



Email Alert

November, 2008

Salim and Salimah, Safe and Sound *السلامة مع سالم و سالمة*

Dear Road Safety
Subscriber,

We would like to welcome all our new subscribers and thank everyone for the marvellous feedback to our debut Newsletter *One Life, Your Choice* last month



3 die and 57 injured when a company bus carrying Galfar oil workers over-shoots a junction and collides with an on-coming truck at Qarn Alam in April

Oman crash toll hits 867 deaths by November end

Sadly, the number of road crash fatalities and injuries in Oman continue to escalate to a staggering 30 per 100,000 of the population as at the end of November 2008.

Statistics issued by ROP on November 29, reveal that 867 men, women and children have lost their lives so far this year on Oman's roads, 9586 have been injured, some disabled for life.

20 people died, 11 of them in Al Batinah alone, and an astonishing 207 people were injured in a 5-day period from last Monday to Friday.

Most of these deaths are preventable, the result of speeding and/or negligence (for more on Oman crash scenarios, see <http://www.salimandsalimah.org/NewsletterNovember2008.htm#RoadCrashes>)

Kill your speed over Eid

As Eid al-Adha approaches, urge your friends, family and colleagues to take even more care travelling on the roads.

Due to the number of people travelling long distances at speed to celebrate in their home towns and villages, most Eid holidays bring an upsurge in death and disability. What should be an occasion for celebration ends all too often in everlasting grief and anguish. Share the following tips for safe travelling:-

- **Slow down, speed deceives:** the risk of death or serious injury doubles for every 15 kilometers you travel over 80 km per hour (it doubles at 95 km/h then again at 110 km/h and then again at 125 km/h).

Arrive alive - give yourself plenty of time to arrive at your destination



"Time and time again, one driver's thrill-seeking/stupidity results in a living nightmare of death and destruction of innocents, often his/her own family members."



A lifetime of regret – could you live with it?

Sponsorship

Contact us if you are a company interested in partnering with us as part of your CSR portfolio

Advertise your road safety event

Communicate direct through our newsletter with engaged road safety professionals and educators interested in hearing about your road safety event

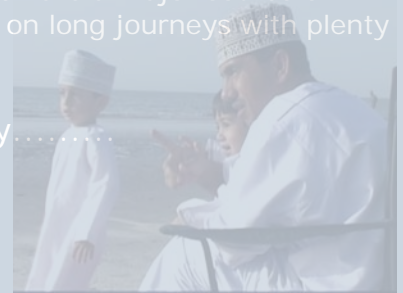
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- For safety's sake adopt the ABC-DDD-EE rules:

- **Act to protect your passengers:** Ensure there is a seat for everyone and an appropriate child safety seat for any child travelling with you, or stay home. These are the single most effective life-savers reducing risk of death or serious injury by as much as 70%
- **Buckle up, even in the back:** ensure everyone fastens their seatbelt before you move off. Unbelted rear seat passengers act as backseat bullets and can cause death or serious injury to belted passengers in a crash or on sudden braking;
- **Check your tyres:** check condition and pressure before setting out
- **Distance** - keep it - follow the 2-second rule. Not sure what this is? See advice and graphic http://www.rulesoftheroad.ie/rules-for-driving/speed-limits/speed-limits_2-second-rule.html
- **Defensive** driving - do it
- **Distracted** driving - DON'T do it! Using a mobile phone, even hands-free, while driving is akin to driving drunk. It's the conversation that kills, not the phone! Adjust your music, AC and mirrors before you move, not on the highway.
- **Equip and entertain:** children are a major source of distraction. Keep them happy on long journeys with plenty of age-appropriate games.

Happy, safe holiday.....



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Skill donation - Are you passionate about road safety and looking to make a contribution? Do you have skills especially in the visual arts and multimedia, web-design, graphic design, photography, delivering presentations or fundraising, then do not hesitate to [volunteer](#). As always we welcome your [feedback](#)

Al Mustadaama Sustainability is a non-profit organisation working as a road safety advocate in Oman since 2005. We are the developer of the Salim and Salimah, Safe and Sound campaign and producer of award-winning film "Doesn't your child deserve a safe ride?" Al Mustadaama is a 'partner in health' of the World Health Organisation, an observer member of the Global United Nations Road Safety Collaboration, member of the European Road Safety Charter, NHTSA Safe Communities Network and RTIRN

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