

DEVON COUNTY COUNCIL

media service

From Paula Miles, Exeter 383262, May 31,2000

THINK! ABOUT SAFETY ON DEVON'S ROADS

ON Thursday 1st June at 11.00am, Devon County Council will be helping to launch the national road safety campaign, Think!, in Devon at the **Little Copse Garage, Cullompton. Councillor Margaret Rogers, Devon County Council's Executive Chairman for Environment and Peter Gimber, Devon County Council's Road Safety Officer, will be available for interviews at the garage.**

The Think! Logo has been painted on to the forecourt of the garage in a move to encourage drivers to think about using Devon's roads more safely.

Since the early 1980's there has been a 14% reduction in the total number of casualties on Devon's roads, with deaths and serious injuries reduced by 68%. However, there are still 3,200 casualties in Devon each year of which over 40 are fatal and Devon County Council will be working with other local authorities and Devon and Cornwall Constabulary to reduce these figures in line with national targets.

Councillor Rogers welcomed the Think! Campaign: "Devon County Council will continue its pioneering road safety work which, over the years, has seen initiatives such as introducing traffic calming measures into Britain, working with the Police to introduce speed cameras and developing award winning driver improvement schemes.

"We accept the Government's challenge to reduce deaths and serious injuries by 40% by 2010 and by 50% for children as one death or injury on Devon's roads is one too many."

Cllr Rogers can be contacted on 01297 680384.

Notes for Editors:

Facts and Figures

- 78% of all injuries are down to driver error.
- In 1999, out of an estimated 33 million journeys, 26 children were injured on the way to and from school.
- According to police data, there are over 1,000 casualties in Devon each year where vehicle speed is to blame.
- Of the 414 casualties to children in 1999, nearly half were as car passengers.
- Cars are involved in 98% of all Devon injury accidents and the most over represented age group in crashes is the 17-25 year group.

- The Think! campaign will begin with a television advert heralding a £9 million a year rolling programme of TV, radio and poster advertising including bus backs.