

Campaign Drives Home Awareness of Student Safety on City Roads

17 January 2010

DUBAI - The 'Safe Student Transport' conducted by Traffic and Roads Agency at Roads and Transport Authority (RTA) in collaboration with the Ministry of Interior has made positive inroads in uplifting the standards of traffic awareness among students across ages and particularly with regards to their safety during their daily shuttle to and from school and home.

Hussein Mohammed Al Banna, Director of Traffic Department at the Traffic and Roads Agency, stated that the campaign targeted all students, school administrators, parents and school bus drivers of schools in Dubai. He added, "The aim of the campaign is to uplift security and safety standards in means of transport and minimize the number of accidents which occur within the periphery of schools".

He pointed out that the Traffic Awareness Section at the department organised many activities and events in coordination with the Public Transport Agency which issued a manual on safe school transport that has been distributed in all Dubai schools.

He further explained that the campaign team at the Traffic Awareness Section has, in cooperation with PTA School Transport Programmes Section, distributed over 75,000 copies of this guide along with copies of 'Salama' magazine. The guide deals with the rights and responsibilities of parents and students and the technical specifications of school buses.

Al Banna stated that the monthly magazine 'Salama' issued by the Traffic Awareness Section dedicated most of its pictorial and regular stories for the months of October and November to educating students on how to get on and off schools buses safely and the importance of using safety belts. The section has also delivered eight awareness lectures in preparatory and secondary schools dealing with safety rules as well as conducted seven activities dealing with the 'Safety Bus' programme in a number of kindergartens.

Al Banna concluded, "RTA is keen on supporting traffic awareness activity and providing all resources for making educational and awareness campaigns, activities and programmes a success throughout the year."