

# JERSEY ROAD SAFETY WEEK



## Safer Roads

Over the past three years there has been an average of **57 people killed or seriously injured each year**.

This is more than one per week - every one causes needless devastation, trauma and suffering<sup>1</sup>.

According to research carried out by the Transport Research Laboratory, 95% of all injury on the road is caused by human error.

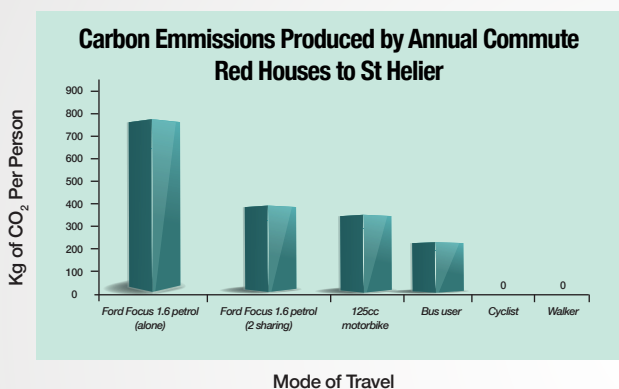


**Driving less can reduce traffic danger in your area.**

## Less pollution

Travelling by bus instead of car produces **6-8 times less CO<sub>2</sub>**, on average<sup>2</sup>.

Walking or cycling produces none.



## Healthier happy children

Over **68%** of Jersey primary children are **driven to school**.

Walking, cycling and scooting to school helps children engage with their community, stay healthy, learn important road skills and arrive alert and relaxed.



**Driving less for families can mean more active, sociable lifestyles.**

## Healthier happy people

**48%**, nearly half of all adults in Jersey are now classified as either **overweight or obese**, perhaps coincidentally, almost half (49%) of Jersey adults don't take the recommended level of exercise<sup>4</sup>.



Regular walking, jogging and cycling can help guard against asthma, depression, diabetes, heart disease, osteoporosis and some cancers<sup>5</sup>. People who take the bus to work instead of driving have a lower body mass index (BMI) and a healthier bodyweight<sup>6</sup>.

**Driving less means improved health, wellbeing and less stress.**

## Less traffic



In Jersey, almost 50% of car trips to work are **less than 3 miles**. It only takes 15 minutes to cycle 3 miles.

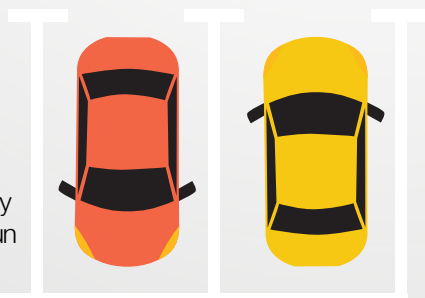
**Driving less means less congested roads, more pleasant streets.**



## Reduced costs

Leaving the car at home and walking or cycling to work can **save you more than £1,356** in parking charges based on a season ticket.

A family can save £642 a year by swapping a car based school run for walking or cycling<sup>3</sup>.



**Driving less is usually cheaper and saves you money.**

