

Borneo road safety project



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IN COOPERATION WITH
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Introduction

- ▶ This is a prevention campaign among youngster to be aware of the dangers of driving motor bike without helmet or reflective safety vest.
- ▶ Done to prevent more accidents in the roads of Borneo.
- ▶ This campaign is being done in the Bukit Batu sub district.
- ▶ Through workshops, activities and information given to youngsters.
- ▶ Promoting the usage of helmet and reflective safety vest.



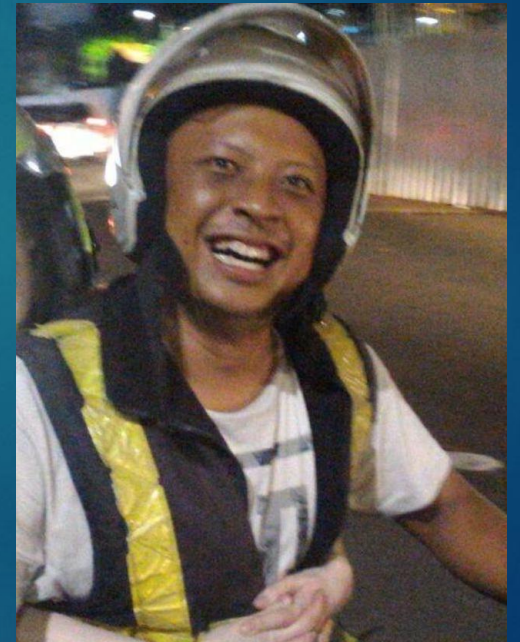
Imminent danger

- ▶ From 72.7 million registered motor vehicles in Indonesia, the WHO report identified 60.1 million as motorcycles.
- ▶ Motorcyclists accounted for the biggest segment of fatalities in Indonesia at 36%, followed by bus accidents with 35%
- ▶ Helmets and reflecting safety vests are usually not worn
- ▶ due to lack of safety awareness, as well as overall road safety education.



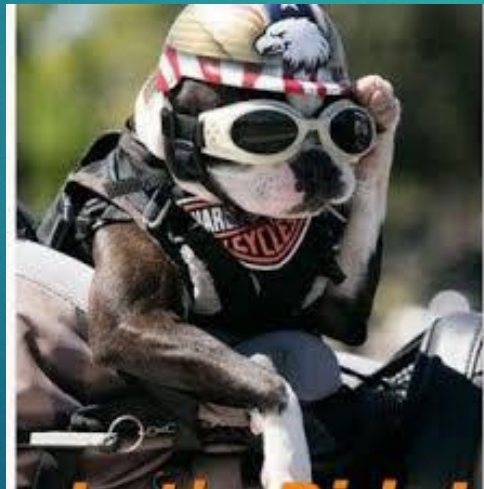
Why should we use helmet and reflective safety vest?

- ▶ Less accidents!
- ▶ Having a nicer ride with less danger!
- ▶ Living longer!
- ▶ More chances of a happy life!
- ▶ Helping society !



To remember

- ▶ Always remember to use helmet and reflective safety vest!
- ▶ Help your friends and family to remember to use helmet and reflective safety vest.
- ▶ Having a safe and pleasant tour depends on all of us helping and respecting the safety norms and regulations.
- ▶ Drive carefully
- ▶ Be happy!!.



Be road cool! And Say yes to life !!

