

Consider the Consequences

It has been reported that every 17 minutes a collision occurs on the roads of Trinidad and Tobago. Every hour spent on our roads puts us at a 25% increased risk of getting into a collision, and sadly, most of the victims are between the ages of 17 and 35 years of age.

The Environment, Safety and Health Committee of the Trinidad and Tobago Chamber of Industry and Commerce has launched “Consider the Consequences” - a road safety project in collaboration with Arrive Alive, the Ministry of Works and Transport and the T&T Police Service. This joint initiative encourages corporate Trinidad and Tobago to promote responsible behaviour on the part of motorists on our nation’s roadways.

“Consider the Consequences” involves the design, fabrication and erection of some 100 double-sided road safety signs throughout the country. Statistics collected by the Police Service and the Ministry of Works and Transport will determine where the signs will be placed. The organising committee has coined the term “black-out spots” in reference to areas in which the frequency of road traffic accidents is high – whether fatal or not. They have also calculated the traffic violations that are most commonly encountered in those same areas. These locations include the Manzanilla to Mayaro stretch, to the Diego Martin Highway in the vicinity of the Four Roads traffic light. There are such three locations in Tobago - on the Claude Noel Highway, on Milford Road close to Store Bay, and on Shirvan Road.

Eight signs were designed, each with a different message to create awareness among members of the public with the aim of reducing the incidence of activities that might lead to road traffic accidents.

The main thrust of the road safety project is to encourage drivers to buckle up themselves and their children; designate a sober driver; obey the traffic lights; refrain from texting while driving; avoid driving when tired and stick to the speed limit. Pedestrians are also urged to avoid jaywalking, and to use marked pedestrian crossings and overhead bridges wherever possible.

Alignment with this road safety initiative will allow firms that are participating to demonstrate how its brand engages in meaningful corporate social responsibility. Companies can gain a competitive edge while aligning with a solution-oriented opportunity for national good, through partnership with the established national brand of the T&T Chamber.

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The statistics with respect to road fatalities and accidents in general suggest that so much more can be done to reduce the incidence of negligence on the road. Before it reaches the stage of directly affecting a member of our own family, let us all “Consider the Consequences” and take this opportunity to do what we can to reduce the incidence of road traffic fatalities.

Road traffic fatalities and indeed vehicular accidents generally carry a high cost to the country. In monetary terms the cost may be quantifiable in some areas, but it is the human cost which is higher – and THAT cost is unquantifiable. There is no restoring a life or limb; there is no turning back the clock. The only cure is prevention, if only we “Consider the Consequences”.

To partner with us today, please contact Rhea Nelson, telephone number: 637 6966 or e-mail rnelson@chamber.org.tt