

Publication:	Kilkenny People	Media Cost (€):	578.2
Date:	Friday, May 2, 2025	Reach	10,591
Page:	24	Size (Sq. Cm)	98



## Students highlight the dangers of distracted driving

A road safety initiative co-ordinated by An Garda Síochána and the University of Limerick has led third-level students from across the country to highlight the lifelong and potentially devastating consequences of distracted driving among young people.

The project, 'Road Safety Reimagined' was undertaken by more than 1,000 students from highlighting the potentially devastating impact of a moment's distraction behind the wheel.

Research conducted by the Road Safety Authority (RSA) in 2023 found that nearly one in 10 Irish drivers have been caught using their phones while driving. In response, Road Safety Reimagined tasked students from the University of Limerick, South East Technological University, University of Galway, Maynooth University, and University College Cork to reimagine road safety through contemporary marketing concepts with the aim of positively influencing driving behaviour.

With engaging

submissions that explored the effect of applying makeup while behind the wheel to being distracted by passengers, it was a piece of work developed around the dangers of using a mobile phone that claimed the overall winning prize.

Bearing the tagline; 'Worst passenger? Your phone' the winning project highlights the dangers of using a phone while driving - taking a driver's whole focus away from the road.

The winning team is comprised of ULL students.

"Road Safety Reimagined provides a great opportunity for so many students to engage with such an important topic, and one which is so relevant to you all gathered here in this room," said Garda Commissioner Drew Harris.

"It opens up conversations around road safety and helps us to reach those who often struggle to connect with this key message. Too often we see tragedy on the roads, and so, anything we can do to prevent this from happening An Garda Síochána is glad to support."