

## 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 living room. A man in a blue suit is handing a red envelope to an older man seated on a green sofa. A younger man in a green jacket is standing between them, looking concerned. Speech bubbles show the younger man saying, "你昨晚喝得太多了吧？" (Did you drink too much last night?) and "隔夜醉也是酒駕 等一下你不准開車" (Driving after a hangover is also drunk driving, you can't drive later). The older man is responding with, "來叔叔給你紅包 敝姓陳，很高興見到你" (Uncle, here's a red envelope. My family name is Chen, nice to meet you). The background shows bookshelves and a window with a view of the outdoors."/&gt;</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 shows two men washing a light blue car. The man on the left, wearing a brown shirt and yellow gloves, is holding a smartphone and speaking. A speech bubble from him says, "你老闆電話一直打來欸 不接可以嗎？" (My boss's phone keeps calling me, can I not answer it?). The man on the right, wearing a white striped shirt and yellow gloves, is listening. Below the car, large bold text reads "不使用手機" (Do not use your phone). At the bottom, there is a red seal with the character "春" (Spring) and 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, unable to focus on the road and surroundings). To the right of the seal 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, 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	 <p><b>不疲勞駕駛</b></p> <p>春 駕駛因疾病、服藥或睡眠不足，無法控制身體狀態</p> <p>中華民國交通部 MINISTRY OF TRANSPORTATION AND COMMUNICATIONS, R.O.C.</p>

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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. 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" (When we get on the 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). The background shows a city street with trees and buildings. At the bottom of the image, there is large text that reads "繫好安全帶" (Fasten your seatbelt) and a small logo for the Ministry of Transportation and Communications.</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 collage for Chinese New Year safety awareness. It features a cartoon bear with large eyes and a smiling face, surrounded by various traditional Chinese New Year symbols such as red lanterns, gold ingots, and red packets (hongbao). In the foreground, there are several ripe oranges. A small red banner with the text '#熊平安聊天室' (Bear Safety Chat Room) is positioned above a yellow speech bubble containing the text '熊粉春節假期準備怎麼過？' (How do Bear fans prepare for the Spring Festival holiday?). At the bottom, another yellow speech bubble contains the text '新春車流多，請保持安全距離，注意前方狀況' (There are many vehicles during the Spring Festival, please maintain a safe distance and pay attention to the front situation). The collage is set against a background of red and gold colors, typical of Chinese New Year decorations.