

Keeping their heads up

YOU can safely glance away from the road for two seconds while you're driving.

But, the average time it takes to send a text is five seconds.

Statistics also show that using a mobile phone while driving increases the risk of a car accident by four times.

With the aim of raising awareness and promoting change in dangerous driving behaviour, students from Sunway University's Communication and Liberal Arts department organised the *Keep Your Head Up!* campaign.

Besides a three-day food and fashion bazaar, there were also booths where students learnt about the dangers of distracted driving and pledged not to text and drive.

Campaign chairperson Theodora Leong said the activities were carried out in hopes of getting students involved and encouraging them to take responsibility of their actions on the road.

"We want the visitors to get informed on how to drive safely.

"But, we also wanted to incorporate something fun into an

otherwise serious topic. Hence, the idea of the bazaar and photo booth popped up," she said.

The campaign officially kicked off with Sunway Education Group and Sunway University senior executive director Dr Elizabeth Lee being among the first to place her pledge not to text and drive.

Also present were Sunway University's Faculty of Arts dean Prof Sion Llywd Hughes and Communication and Liberal Arts department head Dr Lee Eileen.

Lee said the campaign was a "significant event" to reach out to all young drivers at Sunway College and Sunway University.

"Distracted driving is a dangerous issue. And as we can see from the news every day, one in four car crashes involve the usage of mobile phones.

"So, by raising awareness on distracted driving, hopefully it will help reduce motor vehicle crashes involving mobile phone use," she said.

The campaign, which took place in early June, ended on a high note with over 1,400 pledges to not text while driving.



Finding out: Sunway University students checking out the booth on the perils of distracted driving during the campaign.

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