

Formentera president Alejandra Ferrer was joined by councillors of mobility and interior Rafael González and Josep Marí, respectively, in unveiling the Consell de Formentera’s winter campaign to promote safety on the highway – an effort she said was “tuned to educate islanders about the dangers we face when we get behind the wheel”.

Posters feature numerous Formentera residents in everyday situations —in a car, on a motorcycle, atop a bicycle— with the reminder to motorists that “the road’s for all of us” (*A la carretera hi som tots*
). Ferrer explained the three-part message as “Please, don’t speed, don’t drink and drive, and don’t drive distracted. These are the three main causes of accidents on our roads”.



The posters have been up since yesterday at lighted display cases across the island, they will also be placed near main roads. A special dissemination effort will be activated in traditional media outlets and on social media. According to President Ferrer: “The campaign appeals to people’s sense of community. We want Formentera residents to understand that the other driver on the road could be a neighbour, a friend, or a family member”.

Road map

Some 2,360 brochures have been printed with the campaign’s core images and a fold-out map of the island. The text highlights the fact that Formentera is a small island and, though it’s easy to think we’re danger-free, anytime a vehicle is in motion, extreme caution must be exercised.

Plenty of surprises can appear suddenly, like hidden turn-offs in the countryside, a crossing animal, or special vehicles and cyclists.





Councillor González pointed out that all the information in the pamphlets has been specifically adapted for Formentera roads and the particular characteristics of the island, “so drivers take note”, he said. The tracts also feature a review of basic aspects of traffic and safety codes, which, González said: “Everyone is expected to respect”.

Brochures and informational posters will be dispatched to the Citizen Information Office (OAC), the Antoni Blanc fitness centre, Christmas Market, Marià Villangómez Library, offices of the Consell de Formentera, Casa del Poble, Casal de Joves, Sant Ferran library connection and the harbour. The campaign was designed by FARO Communications for a total cost of €4,961.


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NO ET DISTREGUIS


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