

Police campaign to raise awareness of vulnerable road users



Motorists are being urged to look out for pedestrians, cyclists and motorcyclists, who are particularly vulnerable to traffic collisions, as Police Scotland launches a week-long national campaign tomorrow (Saturday, June 8, 2019) to raise awareness of vulnerable road users.

Inspector Andrew Thomson of Road Policing Division said: “As we head towards the school holidays, and make the most of the longer daylight hours, more people are making their journeys on foot, bicycle, and motorcycle.

“All road users, particularly those in the most vulnerable categories of pedestrians, pedal cyclists and motorcyclists, are encouraged to look out for each other and to share our road space and footways respectfully and responsibly.

“Road users who foolishly choose to be distracted by their smart phones, and other devices such as ‘satnavs’, are at increased risk of being involved in a collision through their careless inattention. Pedestrians who walk when they are distracted by mobile phones are often referred to as ‘Smombies’ (smart phone zombies) and are at particular risk, and I am appealing to them to look ahead, don’t step off the kerb whilst your eyes are focussed on the phone screen.

“Vulnerable Road Users accounted for 29% (43) of the 146 people killed last year on Scotland’s roads. Police Scotland and our partners are tirelessly working to reduce death and injuries through traffic collisions, but our aim to keep people safe depends upon a commitment by all road users to respect each other.

“During this week-long awareness campaign, although our patrols focus on road safety 24/7/365, our patrolling officers will enforce the road traffic laws to positively influence good road user behaviours. Officers will stop motorists and motorcyclists who are speeding, driving distracted or carelessly, passing too close to cyclists and horse riders, and by doing so, placing vulnerable road users at increased risk of injury or death.”

The safety of children using the roads will be a particular focus of Police activity. Motorists must keep a look out for children and young people who are more likely to run out onto a road without first looking. Slow down in town and give yourself time to react and stop safely.

Inspector Thomson added: “I am a motorist, motorcyclist and pedestrian too. But for me, the most important role I have as a road user is my job as a parent. I urge parents to make sure their children know and respect the rules of road safety so they can enjoy their summer holidays as they should.”

“You can find out more about what we are up to on Facebook and Twitter using the hash tag #GoSafeRoadSafe. If you wish to know more about road safety then please visit www.roadsafetyscotland.org.uk and www.cyclingscotland.org which are excellent sources of information and resource.”