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# **Road Safety Strategies**

## **Updating the Danish Road Safety Action Plan**

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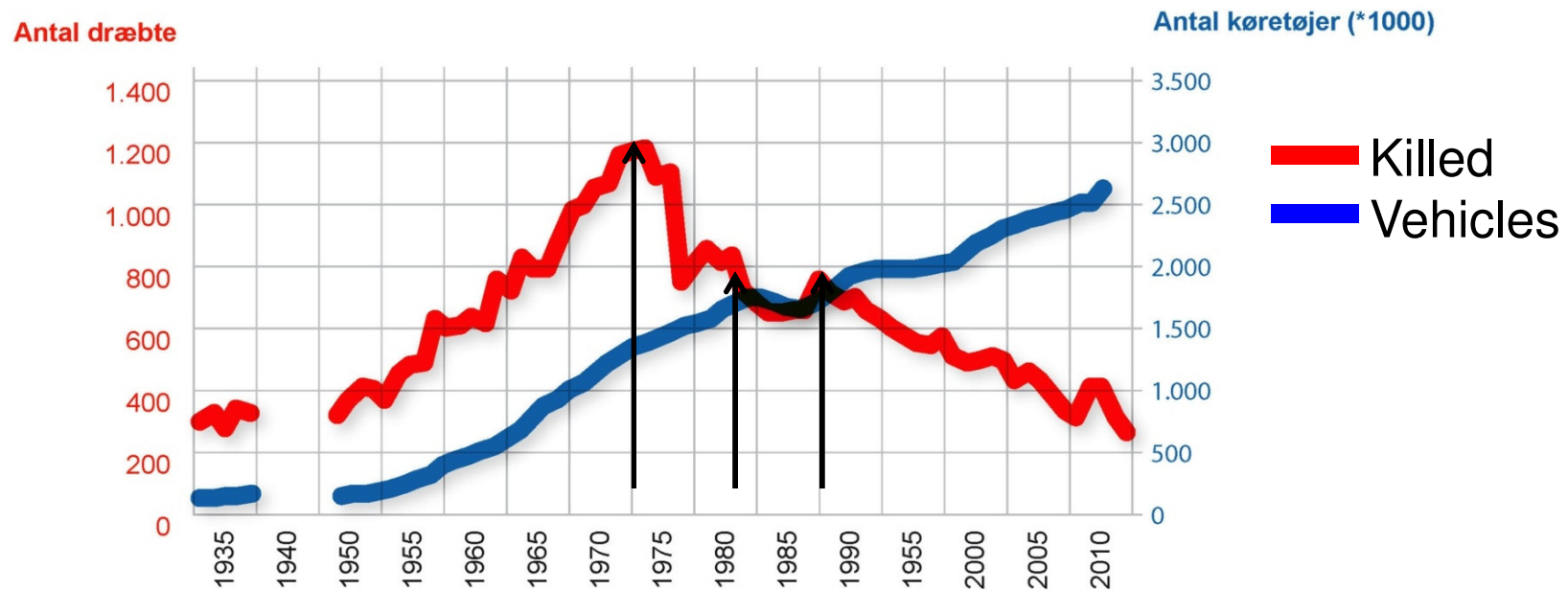
## Presentation

- Danish Road Safety – history
- Preparing a new National Road Safety Action plan
- Effect of mandatory courses for drunk drivers in Denmark



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## Danish Road Safety - a good story





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## The Road Safety Commission

1989-2000



2001-2012



2006-2012



Direction and goals for Road Safety since 1988



## The Road Safety Commission

### Task

- Set overall goals
- Inspire relevant interests
- Monitoring development
- Identify needs for new initiatives
- Propose new intervention areas/methods



## **The Danish Road Safety Commission**

### **Members with votes: 21**

- Representatives from all political parties
- Representatives from Ministry of Transport and Ministry of Justice
- Representatives from National Road Authorities
- Representatives from Road Safety Research institutions
- Police
- Private organisations for car owners, bicycle, driving teachers
- Trade unions
- Regions
- Municipalities



## **The Danish Road Safety Commission**

### **Members without votes: 12 Experts**

- Representatives from National Road Authorities
- Representatives from National Car Inspection
- Representatives from Road Safety Research Institutions
- Police
- Private organisations for car owners, bicycle, driving teachers
- Trade unions
- Counties road authorities
- Municipalities road authorities



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**Key players in the Danish Road Safety Action Plan**





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## Road Safety Action plan 2013-2020

Focus on road user behavior

Under the headline

**"Every accident is one too many"**

the goals are:

1. *Unconscious risky behavior and mistakes shall not cause serious accidents.*
2. *Conscious risky behavior shall be minimized*



## **Everyone has a responsibility!**

### **Interaction between:**

- Public institutions
- Municipalities
- The regions
- The private sector
- International cooperation
- Procurement and supply
- ISO standards

**EU target of 50 % reduction in deaths  
2010- 2020 in Denmark  
Same reduction of casualties**



	2010	2020
Killed	255	120
Seriously injured	2063	1000
Slightly injured	2090	1000



## **Focus on the largest road safety problems**

Based on accident statistics and Accident Investigation Board (AIB)-knowledge:

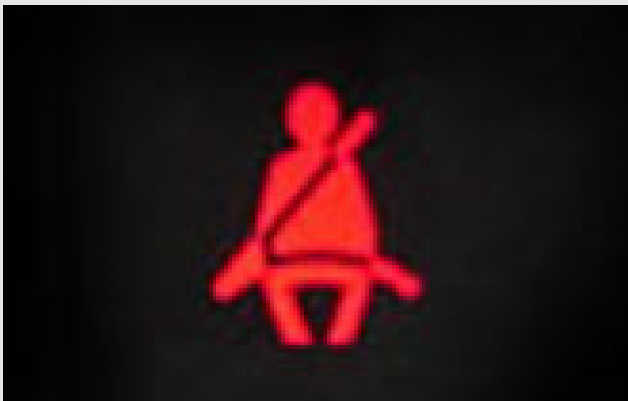
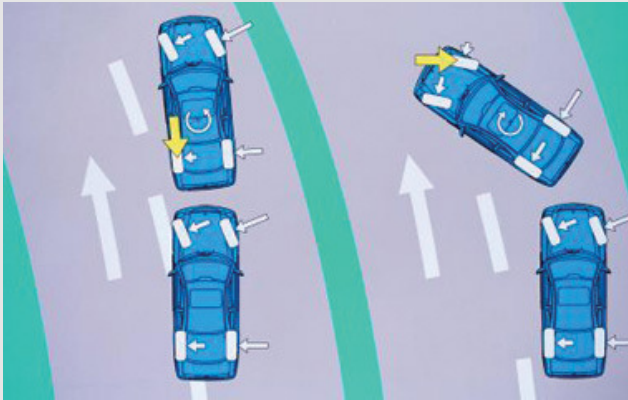
- Data from accident statistics from 2006 to 2010
- Detailed knowledge of the extended fatal accident statistics from 2010-2011
- Knowledge from AIB - depth analyzes



## Proposals to focus on:

- |   |               |
|---|---------------|
| 1. Speeding   | 59% of killed |
| 2. Drunk driving                                      | 25% of killed |
| 3. Inattention  | 38% of killed |
| 4. Lack of seat belt and helmet use                   | 28% of killed |
| 5. Accidents involving pedestrians                    | 17% of killed |
| 6. Accidents involving cyclists and moped drivers     | 20% of killed |
| 7. Accidents involving young drivers (up to 24 years) | 19% of killed |
| 8. Meeting Accidents                                  | 23% of killed |
| 9. Solo accidents                                     | 28% of killed |
| 10. Accidents at intersections in rural areas         | 16% of killed |

**Benchmarks/indicators for individual focus areas**



## Vehicle technologies is evolving

The potential of the technology can be divided into the following 3 areas:

- Technology that prevents deliberate risk taking
- Technology that helps road users to the correct behavior
- Technology that make the accident less serious



## Measures against speeding

- 1. The vehicles**
  - a. Speed limitations in cars
  - b. Access to the data from the “black boxes”
- 2. Behaviour - control**
  - a. Explanatory campaigns
  - b. Intensified speed control
  - c. Digital speed map
- 3. The road engineering**
  - a. Differentiated speed in open country.
  - b. Speed calming measures.





## Measures against drunk driving, drugs and medicines



### **1. The vehicles**

- a. Alcohol interlock in cars

### **2. Second Behavior – Control**

- a. General BAC limit of 0.2
- b. Campaigns against drunk driving
- c. Police control - extensive use of screening alcometre





## **Measures against inattention**

- influence also meeting and single accidents

### **1. The vehicles**

a. Technological solutions:

Forward collision warning, lane departure warning, fatigue driving

### **2. Behavior - Control**

a. Campaigns against inattention and fatigue

### **3. The roads**

a. Rumble grooves on rural roads

b. Center guardrails

c. Fewer distracters



## Also in the plan

### Annex

- Fact sheets describing each action, efficacy, potential savings and investment
- Deepening of research needs



## **Further process**

### **December 2012:**

Prelinary approval  
by The Road Safety Commission

### **December 2012 - January 2013**

Public hearing

### **February 2013**

Final approval by  
The Road Safety Commission



## **Mandatory courses for drunk drivers – effect study i Denmark**

Since 2005, all drivers who are sentenced for drunk driving ( $> 0,5$  BAC) must attend a mandatory course in "Alcohol and Traffic" as a one of the conditions to regain their license

The effect of the course what evaluated in 2009 by The Technical University, Institute for Transport through qualitative and quantitative interviews and a before/after study.



## The course

- 10 hours, divided into 4 sessions of 2 ½ hours
  - 1 session pr. week
  - Price: 2.500 DKR (38.000 RSD)
  - No treatment/rehabilitation!
  - Approx 12 participants pr. course
- 
- Administered by The Danish Regions
  - Teachers: Alcohol consultants

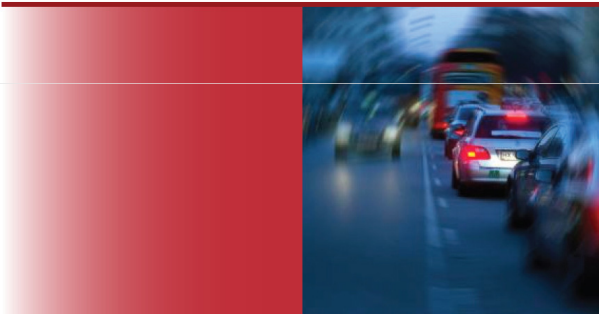


## Aim

- Lowering the risk of drink driving by influencing the general alcohol consumption of the participant,
- Teaching alternative strategies, when it comes to the mixture of alcohol and driving



**Reducing  
recidivism**



## Results

- Before/after study: Recidivism to drink driving was reduced with 40 %, among those who attended the course, compared to those who didn't (before 2005)
- There is an overall satisfaction with the course, but it could be improved. For example by conducting different courses to different groups of offenders (alcohol abusers, young drivers etc.)



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**Keep up the good spirit with  
the Serbian Road Safety Plan!**

**Thank you for your attention.**