

Safety is Getting Home Tonight SIGHT

Safer together as drivers, pedestrians and cyclists

5

people die
on UK
roads
EVERY DAY

1 in 25,000

chance of being killed in, or by a crash

vs

1 in 45M chance of winning the lottery
in the next 12 months

Main
causes of
road death
in UK

The Fatal 4

1. Driving at excess speed
2. Failing to wear a seat belt
3. Using a phone whilst driving
4. Driving under the influence

21% of road deaths
are due to not wearing a seatbelt

1 in 20 fatal incidents
are due to drug driving

18% of road deaths
were due to drink driving

A minimum
12 month
disqualification for drink driving

Ensure your safety and those around you:



SPEED - stick to speed limit and adjust to road and weather conditions



DISTRACTION - keep your eyes and mind focussed on driving



PLAN your journey ahead - know your route to reduce stress and making unsafe decisions



AS PEDESTRIANS - eyes up, ears open, make sure you are visible to drivers, always cross roads at designated spots - be safe, be seen

- Buckle Up
- Slow Down
- Stay Focussed
- Be aware



**ZERO HARM
ON THE
ROADS**

Scan to
watch
video

