2nd Road Safety PIN Conference
23 June 2008

Countdown to 2010
- only two more years to act!
EU ambition

**EU target** to cut by 50% yearly road deaths between 2001 and 2010

Countries have similar national targets
Best reductions 2001 - 2007

France - 43%

Portugal - 42%

Luxembourg - 38%
### Countries that are progressing

<table>
<thead>
<tr>
<th>Country</th>
<th>Progression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>- 31%</td>
</tr>
<tr>
<td>Germany</td>
<td>- 29%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>- 29%</td>
</tr>
<tr>
<td>Belgium</td>
<td>- 27%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>- 27%</td>
</tr>
<tr>
<td>Israel</td>
<td>- 27%</td>
</tr>
<tr>
<td>Latvia</td>
<td>- 25%</td>
</tr>
</tbody>
</table>

*Source: European Transport Safety Council*
Countries lagging behind

Romania: +14%
Lithuania: +5%
Poland: +1%
Denmark: -5%
Czech Republic: -8%
The UK: -8%
Greece: -15%

EU 27 average
At least a 7.4% annual reduction is needed to halve road deaths between 2001 and 2010.
Expected year of reaching the target

Estimation based on the average annual % reductions 2001-2007

- **On time**
- **0 to 3 years of delay**
- **3 to 5 years of delay**
- **5 to 10 years of delay**
- **More than 10 years of delay**

(*UK: 2001-2006)
2007: a lost year

Denmark      +34%
Czech Rep.   +15%
Finland      +12%
Slovenia     +12%
Sweden       +6%
Poland       +6%
Switzerland  +4%

EU 10 average: +5%
... with some cause for hope

Ireland - 7%
Spain - 7%
Italy - 6%
Hungary - 6%

EU 15 average = - 2.7%
The EU needs further efforts
It is about saving people’s lives

43,500 lives have been saved since 2001 and the adoption of the EU target.

If the EU-27 were on track, 75,000 lives would have been saved.

30,000 people’s lives more could have been saved if the EU had been on track.
Road deaths per million population 2007

EU 27 Average: 87

**UK = 2006**
Aldis Lama
Ministry of Transport
PIN Panelist for Latvia
During the last 12 years number of vehicles has increased 2.5 times and number of drivers 1.5 times;

As road infrastructure remains practically the same the traffic has become more intensive;

Number of injury accidents went up 1.2 times in the last 12 years, but number of killed decreased 1.6 times.
Killed in road accidents and general changes in Traffic rules

From 1 January, 1996:
- speed limit in built-up areas – from 60 to 50km/h;
- mandatory use of safety belts and helmets;
- mandatory use of head lights from 01.10. till 01.04.

From 1 April, 1999:
- compulsory use of head lights at all time;
- compulsory use of children restriction system;
- compulsory use of reflectors for pedestrians in darkness;
- compulsory use of winter tires from 01.12 till 01.03;
- use of mobile phone in vehicle only with hand free system;

From 1 July, 2004:
- introduction of a penalty point system;
- mandatory testing to obtain a moped license

<table>
<thead>
<tr>
<th>Year</th>
<th>Killed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>997</td>
</tr>
<tr>
<td>1992</td>
<td>787</td>
</tr>
<tr>
<td>1993</td>
<td>724</td>
</tr>
<tr>
<td>1994</td>
<td>774</td>
</tr>
<tr>
<td>1995</td>
<td>660</td>
</tr>
<tr>
<td>1996</td>
<td>594</td>
</tr>
<tr>
<td>1997</td>
<td>567</td>
</tr>
<tr>
<td>1998</td>
<td>677</td>
</tr>
<tr>
<td>1999</td>
<td>652</td>
</tr>
<tr>
<td>2000</td>
<td>635</td>
</tr>
<tr>
<td>2001</td>
<td>558</td>
</tr>
<tr>
<td>2002</td>
<td>559</td>
</tr>
<tr>
<td>2003</td>
<td>532</td>
</tr>
<tr>
<td>2004</td>
<td>516</td>
</tr>
<tr>
<td>2005</td>
<td>442</td>
</tr>
<tr>
<td>2006</td>
<td>407</td>
</tr>
<tr>
<td>2007</td>
<td>419</td>
</tr>
</tbody>
</table>
## Number of killed by road user in 2007

<table>
<thead>
<tr>
<th>Road user</th>
<th>Driver</th>
<th>Passenger</th>
<th>Total</th>
<th>D (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-wheel road vehicle</td>
<td>144</td>
<td>82</td>
<td>226</td>
<td>53.9%</td>
</tr>
<tr>
<td>Pedestrian</td>
<td></td>
<td></td>
<td>158</td>
<td>37.7%</td>
</tr>
<tr>
<td>Cycle</td>
<td>18</td>
<td>0</td>
<td>18</td>
<td>4.3%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>9</td>
<td>1</td>
<td>10</td>
<td>2.4%</td>
</tr>
<tr>
<td>Moped</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>1.0%</td>
</tr>
<tr>
<td>Quadricycles</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>419</strong></td>
<td><strong>0</strong></td>
<td><strong>419</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

## Main causes of fatal accidents in Latvia

- **Speeding** – over 22% of all fatalities registered in the last 3 years;
- **Driving under the influence of alcohol** – over 20% of all fatalities registered in the last 3 years;
- **Manoeuvring and aggressive driving** – over 7% of all fatalities registered in the last 3 years.
Accidents under the influence of alcohol
The 2007 – 2013 road safety programme

The aim of the programme is to reduce the number of road deaths by 70% in 2013 in comparison to 2001.

The interim goal considering the EU target is to reduce the number of road deaths by 50% in 2010.

The table shows the target and actual data for each year from 2001 to 2013.
Aggregated number of people killed

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>Mai</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>47</td>
<td>67</td>
<td>84</td>
<td>106</td>
<td>146</td>
<td>189</td>
<td>236</td>
<td>276</td>
<td>316</td>
<td>353</td>
<td>396</td>
<td>442</td>
</tr>
<tr>
<td>2006</td>
<td>28</td>
<td>48</td>
<td>77</td>
<td>102</td>
<td>125</td>
<td>159</td>
<td>188</td>
<td>228</td>
<td>270</td>
<td>319</td>
<td>350</td>
<td>407</td>
</tr>
<tr>
<td>2007</td>
<td>51</td>
<td>79</td>
<td>114</td>
<td>142</td>
<td>172</td>
<td>198</td>
<td>220</td>
<td>269</td>
<td>306</td>
<td>342</td>
<td>378</td>
<td>419</td>
</tr>
<tr>
<td>2008prov</td>
<td>34</td>
<td>60</td>
<td>75</td>
<td>97</td>
<td>115</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Road safety in Latvia has improved a lot during the last years; Despite some achievements the level of road safety in Latvia is worse than the average of European Union; To improve road safety it is necessary to change road users behaviour:

I. To educate and to train the road users to behave safely;
II. To create public opinion about safe behaviour;
III. To enforce road user behaviour;
IV. To improve the infrastructure of the road network;
V. To improve passive safety of vehicles.

Main conclusions

European Transport Safety Council
Dissemination of PIN Flash results

Via Mass media and campaigns – direct impact to the general public;

Via different projects - direct impact to politicians and decision makers;

Via my presentations – direct impact to road safety experts and specialists
Via mass media and campaigns

All PIN Flashes are sent to the Public Relation department of the Road Traffic Safety Directorate who is responsible for disseminating road safety information to media and coordinating awareness campaigns;

Via interviews. e.g.: April 23, 2008 in a special road safety TV show “ZEBRA”. The story was about safety of two wheelers (PIN Flash 7 results);

The PIN Flashes are available on the Road Traffic Research homepage:

http://www.csizpete.lv/files/Statistika%20starptautiskie%20dati.html (in Latvian)
Via different projects

The Riga Technical University in collaboration with the Road Traffic Research published:

- “Assessment of the first year of the Road traffic safety Programme 2007 – 2013” (in Latvian) – May 2008
- “Road Traffic Safety Situation and mobility problems in Riga” (in Latvian) – April 2008

The 1\textsuperscript{st} and 2\textsuperscript{nd} Reports were distributed to Members of the Latvian Road Traffic Safety Council

The 3\textsuperscript{rd} report will be distributed to Members of the Riga Council

European Transport Safety Council
Thank you for your attention!
Ilona Buttler
Motor Transport Institute (ITS)
PIN Panelist for Poland
Deaths on motorways per billion vehicle-km (2006)

EU average: 3.7

Countries:
- Switzerland
- Denmark
- The Netherlands
- Great Britain
- Sweden
- France
- Ireland
- Germany
- Finland
- Israel
- Austria
- Norway*
- Belgium
- Czech Republic
- Italy
- Portugal
- Spain
- Slovenia
- Hungary
A great disparity of risks

Deaths on motorways per billion vehicle-km in 2006

six-fold difference between best and worst performers
Progress over the past decade

Average yearly percentage change in deaths on motorways per billion vehicle-km over 1997-2006

- Great Britain: -10%
- Sweden: -8%
- Austria: -6%
- Germany: -4%
- Belgium: -2%
- Denmark: 0%
- Czech Republic: 6%
- Hungary: 6%
- France: 6%
- Spain: 6%
- Portugal*: 6%
- The Netherlands: 6%
- Slovenia: 6%
- Switzerland: 6%

Switzerland - 10%
Slovenia - 9.7%
Netherlands - 9%
Portugal - 8.5%
Spain - 8.5%

* Portugal data estimated.
Progress toward the target

Average yearly % change in deaths over 2001-2006

- Switzerland: -13%
- France: -11%
- Austria: -9%

European Transport Safety Council
Risk to motorcycle riders

PTW rider deaths per billion km ridden in 2006
Risk to motorcyclists and car drivers

Ratio of death rate per billion km ridden by PTW riders to corresponding rate for car drivers in a recent year

Average

Norway, Finland*, Austria, Portugal*, Denmark, Greece*, Poland*, Germany, Switzerland, Israel, Spain, Sweden, Hungary, Belgium*, Latvia, Ireland, France*, Estonia*, Czech Republic, Great Britain, Slovenia*
Moped riders among PTW riders

Moped rider deaths as a percentage all PTW rider deaths: 2004-2006

- Slovenia*
- Great Britain
- Switzerland
- Czech Republic
- Israel
- Slovakia
- Norway
- Greece*
- Portugal
- Estonia
- Belgium
- Sweden
- Denmark
- Poland
- Latvia
- Finland
- France
- Austria
- Hungary
- Cyprus
- Spain
- Netherlands

Moped riders among PTW riders

- Moped riders (≤50 ccm)
- Motorcycles (≥50 ccm)

European Transport Safety Council
Reducing the risk to motorcyclists

Average yearly percentage change between 1997 and 2006 in PTW rider deaths per billion km ridden

- Estonia
- Slovenia*
- Sweden
- Poland*
- Denmark
- France*
- Spain
- Switzerland
- Austria
- Norway
- Netherlands*
- Belgium*
- Germany
- Ireland
- Israel
- Great Britain
- Hungary
- Netherlands
- Belgium
- Germany
- Ireland
- Israel
- Great Britain
- Hungary
- Finland
- Czech Republic

European Transport Safety Council
Major problems / Czech Republic

- Inexperienced riders on powerful machines
- Low compliance with traffic law
- Dangerous behavior: stunts, racing
- Escape police enforcement

![Road fatalities Czech Republic 2001-2007](Source: MoT Czech Republic)

![Inexperienced riders on powerful machines](Source: www.abc.net.au)

Source: www.abc.net.au
Tsippy Lotan
OR YAROK
PIN Panelist for ISRAEL
ממדים לשבירת תורות בריכים בישראל
בהשוואה לאירופה

ETSC- תוכנית תוקנית 2005


European Transport Safety Council
Israel has eighth-lowest road death rate in European ranking

By Galit Ziperman Loven

Israel ranks eighth among 36 European countries for lowest number of traffic accident deaths, traffic watchdog group Or Yarok said on Wednesday.

The study was part of the European Transport Safety Council (ETSC) annual Road Safety Performance Index.

"It is very important to compare us not only to ourselves, but to Europe, where road safety takes a high priority," Or Yarok CEO Shmuel Abuav told The Jerusalem Post on Wednesday.

The study, in which Israel took part for the first time this year, concentrated on six parameters of road safety: number of death, seatbelt notification systems in cars, drunk driving, highway safety, motorcycle deaths, and success of awareness camp-

A TRAFFIC accident on the Arava Highway. According to Dr. Yarok, road deaths have decreased significantly over the past few years. (Ariel Jerusalem/The Jerusalem Post)
National Road Safety Plan target: 30% reduction in 5 years

Minister of Transport: 6% yearly reduction
Progress over the past decade

Average yearly % change in older people deaths over 1997-2006

[Map of Europe with color coding for different percentage changes in older people deaths]
Progress over the past decade

Average yearly % change in older people deaths over 1997-06

EU Average: 3.7%

- Bulgaria: -2%
- Latvia: -1.5%
- Romania: +2%
A great disparity of risks

Elderly road mortality with the road mortality of the rest of the population (0-64) for comparison

7-fold difference between Malta and Lithuania
Mobility at a high price

Ratio mortality of older people / mortality of others

In the Netherlands, Israel and Switzerland older people have twice the risk of dying in road traffic than others.

EU Average: 1.2
The chosen headline

Elderly in Israel die in road crashes twice as much as youngsters

In Parliament discussion is scheduled for July 1st 2008 to discuss the PIN results (Economic Committee)