

Sharjah launches traffic initiative

The campaign, which is supported by oil and gas facilities service provider Petrofac, aims to spread road safety awareness among the entire driving community, but focusing on young drivers and students specifically.

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Sharjah: Police have launched a year-long road safety awareness campaign, "Road Safety — It's No Accident", to curb the number of accidents among drivers below the age of 30.

The campaign, which is supported by oil and gas facilities service provider Petrofac, aims to spread road safety awareness among the entire driving community, but focusing on young drivers and students specifically.

The campaign will concentrate on encouraging greater awareness and understanding in three high risk areas: speeding, the use of mobile telephones whilst driving, and the importance of wearing a seatbelt.

Major General Humaid Mohammad Al Hadidi, chief of Sharjah Police, expressed his support for the campaign and his appreciation of the efforts put in place in order for it to succeed and achieve its aims and goals.

"We hope to increase awareness about the dangers associated with such incidents and what results from them such as fatalities, injuries, material loss and loss of time," he said.

Lieutenant Colonel Aref Mohammad Al Shamsi, chief of the department of traffic and licensing at Sharjah Police, said he hoped that the campaign achieves its goals by reaching the target audience.

"The campaign will enforce road safety and awareness on the dangers of road accidents resulting from speeding, the use of mobile telephones, and not wearing a seatbelt emphasising that last year many people lost their lives on the roads of the UAE, with the majority of the victims aged 30 or below."

He also stressed that reckless driving is cited as the major cause of most of the incidents, and communicating the importance of taking responsibility for safety on the road is vital to reducing the death toll.

Support appreciated

Lieutenant Colonel Al Shamsi further conveyed his gratitude to all parties that participated in supporting and backing the campaign, particularly Petrofac for their support.

Petrofac's group chief operating officer, Maroun Semaan, said: "Road safety is integral to our own activities and our collaboration with Sharjah Police on this campaign complements our own internal "Drive Safe" campaign which is aimed at reinforcing higher standards of driving behaviour. We have a significant presence in Sharjah, Dubai and Abu Dhabi. With our employees and their families travelling in and around the Emirates, their safety and well-being is a priority for us.

Captain Tariq Al Midfa, project manager for the campaign from the Sharjah Police department of traffic and licensing, confirmed that all efforts are being made to ensure the success of the campaign.

Focus

- Speeding
- Use of mobile telephones while driving
- Importance of wearing a seatbelt

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