

## 春節及連假期間道安宣導圖文資料

宣導概念一	
宣導主題	注意隔夜醉
宣導內容	宿醉上路等於酒駕！酒精代謝需要時間，別拿生命試運氣。給身體充足休息，拒絕酒駕，平安才是回家的唯一路！
宣導圖示	<p>The illustration depicts a scene in a traditional-style room. An older man in a blue shirt is sitting on a green sofa, looking surprised. A younger man in a green jacket is handing him a red envelope. A third man in a blue suit stands behind them. Speech bubbles contain the following text: 來叔叔給你紅包 敝姓陳，很高興見到你 你昨晚喝得太多了吧？ 隔夜醉也是酒駕 等一下你不准開車 ? (Question mark) The main title '注意隔夜醉' is displayed prominently at the bottom left. At the bottom right, there is a logo for the Ministry of Transportation and Communications, ROC, and the text '春 飲酒後到隔天仍感到宿醉，腦袋混亂容易做錯事'.</p>

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宣導概念二	
宣導主題	行車不使用手機
宣導內容	不滑手機不分心，平安回家最安心！出遊前請先設好導航，如需讀取訊息，請進入休息站或停妥車輛後再回覆。
宣導圖示	 <p>The illustration depicts two men washing a light blue car. The man on the left, wearing a brown shirt and yellow gloves, is looking at his smartphone which has a green screen. The man on the right, wearing a white shirt and yellow gloves, is speaking to him. A speech bubble from the right man says: "你老闆電話一直打來欸 不接可以嗎？" (Your boss's call keeps coming through, can I not answer it?). A speech bubble from the left man says: "放心～我會說正在開車 不能用手機！" (Don't worry, I'll say I'm driving and can't use my phone!). Below the car, the text "不使用手機" (Do not use your phone) is written in large, bold, black characters. At the bottom left is a red "春" character. To the right of the "春" character is the text "邊駕車邊用手機注意力分散，無法專注於道路和四周情況" (When driving and using a phone, attention is分散 (divided), unable to focus on the road and surroundings). To the right of that is the logo of the Ministry of Transportation and Communications, R.O.C., with the text "中華民國交通部" (Ministry of Transportation and Communications, R.O.C.) and "廣告" (Advertisement).</p>

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宣導概念三	
宣導主題	行車注意行人
宣導內容	路口慢看停，守護行人平安行！春節期間車流、人潮眾多，提醒駕駛朋友通過路口時請務必減速、暫停，禮讓行人！
宣導圖示	

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宣導概念四	
宣導主題	不疲勞駕駛
宣導內容	春節連假長途開車，若眼皮沉重、反應遲鈍，請至休息站小憩。不疲勞駕駛，是給家人最好的紅包。
宣導圖示	

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宣導概念五	
宣導主題	繫好安全帶
宣導內容	春節出遊，全車繫好安全帶！不論後座或兒童，上車前請務必確認。多一個簡單動作，就是給生命最大的保障。
宣導圖示	 <p>The illustration shows two young men walking down a street lined with trees and buildings. One man is carrying a suitcase and the other is carrying a backpack. They are both wearing casual clothing. A speech bubble from the man on the left says: "等下應該會走國道 記得繫好安全帶啊" (We will be taking the national highway later, remember to fasten your seatbelts). Another speech bubble from the man on the right says: "順路載我一程" (Give me a ride if you're going my way). Below them, large bold text reads "繫好安全帶" (Fasten your seatbelts). At the bottom left is a red diamond-shaped logo with the character "春" (Spring). To its right, the text "緊扣安全帶，避免在碰撞或急剎車時受到傷害" (Fasten your seatbelt, avoid injury in collisions or sudden stops). At the bottom right is the logo of the Ministry of Transportation and Communications, Hong Kong, with the text "中華民國交通部" and "MINISTRY OF TRANSPORTATION AND COMMUNICATIONS, H.K.C.".</p>

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宣導概念六	
宣導主題	保持安全距離
宣導內容	連假車流大，保持距離最平安！行駛時請拉開車距，避免急煞追撞。多留一點緩衝空間，就是給家人多份保障。
宣導圖示	A festive advertisement featuring a cartoon bear with large yellow eyes and a brown fur texture. The bear is surrounded by traditional Chinese New Year elements such as red lanterns, red packets (hongbao) with gold characters, and bowls of food like oranges and nuts. A small red banner at the top left of the image contains the text "#熊平安聊天室". In the center, a white speech bubble with a yellow border contains the text "熊粉春節假期準備怎麼過？". At the bottom, another white speech bubble with a yellow border contains the text "新春車流多，請保持安全距離，注意前方狀況". The background is filled with more festive decorations like red flowers and gold coins.