



Consultation Report

Consultation Subject:

The Ministry of Interior invites the public to provide their opinions on traffic awareness regarding the violations under the "Driving Without a Phone" Campaign and the associated risks of such violations. This issue is a leading cause of traffic accidents at the state level and presents a significant danger that many drivers and road users may not fully appreciate.

Consultation Objective:

The Ministry of Interior seeks to gather all opinions and suggestions on how to improve traffic safety for all road users and increase awareness among drivers regarding the dangers of using phones while driving.

Expected decisions as a result of consultation:

The development and implementation of programs designed to raise awareness about the dangers associated with the violations under the "Driving Without a Phone" Campaign and their impact on the safety of drivers and road users.

Open Date: September 02, 2024

Closed Date: September 28, 2024

Languages used: Arabic – English

Marketing: Social Media - Website - Smart Notifications - Email – Screens

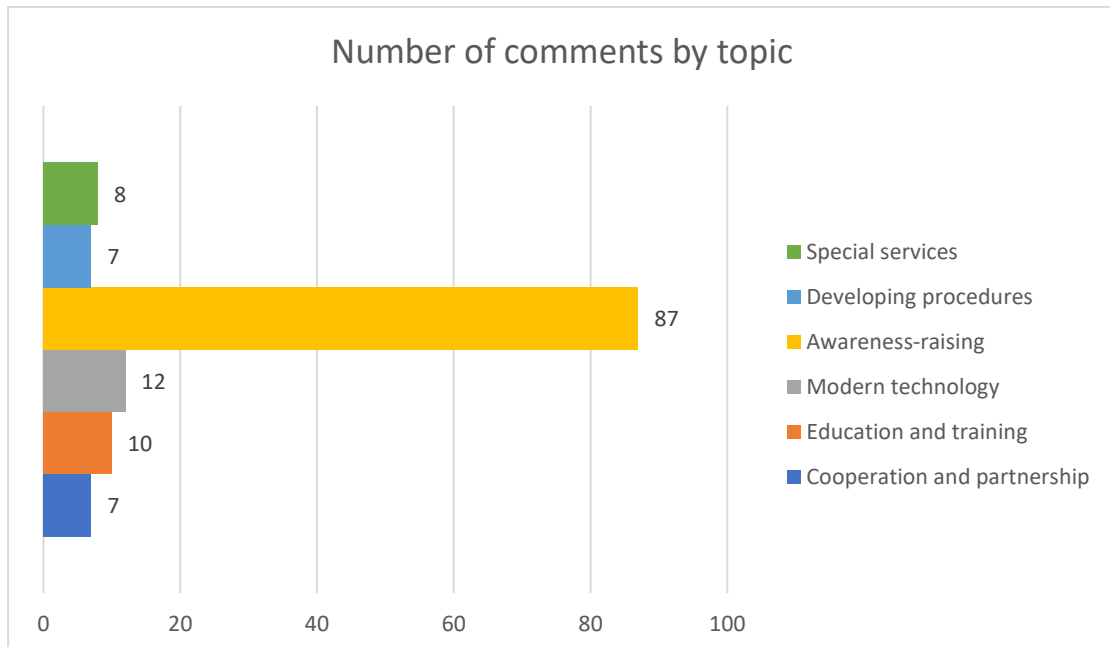
Number of participants: 131

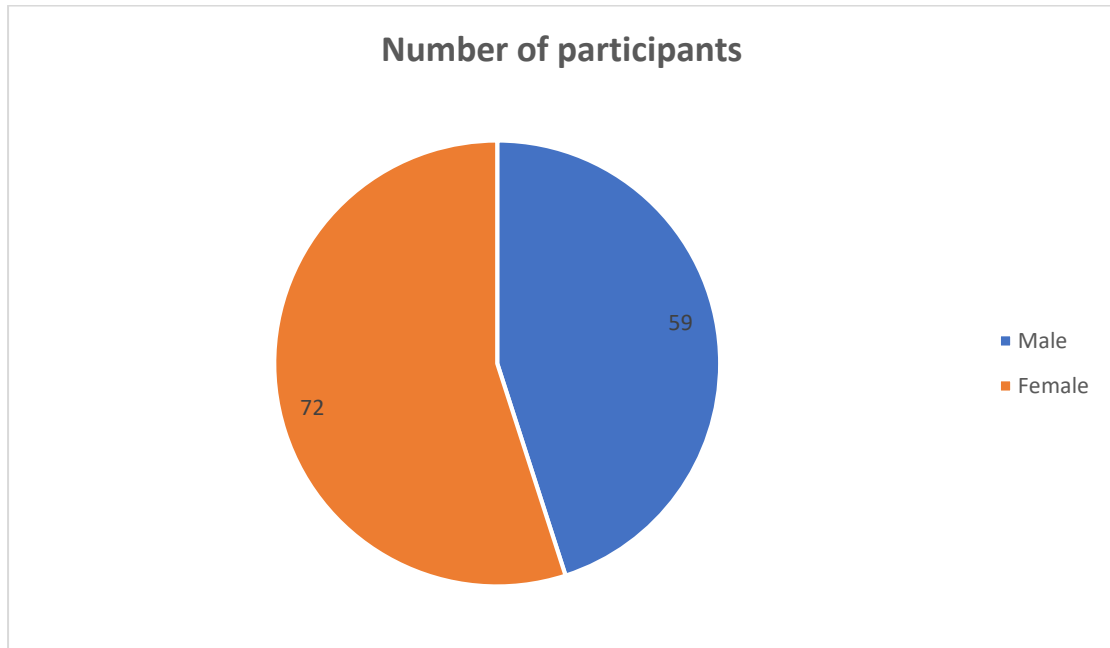
Number of comments: 131



Comments topics:

Topic	Cooperati on and partnershi p	Education and training	Modern technolo gy	Awarenes s-raising	Developi ng procedur es	Specia l service s
No. of commen ts	7	10	12	87	7	8





Summary of Comments:

- Strengthening collaboration with insurance companies to improve road safety.
- Offering specialized training programs in private companies and institutions.
- Leveraging modern technology to disable mobile phones while driving.
- Running broad-based awareness campaigns.
- Enforcing strict penalties for traffic violations.
- Offering incentives and rewards to responsible drivers.

Result:

First: Launching an educational media campaign titled *"Driving Without a Phone"*, which will run for three months. The campaign aims to raise awareness among road users about the dangers of mobile phone distractions and encourage adherence to traffic laws to ensure safer roads. It includes a series of events and media outreach efforts across the country, emphasizing the need for collective action to improve road safety and cut down traffic accidents.

Second: Introducing the national awareness campaign *"Accident-Free Day"* as part of ongoing efforts to enhance traffic safety in line with the UAE government's vision of achieving the highest standards of road safety for all road users. This initiative is focused on fostering a culture of responsible driving and aims to create a safer environment for drivers, pedestrians, and other road users.



The campaign highlights essential safety practices, including adherence to speed limits near schools, avoiding distractions like mobile phones, staying in the correct lanes, maintaining safe distances, prioritizing pedestrians at crossings, and yielding to emergency vehicles. It underscores the importance of community-wide participation in creating a safer traffic environment.

Appendices:

