DECADE OF ACTION FOR ROAD SAFETY 2011-2020

And

DISTRACTED DRIVING

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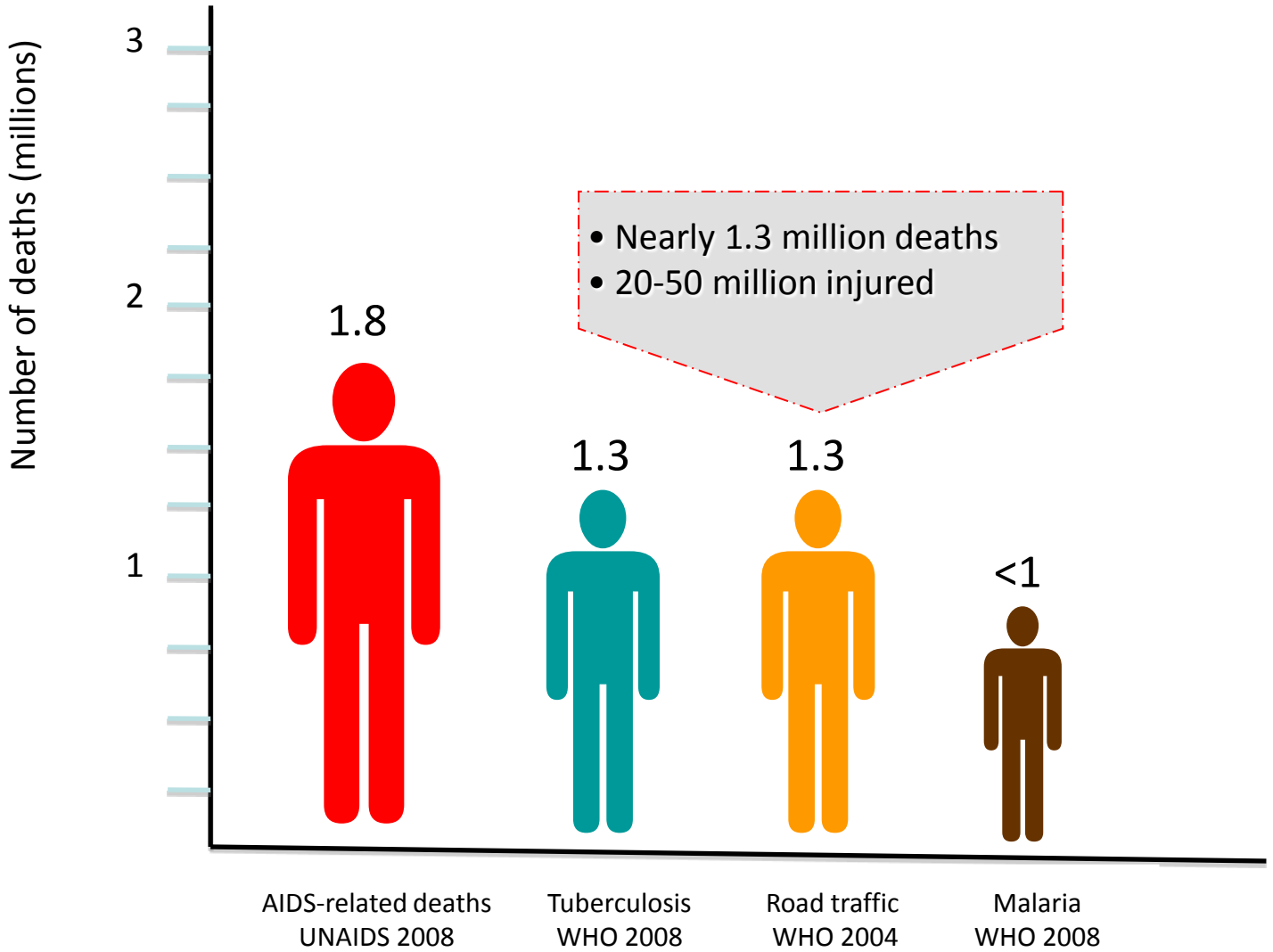
FACTS

Key facts



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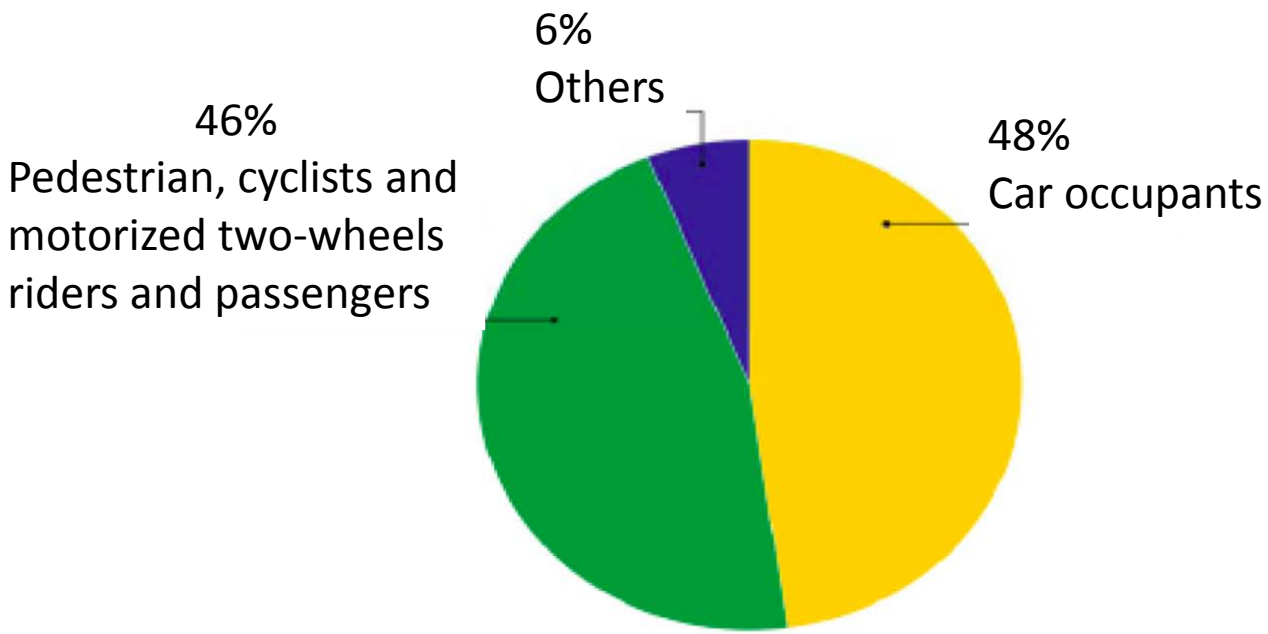
Key facts

The leading cause of death of young people aged

15-29 years

Road traffic deaths

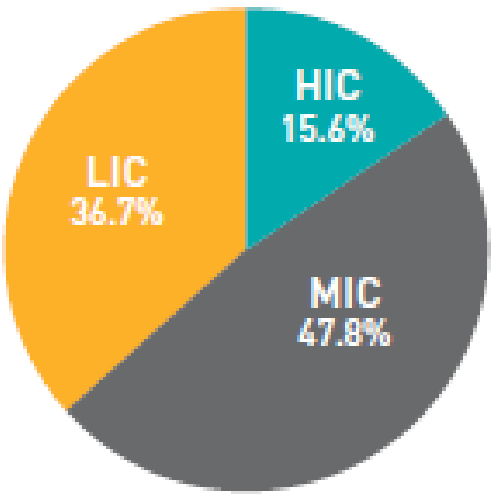
46% of road traffic deaths are pedestrians, cyclists and motorcyclists



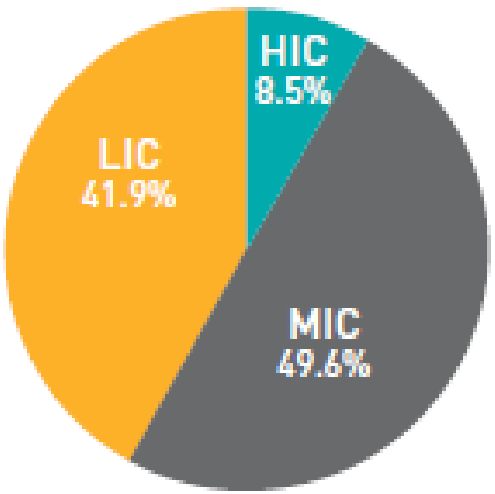
Deaths vs vehicle ownership

90% of road traffic deaths and injuries occur in low-income and middle-income countries which have only 48% of the world's registered vehicles

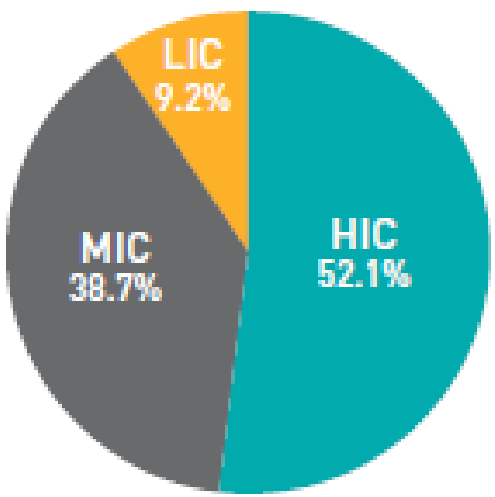
Population



Road traffic deaths



Registered vehicles



Regional perspective

Road traffic injury fatality rates* per 100 000 population, by WHO region and income group

WHO region	High-income	Middle-income	Low-income	Total
African	—	32.2	32.3	32.2
The Americas	13.4	17.3	—	15.8
South-East Asia	—	16.7	16.5	16.6
European	7.9	19.3	12.2	13.4
Eastern Mediterranean	28.5	35.8	27.5	32.2
Western Pacific	7.2	16.9	15.6	15.7
Global	**10.3**	**19.5**	**21.5**	**18.8**

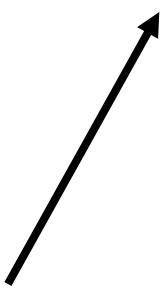
[a] 30-day definition of a road traffic death
Source: Global Status Report on Road Safety, 2009

Worsening situation

Top 10 leading causes of death

2004

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Lower respiratory infections
4	Chronic obstructive pulmonary disease
5	Diarrhoeal diseases
6	HIV/AIDS
7	Tuberculosis
8	Trachea, bronchus, lung cancer
9	**Road traffic injuries**
10	Prematurity & low-birth weight



2030

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Chronic obstructive pulmonary disease
4	Lower respiratory infections
5	**Road traffic injuries**
6	Trachea, bronchus, lung cancer
7	Diabetes mellitus
8	Hypertensive heart disease
9	Stomach cancer
10	HIV/AIDS

The Decade of Action

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The Decade

- November 2009

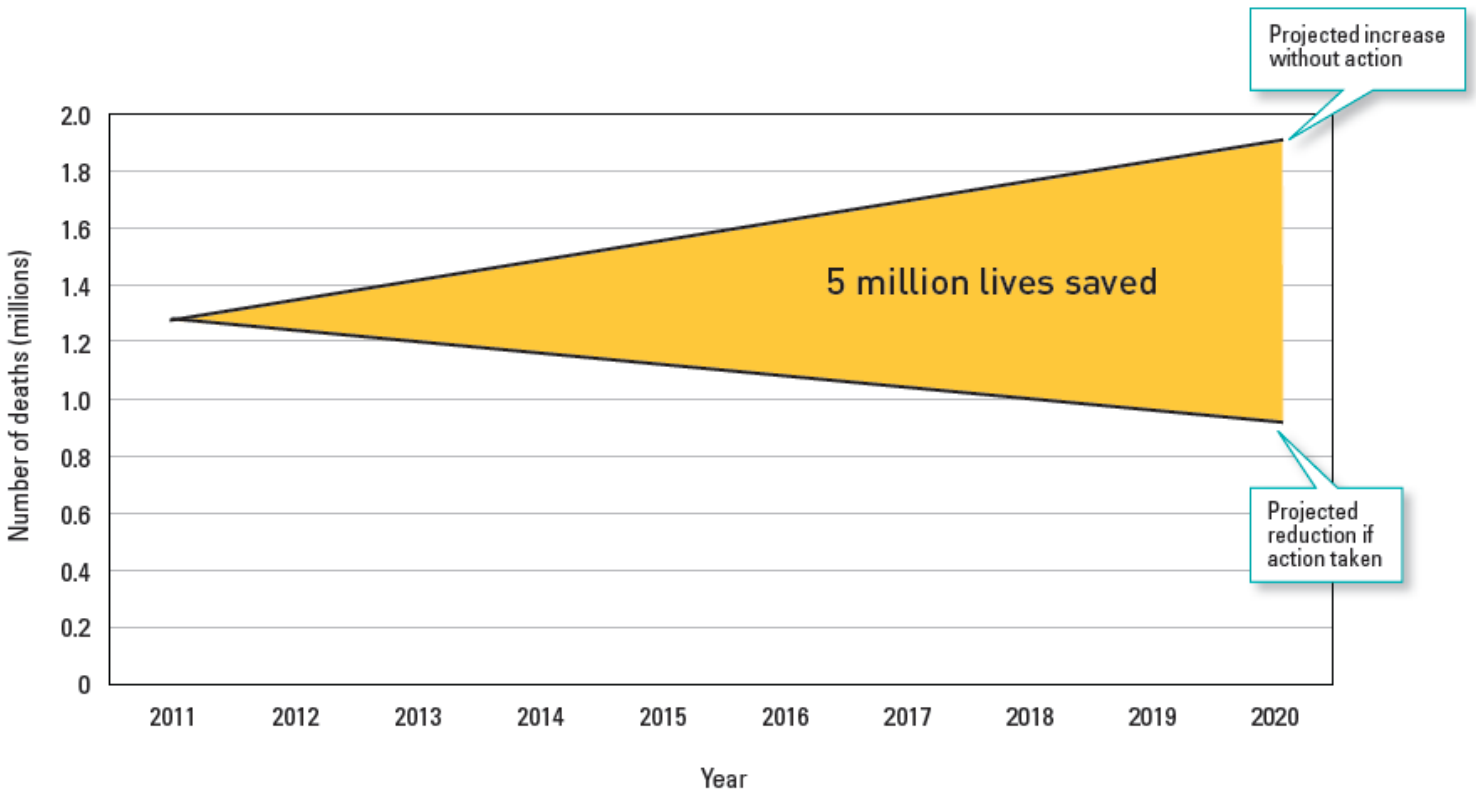
Called for by the Moscow Ministerial Declaration

- March 2010

Tabled by the Russian Federation, co-sponsored by 100 countries and declared by the United National General Assembly

The Goal

The overall goal of the Decade is to stabilize and then reduce the forecast level of road traffic fatalities around the world by 2020



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The Plan

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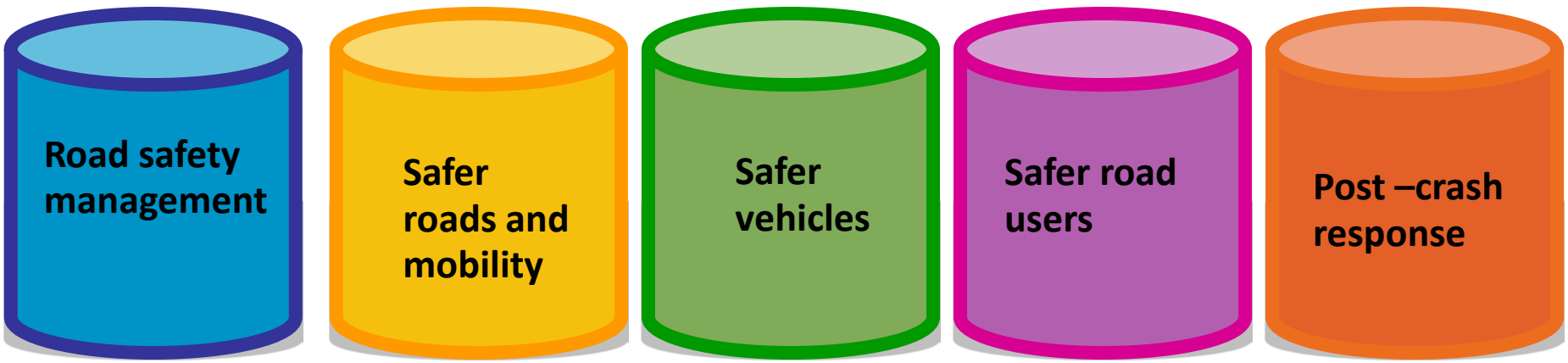
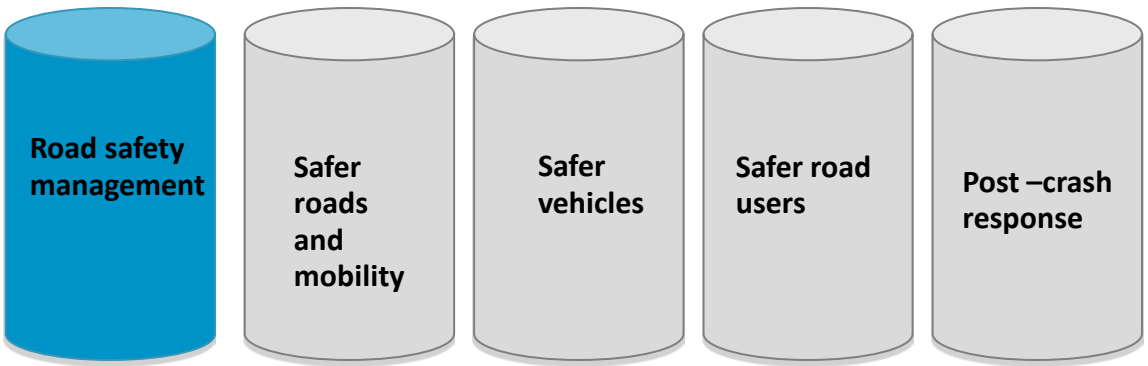
Pillars of the Plan



Road safety management

- Strengthen institutional capacity
- Put in practice United Nations road safety conventions
- Establish lead agency
- Develop a national road safety strategy
- Set realistic and long-term targets
- Develop data systems



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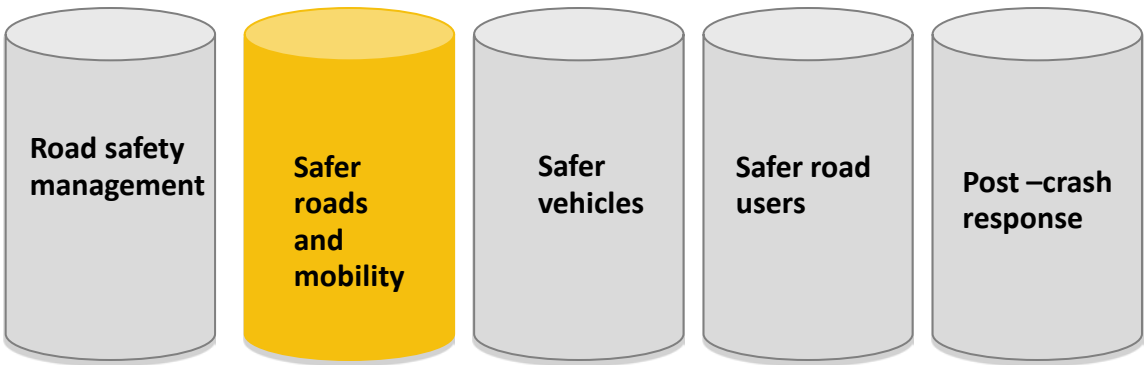
Safer roads and mobility

- Improve safety-conscious planning, design, construction and operation of roads
- Assess regularly safety of roads
- Explore various forms of transport and safe infrastructure



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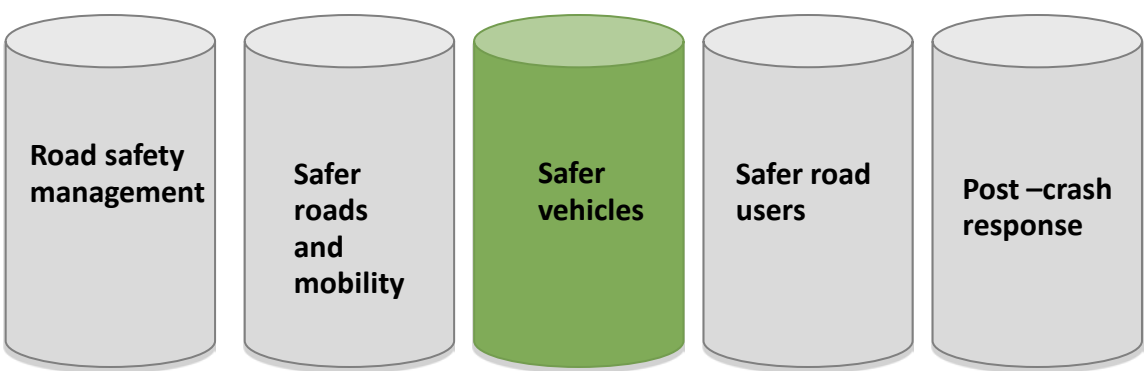
Safer vehicles

- Harmonize global standards
- Implement new car assessment programmes
- Equip all new cars with minimum safety features
- Promote use of crash avoidance technologies
- Encourage managers of fleets to purchase, operate and maintain safe vehicles



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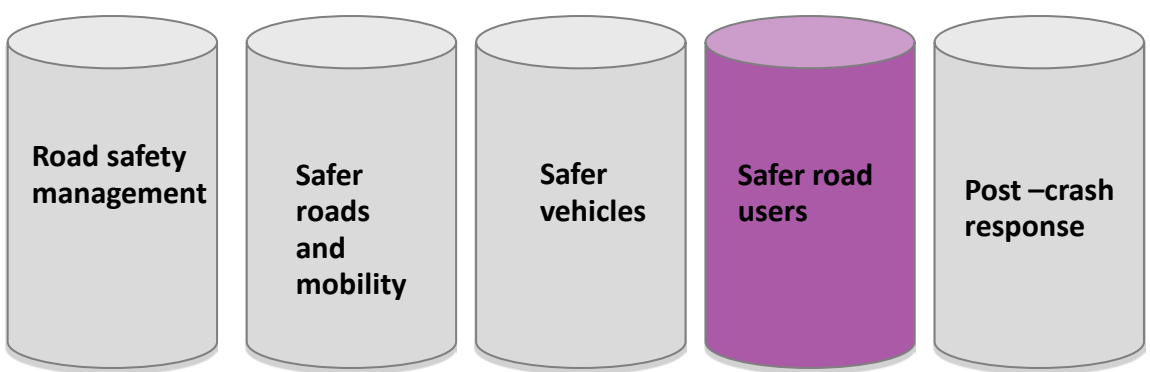
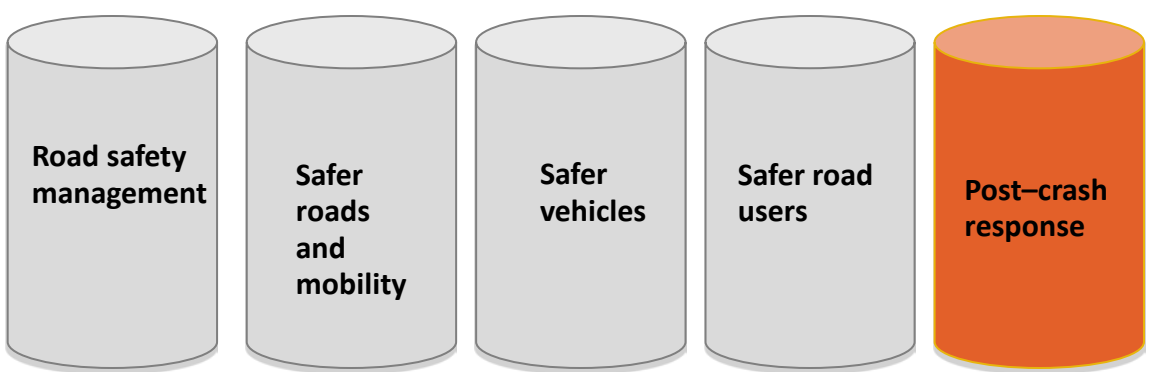
Safer road users

- Adopt model road safety legislations
- Sustain or increase enforcement
- Promote public awareness of risk factors
- Call for activities to reduce work-related road traffic injuries
- Establish graduated driver licensing programmes for novice drivers



Post-crash response

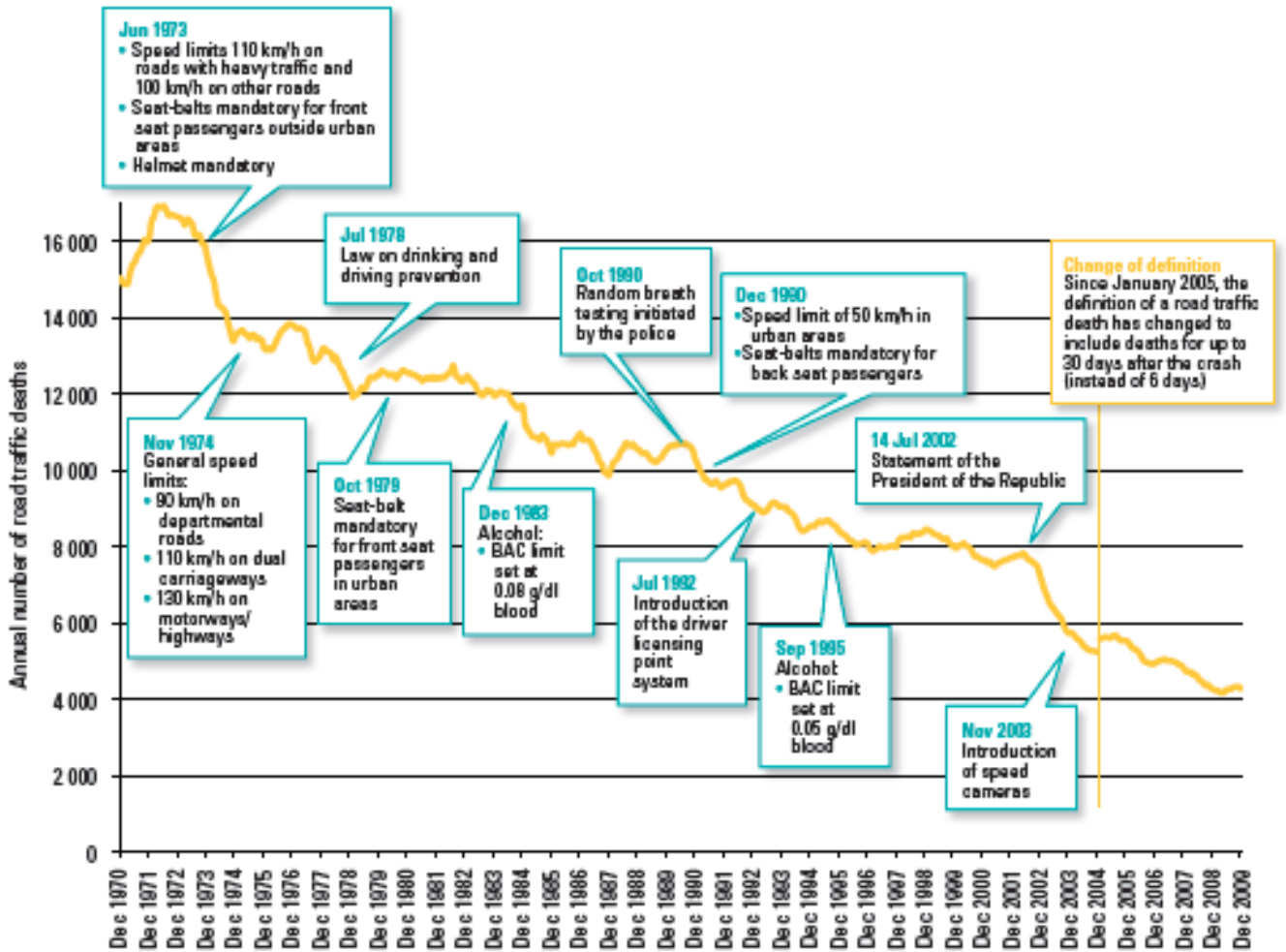
- Develop pre-hospital care systems
- Put in place single nationwide emergency telephone number
- Provide early rehabilitation and support to injured patients and those bereaved by road traffic crashes
- Establish insurance schemes
- Investigate crashes and provide legal response



GOOD Practices

Prevention works

Evolution of the number of annual road traffic deaths in metropolitan France, 1970-2009



Source: Graphique reproduit avec l'autorisation de l'Observatoire national interministériel de la sécurité routière (ONISR), France

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Best buys in road safety

- Speed reduction
- Seat-belts
- Child-restraints
- Helmets
- Drinking and driving

Laws
Enforcement
Standards
Behavior

- ✓ Low cost engineering measures
- ✓ Safer vehicles
- ✓ Pre-hospital and Trauma care

Drinking and driving

BACs should be set at 0.05 g/dl for the general population.

Less than 50% of countries set this limit!

Seat-belts and airbags

Wearing a seat-belt reduces the risk of death among front-seat passengers by 40–65% and among rear-seat occupants by 25–75%.

Only 57% of countries require seat-belts (front & rear)!

Motorcycle helmets

Wearing a good quality motorcycle helmet can reduce the risk of death by ±40% and severe head injury by >70%.

Only 40% of countries have a comprehensive law and standards!

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Child restraints

Infant seats, child seats and booster seats can reduce deaths of infants by ±70% and deaths of small children by between 54%–80% in the event of a crash.

Less than 50% of countries have a child restraint law!

Speed reduction

Urban speed limits should not exceed 50 km/h and local authorities should be able to reduce speeds where necessary.

Only 29% of countries have such laws!

The Launch

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11 May 2011

Statements of support from national and international leaders

Projection of the tag on national landmarks in New York, London, Rio de Janeiro, Geneva, Moscow, Warsaw, Colombo, others

Launches in over 100 countries

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Distracted driving:
ex, Mobile phone use

Definition

- Inattention resulting from a trigger that diverts attention away from "primary" task (driving) towards "secondary" task (non driving)

Types of distraction

- Visual
- Physical
- Auditory
- Cognitive

org

Sources of distraction

- In-vehicle (mobile phones, GPS, smoking, eating, talking to passengers)
- External to vehicle (road side events, billboards, advertising)

Mobile phone use

- Increasing ownership
- LMIC use
- Young people
- Text messaging

Estimates of mobile phone use while driving

- At any one point, estimates range from 1-11%
- At any point, over 50%
- Hands-free prevalence much higher
- Certain driver groups higher (e.g. commercial drivers)

Impact upon driving behaviour

- Increased reaction time (especially braking time)
- Decreased awareness of road safety situation
- Lane deviation
- Shorter following distances
- Compensatory behaviour
- Text messaging – reaction time, lane positioning

Crash risk

- Age and sex
- Commercial drivers
- Hands free vs hand-held

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Interventions

- Data collection policies – magnitude (national, GSRRS)
- Legislation and enforcement
- Employer policies
- Public awareness
- Technological solutions
- Need for evidence

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Conclusions

- Mobile phone use while driving increasing in prevalence, and symbolises broader problem of increasing driver distraction that is accompanying growth of telematics
- Detrimental effect on driving behaviour
- Approximate increase of 4 in crash risk
- Hands-free sets appear no safer
- This is a growing issue, but important to maintain a comprehensive approach to other key risk factors
- Some measure of "reining in" use of mobile phones is required
- Govts need to take action now, and evaluate so evidence-based decisions can be made

Thank you

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