

TfB Road safety news

Welcome to the latest issue of the Road Safety newsletter.

With each issue, we'll be keeping you up to date with our latest campaigns, events, news, road safety tips and more. Don't forget to follow us on social media @travelsafebucks on Twitter and Travel Safe Bucks on Facebook.



Throughout February, Transport for Buckinghamshire's road safety initiative, Travel Safe Bucks, will be focusing on their mobile phone campaign, running alongside the Thames Valley Police and Hampshire Constabulary Joint Roads Policing Unit's national campaign, which is aimed at tackling the issue of people who use their mobile phones whilst driving.

Most people are responsible and don't use their phones when behind the wheel. However, we are still seeing far too many drivers who are willing to take the risk.

Research has shown that you are four times more likely to crash if you use your phone whilst driving, and that you are twice as likely to be involved in a fatal collision texting than you are drink driving. Being on your phone, either making a call, sending a text, or scrolling social media, means that you are far less aware of what is going on around you. Your reactions can be up to 50% slower and you will fail to take in important information, such as road signs, the position of the vehicles ahead of you or any pedestrians or cyclists travelling along the same route as you.



Thames Valley Roads Policing Unit will be focussing on the detection and prosecution of offending drivers to reduce the unacceptable and unnecessary danger that using a mobile phone whilst driving can present to all road users. Travel Safe Bucks is actively supporting this action with their mobile phone campaign throughout February.

Think twice before answering a call or text, even on hands free. Don't take your eyes off the road. Drivers need to be asking themselves if it's worth the risk – to which the answer is definitely no.

Join the conversation on social media by using #ItsNotWorthTheRisk and #StandingUpForHangingUp

It's still cold outside!

With the prospect of Spring creeping ever closer, it can be easy to forget that actually, some of the roads are still quite icy. Whilst we do often grit the roads, grit is not always a failsafe, so it is important that you always drive to the conditions of the road. This means slowing down when driving, allowing more time for your journey, and keeping an increased space between you and the vehicle in front.

If you're feeling a bit anxious, or just want some more useful tips, why not take our winter driving module, which can be found via this link [here](#).



Transport for
Buckinghamshire

Next month, Travel Safe Bucks will be focusing on 'Two wheels' – that means motorbikes, pedal bikes and e-scooters.