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OCTOBER 28, 2015

BY MARTIN HOSCIK  @MARTINHOSCIK | MARCH 11, 2015 5:12 PM

Young pedestrians targeted in new road safety campaign



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Produced by Transport for London, the campaign uses Aesop’s ‘Hare and Tortoise’ fable to urge youngsters to pay attention when crossing the road and shows two groups of friends – one wearing hare masks and the other tortoise masks – set off to a party.

While the tortoises make their way carefully, the hares rush to their destination which leads to a tragic outcome for one of the group.

In 2013 there were 75 pedestrians aged 11-14 who were killed or seriously injured on London’s roads.

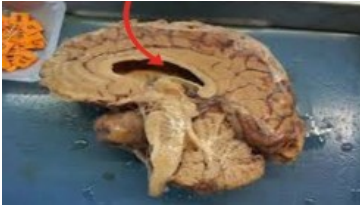
Although this was down from 88 in the previous year, transport bosses say the issue “requires constant attention and remains a top priority”.

Ben Plowden, Director of Strategy and Planning for TfL Surface Transport, said: “Reducing casualties among all road users is a major priority for us and the Mayor.

“Our latest series of campaigns will help all road users look out for themselves and for each other to cut by 40 per cent deaths and serious injuries by 2020.”



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