



Youth Safety



YOUTH ROAD SAFETY CAMPAIGN 2017

The Royal Automobile Club of Jordan and Hikmat Road Safety have launched a campaign called Youth Safety 2017. This campaign aims to raise awareness among the YOUTH and engage them to take active role in the field of Youth and Road Safety to reduce the number of deaths and injuries on roads.

70% of the population of Jordan are YOUTH under the age of 30

Road accidents are YOUTH killer No 1 in Jordan between the ages 15 -29

57% of Road accident deaths and 60% of injured are YOUTH under the age of 29

Daily, 1 person dies among the YOUTH on our roads

The number of people died on roads in 2015 is 608

There is a lack of meaningful YOUTH participation. Young people are not adequately involved in road safety decision making and often not invited to actively participate in preventing road traffic crashes. Young people present a massive opportunity to be **ACTIVE** in road safety.

The campaign focuses on :

- Educating the YOUTH and raise awareness among them, motivate them to be part of their life safety on roads.
- The families of victims who lost their lives on roads and the injured to share their experiences and learn from them.
- Working closely with legislators and Government organizations to help reduce the number of accidents and deaths.
- Spreading the message through the media on road safety nationwide.
- The civic society in general to raise awareness on road safety.

The campaign includes:

Training program : On crash prevention and driving skills through simulator targeting 2500 of youth, taxi and school bus drivers .

Stop/Look/Wave Campaign : targeting kids aged 7 to 12 aiming to raise awareness among kids on safe road crossing.

I am Committed Campaign : Targeting road users (drivers, passengers and pedestrians) to raise awareness on safe road use.

Sports Tournaments : (tennis, squash, bowling, football, basketball, swimming) targeting youth of all ages aiming to raise awareness on road safety.

Shams Group comedy/drama Play: focusing on youth behavior on roads and the consequences of such behaviors.

Music composing by Talal Abu Alragheb inspired by vehicle sounds.

Social media activities: engaging large group of youth discussing and sharing road safety photos, videos and experiences.

Mobile applications and awareness messages on Traffic Department boards :

To raise general awareness on road safety and to inform the drivers of their wrong behaviors on roads. The application also helps drivers to divert their directions to avoid traffic jam.

Youth Cafee: monthly youth road safety awareness meetings shedding light on Road Safety issues.

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