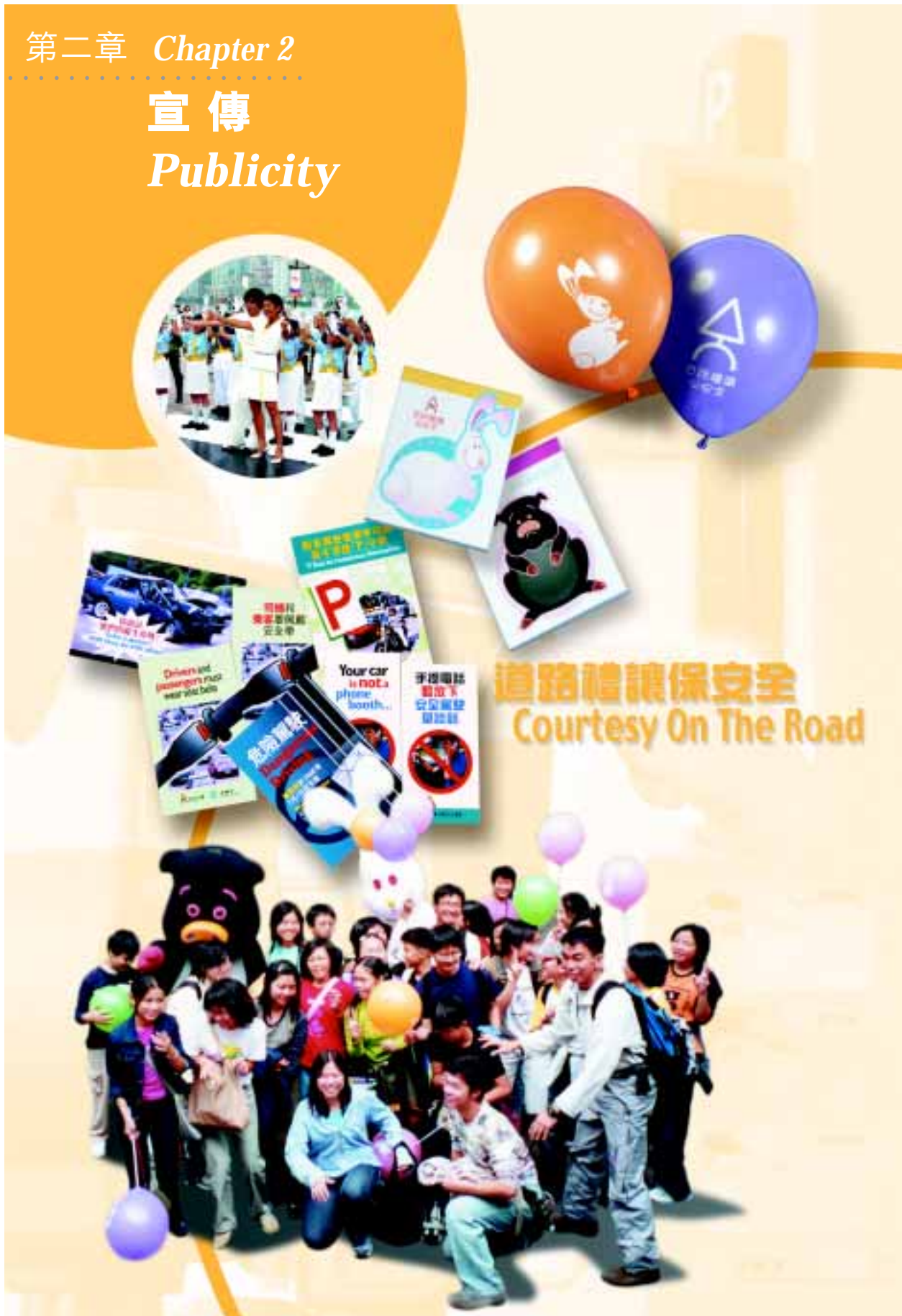


第二章 Chapter 2

宣傳 Publicity



為使市民不斷認識道路安全的重要性，政府多個部門及有關機構於年內不斷努力進行道路安全教育、宣傳及培訓工作。

主題及對象

二零零零 / 二零零一年度的宣傳運動以“道路禮讓”為主題，目的是提醒司機、行人及所有道路使用者，必須互諒互讓、遇事忍讓。



在行人安全雙週期間，議會共印製了九萬個白兔及黑豬杯墊向市民派發，藉此提醒市民要小心過馬路。

During the fortnight pedestrian safety campaign, the Council had produced 90 000 white rabbit and black pig coasters to remind pedestrians to cross roads safely.

道路安全宣傳運動

議會於年內製作了兩套新的道路安全電視宣傳短片，呼籲司機及行人必須互相禮讓。並獲著名歌星葉麗儀及陳建穎鼎力協助，攜手合唱道路安全主題曲。



威風凜凜的交通警察使宣傳短片生色不少。
Road Safety Song MTV.

To sustain the public awareness of road safety message, various government departments and organisations concerned continued their vigorous drive in promoting road safety publicity, education and training.

The Theme and Target Audience

The main theme of the Road Safety Campaign in 2000/2001 was “Road Courtesy”, aimed to educate drivers, pedestrians and all other road users to be considerate and courteous.



道路安全議會於二零零零年十月十五日在九龍公園舉行的「道路安全齊推展典禮」。主禮嘉賓和道路安全吉祥之星「白兔」和「黑豬」合照，開幕主題為「道路禮讓保安全」。

Road Safety Campaign Launching Ceremony announcing the theme of “Courtesy On The Road” for 2000 / 2001 and the introduction of the two road safety mascots.

Road Safety Campaign

In 2000, the Council produced two Television Announcements in the Public Interest (APIs) - “Road Safety Theme Song” and “Courtesy on the Road”. Two popular singers, Ms Frances Yip Lai-yee and Mr Ray Chan Kin-wing, lent their support to the campaign by singing the road safety theme song.



著名國際歌星葉麗儀、青少年偶像陳建穎攜手拍攝道路安全歌《做人係要忍》音樂錄像宣傳短片。

Road Safety Song MTV by Frances YIP and CHAN Kin-wing.



此外，議會於八月十三日至八月二十六日舉辦了「全港行人安全雙週」，藉此喚起市民留意正確過馬路的方式。

為求將道路安全信息帶到每一個角落，議會還利用了公共交通工具、電視、電台、海報、單張和易泊卡等媒介來協助宣傳推廣。



道路安全議會於年內所印製的多款宣傳單張，派發給市民。
Road safety leaflets printed by the Road Safety Council for distribution to the public.

To build up the publicity momentum, a territory-wide fortnight pedestrian safety campaign, aimed at arousing pedestrians' awareness of proper road-crossing manner, took place from August 13 to August 26.

To drive home the message, the Council has used public transport, TV, radio, posters, leaflets and e-Park cards as communication tools.



公共巴士機構亦積極參與，於車尾繫上「道路禮讓保安全」宣傳口號。
The franchised bus companies have given tremendous support by displaying the slogan 'Courtesy On The Road' on their bus fleets.



道路安全議會在易泊卡上印上道路安全宣傳口號。
Road safety slogan on e-Park cards.



道路安全議會在地鐵車身上繫上道路安全宣傳口號。
Road safety slogan on the MTR train body.



社區內的道路安全宣傳活動

議會的工作獲得了區議會的大力支持。年間，區議會、交通安全會及警方共合辦了多個大型道路安全活動，包括嘉年華會、問答遊戲和各種比賽、展覽、參觀交通安全城、街頭派發宣傳單張、同樂日的遊戲攤位，以及交通安全講座和研討會等。



港島總區道路安全推廣日盛況。
Hong Kong Island Regional Road Safety Promotion Day.



派發宣傳單張及螢光袋給長者。
Distribution of road safety leaflets and reflective bags to the elderly.

Local Publicity Campaigns

The work of the Council has gained strong support from District Councils, many territory-wide regional and district campaigns were organised by District Councils in conjunction with the Road Safety Association and the Police. These campaigns took various forms and scales, including activities like carnivals, quizzes and competitions, exhibitions, visit to Road Safety Towns, on-street leaflet distribution, game stalls, road safety talks and seminars.



西九龍總區交通部透過嘉年華會遊戲攤位宣傳道路安全。
Road safety game stall held by Traffic Kowloon West Region.



參賽隊伍在比賽中搶答問題(道路安全常識問答比賽)。
Road Safety Quiz 2000.

