

Second phase of an eye catching road safety campaign is launched

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The second phase of a high profile road safety campaign has been launched along a busy Staffordshire commuter route.

A series of eye catching billboards have been put on the A38 between Fradley and Hilton to remind motorists and passengers to wear their seat belts.

The posters have been put up as part of a year long initiative to urge people to take extra care on the stretch of road.

The campaign got underway towards the end of 2009 with a poster reminding motorists of the dangers of talking on hand held mobile phones.

The final phase of the road safety scheme will be launched in the summer when a third billboard will be put in place warning people of the dangers of not keeping their distance from the vehicle in front.

Staffordshire Safer Roads Partnership, which includes Staffordshire County Council, Staffordshire Police, Staffordshire Fire and Rescue Service, Highways Agency and East Staffordshire Borough Council, is spearheading the campaign.

The partnership targeted this particular stretch of road after records revealed that 140 collisions have taken place between Fradley Lane and the county boundary from January 1 2007 to December 31 2009. A total of 45 of these involved drivers aged 21-25.

Staffordshire County Councillor Mike Maryon, Cabinet member for Road Safety, said: "This campaign sends out a very powerful message to motorists to play it safe on Staffordshire's roads.

"The posters are eye catching and drive home a trio of very important warnings – keep both hands on the wheel, strap up and keep your distance."