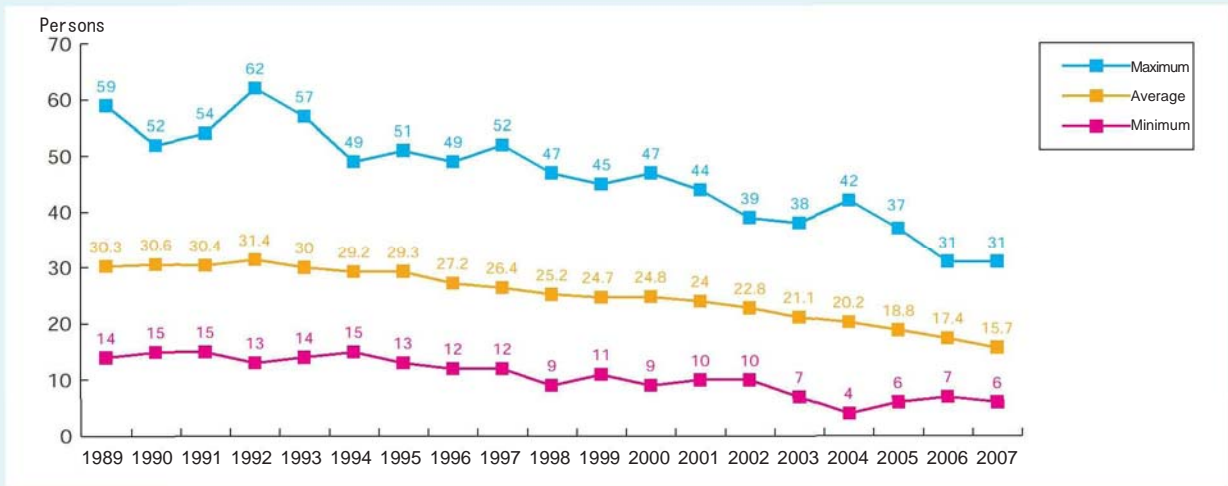


"Day with No Traffic Accident Death"

**Challenge of reducing the traffic accident deaths to zero - New national movement**

5,744 persons died in the traffic accidents last year. Although the number was reduced to just less than 6,000 for the first time in 54 years since 1953, it has been recorded that since 1968, there has not been a single day without a fatal traffic accident. Also, the number of injured persons has exceeded one million in nine successive years. Ensuring no traffic accidents in the society is one of the most important issues for people to build safe lives.

Transition of number of fatalities of traffic accidents per day



Note Source National Police Agency

In December 2007, the Fukuda Cabinet started the "Safe Life project" so that the people can live safely. "Day with No Traffic Accident Death" was set as one of the four National Movements for tragic traffic accidents eradication.

For year 2008, it is on 20th February and 10th April. We want to control the occurrence of traffic accidents and to consolidate the decreasing trend of traffic accident casualties in recent years by improving public awareness about traffic safety so that each citizen will act carefully on the road.

Publicity campaign by Minister Kishida



Traffic safety education in elementary schools



Pamphlet and publicity goods being distributed in street campaigns

**Rules and manners – Achievement of an accident free society**

To prevent traffic accidents, it is essential that each citizen observes traffic rules and keeps traffic manners. Children are involved in accidents often because they run on roads near their homes and schools. It is therefore important to give firm traffic safety education in the families. Roads are full of danger. When walking with the children, parents should know what they can see and cannot see from their point of view, and teach them about various hazards on the road.

Also, while walking, reflection material should be worn. It is necessary to put the reflection material on the lower part of body like the feet and shoes because some cars drive with their headlights directed downwards.

Of course, it is important that drivers should do the right thing, such as using a seatbelt and child seat. There are people who say "Don't you trust my driving?" when the person sitting on the back seat buckles the seatbelt up. Isn't it the opposite of common sense? During last year, 49.7% of the people who died in car accidents were not wearing seatbelts. Especially, the ratio of people wearing seatbelts in the backseat is very low. Last year, 84.0% of the people who died sitting in the backseat were not wearing seatbelts.

In the event of a collision at 40km/h, maximum force on the crew members will be 30 times that of one's weight. Do you think that one can bear the additional 2 tons of power on your body without a seatbelt?

Finally, regarding bicycles, nowadays, bicycles are being used by a vast age range - children to elderly persons for transportation in day to day life. In addition to this, in the future, promotion of bicycle is expected for formation of environment-friendly society and for physical fitness.

In the last year, however, the number of bicycle traffic accidents increased to around 171,000 and 70% of bicycle accidents were caused by the bicycle user's violation of law.

Riding without lights on or with double seat, usage of cell phone or riding with open umbrella and dangerous driving for the pedestrians are the causes of accidents. If each bicycle user observes the traffic rules, bicycle traffic accidents can be prevented and damage can be reduced.

**Broadcasting in public service announcement program – Activity on road for safe use of bicycles**



People riding on bicycles to the station with open umbrellas and neglecting the stop signs in rain.



A member of Local Traffic Safety Promotion Committee informing about "Day with No Traffic Accident Death"

**Results of this year**

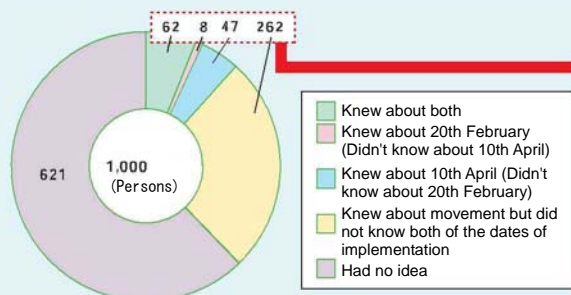
In order to reduce tragic traffic accidents as many as possible, publicity activity was conducted by the government hand-in-hand with the private sector all over the country to achieve "Zero Traffic Accident Death" on 20th February and 10th April, but regrettably 10 precious lives were lost on 20th February and 10th April.

But, we do not give up on the challenge of zero traffic accident death.

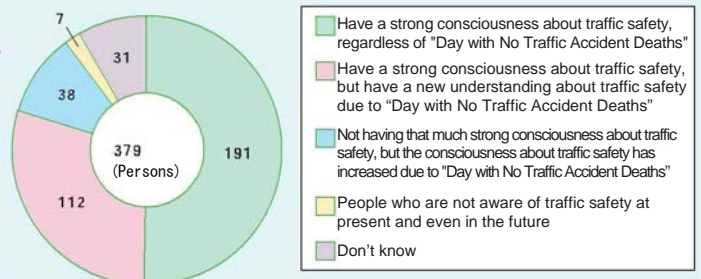
This National movement is the beginning point of traffic safety. If everybody acts with a concern for surrounding people, things will begin to work out for them.

It is said that 1 out of 2 people experiences a traffic accident during their lifetime. It may happen to you also. Why not think once again about traffic safety as your responsibility as one of those who use bicycles and of those walking on the road?

Did you know that this year's 20th February and 10th April are "Days with No Traffic Accident Death"?



Do you think that your consciousness about traffic safety has changed due to "Day with No Traffic Accident Death"? Please state your opinion.



Note Source: consciousness monitoring survey implemented by the Cabinet Office (April 2008)