

## **High profile poster campaign drives home road safety message**

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A high profile poster campaign warning motorists about the consequences of using mobile phones while they are driving has been launched on a busy Staffordshire commuter route.

The eye catching billboards have been put along the A38 between Fradley and Hilton to remind people about the dangers of driving while talking on a hand held mobile phone.

The signs will be replaced in February by posters urging people to keep their distance from the vehicle in front of them.

The final phase in the four month rolling programme will feature billboards urging people to wear their seat belts.

Staffordshire Safer Roads, a partnership between Staffordshire County Council, Staffordshire Police, Staffordshire Fire and Rescue Service, Highways Agency and East Staffordshire Borough Council, has launched the campaign.

A total of 144 collisions have taken place on the stretch of road being targeted during the last three and a half years - a quarter of which involved drivers aged 21-25.

County Councillor Mike Maryon, Cabinet member for Highways, said: "This is an eye catching campaign which really drives home the importance of road safety. The A38 is a very busy commuter route and we want to make it as safe as possible - we need motorists to help us achieve this. The message is clear - keep both hands on the wheel, strap up and keep your distance."

Councillor Liz Staples, East Staffordshire Borough Council's Deputy Leader for Partnerships added: "As a regular user of the A38 I know how busy it can get, especially at peak times. It is of vital importance that all motorists take heed of this message not just whilst driving on the A38 but on all roads at all times."

Ends