Governor's Prize-winning entry by Sayu Oshima, 5th Grade at Elementary School

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

Tokyo Metropolitan Government's Key Points in the 2024 Nationwide Autumn Traffic Safety Campaign

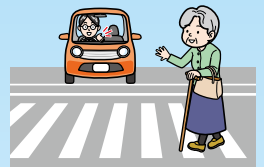
Point 1 Prevent pedestrian traffic accidents through promoting the use of reflective goods, practicing road-crossing safety, etc.

[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.

[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. Data on pedestrian casualties in traffic accidents by age show that seven-year-olds make up the highest number of victims. Parents and guardians should routinely teach their children about road and pedestrian safety.

[To seniors]
Data on pedestrian fatalities by age group show that seniors make up more than 40% of victims. Many accidents result 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.

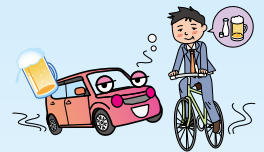
[To all pedestrians].....
When at a crosswalk, be sure to always look right, left, and right again before crossing the road, even if the walk signal is green. Please practice safe pedestrian behavior and stay alert to the possibility that drivers may not be aware of your presence. There have been serious accidents where a pedestrian lay down on the road after drinking alcohol and was hit by a car. If you have been drinking alcohol, remain vigilant until you get home safely.



Point 2 Promote the early use of car lights and high-beam headlights from dusk onward and eradicate driving under the influence of alcohol

[Turn on car lights early].....
To 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.

[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.

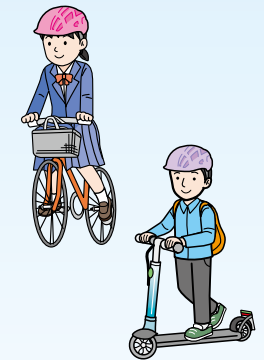


Point 3 Wear a helmet and comply with traffic rules when riding a bicycle or specified small motorized bicycle

[To cyclists].....
When riding a bicycle, observe the Five Rules for Safe Cycling. Many traffic accidents involving cyclists occur at intersections. Make every effort to prevent an accident by coming to a stop and ensuring your safety before proceeding through an intersection.

[To users of specified small motorized bicycles].....
There have been many traffic accidents in Tokyo involving specified small motorized bicycles (e.g., electric kickboard scooters). Make sure to check traffic rules before riding and operate the vehicles safely.

[To all users of bicycles, electric scooters, and other such vehicles].....
Everyone should wear a helmet when riding a bicycle, electric scooter, or other such vehicle. Anyone who commits certain violations classified as dangerous acts, such as riding under the influence of alcohol, inside or outside of Tokyo twice or more within three years, will be required to take a safety course for users of bicycles and specified small motorized bicycles.



Point 4 Prevent motorcycle accidents

Data show that fatal motorcycle accidents occur most frequently 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. Never pass between cars or force yourself to overtake other vehicles, as such acts are very dangerous. Tightly secure the chin strap of your helmet and wear chest and stomach protectors.



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

Issued September 2024 Registration number: (6) 27
2024 Nationwide Autumn Traffic Safety Campaign Leaflet

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