



第二章 Chapter 2

宣傳 Publicity





宣傳活動在提高社會大眾的認知和有效地廣泛宣揚道路安全信息方面，繼續扮演重要的角色。議會去年曾訂立目標，尋求更多更新的宣揚道路安全信息途徑，務求令宣傳活動產生更大的影響力。這些創新活動很多都如期推行，其中包括：議會的道路安全網站於2002年11月啟用；採用戶外廣告宣揚道路安全信息；播出嶄新的電視宣傳短片及電台宣傳聲帶；以及舉辦各式各樣的道路安全活動。展望未來，議會會主動邀請社區更積極投入道路安全的宣傳活動，以及增加與私人機構合作籌劃、進行道路安全項目及宣傳活動。

精明駕駛—時刻警覺、守法忍讓

推介「精明駕駛」的概念始於2001年，目前仍然是議會所有宣傳活動的核心主題。活動的重點是提醒所有道路使用者「時刻警覺、守法忍讓」，只須遵守一些簡單規則，便可大大提高道路安全水平。為了更順利進行宣傳活動，道路安全宣傳運動委員會轄下成立了一個「精明駕駛宣傳策略」工作小組。

「精明駕駛」的主要推介對象是駕駛人士，其中的主題包括「與前車保持適當的距離，遵守兩秒守則」、「小心轉線」、「正確使用車輛的照明及危險警告燈」、「酒後勿駕駛」、「駕駛時切勿使用手提式流動電話」。若加上駕駛人士能保持「時刻警覺」，必定有助駕駛人士避免發生交通事故。



Outdoor Advertising to promote "Smart Driving"
採用戶外廣告推廣「精明駕駛」

During the year, our publicity campaigns continued to play a key role in building awareness and getting the safety message across to the general community. Last year, we reported that to create maximum impact in our publicity activities we were exploring new avenues to drive the safety message home. This year many of these initiatives came to fruition. We launched a Road Safety Website in November, we are making greater use of outdoor advertising, new TV and Radio Announcements in Public Interest (APIs) were broadcast and a number of road safety activities were organised. Looking to the future, we are actively seeking greater community involvement in promoting road safety and are increasing joint ventures, projects and promotions with the private sector.

Smart Driving - Stay Alert, Obey the Law and Be Courteous.

This initiative, first launched in 2001, continued to provide the core theme in all our publicity campaigns, reminding everyone that in "staying alert, obeying the law and being courteous", following just a few simple rules will greatly





Outdoor Advertising in Mongkok along Nathan Road
位於旺角道彌敦道之戶外廣告宣揚道路安全

海報及單張是議會宣傳活動的主要工具。不過，由於電視媒體有更良好的視覺效果，可將道路安全信息帶進全港的每一個家庭，所以議會於年內製作了兩輯不同的宣傳短片在電視播放，以推介「精明駕駛」。至於透過電台宣傳道路安全的信息，主題則包括：鼓勵駕駛人士參加「駕駛改進計劃」、切勿藥後駕駛、正確使用車頭大燈、騎單車的安全等。

由於戶外廣告為新興的廣告焦點，效果令人鼓舞，議會亦緊貼時代步伐，廣泛採用此媒介。

道路安全齊推展的開幕活動揭開了每年宣傳活動的序幕。2002/03年度的「守法忍讓路路通推展典禮」於2002年11月在電視城舉行。該活動剪輯成30分鐘的電視節目，吸引了超過75萬名觀眾收看。為配合這項活動，議會製作了一系列紀念品以宣揚「精明駕駛」，派發予現場觀眾及各社區人士，藉此加強宣揚「精明駕駛」的信息。

enhance road safety. Taking this campaign forward, a Smart Driving Publicity Strategy Working Group was formed under the Road Safety Campaign Committee.

Drivers were reminded to keep a safe distance from the vehicle in front, stay within the speed limit, change lanes carefully, use vehicle and hazard warning lights properly, not drink and drive nor use their handheld phones when driving. Staying alert will also help avoid collisions even if the driver is not at fault on the road.

Posters and leaflets formed the backbone of this publicity campaign. However, television created both greater visual impact, also taking the safety message into homes in Hong Kong. The "Smart Driving" theme was incorporated into all our existing television APIs and radio APIs while the "Driver Improvement Scheme", "No Drug Driving", "Proper Use of Headlamps" and "Cycling Safety" worked to spread the message. In view of the effectiveness of outdoor advertising, we also made greater use of this medium during the year.

An annual highlight is the launching of the Road Safety Campaign. The 2002/03 campaign was launched in November



Road Safety Campaign Launching Ceremony 2002/2003
2002/2003年度「守法忍讓路路通」推展典禮



邁進電子世界

年內其中一項有重大意義的工作是於2002年11月成立了道路安全議會網站<www.roadsafety.gov.hk>。此網站提供一站式的資訊服務、宣傳短片及互動遊戲以宣揚道路安全，並設有繁體中文、英文及簡體中文版。由於越來越多青年人透過互聯網消閒及取得資料，此網站提供一個理想機會，進一步宣揚道路安全信息。

為設立此網站，議會於2002年年初舉辦了一個網站設計比賽，公開讓本港的中學及專上學院學生參加。因此，議會的網站不但建基於本港青年人的才華及創意，還提供一個理想機會宣揚道路安全信息和加強團隊及社區精神。



The Home Page of our New RSC Website
道路安全議會網站

last year at TV City and broadcast as a 30-minute TV programme, attracting an audience of over 750,000 people. In conjunction with this launch, we also produced a range of smart driving souvenirs to spread the "smart driving" message within the community.

Stepping into the e-Business Environment

A major achievement during the year was the launch of the Road Safety Council Website, www.roadsafety.gov.hk, in November 2002. Consisting of road safety information, videos, advice and games promoting the road safety message, the site is available in English, Chinese and simplified Chinese. As more and more of our young people increasingly turn to the Internet for their leisure and information activities, this website provides an ideal opportunity for the further dissemination of our road safety message.

In creating the website, we generated additional publicity with our Website Design Competition, which was open both to Hong Kong's secondary and tertiary students. Based on the talent and creativity of our own young people, the website provides an ideal opportunity to spread the road safety message and foster greater team and community spirit.

與社區的伙伴合作

本年度的一項主要新猷，是議會與埃克森美孚香港有限公司合辦道路安全伙伴合作計劃的一連串活動，其中於2002年10月舉行了「至尊模範司機」選舉。選舉模式以拔尖方式，首先囊括運輸署以往舉辦的模範司機選舉中的得獎者，其中有巴士、的士及公共小巴業界司機各10名，然後透過筆試、駕駛記錄的殷別及選拔面試，最後選出5名「至尊模範司機」。為嘉許這30名司機，主辦當局除了安排他們前往新加坡考察當地的道路安全措施外，上述5名至尊模範司機得獎者更獲得現金獎，以表揚他們的個人成就，激勵業界



Winners of the RSC Website Design Competition (Secondary and Tertiary students)
道路安全議會網站設計比賽得獎的中學及專上學院學生



同儕共同為道路安全而努力。另外，在這個合作伙件計劃下，議會亦舉辦了一個首次專為電單車司機而設的道路安全講座，反應不俗。

透過與交通運輸行業、公共交通運輸經營者和商業機構合作，議會訂立了全年的計劃，在行車隧道出入口及其他顯眼地點設置廣告牌，以宣揚道路安全信息。此外，亦獲得一些公共交通運輸機構支持，如地下鐵路公司提供了一些廣告設施：車軌旁的可變換廣告板、海報及展示燈箱；而隧道公司則協助向駕駛者派發「精明駕駛」單張。專利巴士公司的多媒體資訊服務，亦加入向巴士上的乘客廣播道路安全信息(如酒後勿駕駛等)和巴士乘客安全須知。

在社區層面方面，地區內不時進行形形式式

In Partnership with the Community

A major initiative held during the year was the Model Driver Selection Award held in October 2002. Organised as one of our partnership programmes between ExxonMobil Hong Kong Limited, the event brought together 30 outstanding bus, taxi and public light bus drivers who had won Model Driving Awards in campaigns previously organised by the Transport Department. Based on written tests, their driving record and a selection interview, five further winners were chosen as the "Best of the Best" in Hong Kong. All 30 drivers received a trip to Singapore to view their road safety practices while the top five winners also won cash awards. A tailor-made road safety seminar for motorcyclists also took place under this partnership programme with encouraging attendance.

Working with our road safety partners, we established a



Hong Kong "Best of the Best" Model Driver Champions and the trip to Singapore
模範司機至尊大獎頒獎典禮及前往新加坡考察之旅



Road Safety Seminar for Motorcyclists
為電單車駕駛人士而設的道路安全講座





The Display Panel on a Pedestrian Footbridge
行人天橋上的展示板

的道路安全活動，包括各項比賽、展覽、嘉年華會、表演、問答及天才表演。為了與社區合作，議會加強了與各區區議會的聯絡，探討各種合作機會，以及辨識社區所需的道路安全宣傳活動。這些合作伙伴計劃的發展，是議會日後舉辦活動的主要動力，因為唯有透過加強社區人士的歸屬感及地區參與，才可凝聚力量，為香港創造一個更安全的家。

year-round programme to carry our safety messages on public billboards outside tunnels and other prominent sites. The Mass Transit Railway Corporation provided trackside and display advertising facilities, while the tunnel companies helped us to hand out leaflets to drivers. We also made use of the bus companies' multi-media services to broadcast both seasonal (e.g. drink driving) and specific messages (e.g. bus passenger safety) on board their buses.

On a community level we continued with our ongoing range of local programmes, which include competitions and exhibitions, carnivals and shows, quizzes and talent quests. In line with our objectives to work in partnership with the community, we also enhanced liaison with local District Councils to explore mutual areas of cooperation and identify areas for Road Safety publicity within the community. We see these partnerships as a key driver for our future — only with increased community ownership and participation will we be able to create a safer home for all of us in Hong Kong.



New Road Safety Bus Launching cum Presentation and Carnival
新道路安全巴士啟用暨設計比賽頒獎典禮嘉年華



Kowloon East Region Road Safety Town Open Day
九龍東總區交通安全城開放日