



## 第九章 Chapter 9

# 工作路向

## The Way Forward





**過**去20年，隨着道路的改善、車輛安全水平的提升、駕駛人士安全意識的加強，以及道路安全議會及各有關伙伴的同心協力，本港的交通意外情況不斷改善。本港過去3年的交通意外死亡率與1960年起(即43年前)開始記錄的數字比較，連續錄得新低。即使與世界其他相若的城市比較，亦毫不遜色。

為確保工作繼續取得成效，並進一步減少交通意外的傷亡數字，議會現正發展和訂立一套社會大眾認受的道路安全目標抱負。為此，議會正設計一個道路安全標記，以便清晰反映該目標抱負，成為社會大眾認識的道路安全品牌，深入人心。議會將會舉辦公開比賽，讓社會大眾(包括學生)參與這項工作。同時，議會將會編製《香港道路安全回顧》，檢討過去進行的種種活動，以便訂立有關活動及其他新猷的未來路向。

毫無疑問，議會會致力保持香港作為世界上其中一個道路安全水平最高的城市之一。議會來年的工作會集中於數個主要範疇。

## 改善道路使用者的行為

**精明司機** —— 2003年，議會會繼續以「精明駕駛」為宣傳主題，着重建立個人尊嚴及對社會的責任感。展望未來，議會會透過宣傳教育，以及同儕和社區的影響力，致力推廣使用道路的3「思」：關心(Care)、關注(Concern)及承擔(Commitment)。信息主要是教導市民明白不正確使用道路的行為，不論是有意或無心之失，都是交通意外的最主要原因。藉着關心關注他人，加上對道路安全的承擔，每個道路使用者都可為減低危險出一分力。希望培育出個人的責任感和加深了解道路安全的重要性，能夠有效阻嚇危險及不當的使用道路行為。以上的精神不但適用於駕駛人士，同時亦會向行人、乘客及騎單車人士全面推廣。

**鼓勵與評估** —— 除了推廣3「思」精神之外，議會正積極研究訂立鼓勵及評估制度，以鼓勵及推動道路使用者建立正確的使用道路習慣。

**教育** —— 為支持學校的道路安全教育，教育統籌局繼續在學校的課程中加入有關活動。在新課程的框架下，道路安全教育會在「個人、社會及人文教育」的學習範圍及通識教育中進一步加強。有關資料(例如道路安全教案)已上載該局網站，供教師參考。此外，教育統籌局亦繼續與其他政府部門及民

Over the past 20 years, with improving road conditions, safer cars, greater driver awareness as well as the concerted efforts of the Road Safety Council and our stakeholders, Hong Kong has enjoyed a safer road environment. These positive benefits have been further highlighted by Hong Kong's road accident fatality rates, which for the past three years have been the lowest on record since 1960, 43 years ago. These rates also compare favourably to other cities around the world.

To ensure ongoing reductions in the road toll, the Council is developing a road safety vision to be shared with the community. A road safety symbol is also being developed to create a visual identity to communicate the vision to the public. An open competition will be arranged to involve the public, including students, in these developments. In the meantime, we will compile a "Hong Kong Road Safety Review" to take stock of the initiatives implemented in the past, with a view to developing our way forward on these new initiatives.

Nevertheless, our vision to ensure that Hong Kong remains one of the world's safest cities for road users remains unchanged. Looking forward, our focus remains on a number of key areas.

## Improving Road User Behaviour

**Smart Drivers** — In 2003, we will continue our Smart Driving Campaign with the emphasis on personal esteem and social responsibility. Looking to the future, we will be driving the "three C's" of road usage — Care, Concern and Commitment — through publicity, education and the influence of peer groups and the community. The message will highlight the fact that inappropriate road behaviour, whether unintentional or deliberate, is a major cause of road accidents. With care and concern for others and a commitment to safety, every road user can help to reduce the risk. The spirit of the three C's will be instilled in other road users as well, including pedestrians, passengers and cyclists.

**Encouragement and Evaluation** — Hand in hand with the priority we are giving to the "three C's", the Council is also actively working on encouragement and evaluation incentives designed to encourage and motivate road users to adopt positive road habits.

**Education** — Supporting road safety education in schools, the Education and Manpower Bureau (EMB) continues with initiatives in the school curriculum and the subject will be further boosted under "Personal, Social and Humanities Education". Relevant resource materials, such as teaching plans on road safety, will also be available on the Bureau's website. EMB continues to produce learning and teaching materials to promote student



間組織合作，製作學習及教學材料，以提高學生對有關課題的興趣。警務處、運輸署、其他政府部門及與道路安全有關的人士，會為教育學生和社會大眾獻出新力量。此外，議會亦會繼續就道路安全的學習，提供新的鼓勵方案。

**創新意念及科技**——創新及不斷發展的科技，不但改善了資訊的流通，亦加強了執法的效能。議會會充分應用科技所帶來的裨益，從而靈活運用創新方式宣揚道路安全的信息，並更有效地遏止不負責任的駕駛行為。

### 加強社區的參與

近年來，議會加強了與政府、商界、相關行業、民間及社區組織的伙伴合作關係，而此趨勢未來亦會維持，相信增加社區的參與可使市民對區內的道路安全推動工作更積極和更有歸屬感，有助在香港建設一個安全的道路環境，使所有人使用道路時充滿信心。

其實，與其他組織作為合作伙伴不但有助增長知識及分享資訊，亦可從伙伴取得資源及專業知識，從而充分利用社會資源，籌辦一些目標更明確、協調更佳及對象更鮮明的道路安全宣傳活動。

### 加強現有措施

為了精益求精，議會不斷尋求進步，檢討及改善現時的工作，包括檢討法例，以便在有必要時引入有助提高道路安全水平的法例；改善道路和汽車的安全標準；應用新科技；提高現有道路的安全水平和道路管理制度及程序的靈活性及其效率，以期建設更安全的道路、製造更安全的車輛及締造更安全的環境。

由於議會將會更多利用交通意外的研究及分析資料，故有助更深入了解交通意外的原因和後果，以及檢討改善措施的效果。議會會更善用所取得的資料和研究結果，以便制訂新的道路安全策略，決定新科技資源的投放，並建立新思維，為道路安全作出建樹。

### 展望未來

道路安全議會承諾為香港的道路安全竭盡所能。相信大家都深刻明白團結就是力量。因此，我們要凝聚香港每一個人——個人及團體、司機及行人、父母子女的力量，一同關心、關注及承擔，共同努力建設一個安全及無交通意外的香港。

interest on the subject, while the Police, Transport Department, other government departments and road safety stakeholders continue with their vigorous efforts to educate not only students but also people from all walks of life.

**Innovation and Technology** — New and developing technology has been able to improve information flow and expanded capabilities in promoting road safety and deterring irresponsible driving behaviour.

### Increasing Community Participation

In recent years, we have increasingly adopted a partnership and multi-agency approach with the government, the business sector, trade and industry associations, non-governmental and community organisations. We believe that increased community participation fosters both ownership and involvement of road safety issues, helping to secure a road safety environment, free from fear of death or injury.

Working in partnership not only enables knowledge development and information sharing, we also benefit from the resources and expertise of our partners. We are thus able to maximise our financial resources while also delivering more focused, better coordinated as well as accurately targeted safety and publicity programmes.

### Enhancing Existing Measures

To make sure that we move forward, we must continue and enhance the improvements that have been achieved thus far. Therefore improved legislation, new and enhanced perspectives on safety standards, the latest technology as well as evolving systems and processes, continue to be introduced as we work towards safer roads, safer cars and a safer environment.

The future will also see us making greater use of research and the analysis of accident information. Information provides a better understanding of the causes and consequences of accidents and the effectiveness of counter measures, enabling the establishment of new perspectives and initiatives for road safety technology, measures and policies.

### Moving Ahead

In concluding this report, we once again reiterate our message that road safety is not something that can be practised in isolation. The best efforts of the Road Safety Council can only contribute to a part of the total picture. It is up to everyone in Hong Kong, every individual and organisation, every driver and pedestrian, every parent and child to act with care, concern and commitment in the drive to establish a safe and accident free Hong Kong.