

Council launches initiative to decrease road deaths

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Abu Dhabi: In an effort to keep streets in Abu Dhabi safer, the Abu Dhabi Education Council (Adec) has launched an initiative, Salama (meaning safety in Arabic), that is to educate students about driving and road safety for a period of two weeks.

Aiming mainly at age groups between 14 and 18 across the capital, the programme, launched on June 27 at the Higher Colleges of Technology (HCT), will involve 4,000 students.

It will include many tools to incorporate road safety messages to students, including crash test videos and statements from relatives of road accident victims.

"This campaign is designed to deliver strong messages to young people of the things we must all do, and the things we must avoid doing, in the interest of road safety," Mohammad Bin Sulayem, President of the Automobile and Touring Club of the UAE, said regarding the initiative which is sponsored by Yas Marina Circuit.