

Traffic Safety Education and Information Campaign Activities in China

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1 Introduction

Ever since the invention of automobile, traffic accidents has went along with its development. Until now, more than 10 million people have lost their lives in traffic accidents. Since 2005, the total number of traffic accidents is falling fast continuously each year in China. The average falling rate is around 7.43% per year¹. However, the situation of road traffic safety in China is still not optimistic. The annual road traffic mortality rate of China is ranked the 2nd around the world. The Chinese Central Government has refined the objective of road traffic safety work since 2003. The State Administration of Work Safety has issued "the twelfth five year plan of road traffic safety" in Dec. 2011. The targets are that in the year of 2015, the road traffic mortality rate will be less than 2.2 (around 3.2 now) per ten thousand accidents and the public road safety consciousness will be enhanced obviously. Relative laws and regulations have also been refined.

Human factors are the major cause of most of the road traffic accidents. In China, 85% of the road traffic accidents are due to disobeying the traffic rules and lack of common sense of traffic safety². Legislation and strengthen the management on transportation industry are all effective ways that have been adopted to reduce human errors in driving. Education and information campaign are also important approaches to raise public awareness of road traffic safety from a long-term perspective. The works are also long – term effort, which needs the participants of different institutions, sharing of different actions, events and information of the society and improvement of the facilities for traffic management.

This report will focus on the education and information campaign activities in China to reduce road traffic accidents. Section 2 will discuss the current state of road traffic safety education and information campaign in China. Current status of people's traffic safety awareness in China will be discussed in Section 3. The major forms and main contents of road traffic safety education and publicity will be discussed in Section 4. Relative regulations and standards in China will be introduced in Section 5. In Section 6, typical case studies in recent years will be introduced as the main content of this paper.

2 Current status of traffic safety education and publicity

Ever since the 1960's, propaganda institutions, which are in charge of the organizing and implementing traffic safety education and propaganda, have been set up in urban traffic management departments in China. The State Council has confirmed that traffic safety education and propaganda activities in the country are all administrated by the public security organs in 1986. The original State Education Commission (currently the Ministry of Education) has issued "The announcement about establishing the Traffic Safety Education

Day in middle and primary school" in 1996, which has institutionalized the traffic safety education in middle and primary school. The year of 1996 is also the first year of China's "nine five - year plan". The Ministry of Public Safety has specially formulated the "Three year plan of traffic safety publicity and education (1996-1998)". The plan has included the contents such as, constructing traffic safety propagation organizations and troops, clarifying the propagation responsibility, traffic safety education for middle and primary school students, the use of public media, constructing traffic radio stations, making literature and art propagation materials for traffic safety propagation, building traffic safety education schools, making good use of traffic polices, et al. At the same time, the first week of April has been selected as the "the nation's traffic safety propagation week". April 30 has been selected as the "National traffic safety introspection day" of China.

In the third National Road Traffic Safety Meeting in 2006, "five rectifications" and "three reinforcements" concepts have been presented and until now, they are still the key points of the transportation safety work in China. The "five rectifications" are the rectification of the driver troops, order of surface transport, enterprises of transportation, automobile manufacturers and refitting companies, and dangerous road sections respectively, and the "three reinforcements" are the reinforcement of the responsibility system, traffic safety education and propagation, and examination of law enforcement respectively. Deepen the implementation of the driver quality – oriented education project has been listed as the No.1 emphasis among six in the presentation of Yongkang Zhou, who is the chair of the meeting.

In 2011, the Ministry of Public Safety has published an industrial standard entitled "Specifications for setting road traffic safety publicity and education facilities"³ to enhance the traffic safety publicity and education of the law enforcements and service sites of public security departments. However, until now, there's no specific law and regulation related to traffic safety publicity and education. Only the Article 6 of the "Road Traffic Safety Law of the People's Republic of China" has mentioned traffic safety education and propagation. It defines the duty of the government, public security departments, public institutions and organizations, education administrative departments, schools and the media on traffic safety publicity and education. However, legal responsibility has not been cleared defined in this law.

Due to the lack of legislation and funding guarantee, the nation's traffic safety publicity and education system has not been constructed completely. The life cycle traffic safety education system has not been built yet, either. The traffic safety publicity and education seems only the "job" of the public security departments. More concerns should be given by the public and the media to build a whole society involvement environment.

3 Current status of people's traffic safety awareness

Although road traffic accident number of China has been keep following down in recent years, traffic accident is still the No.1 factor that influences people's sense of security, which is higher than criminal offence and public disorder.

Traffic safety awareness is the major factor that influences the traffic accident rate. Based on the statistics from the transportation departments of public security, in the year of 2007, 94.82% of the total traffic accidents were caused by human factor and 89.35% of the total traffic accidents were due to motor vehicle drivers' violation of laws. 3.81% and 1.66% of them were due to non-motor vehicle drivers', and pedestrians' and passengers' violation of laws respectively. In the year of 2010, 0.226 billion law violation cases have been dealt. Local public security departments send their traffic accident reports to the

central government each year and the statistical data are collected based on these reports. These data show that the people in China currently don't have enough traffic safety awareness.

According to the population census of 2010, there were 0.67 billion people in China have rural registered permanent residences which account for 50.32% of the total population. The proportion is much higher than most of the countries in the world. The developments of economy and education are seriously unbalanced between urban and rural area. Vigorously developing the rural highway network has been given priority to by China government. However, the lack of comparative road traffic safety awareness of rural people makes the traffic safety status of rural area not optimistic. This can be reflected as the people live in the rural area lack the cognition of danger and self-protection awareness. Speeding, overloading, driving without license, driving scraped car and riding non passenger vehicle are still common in rural transportation. The phenomena, such as people do not know or understand the laws, are pervasive in rural area. They may put the laws aside for ease or saving money. These appearances all prove the lack of traffic safety awareness in the rural area.

4 Main content of road traffic safety education and publicity

Road traffic laws and regulations are one of the emphasis areas of traffic safety education and publicity. The traffic laws and regulations in China have explicitly defined the rights, obligations, and standards of conduct of traffic participants. However, due to certain personal reasons, illegal phenomena can be found frequently. Many traffic participants are not serious about the laws and regulations for road traffic or know very little about them. For example, some pedestrians like to go across the road during red lights in China. They know these behaviors are not appropriate, but they still think there's no punishment and cannot realize the danger.

The basic objective of road traffic laws and regulations is to ensure the safety of people's life and property. Other than the permit test for driving license, there's no chance to require people to study relative laws and regulations systematically. It is necessary let all the traffic participants familiar with the traffic regulations through traffic safety education and different forms of publicity.

General traffic safety knowledge, which is very important for people's ability training in analyzing and solving problem in traffic activities, is the main content of traffic safety education. It includes the general safety knowledge for pedestrians, riders, drivers, young students and so on. For example, pre-school children should be led by adults when walking on the road.

Traffic safety moral and psychology education is also very important for maintaining a harmonious traffic environment and also important for traffic safety. Traffic safety moral education is to propagandize the concept of obeying traffic rules conscientiously and be courteous. Traffic safety psychology education is to tell people psychology knowledge in traffic activities. It aims to enhance people's psychological diathesis and adaptive capacity. Then people will not only know the traffic rules, but also know why these rules are set. They will react better during emergency situations with these in-depth learning.

5 Regulations and standards in China

As mentioned in section 2, only the Article 6 of the "Road Traffic Safety Law of the People's Republic of China" has refer to traffic safety education and propagation among all traffic related laws and regulations. It says that the governments at all levels and public institutions and organizations should organize traffic safety education frequently to improve people's traffic safety awareness. Public security departments should enhance the publicity of traffic laws and regulations during performing their duties, and become exemplary in obeying traffic laws and regulations. Administrative departments for education and schools should incorporate traffic safety education into their legal education. The departments of the media authorities have the responsibility for traffic safety education.

6 Typical traffic safety education and information campaign activities

China is one of the countries that have the largest fatality numbers caused by traffic accidents in the world. China government has pay special attention to traffic safety in recent years and the traffic safety status in China has improved gradually. In 2006, China got rid of the No.1 position for traffic accident fatality number. The improvement of traffic safety awareness of people is an important cause of this progress.

As early as 1986, the State Council has confirmed that traffic safety education and propaganda are all administrated by the public security organs. Therefore, most of the traffic safety education and information campaign activities in China are conducted by public security departments and other government organizations. The advantages can be found as fast implementation, wide spread and high number of participants. Spontaneous enthusiasm of people or non-governmental organizations may be reduced under this situation.

6.1 Traffic safety education and propaganda to children

Traffic safety education has always been put emphasis on children and teenagers. According to incomplete statistics, the fatality number of middle and primary school students due to traffic accident and drowning account for more than 60% of the total fatality number and the number of injuries and deaths caused by traffic accidents are still increasing each year. More than 20 thousand of the middle and primary school students injure or dead in traffic accidents each year. Traffic accident has become the No.1 killer to juveniles. Traffic safety is important in guaranteeing the healthy and happy growing of children and also keeping the harmony and stable improvement of the society. In 1996, the original State Education Commission (currently the Ministry of Education) has issued "The announcement about establishing the Traffic Safety Education Day in middle and primary school", which has first institutionalized the traffic safety education in middle and primary school. Each year, the Traffic Safety Education Day has a different topic.

In 2007, the Ministry of Education has enacted the "Guidance outline of public safety education for middle and primary school students". Learning traffic safety laws, knowing the common sense of traffic safety, cultivating good habits of obeying traffic rules and laws, analyzing travel potential safety hazard and searching solutions, and doing disperse exercises have been added to the outline. After the beginning of the autumn semester in 2007, local education administrative departments have carried out deep road traffic safety education activities to the teachers and students in middle and primary schools. Each school has been asked to use propagation pictures, cards and presentations to help the students to cultivate good traffic safety behavioral habits. Special attention has been paid to the "black" school bus (school bus without relative qualifications) in these activities.

Different sectors of the society have shown their concerns in children and teenagers'

traffic safety education through different forms and ways. Motor corporations are also enthusiastic in traffic safety education. China Concerned about the next Generation Working Committee has initiated the "Traffic safety education activities for primary and secondary school students" in Beijing in 2010. Different publicity methods, such as, itinerant exhibition of traffic safety knowledge, itinerant exhibition of traffic safety education, collecting 10 thousand driver's signatures in concerning children's travel safety et al, have been adopted to improve the traffic safety status of primary and secondary school students in China.

Motor corporations are also the activists of traffic safety education and publicity. BMW, GM, Toyota et al, have participated in children's traffic safety education and publicity activities in China. BMW became the first automobile manufacturer that provided professional road safety training classes to all drivers in the world in 1977. In 2005, BMW has brought the Children's Traffic Safety Education Camp project into China, which helps the children between 4 to 9 years old to learn traffic safety knowledge and cultivate their traffic safety awareness during playing. BMW has built their camps in Guangzhou, Shanghai, Chongqing, Shenyang and Beijing in China. More than 350 thousand of children have taken advantage of the camps. BMW has also produced a cartoon TV series with the length of 52 episodes called the "Anan's story" in 2013 and it has been televised by Beijing TV. In addition to basic traffic safety knowledge, BMW also included self-protection knowledge during an earthquake, a fire alarm and outdoor recreation into the stories.

GM has cooperated with the China Concern Organizing Committee started the "GM Children - Family Traffic Safety Education" project in 2008. They have signed the "Children traffic safety family education plan" to promote children - family traffic safety education in China. Based on the plan, the project was started in Beijing, Tianjin and Qingdao to promote concepts, popularize knowledge and exhibit achievements on traffic safety. They have planned to cover 50 cities and 10 million families within 5 years. The slogans for the 1st year were "fasten the seat belt" and "use the children safety seat".

Also in the year of 2008, Toyota has cooperated with the Children Department of China Women's Union and China Family Culture Research Society started the "Little hand bold big hand - China family traffic safety education" activities. They have sent more than 60 thousand "Doraemon Traffic Safety Manual" to 345 kindergartens in 21 cities.

The famous tyre manufacturer Michelin has cooperated with related organizations of China carrying out many different activities on traffic safety education and propagation, especially towards children and automobile drivers. In 2011, Michelin has published the first traffic safety manual in tyre industry for elementary school students. In 2010, Michelin has signed the corporation contract with the Traffic Management Research Center of Ministry of Public Safety on the training and propagation of tyre safety.

In 2008, the Red Cross Society of China has started the "Road, car and care to children's lives" activities to call for care about children's life and health. The activities were aimed to popularize traffic safety knowledge, call for traveling in a civilized manner, and honor the people oriented products for vehicles and children. The highlights of the activities were electing love ambassadors from entertainment and sport stars, electing vehicle models that were most suitable for children, publishing the "Blue book of the social responsibilities of China automobile enterprises", carrying on the surveys on people's consumption customs and safety and healthy brands, and setting up Red Cross first aid kit media, et al.

6.2 Driver's training and education

China is entering the automobile society in recent years. Comparing to the US, who has given up public transport after the Second World War, the domestic driving history of China is much shorter. In the US, formal driver training is not required before getting the driver license, since American people are familiar with cars and transportation regulations when they were young. As stated definitely in Article 20 of the Road Traffic Safety Act Enforcement Regulations of China, coach and instructional car are required during driving learning process before the driver license test. Entering a driving school is a necessary step to get the driver license in China. Therefore, ensuring the quality of driving schools is a very important to improve traffic safety status in China.

In article 20 of Road Traffic Safety Act, it is confirmed that driver training implements socialization management. Traffic management departments are in charge of the qualification of driving schools. Driving schools should teach their students traffic safety laws, regulations and driving skills in strict accordance with the nation's regulations.

In 2005, China government has carried out full scale quality-oriented education project for drivers. The Ministry of Transportation has compiled the "Syllabus for driver's quality-oriented training" and published the teaching materials entitled "Driving safely starts from here" and the "Assessment methods for driver's integrity". Through rectifying the driver training market, reforming training methods, improving training effectiveness, improving supervision mechanism, and enhancing propagation et al, the project aimed to deepen the quality-oriented education for drivers. During the Sixteenth National Congress of the Communist Party of China, more than 2,100 driver schools that were not qualified have been shut down. More than 11,000 driver coaches have been expelled. More than 5,000 examiners have been re-train and more than 4 million drivers with the violation points more than 12 in that year have been trained. In the year of 2006, the number of accidents and fatalities caused by drivers with the driving year less than one has been reduced 62.3% and 40.7% respectively comparing to that of 2003.

The Ministry of Transportation has re-published the "Syllabus of automobile driver's training and education of the People's Republic of China" in 2007 and the old one has been abolished at the same time. In the new syllabus, driver's ethics content, such as comity and driving in a civilized way, has been added. General vehicle faults and emergencies dealing methods have been added. The use of driving simulator and quality-oriented training methods have also been added. The new syllabus has used the stage teaching and staged checking training mode. The first stage is laws, regulations, relative theories and driving ethics education. The second stage is the forming and improvement of basic driving skills. The third stage is actual road driving and predication and analysis capability training. The fourth stage is dealing methods for common vehicle faults and how to prevent traffic accidents.

In 2009, the Ministry of Public Safety has revised the "Application regulations of automobile driver license". The new regulations allow more disabled people to drive cars. In 2010, the Ministry of Transportation has published the "Syllabus for driver training of disabled people" to ensure the quality of driver training for disabled people. In 2011, the Ministry of Public Safety and Central Civilization Office have deployed the "Civilizing traffic action plan". The plan has proposed to build model schools for civilizing traffic as the traffic safety publicity bases.

There were 7 accidents happened with the fatalities larger than 10 in 2010, and 5 of them were caused by road passenger transport. In Mar. 16, 2010, the Ministry of Public Safety and the Ministry of Transportation have sent out urgent notice to start the renovation activities of the road traffic safety education for the road passenger transport around the

nation from Mar. 17 to May 17. During the activities, temporary check points have been set along major highways to check the driver license and registration information of passenger vehicles with seats larger than 7, and provide safety reminders. The check points have forced the drivers who drove more than 4 hours continuously or totally more than 8 hours within 24 hours, to rest. The education activities also focused on speeding and overloading. Serious punishments have been given to the drivers who violated the traffic laws and regulations during the centralized checks.

One of the representatives of the traffic safety education school runs by non-governmental sectors that can be introduced is the Shanghai Traffic Safety Education School. It was established in 1995 by Shanghai Television University and co-organized by Shanghai traffic office of public security bureau. It now has 23 county branch schools and 53 everyday education coaching center. It takes the responsibilities for the traffic safety education of millions of drivers in Shanghai. The school now has the special projects of "Traffic safety managerial staff training", "Driver daily education", "Special workshops on traffic accident precaution" and "New driver introduction education". It has earned class A in the comprehensive assessment by Yangpu district education assessment office in 2000.

6.3 Law publicity campaign

The "Road Traffic Safety Act of the People's Republic of China" has been passed by the tenth Executive Committee of the National People's Congress of the People's Republic of China in Oct. 28 of 2003 and implemented in May 1 of 2004. It is the first basic law in China that comprehensively regulates the relationship between the rights and obligations of road traffic participants.

The Ministry of Justice and Ministry of Public Safety have published the notification about carrying out the studying and propaganda work of the "Road Traffic Safety Act" in 2004. The notification has asked the justice departments, public security departments, propaganda departments of liberation army and general political departments of all the provinces and municipalities to conduct the law publicity work. The law publicity should reach to the leading cadres of all levels, law enforcement officers of traffic police, automobile drivers and all the people especially children and teenagers. After a concentrated period of studying the law, the study and propagation activities with the theme of "Love life and health, maintain road traffic safety" should be carried out as stated in the notification.

In 2006, the Propaganda Department of the Central Committee of the CPC, Ministry of Public Safety, Ministry of Education, Ministry of Justice and State Administration of Work Safety have issued the "Implementation plan of the - protect life, travel safely – traffic safety education and propaganda project". The plan was a deepening of the "five rectifications" and "three reinforcements" works. The plan called on government offices to put emphasis on traffic safety and use different methods to propagate traffic safety law and improve people's traffic safety awareness. The plan also cleared the assessment of relative government organizations based on traffic safety education and propagation achievements.

In 2000, the Central Law and Order Office, the Central Civilization Office, the Ministry of Public Safety and other 9 departments have co-published the "Notice about enhancing the education and propagation works of road traffic management laws and regulations" to local administrative departments, including law and order office, civilization office, public safety, economy and trade, education, judicial, construction, and agricultural departments, federation of trade unions, the communist youth league committee, women's federation and children's working committee. The weak in understanding traffic safety laws and lack of modern traffic safety awareness have been recognized as one of the

direct and most importation reasons for the high accident rate in China. The notice has asked different organizations to cooperate in the education and propagation of traffic safety laws and regulations. The traffic management departments of public safety should widely carrying out the propagation and education of traffic management laws and regulations through establishing the "Safe road" activities, implementing the "Smooth traffic project" and the traffic safety propagation week of each year. Traffic safety legal education should permeate into relative courses of middle and primary school students by education departments.

6.4 Special concern on rural area

As described in Section 3, the traffic safety awareness status of people in the rural area is really worrying. Rural areas have very low car ownership compared to cities. For example, the car ownership ratio between cities and rural areas in Hunan province in China is around 18:1. However, in recent years, 55% of the fatalities in traffic accidents are peasants and the rate is still increasing. China government has pay special attentions on traffic safety education and propaganda to rural people.

In 2004, the nation has concentrated on traffic safety propagation coming to the countryside, to communities, to enterprises and public institutions, to schools and to families (the "five to") activities. The rural area has been put forward as the emphasis on preventing road traffic accidents and it is the priority among priorities of the "five to" activities. The activities aimed at improving self-protection and precaution awareness through enhancing traffic safety education and propagation in rural area. The provinces and cities of China then started traffic safety education and propagation coming to the countryside activities using different forms. For example, Shenyang has convoked the "ceremony of traffic safety coming to villages and towns and communities in the city propagation activities". The first speech of the activities was about rural area traffic safety. The deputy mayor of Shenyang and the director of the municipal public safety bureau have joined the propagation team and given speeches. The representatives of villagers and traffic polices have used the traffic accident cases around them to persuade people improve their traffic safety awareness. The "five to" activities have been treated as the focus of traffic safety propagation work until now.

In November of 2007, the traffic management bureau of the Ministry of Public Safety has published the "Notice about carrying on winter traffic safety propagation activities and reaching the high tide of the propagation". The propagation to the transportation enterprises and countryside were the focus. For the rural people, the propagation has emphasized on the harm and consequence of serious traffic illegal acts, such as tractor, three wheel truck, and the low speed truck for goods carrying passengers in violation of law, driving without license, drunk driving and riding motorcycle without safety helmet, et al, to improve the traffic safety awareness of rural people. For transportation enterprises, the emphasises were on the propagation of safe traveling and vehicle maintenance common knowledge in the harsh environment of winter, the harm and consequence of overloading and drunk driving et al.

There are about 10 thousand agricultural machinery accidents happened each year in China and about 5 thousand serious injuries and fatalities. Agricultural machinery safety has become one of the destabilizing factors of the society. The Ministry of Agriculture and the State Administration of Work Safety have started the "Establishing safe agricultural machinery and promoting the new country construction" activities from 2006 to 2008 to enhance the management of agricultural machinery. The objectives of these activities were to clear the responsibilities of safe production, to improve the education and propagation of agricultural machinery safety and awareness of people's production safety, and

to improve the driver license management and agricultural machinery management. The key part of these activities was including the agricultural machinery production safety to the assessment system of new country construction of all the levels of the government departments of China.

Since 2006, a series of safe agricultural machinery model towns, counties, villages and families have been established. Agricultural machinery accidents have been reduced and rural people's safety awareness has been improved obviously. To deepen the relative works, the Ministry of Agriculture and the State Administration of Work Safety have decided to continuing carrying on the "Establishing safe agricultural machinery and promoting new country construction" activities from 2009 to 2011. The objectives of the activities have been cleared as building 10 safe agricultural machinery model towns, 100 model counties, 1,000 model villages and 10,000 model families in each province in China to forming the safe agricultural machinery environment. 200 national wide safe agricultural machinery model towns would then be elected based on this. The "National standards for building the safe agricultural machinery model towns, counties, villages and families" has been established by the Ministry of Agriculture and the State Administration of Work Safety. Enhancing education and propagation and creating social atmosphere have still be treated as one of the key works until now.

The traffic management bureau of the Ministry of Public Safety has cooperated with the China Insurer Company starting the "Million picture albums coming to the countryside" activities in 2007. Picture albums entitled "striving for a relatively comfortable life cannot leave safety aside" have been sent to the countryside of different provinces in China. The director of the traffic management bureau of the Ministry of Public Safety has pointed out that traffic safety is a long term work and only if the rural friends, who account for half of the populations in China, mastered traffic safety knowledge, traffic safety work can gain effect. The picture albums tell people how to walk, ride and drive safely. The contents use demotic languages and vivid pictures, which are very suitable for people live in the rural area to read.

The traffic management bureau of the Ministry of Public Safety has decided to ask the departments of traffic management to start the open of police camps activities since Sup. 20, 2007. During the open period, the departments of traffic management should invite people from all walks of life, especially the representatives of drivers, riders and walkers, primary and secondary school students, owners of transportation enterprises and safety administrators, personnel of enterprise and public institutions, and the representatives of peasant workers, coming to the police camps. They will observe the work going of the traffic safety departments on law enforcement, traffic dispersion, and accident handling on site. The activities were first carried out in the capitals of the 36 provinces and independent planning cities in China.

The traffic management bureau of the Ministry of Public Safety has also carried out the "National police camps open day" activities in 2012. In the first "National police camps open day" of Jan. 7, 2012, the traffic safety of spring festival transportation has been selected as the theme of the activities. Peasants and migrant workers from the countryside has been invited to the police camps for traffic safety propagation and gathering comments on improving traffic safety during spring festival.

6.5 Traffic safety propagation with special theme

The government offices of China and social organizations have always pay attention to traffic propagation using important events as the background. It is easy to gather attention from the public and therefore the influence will be deeper than usual.

China has hosted the 29th Olympics in Beijing in 2008. It was also the first time China hosted the Olympics. Many traffic safety propagation activities have been carried out using the theme of Olympics. The propaganda department of the Central Committee of the CPC and Ministry of Public Safety have started the "Welcome Olympics and travel safely" traffic safety knowledge contest in June of 2008. Participants can answer questions published through different medias. People who give correct answers to all the questions have a chance to get different levels of prizes through lottery activities. Based on statistics, the contest questions have been published on 87 provincial level and 626 prefecture level news papers, and 637 web media. The audiences of the TV contests were more than 58.8 million and the relative participants were more than 116 million. It was gratified to see that among these participants, there were about 42 million middle and primary school students. The activities have promoted the safe travel of the juveniles apparently.

April 25 of 2008 was the first theme propagation day of the "Olympics Security Theme Day". It was also the "Welcome Olympics safely and make contributions to ordered traffic" traffic propagation day. The special theme of the propagation day was "Fasten the seat belt and no accidents". The propagation contents have been focused on general knowledge of seat belts, their functions and relative laws and regulations.

The city of Beijing has started the odd and even license plate rule between Jul. 20 and Sep.20 in 2008. The traffic management committee and other organizations have initiated the "For the harmonious transportation, Beijing can rely on me" activities. The activities called on private automobile owners in Beijing to travel in a civilized, safe, green, healthy and happy manner. The activities have got strong social responses, making them one of the largest ever events. More than 500,000 car stickers and 120,000 flyers have been given out, and more than 100,000 drivers have registered to the activities.

Shanghai has hosted the 41th World Exposition in 2010 and this was also the first time China hosted the World Exposition. To take the opportunity for traffic safety propagation and keep a well road transportation environment, the municipal public security bureau of Shanghai has joint with other six departments to enact the "Work plan of road traffic safety propagation during Shanghai World Exposition". The work plan included increasing the social propagation width and increasing the safety awareness of traffic participants, and intensifying the propagation of the media to highlight the elegant demeanor of the World Exposition traffic polices. The leader of these activities was the municipal public security bureau, and the municipal civilization office, the municipal comprehensive management of public, the propaganda department of the municipal party committee, news office of the municipal government, the municipal board of education and party committee and government departments of all the districts in Shanghai should in charge of different propagation works.

To respond to the call of enhancing global road traffic safety resolution of the United Nation, six departments (the Ministry of Public Safety, the Ministry of Health, et al) have co-organized the first "United Nation road traffic safety week – China district" activities in 2007. Traffic management departments of the public safety organizations have published the "Road safety action appeal" to the society. Based on uncompleted statistics, during the activities, local public safety departments have given out about 70 million propaganda materials, set more than 100 special columns through the media, published 7000 papers and about 0.12 billion people have joined the activities.

Drunk driving has been one of the main risk factors of road traffic accidents. Under the conducting of the road traffic safety cooperation alliance of the United Nation, the World Health Organization, the Global Road Safety Partner, the World Bank and the FIA foundation have published the Chinese version of "Drunk driving" as one of the road traffic

safety manual series in 2007. The manual introduced best practice cases of drunk driving projects around the world, and briefly introduced steps for establishing and implementing reducing drunk driving projects.

6.6 Travel information service

Severe weather is always a threat to traffic safety. It will influence driver's line of sight and therefore influence the observation capability and judgment of driver. Severe weather, such as rain and snow, will also lower the safety performance of the automobiles. Indirectly, severe weather can influence driver's physical and psychological condition, and may also damage road traffic safety facilities. Therefore, publishing traffic related weather information in time to the road users is very important. Other travel related information, such as highway conditions, emergency events, highway constructions, et al, can help travelers planning their trips ahead of time, changing their routes and making their travel more safe, convenient and reliable.

In 2006, the Ministry of Transportation has published the "Regulations for road traffic information service" and the "Reporting regulations for road traffic blocking information of the Ministry of Transportation". According to these regulations, transportation departments of different level should publish different kind of information along the highway in time through using the internet, call centers, TV and radio stations, vehicle mounted terminals, mobile terminals, information publishing facilities along the highway, et al, to fulfill different requirements of the road users. The information published mainly include the name of the highway, the mileage, the key technical indexes, major cities and scenic spots, the weather information of the day and the coming 48 hours, road maintenance and rehabilitation information, and emergency incidents, such as natural disasters, accidents, social health events, et al and relative road traffic management measures.

The Ministry of Transportation has established the website of "China highway information service" (www.chinahighway.gov.cn). The website provides the latest traffic query and real time rolling highway operation information to facilitate the road users. The Research institute of highway ministry of transport has established the working team of road weather service and emergency of response in 2005. The work team has cooperated with different kind of media to provide real time traffic related weather and emergency information to road users.

During January and February of 2008, Southern China has encountered a wide range of low temperature, sleet frozen weather, which hasn't be seen within 50 years. It was also during the spring festival travel periods. Many airports and highways have been shut down during that time and stranded passengers in Guangzhou were nearly about 800 thousand in Jan. 30. In November of 2009, the Ministry of Transportation has sent emergency notice and asked all level of traffic management departments pay high attention to the influence of severe weather to traffic safety. The Ministry of Transportation asked the local departments to make most of different kinds of media to propagandize the disaster prevention and relief works of transportation departments, and guide passengers and vehicles travel reasonably, along with making many disaster prevention arrangements.

In 2010, the Ministry of Transportation and China Meteorological Administration have published the "Notice of further enhancing the road traffic weather service". The notice asked local transportation and meteorological departments to push the establishing of special traffic weather observation stations and live – action video monitoring systems with the considering of road traffic weather service requirements. The objectives were to make road traffic weather service more intelligent and humanized. The meteorological departments have promised to fasten the upgrade of weather stations along the highway,

especially the observation of visibility facilities. The departments of transportation should in charge of the maintenance of these meteorological facilities. The two departments will cooperate through the use of TV, radio, internet, cellphone message, road electronic screen, et al to send emergency call of road traffic weather monitoring and reminder of safe traveling to the public in time.

7 Conclusion

The high frequency of traffic accidents has seriously restricted the development of the economy in China. The mode of government conducting and local departments of different levels working together for traffic safety has restrained the highly increasing trend of traffic accidents in a short time. However, traffic safety is a long term and complex task. It needs the attention and participation of the whole society. The weak in understanding traffic safety laws and lack of modern traffic safety awareness have been recognized as one of the direct and most importation reasons for the high accident rate in China. To improve the road traffic environment, enhancing the education and propagation of traffic safety and improving the consciousness of traffic participants on obeying the traffic rules and regulations are very important other than the increase of the transportation infrastructure construction.

As early as 1996, the "Three year plan of traffic safety publicity and education" has pointed out that traffic safety education and propagation works in China should include constructing traffic safety propagation organizations and troops, clarifying the propagation responsibility, traffic safety education for middle and primary school students, the use of public media, constructing traffic radio stations, making literature and art propagation materials for traffic safety propagation, building traffic safety education schools, making good use of traffic polices, et al. Traffic safety education and propagation now are still focused on these areas and the public road safety consciousness has been enhanced obviously.

This report has reviewed the history of road traffic safety education and information campaign activities in China. The current status of traffic safety education and publicity and people's traffic safety awareness have been analyzed. Major traffic safety education and information campaign activities have been summarized under the classification of traffic safety education and propaganda to children, driver's training and education, law publicity campaign, special concern on rural area, traffic safety propagation with special theme, and travel information service. It can be seen that China government has spent a lot of human and material resources on the relative works of road traffic safety education and information campaign activities. Different social organizations and individuals have been actively organizing and participating in these activities.

However, due to the lack of legislation and funding guarantee, the nation's traffic safety publicity and education system has not been constructed completely. The enrollment of social organizations and individuals in road traffic safety education and information campaign activities are not totally initiative and still not enough. More concerns should be given by the public and the media to build a whole society involvement environment. The developments of economy and education are seriously unbalanced between urban and rural area in China. Traffic safety awareness is widely lack in the rural area. Special concerns are still needed to be paid to the road traffic safety education and propagation in rural area. China will still advocate the hard – working spirit and solidarity efforts in overcoming the new difficulties and challenges of transportation safety in the future.

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