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Subject: "SAFETY FIRST" WEEK IN SHANGHAI

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Submitted by: A. Viola Smith, Trade Commissioner.

1984

A "Safety First" intensive campaign has just been concluded in Shanghai, having as its object the creation of a greater sense of traffic-mindedness amongst the public generally in an effort to reduce an ever increasing accident rate. The Commissioner of Traffic of the International Settlement announced on June 24 that the week's effort had shown a reduction of 30% in accidents. The extent to which the Executive Organizing Committee went, in its endeavors to reach all classes of the community in this educational drive is shown from the hereunder resume of its work:

1. "Safety First" talks and lectures were broadcasted simultaneously for seven nights over 33 Chinese and 4 foreign owned radio stations in Shanghai.

2. "Safety First Film" produced by the Hsin Hwa Motion Picture Company based on actual traffic conditions in Shanghai, was shown throughout the week of June 18 -24, in Shanghai cinema houses, both Chinese and foreign. Upwards of 200,000 persons saw this film. A sound truck displayed daily this film, free of charge, at all important garages, workshops, mills and wherever a large gathering of uneducated population were available.

3. 1,000,000 leaflets were distributed to pedestrians.

4. 30,000 pennants and brochures were distributed to cyclists.

5. Lectures were given to 7,000 truck drivers and suitable instructions and brochures distributed. 1,395 separate truck owners were approached.

6. 1,000 Hire Car chauffeurs were given Safety First lectures.

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7. 10,580 private car owners were written to and provided with posters and stickers for their cars in addition to pamphlets containing Safety First methods.

8. 17,000 out of 26,000 rickshaw pullers were given lectures and provided with literature for both pullers and passengers, whilst each rickshaw was provided with posters.

9. 590 Motor cyclists were written to and furnished Safety First literature.

10. 34,000 Wheelbarrow, trolley and handcart coolies were given simple lectures by Chinese story tellers, and provided with pictorial leaflets.

11. 35,000 illustrated lectures were distributed to the public through the medium of Asia Theatres and Theatre News.

12. Tramways, busses, hire cars and other public utility services conducted an intensive internal campaign amongst their employees to instill Safety First principles; all vehicles carried safety first slogans.

13. Safety First slogans were plastered throughout the city in an effort to attract and create public interest.

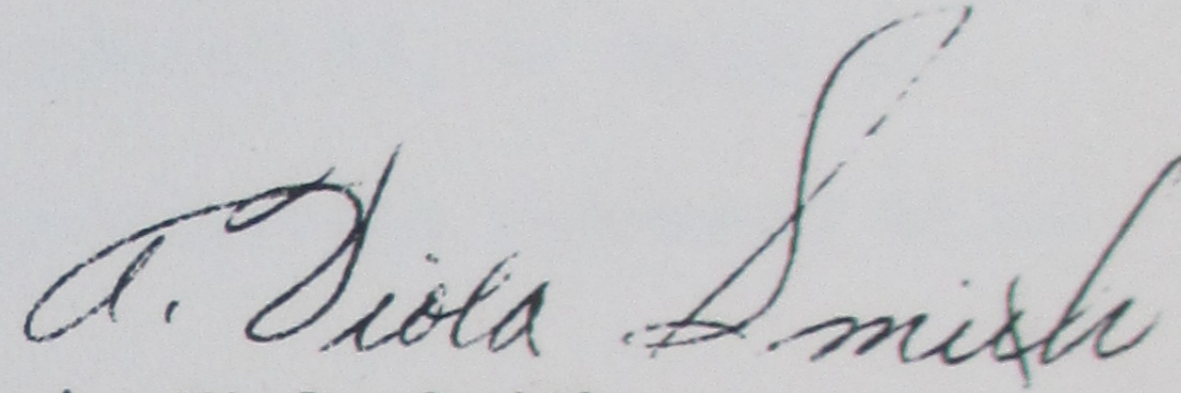
14. Boy Scouts patrolled the streets and distributed literature.

15. Various other organizations cooperated in different ways.

16. The campaign was carried through the Shanghai Municipal school system during the week, and a Safety First Competition instituted.

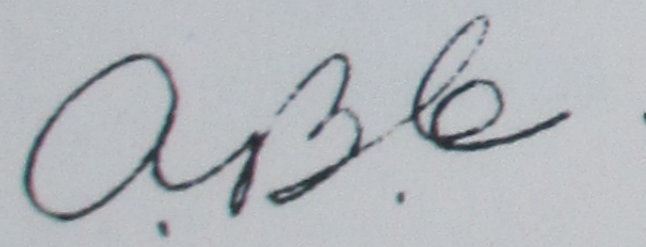
17. The attached clippings serve to show the manner in which the local English press cooperated.

The Organizing Committee realizes that this effort is but the beginning of what should become a permanent movement and hopes that it will lay the foundation for probably the creation of a Traffic Control and Advisory Board sponsored by the Municipal authorities and staffed by laymen.



A. Viola Smith,
Trade Commissioner.

Approved for transmission:



A. Bland Calder
Acting Commercial Attache.

NOTE: At the invitation of the Executive Committee of the Automobile Club of China, Trade Commissioner Smith, broadcasted "Safety First" literature over "XMHC" each night from June 18th to 24th.