

Jaya says 'Look out for your mates'

Headliners reporters land an interview with star-in-making Jaya and talk to her about her part in TFL's 'Look Out For Your Mates' Campaign, which she will be heavily promoting across the Capital this summer.

What do you think the biggest threat to a teenager's life is in London? Knife crime? Gangs? What if we told you it was traffic? Last year, 301 teenagers were killed or injured in road accidents. The number of young people who died from violence in London was only 13, which means that we are not paying enough attention to the roads!

Pop sensation Jaya is trying to change that. She has teamed up with Transport for London to urge teenagers to look out for each other when they're around traffic. 'Don't let your friendship die on the road' is one of the memorable slogans on their hard hitting campaign posters. Jaya explains why the message is so important:

"People have to look out for each other a bit more and we're trying to spread that message. I look out for my friends when I'm out and about. You have to, because if you don't who else is?"



For any of you who didn't know, Jaya is the first British Asian Female pop artist to be signed to a major record label. DJ Do It Again was her break-through debut single which threw Jaya into the spotlight. But she almost didn't follow the path to becoming a performer:

"Up until the age of 16 I really wanted to be a primary school teacher and music was just a hobby. But there was no way I could avoid it. I've always loved performing. It's the one thing that's made me happy throughout my life"

But even though she didn't end up teaching she still cares deeply about young people and that's why she's involved in the TFL campaign

"I think I'm blessed to have a platform where I can reach out to teenagers. I'm happy that TFL approached me and gave me the position where I can use my music to give out positive messages and important information to young people."

So we've given you the advice but it's up to you to take it in and follow it. "Be safe, be seen" and "Don't let your friendship die on the road" are slogans, but they're meant to have an effect. The real decision comes down to you. So make sure road safety is at the top of your list and "Look out for your mates", five words that can change your lives.

About this story

This story was written by Amibia Tasneem Ali, 15, Najima Begum, 15, and Reema Begum, 15.

1 comment

report

If you want to find out more the casualties in Greater London during 2009 report is available here http://londonroadsafety.tfl.gov.uk/data-research_publications.php

rebecca frankel from London, 30 June 2010 17:22

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