

“Play Safe Stay Safe”,

a road security awareness campaign accompanies roadworks in Qatar!

In August 2016, members of the Expressway Programme - Group 8, Al Rayyan Road Upgrade Project 007 Contrat 1, a project in which Egis is involved, organized a safety campaign at Al Rayyan “Busy Hand Nursery”.

The “**Play Safe Stay Safe Campaign**” is an educational campaign catering to children focusing on the topic of road safety and the danger of construction.

There are massive construction works ongoing in Doha, Qatar. Children are often keen to explore new areas and may display a natural sense of curiosity for anything new that’s going on. However they are not aware of all the dangers that come along with the heavy construction equipment. It is our responsibility to educate them of the danger around the construction site.

Employees of Expressway Programme created campaign material using a scale model as a mock-up of construction site. The model replicates the construction site which includes Ashghal (Public Works Authority in

Qatar) hoarding, pedestrian crossing, traffic lights, heavy machine and equipment. To make the presentation interesting to the children, the programme incorporated cartoon video, flash cards and a colouring contest.

According to the Expressway team “The response received from the children was very encouraging and we were pleasantly surprised by the reaction from one of the children when

we raised the issue of driving fast. The child remarked “my mummy drives fast” when told that we should not drive fast!

*Having witnessed that, we strongly believe that this campaign would have a positive impact on society. We are not only inculcating safety value to the young, but also indirectly driving through the message to the parents.” A message that Ashghal wants to spread among all road users and members of society of all ages is: **to be safe.***



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