European Transport Safety Council

Road Safety PIN

PRESS INVITATION

Reducing Older People's Deaths on Roads in Europe

Elderly will make up a third of road deaths by 2050 if safety is not improved

Launch of the Road Safety PIN Flash
Hotel Crowne Plaza Europa
Rue de la Loi 107, B-1040 Brussels
10h30-11h30, 26 May 2008

On 26 May ETSC will launch its latest Road Safety Performance Index (PIN) Flash on *Reducing Older People's Deaths on Roads in Europe*. The review, comprising of data from 29 European countries and Israel, looks at the striking national differences in road safety for the elderly, and the long-term implications of the current road safety trends for the ageing European population.

Every fifth person killed today on the EU's roads is aged 65 or over. With long-term demographic trends transforming the European society into an older one, by 2050 one death out of three is likely to be an elderly person.

The difference in risk for senior citizens to be killed in a road accident is up to seven times between different EU member states. Only in seven of the 30 surveyed countries do older people have a lower risk of dying on the road than the rest of the population. This means that some of the most vulnerable members of the society run a disproportionately high risk, including in some countries with generally good road safety records. Moreover, in the majority of EU member states elderly road deaths are decreasing more slowly than other road deaths.

The speakers at the Launch will present detailed findings from the study, discuss the challenges for the current transport system posed by the ageing of the population, share best practices in the field of elderly safety and answer your questions. The speakers' list includes:

- Graziella Jost, PIN Programme Manager
- Dr Dinesh Sethi, European Centre for Environment and Health, WHO
- Jorgen Persson, Swedish Road Administration
- Isabel Borges, AGE – the European Older People's Platform

We look forward to meeting you at the event.

For more information or to register for the event please contact ETSC Communications Officer Evgueni Pogorelov at Evgueni.Pogorelov@etsc.be, tel. +32 2 230.41.06