

Rotary sends 'text' to drivers

THE ROTARY Club of Barbados South is on a mission to reduce the number of road accidents in Barbados.

President Peter Thompson said half of all rear-end collisions in Barbados were caused by people who were guilty of texting while driving so they were launching a project aimed at alerting people to the dangers of the practice.

"This is one of our community service projects. We realized texting while driving has become a problem, so one of our initiatives this year is a public outreach programme [targeting the problem]," he said.

The anti-texting and driving advertising campaign is called **A Txt Can W8 [A Text Can Wait], An Accident Won't**. It is being done in collaboration with major sponsor, the General Insurance Association of Barbados (GIAB).

Director Nigel Adams said they were very concerned about the recklessness on the roads, adding he hoped the campaign would be taken seriously.

"We are very pleased

to sponsor this project as we have a vested interest in the reduction of accidents on our roads. We are very concerned about the careless and reckless accidents on our roads and one of the key reasons for such is the use of cellphones while driving especially texting while driving. Driving calls for attention – you cannot be distracted, so we hope this message will be taken seriously," he said.

The campaign was launched with an advertising campaign on three Transport Board buses and will also be publicized on **Facebook** and other social media sites.

Part of tour

The launch was part of a tour organized by the three Rotary Clubs in Barbados in honour of visiting district governor Hervé Honroe.

In addition to the advertising campaign, representatives from The Rotary Club of Barbados and The Rotary Club of Barbados South as well as assistant governor Katrina Sam, showed Honroe two other projects: their work with the **Schoolhouse for**



EMILY COLEY (left), teacher at the Schoolhouse For Special Needs, assisting pupil Rajhmon Alleyne with a project yesterday. (Pictures by Jameel Springer.)

Special Needs and their **Inclusive Play** project.

Ron Davis, the president of The Rotary Club of Barbados, said they supported the special needs school financially and provided scholarships for the more needy families. He also said they were in the process of raising \$1.5 million to erect a larger building for the school in order to house more students.

As for **Inclusive Play**,

this is a joint Rotary South and Rotary West initiative. Sam said they had already leased 25 000 square feet of land at the **Garfield Sobers Sports Complex**.

"This is a more than \$1 million project which would allow for children with disabilities and those without to play together. It will include a playground utilizing fully accessible equipment and a two-storey compound

which will include multi-sensory rooms; soft padded rooms and multi-purpose rooms as well as bathrooms, office space and storage areas.

Sam said they had raised \$750 000 thus far and were in the process of securing Town Planning permission to build.

Honroe said he was impressed with the work of the local clubs, which was in line with their theme for the year:

ROTARY district governor Hervé Honroe (third right) admiring the anti-texting and driving advertisement along with (from left) General Insurance Association of Barbados director Nigel Adams, The Rotary Club of Barbados South president Peter Thompson, assistant governor Katrina Sam; Rotary South president-elect Richard Kennedy and Rotary South past president Captain Randolph Straughan.

Engage Rotary, Change Lives.

"I think it is very interesting to see the progress; it shows the clubs are really looking to do good in the community. When I see businessmen and women taking an interest in these types of programmes, it shows me they are involved in their communities and how Rotarians are engaged in changing lives in Barbados," he said. (CA)

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