

'BRAKE - Road Safety Week' (16th-22nd November)

"Safe vehicles (by this, we mean all motorised vehicles) are designed to prevent road crashes and protect people inside and outside the vehicle if a crash does happen".

BRAKE (The Road Safety Charity) is launching Road Safety Week from 16th-22nd November. The theme this year is 'Safe Vehicles Save Lives' and will focus on the role of vehicle safety technology, such as automated driver assistance systems and seat belts, in reducing road deaths and injuries. The campaign highlights the importance of mandatory safety technology for all new vehicles and how to ensure vehicles are roadworthy. Here is more of an insight into the key aspects of the "Safe Vehicles Save Lives" theme: -

- **Vehicle Safety Technology:**

The campaign will raise awareness of how modern safety features (such as 'Automated Driver Assistance' systems) save lives by helping drivers maintain speed, brake in emergencies, and protect occupants.

- **Roadworthiness:**

There is an emphasis on raising awareness about the importance of ensuring vehicles are maintained to the highest standards, and always in a roadworthy condition before every journey. 'FLOWER' is a simple, yet effective reminder when checking your car: -

F = **FUEL** – do you have enough for your journey?

L = **LIGHTS** – check headlights, brake lights, indicators are in working order

O = **OIL** – check oil levels when engine is cold

W = **WATER** – check lubricants, coolants, washer fluid

E = **ELECTRICS** – ensure battery is present and secure

R = **RUBBER** – check tyre pressure, uneven wear, side wall damage, tread

- **Preventing Crashes & Reducing Harm by:**

- Educating the public on how vehicles themselves can be designed to prevent crashes and minimize injuries when collisions do occur.
- Automated driver assistance systems keep vehicles in the right lane and below speed limits, detect hazards and brake in an emergency.
- Protect people inside and outside the vehicle - Seatbelts, airbags and 'forgiving' vehicle parts protect people inside and outside the vehicle in a crash. Vehicles must pass stringent crash tests.
- Manage driver safety - Vehicle technology detects unsafe driving behaviour (e.g. due to tiredness) and informs authorities.

- **Support for Victims:**

The campaign will also share the stories of road crash victims, demonstrating the devastating impact of collisions and how safe vehicles can help prevent them.

In 2024, there were 19 fatalities and 504 serious injuries in West Sussex, resulting from a Road Traffic Crash (RTC). By sharing this campaign with our residents, it helps to support our Road Safety Strategy and aspiration to make a difference. For further information: - <https://www.brake.org.uk/road-safety-week>

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