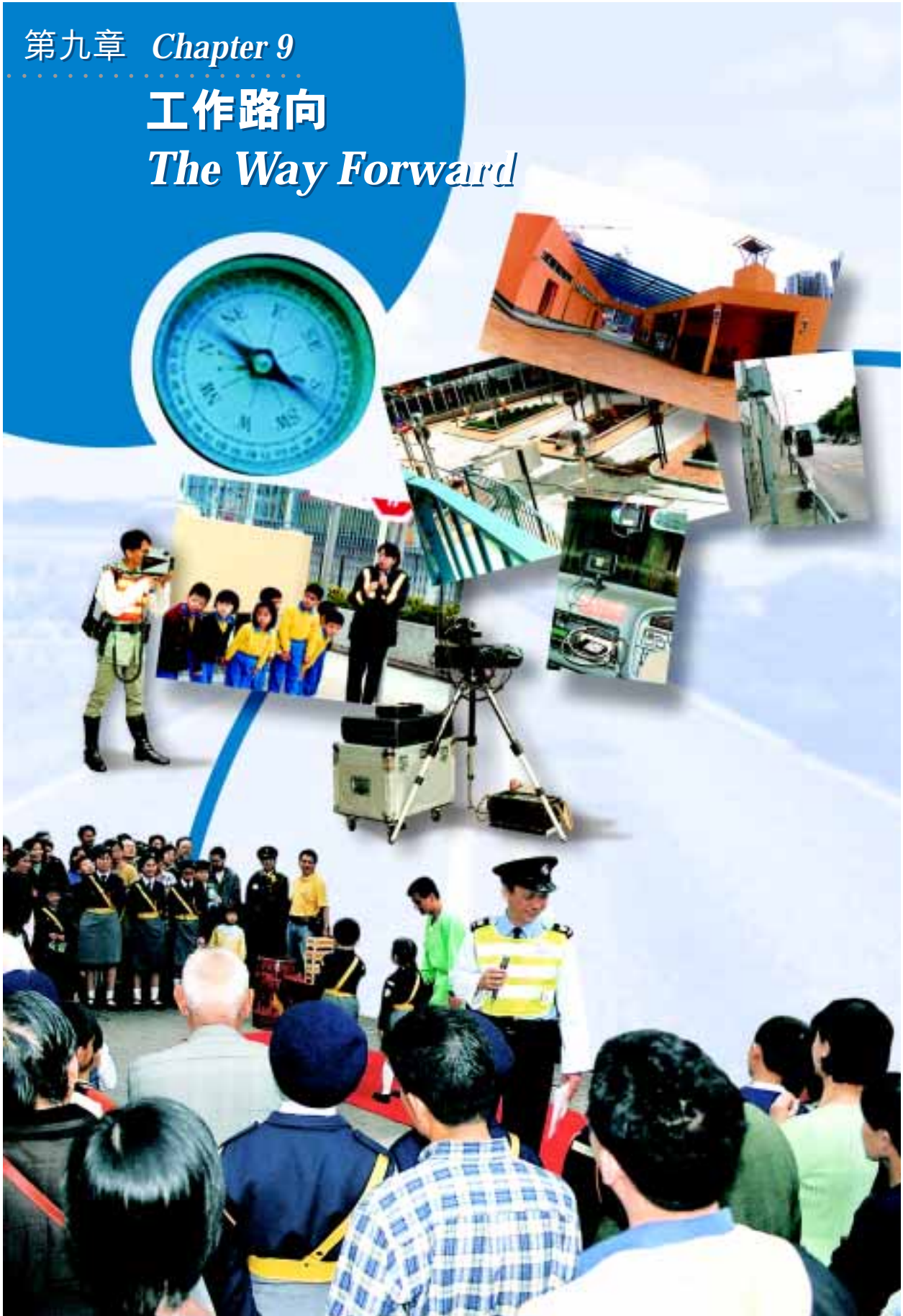


第九章 Chapter 9

工作路向

The Way Forward



交通意外不單對受害人痛苦的影響，而且更造成龐大的經濟損失。為了提高道路安全及減低交通意外，我們得要為未來計劃，訂下一系列的計劃及發展新策略。

策略

- ◆ 謀求和拓展合作夥伴以便建立一個廣大、有系統的網絡延續道路安全任務。
 - 尋求更多政府部門、地區團體、區議會轄下的交通運輸委員會和民間組織的支持。
- ◆ 加強協調道路安全活動
 - 繼續協調跨部門／組織所舉辦的道路安全活動。
- ◆ 提高研究質素和準繩
 - 不斷尋求新方法以減少交通意外的發生，這包括參考其他國家或城市的研究方法及資料。
 - 繼續引入高科技及新儀器以提高道路安全水平。
 - 加強與其他有關團體及學院的聯繫。
- ◆ 提供優質的數據以改善研究及分析工作
 - 進一步改進現時的交通意外資料系統。
 - 提供準確的數據以便進行分析交通意外成因和趨勢，以及預測發生意外的成因。
 - 公布有關數據以警惕道路使用者。
 - 分享資料，作出相應的配合。
- ◆ 強而有效的宣傳及推廣道路安全信息

Traffic accidents cause immense human suffering and economic burden, we are determined to pursue every opportunity to increase road safety and continue to reduce traffic accidents and casualties. To achieve our mission, we have identified our action plan and developed a new strategic approach.

Strategic Approach

- ◆ Building partnerships to carry through a wide, co-ordinated and sustained road safety mission.
 - Partnership between different government departments and local authorities and other non-government organisations who are common stakeholders are emphatically pursued.
- ◆ Enhancing the co-ordination of road safety activities
 - Continue to co-ordinate multi-department/organisation road safety activities.
- ◆ Conducting researches which are high quality and well-evaluated
 - Continue to explore new methods of accident reduction with reference to other countries.
 - Continue to make use of new technology and equipment in increasing the level of road safety.
 - Liaise and fully utilise other common stakeholders and institutions.
- ◆ Providing quality data to enable better analysis
 - Constant efforts are made to enhance the present Traffic Accident Data System (TRADS).
 - We aim to produce statistics which will enable better analysis of traffic accident trends and detect developing accident problems.
 - Every effort will be made to make the statistics and the efforts involved newsworthy and palatable to the press media.
 - Better sharing of information.
- ◆ Publicising and promoting
 - A more comprehensive publicity and promotion programme will be devised to aim at efficiency, effectiveness and sustainability.
 - Utilise common stakeholders' marketing



- 發展一個更全面性的宣傳推廣計劃以達致效率、效益及持久性。
- 借用其它組織的專業經驗推廣。
- 繼續爭取在提高大眾對道路安全的認識上建立個人的社會責任新概念。
- 提供資料予合作夥伴方便他們作出配合行動。
- 加強宣傳的網絡，把領域帶到不同階層、不同年齡的道路使用者。
- 除鞏固現時與媒介的聯絡外，亦會盡量利用電子傳媒以及光碟作宣傳。現計劃的項目包括設立道路安全議會互聯網，可讓大家隨時瀏覽道路安全知識及最新資料。
- 將有關交通黑點及普遍交通意外成因定期發放給隧道公司及有大型運輸車隊的公共事業公司。
- 網羅更多不同階層人士加入道路安全活動。
- 尋求新方式把道路安全信息帶給目標對象。
- 二零零一至二零零二年度的道路安全主題為「精明駕駛」，但議會仍同樣重視行人和乘客安全的宣傳工作。

◆ 優質及互動教育

- 提供一系列的教育配套教材及資料，以方便學校教師及家長推行道路安全。
- 除印刷物品作宣傳推廣用途外，亦會利用互聯網傳播道路安全信息。
- 與時並進，製作互動式教育套件鼓勵學童寓學習於遊戲。
- 藉學校探訪傳播道路安全信息，及加強街頭教育。

expertise and shared intent to provide a natural and powerful ally in promoting road safety.

- Continue to target the many individual issues, apart from raising public awareness of road safety, we will try to build a new understanding of everyone's social responsibilities.
- The statistics will be provided to common stakeholders for adjusting their activities and plans in line with the trend or the problems detected.
- To enhance the publicity network, publicity channels will be further explored with a variety of approaches for different targets and road user groups.
- Apart from current publicity media, we will keep pace with time to use electronic transmissions and CD-ROM. To this end, road safety information is available from the internet and a website for the Road Safety Council will be launched.
- Traffic accident blacksite lists and common contributory factors will be regularly disseminated to transport organisations, tunnel companies and public utility companies with large fleets of vehicles.
- Greater involvement from a wider cross section of the public and all walks of life.
- Explore new ways of reaching our target audiences.
- The Road Safety theme for 2001/2002 is 'Smart Driving'. Nevertheless, publicity on pedestrians and passengers safety is equally important.

◆ Educating with quality and interaction

- A well co-ordinated approach will be adopted to provide school teachers and parents with reading and reference materials to promote road safety.
- Apart from printed materials, road safety information and bulletins will be available from the website.
- Interactive educational packages will be produced to encourage learning through games.
- Police will continue the visits to school to disseminate road safety messages and on street education.
- Legislative processes in action in respect of the Driver Improvement Scheme to re-educate minor



- 在進行中的立法程序有「駕駛改進計劃」從而提高駕駛者的技巧，而最重要的是改善其駕駛態度。
- 不斷改善交通安全城及道路安全巴士的設施。道路安全巴士將會於二零零二年以嶄新的面貌面世。
- 盡量發揮交通安全隊隊員的功用。不單訓練他們對道路安全的警覺性，亦提供青少年服務社會的機會，從而訓練他們的領袖才能、表達能力和發揮道路安全大使的角色。

◆ 法例及執法

- 引入現代科技令執法更為有效及有效率。
- 不時檢討交通法例，以配合道路安全的事宜和有效的罰則，以達到對屢犯或嚴重違例者有阻嚇作用。

◆ 道路設計及汽車保養

- 在城市規劃和道路設計的工作上，同時結合道路安全標準的需求。
- 有效的交通管理方法，特別是地區上的交通控制，對道路安全改善有極大裨益。
- 紓緩交通擠塞及車輛行駛時應保持清新環境。
- 不時檢討不同形式的道路安全計劃、產物、交通輔助用品及防滑、防撞物品。
- 提高汽車的安全標準，務求司機及車主重視車輛的安全，汽車的保養維修以及嚴打擅自改裝汽車。

生命是絕對寶貴的。我們需要優質的生活，所以各人都應參與推動道路安全，做個安全的道路使用者。我們會帶領大家，但每人都有責任積極參與，使香港的道路更安全。

road traffic offenders and to improve drivers' driving attitude.

- The Road Safety Towns and Road Safety Bus complement the Police training efforts. Efforts will be made to improve the towns and replacement of the Road Safety Bus is in progress with a new face emerging in 2002.
- Greater use of Road Safety Patrols. Members of the Patrols are not only trained to be road safety conscious, opportunities are opened up for them to serve the community. Schemes such as Road Safety Pioneer and Road Safety Town Assistants Schemes are introduced with every encouragement given to show their leadership, presentation skill and as road safety ambassadors.

◆ Enforcing the law

- Greater use of technology to make enforcement more efficient and effective.
- Regular review of traffic legislation for road safety purposes and with effective penalties to impose a deterrent effect to blatant offenders.

◆ Engineering and maintaining vehicles

- Our roads are designed and built fulfilling good road safety requirements. Road Safety standards are incorporated during the town planning stage.
- Traffic management methods and in particular, area traffic control make a valuable contribution to road safety improvement.
- Traffic calming efforts together with a clean environment.
- Review different types of road safety devices and products, traffic aids and skid resistant materials.
- Safer vehicles. Drivers and owners should attach great importance to vehicle maintenance of their vehicles and ensure that vehicles on roads are not illegally modified.

Life is precious. We need a life of quality. You have a role in promoting road safety and be a safe road user. We will take the lead but everyone has a responsibility to help the roads be safer for everyone.

