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Safety with E24|7: Child deaths in Dubai traffic accidents down 40%

By Staff
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(Supplied)

The mortality rate of children in the age category 1-15 in traffic-related accidents has decreased by 40 per cent over the last three years, said Maitha bin Udai, CEO of the Traffic and Roads Agency at Dubai's Roads and Transport Authority (RTA).

These numbers were presented in evaluation of the ongoing Child Safety Program ran in cooperation with the Dubai Health Authority (DHA), which targets mothers who have recently delivered babies in order to educate them about the importance of the baby seat in the vehicle, and compliance with the essential safety rules for protecting babies from traffic accidents.

Bin Adai has called for intensified efforts towards persuading mothers and fathers to be attentive to their children when driving on road, or at the time of boarding or alighting from the vehicle, particularly at car parks, parks, and malls.

She stressed the importance of encouraging mothers to fit baby seats to their vehicles and use them, and avoid driving distractors such as child scuffles on board.

Educational programmes are currently held in public as well as private hospitals, where complimentary baby seats are distributed, educative leaflets and brochures are handed out, and awareness lectures and mini training workshops are delivered about child safety in traffic.

"Most events targeting families in Dubai are held at Latifa Hospital, Dubai Hospital and medical centres all over Dubai.

"The last weeks have seen extensive cooperation in holding a flurry of awareness events by the DHA at affiliated medical centres at Nad Al Hamar, Al Mizhar, Al Bidaa, and Al Rarsha under the annual "Tourism

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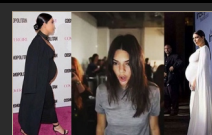
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Hamat, Al Mizhar, Al Bada, and Al Baraha under the annual "Tourism and Travel Season" campaign," added Maitha.



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