

# Press Conference - 09 February 2009

## ETSC – European Child Safety Alliance

# How Safe are Our Children on Roads?



Swedish Permanent Representation to the EU

# New PIN country ranking

## PIN Flash 12

# How Safe are Our Children on Roads?



Vojtech Eksler, ETSC

# Introduction to ETSC



Monitoring EU transport safety policy

**Road Safety Performance Index (PIN)** - Ranking EU countries' performances



Preventing Drink Driving and Speeding

**S·h·L·O·W!**  
Speed Programme



Roads to Respect:  
Infrastructure Safety

[www.etsc.be](http://www.etsc.be)

# The PIN is delivering ...

- **PIN Flashes** – quarterly country rankings in specific areas of road safety
  - **PIN Reports** – wider-ranging annual reviews of countries' road safety performance
- ... to create a higher demand for safety
- ... and to pave the way for leadership

[www.etsc.be/PIN](http://www.etsc.be/PIN)

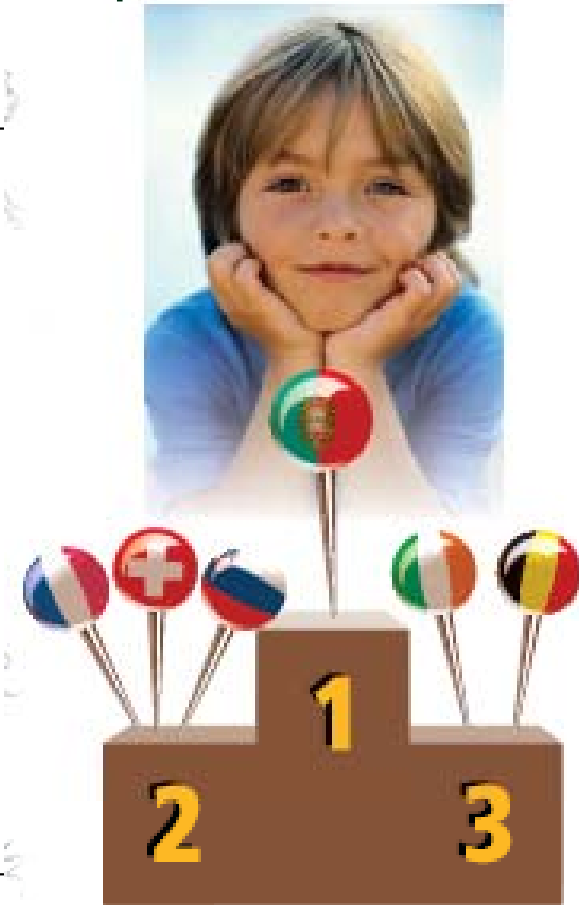
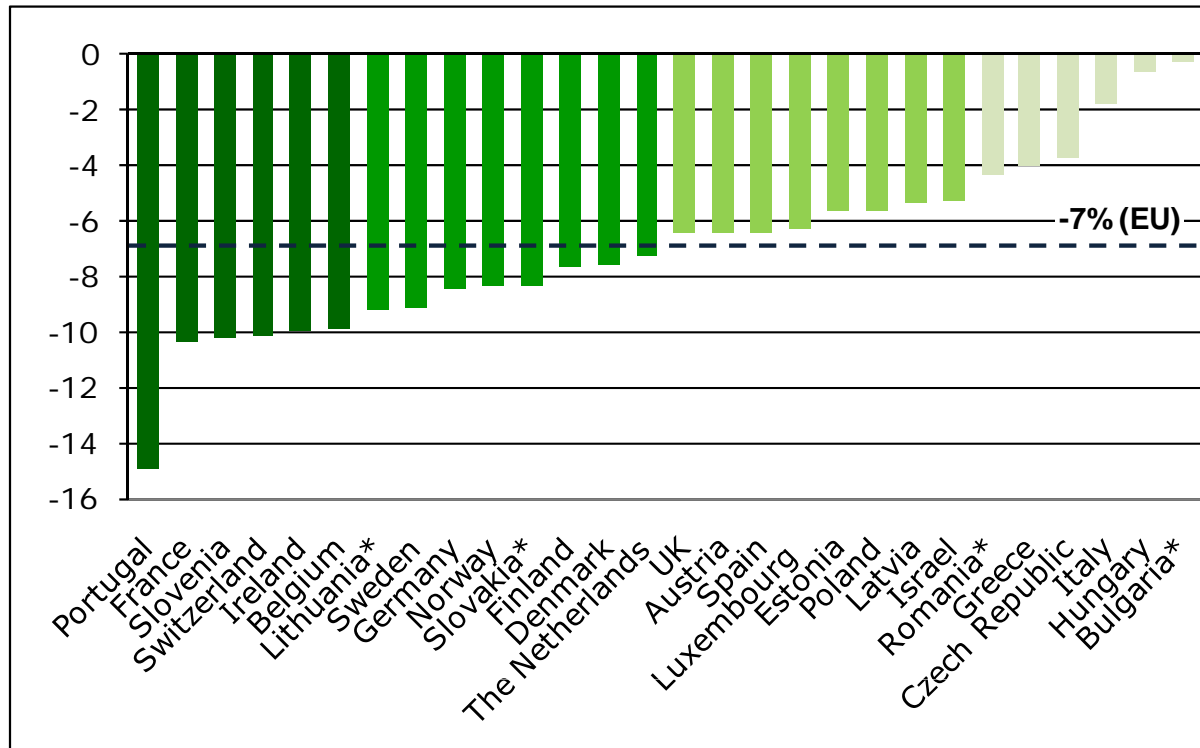
# Children (0-14 years old)

- Represent 1/6 of population and 4% road deaths
- 18,500 child road deaths over the past decade
- **1,200 in 2007 alone**
  
- Every tenth child death results from a road collision



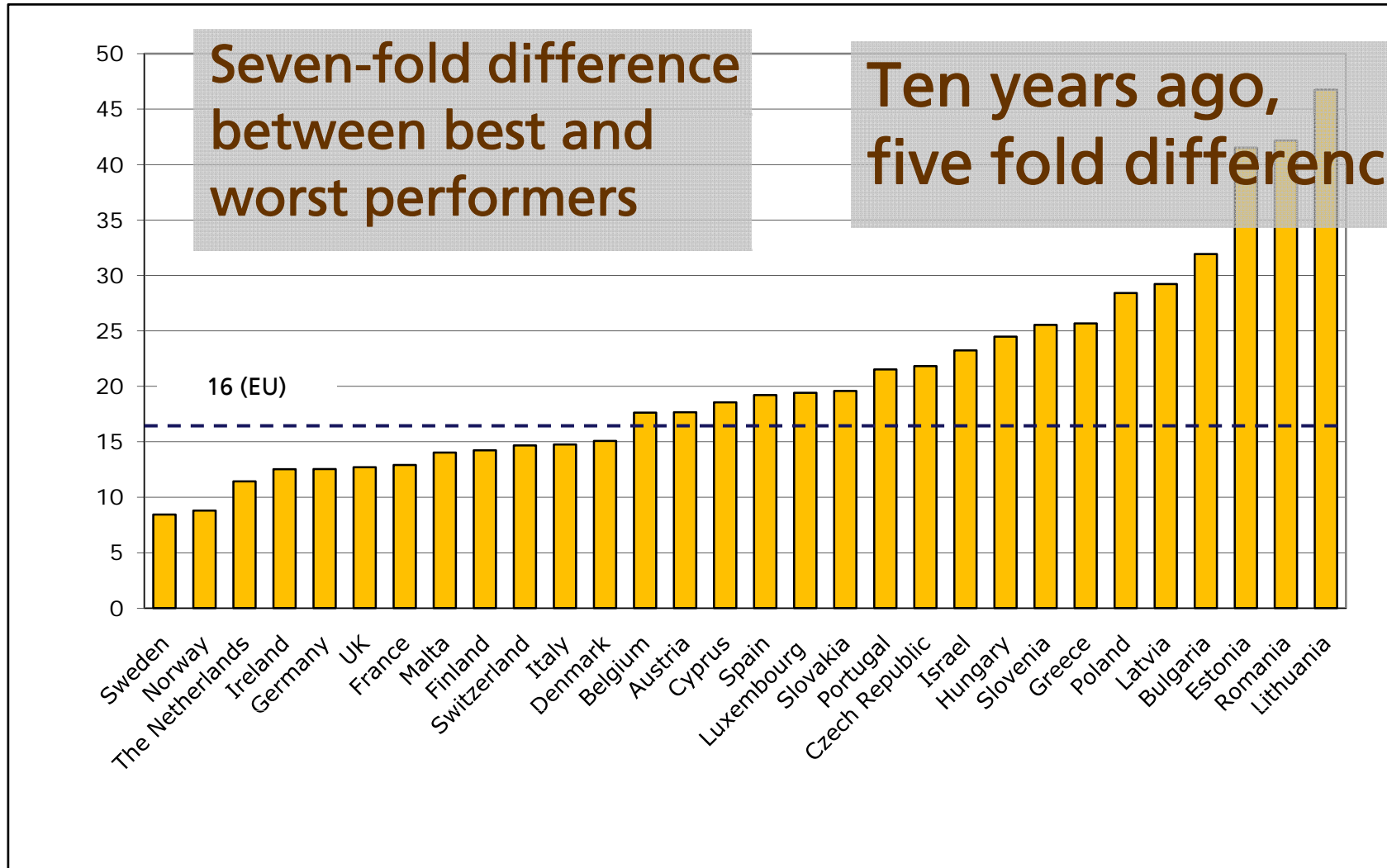
# Reduction in child mortality

Annual average percentage reduction over the past decade

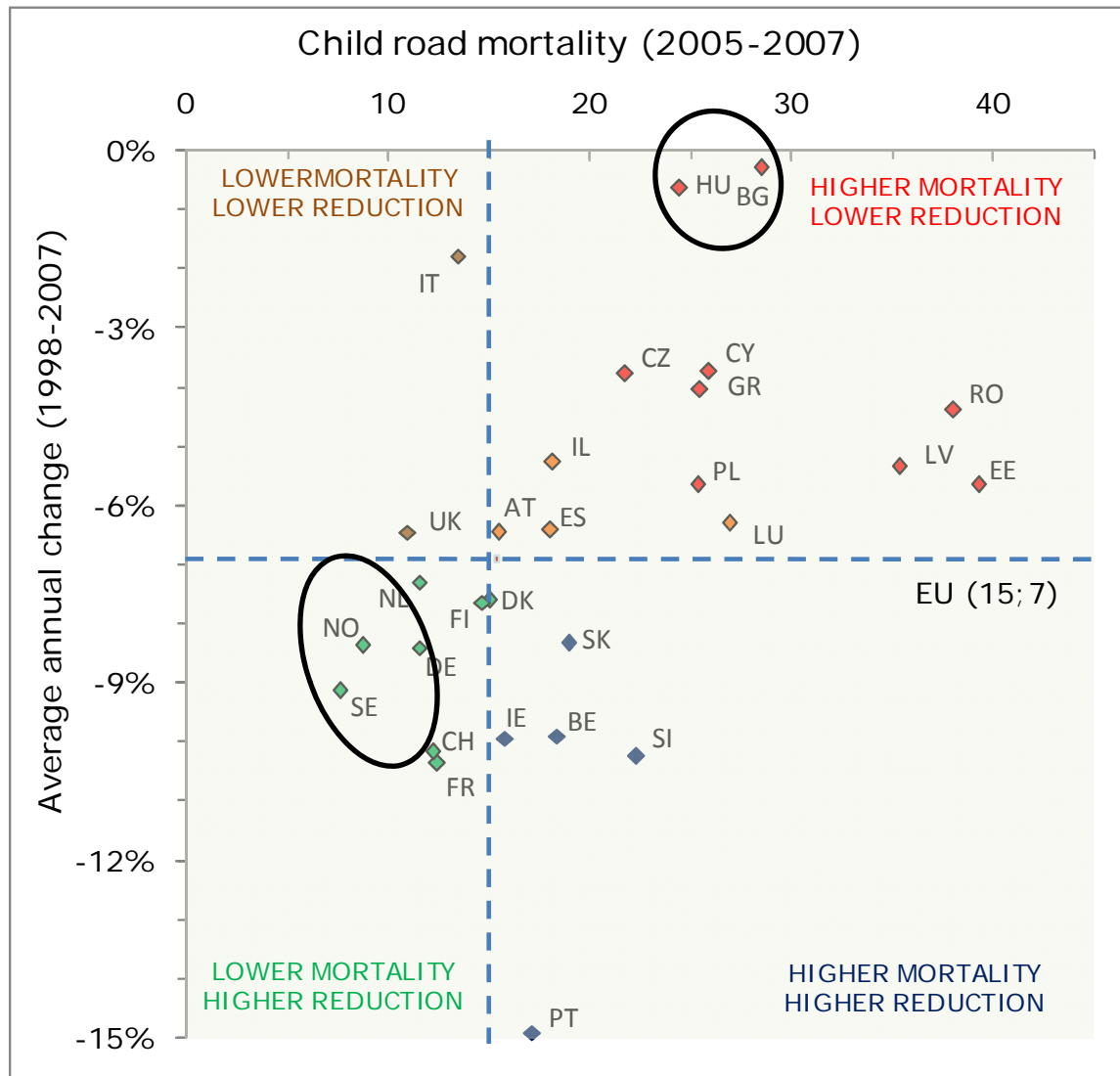


No one single champion, but several winners this time!

# A great disparity in mortality



# Mortality versus reduction



Countries with lowest **mortality** are often those with highest **reduction**...

Countries with highest **mortality** are often those with lowest **reduction**...



# 600 child lives could be saved

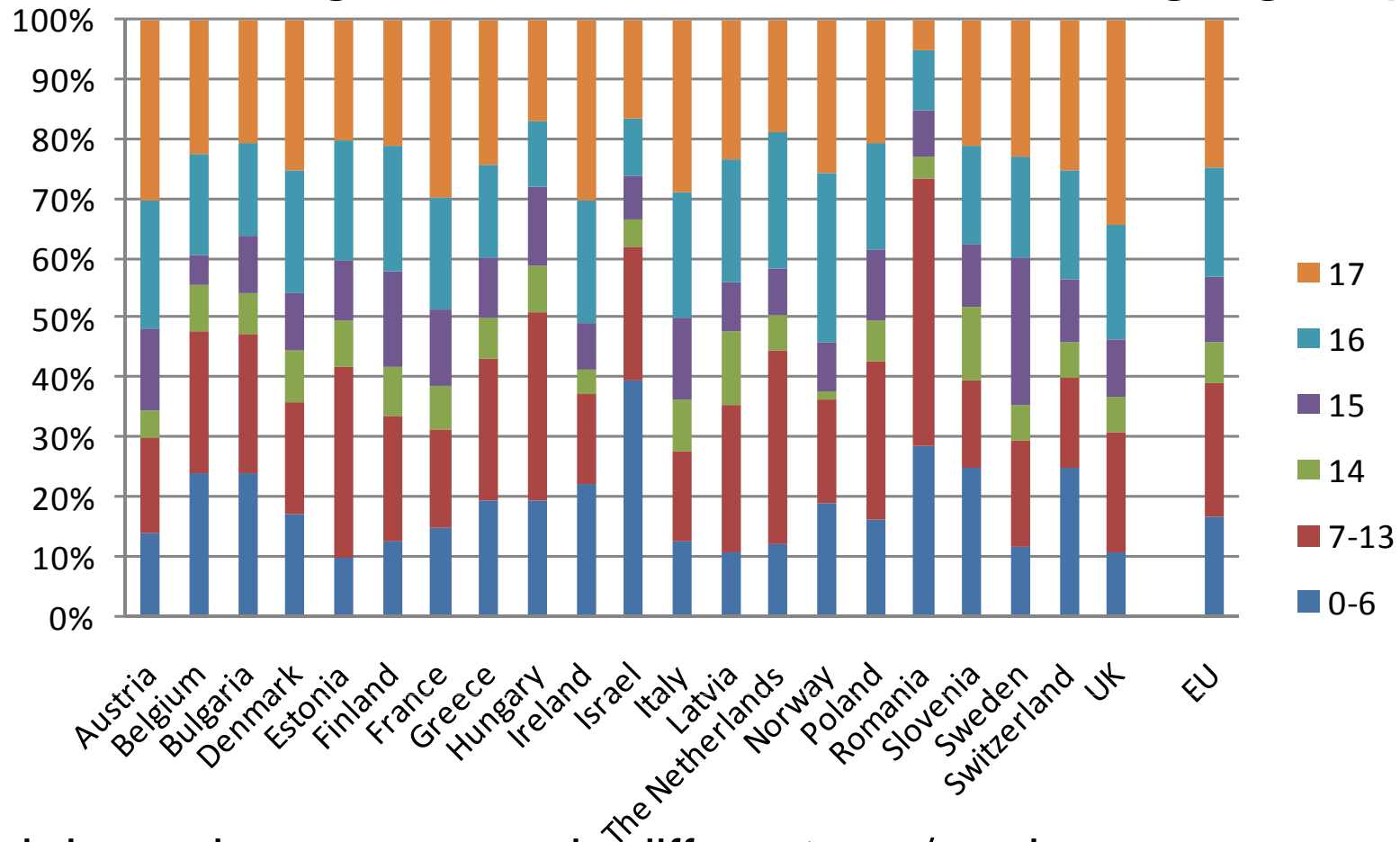
- 16 child deaths per million population against 95 deaths for the rest of the population  
→ Children are 6 times safer...

BUT

- Half of child deaths in EU-27 could be avoided in 2007 if child road mortality was at Swedish level  
→ i.e. for 2007 alone, around 600 children would have been killed instead of 1,219.

# Mortality increases with age

## Percentage share of road deaths in age groups



...and depends on exposure in different age/road user groups

# Some good practices

## EU

- Legislation on seat belt and child restraints
- Rear-facing child seat (<4 years old)



## UK

- Separate child reduction target
- Lower VAT on child restraint equipment

## Barcelona

- Safe routes to school

## France

- Alcolocks in school buses



# ETSC Recommendations

## To Members States:

- Adopt a separate target for reducing deaths amongst children and accompanying measures
- Provide safe environment to children (e.g. traffic calming schemes, zone 30)

## To EU institutions:

- Make rear facing seats mandatory for children up to 4 years of age
- Make the fitting of ISOFIX child restraint anchorages mandatory in vehicle type approval

# What is coming up?

- *April 2009:* New PIN country ranking on vehicle passive safety
- *22 June 2009:* PIN Annual Conference



# Speakers

- ***Morag MacKay***  
European Child Safety Alliance
- ***Sandra Nascimento***  
Portuguese Association for  
Child Safety Promotion
- ***Mats Gummesson***  
Swedish Road Administration

