



News

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Residents asked to help spread road safety message

Help us to make North Yorkshire's roads safer! - That's the message to people across the county who are being asked to join forces and help improve safety on the roads.

The 95 Alive York and North Yorkshire Road Safety Partnership wants residents, businesses and community groups to get involved in their campaigns by distributing and displaying posters, banners and other materials in their offices and meeting places to support the campaigns they are running.

Chair of the 95 Alive Partnership, David Bowe, got the initiative underway this week by delivering some of the first leaflets and posters to fire fighters at Ripon fire station. He said:

"As someone who uses the roads in the county every day, as well as in my role as Chair of 95 Alive, I can see how important it is that we all listen to the advice we are given and make sure that we do the simple things, like putting on a seatbelt, every time we get into a car.

"By helping out and putting up a poster, people can ensure that as many of us as possible get the opportunity to see the messages and have our awareness of road safety issues raised in North Yorkshire."

The partnership has launched a series of initiatives this Summer, aimed at reducing the number of people killed and seriously injured on the roads and raising awareness of some of the most common causes of accidents.

These include raising awareness of unsafe driving practices, highlighting the importance of seatbelt wearing and highlighting safe riding practices with motorcyclists.

Chris Anderson, Deputy Chief Fire Officer said:

"North Yorkshire Fire and Rescue Service are fully committed to supporting the '95 Alive' Partnership. Due to the fact we attend road traffic collisions on all-too-frequent a basis, we know how important it is to get a few simple messages across and that if people take them on board we will save lives. People should always wear seatbelts, drive within the speed limit according to the road conditions and never consider driving if they have had a drink or may still be suffering the effects of drinking, such as the morning after."

As well as the posters, the images also feature on fire engines and HGV wagons, in supermarkets and petrol forecourts. There's also an innovative website containing advice and guidance for road users of all ages.

North Yorkshire County Councillor John Fort, Cabinet Member for Road Safety said:

"We're asking for help to save lives and reduce casualties on the roads. The posters are thought provoking and imaginative; now we need to capitalise on the crucial messages they contain and get them out into the community.

"If people can assist by putting up posters in areas where they think the message will really have an impact that would be a huge help."

Packs of posters are available from North Yorkshire County Council, contact customer services on 08458 727374 and ask for 95 Alive, or visit our website www.roadwise.co.uk