YOU SHOULD BE A SAFE ROAD USER...BECAUSE!

Dublin's emergency services have joined forces with South Dublin County Council and the Road Safety Authority in a combined road safety campaign, to outline the causes, the consequences and injuries of a collision, should a person does not follow the safe rules of using the road.

The new road safety campaign, entitled 'Because', is aimed at all road users and focuses on four factors of road safety – safe speeds, being sober, belted and visible.

John Keogh, Third Officer with Dublin Fire Brigade, said: "Firefighters respond to collisions every day and our paramedics and advanced paramedics are trained to deal with multiple trauma, between outer body injuries, head injuries and internal injuries. We are faced with multiple trauma following collisions, and sometimes, the hidden injuries are the more dangerous type."

The National Ambulance Service in Tallaght focused on seatbelt wearing as part of the campaign. Advanced Paramedic Supervisor Eoghan Connolly said the injuries suffered by a person not wearing a seatbelt are horrific.

"We see this all too often, and many injuries could be avoided if a person was wearing a seatbelt. When you get into a vehicle, the first thing you should always do is to put on your seatbelt, because if you don't and you're in a crash, you could be seriously injured or killed," he added.

The Gardaí operated their clampdown on drink and drug driving over the Christmas and New Year and for this campaign, they continued their message to drivers to be sober while driving.

Garda Willie Gaynor, Divisional Traffic Unit in Terenure, said: "Every driver is aware of the fact that it is illegal and dangerous to drive while under the influence of alcohol. They should also be aware that if they drive while drunk and are stopped, breathalysed and convicted, they could lose a lot more than their pride and respect. So, if you're out socialising and drinking alcohol, don't drive, because if you do, it could be the last trip you ever have."

South Dublin County Council led the campaign which began in early January and involved video messages on social media, local radio and in local cinemas. According to Road Safety Officer Declan Keogh, "The onus is always on an individual to ensure their own safety, but we still have to remind them of risks and dangers and outline the consequences of their actions, whether its drink driving, speeding, travelling in a car unbelted or not being visible on the road."

Keogh said the council is asking all road users to make this time of year, especially the New Year, one for them to improve their driving behaviour, cut their bad driving habits and become safer, "because if they do, the roads will be much safer for everyone".