2nd Road Safety PIN Conference

23 June 2008

Countdown to 2010
- only two more years to act!

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EU ambition

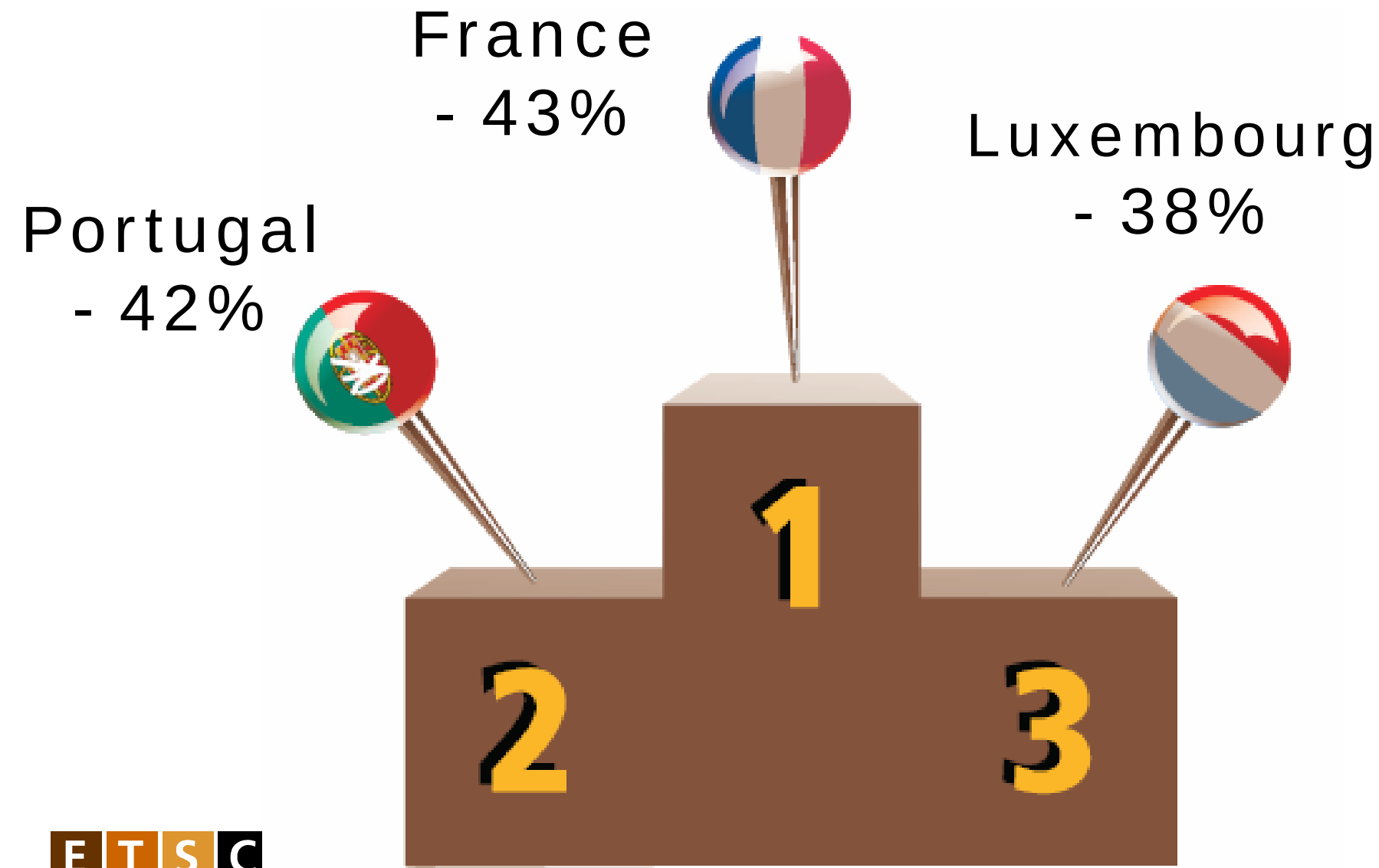
EU target to cut by 50% yearly road deaths between 2001 and 2010

Countries have similar **national targets**

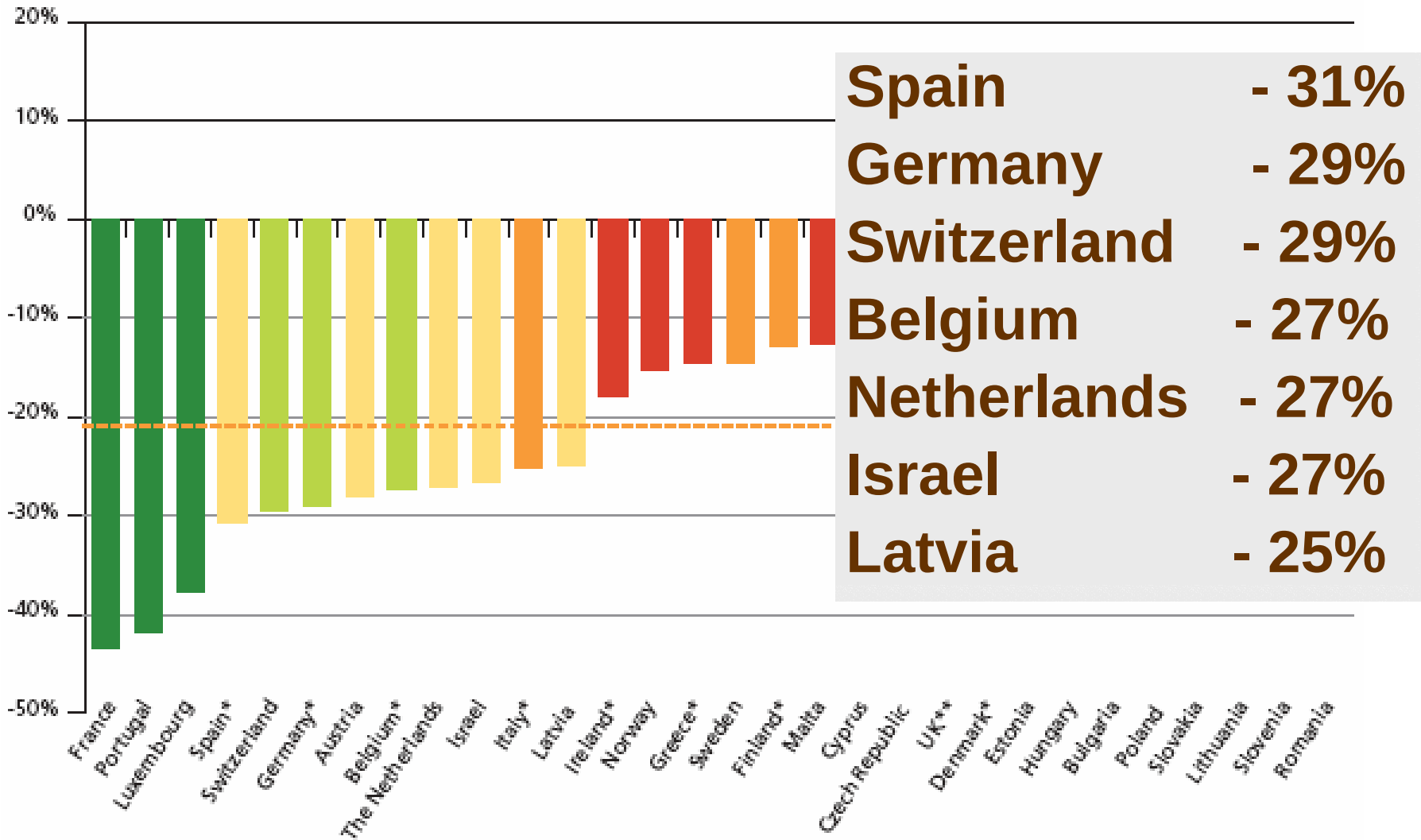


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Best reductions 2001 - 2007



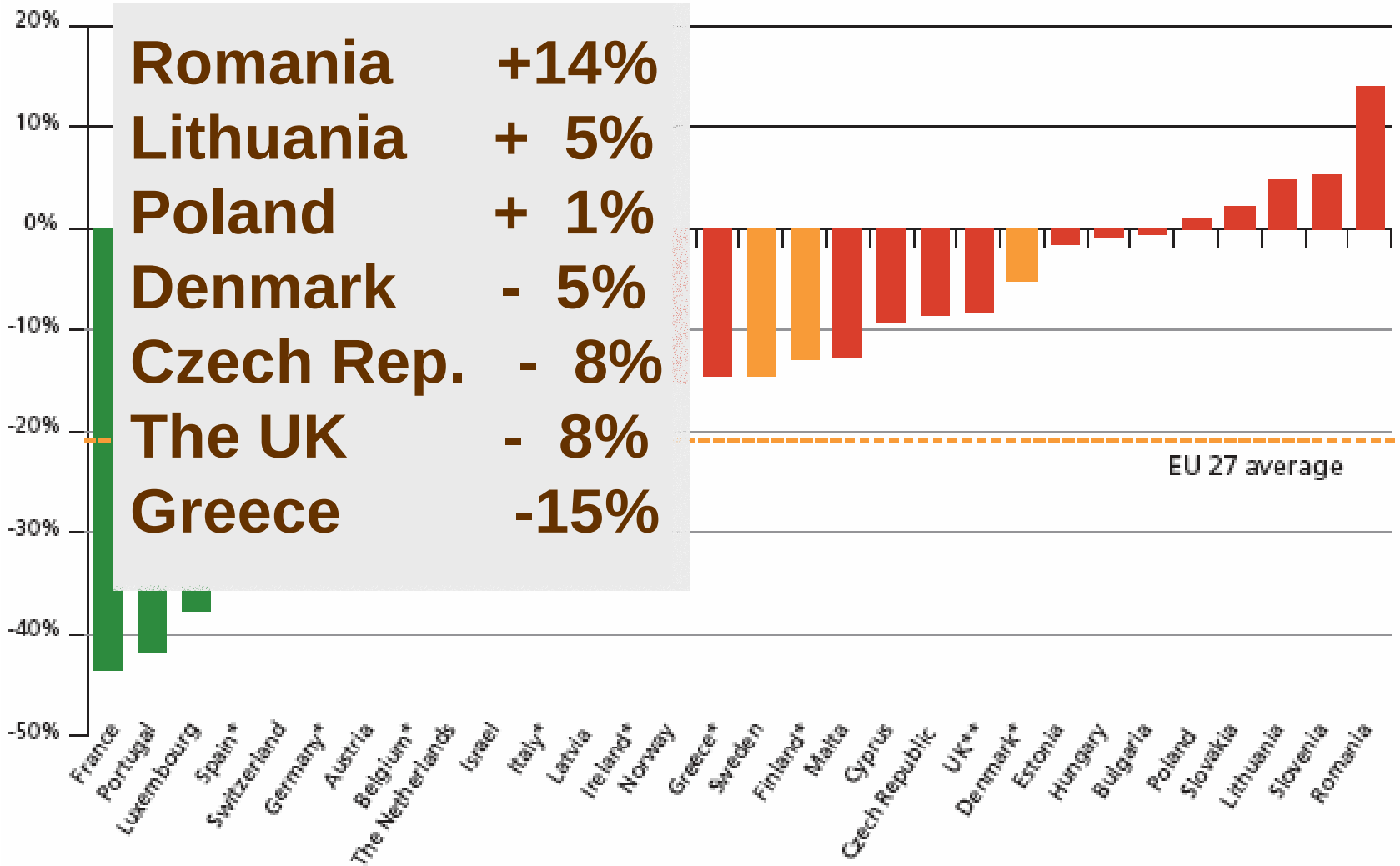
Countries that are progressing



Spain	- 31%
Germany	- 29%
Switzerland	- 29%
Belgium	- 27%
Netherlands	- 27%
Israel	- 27%
Latvia	- 25%

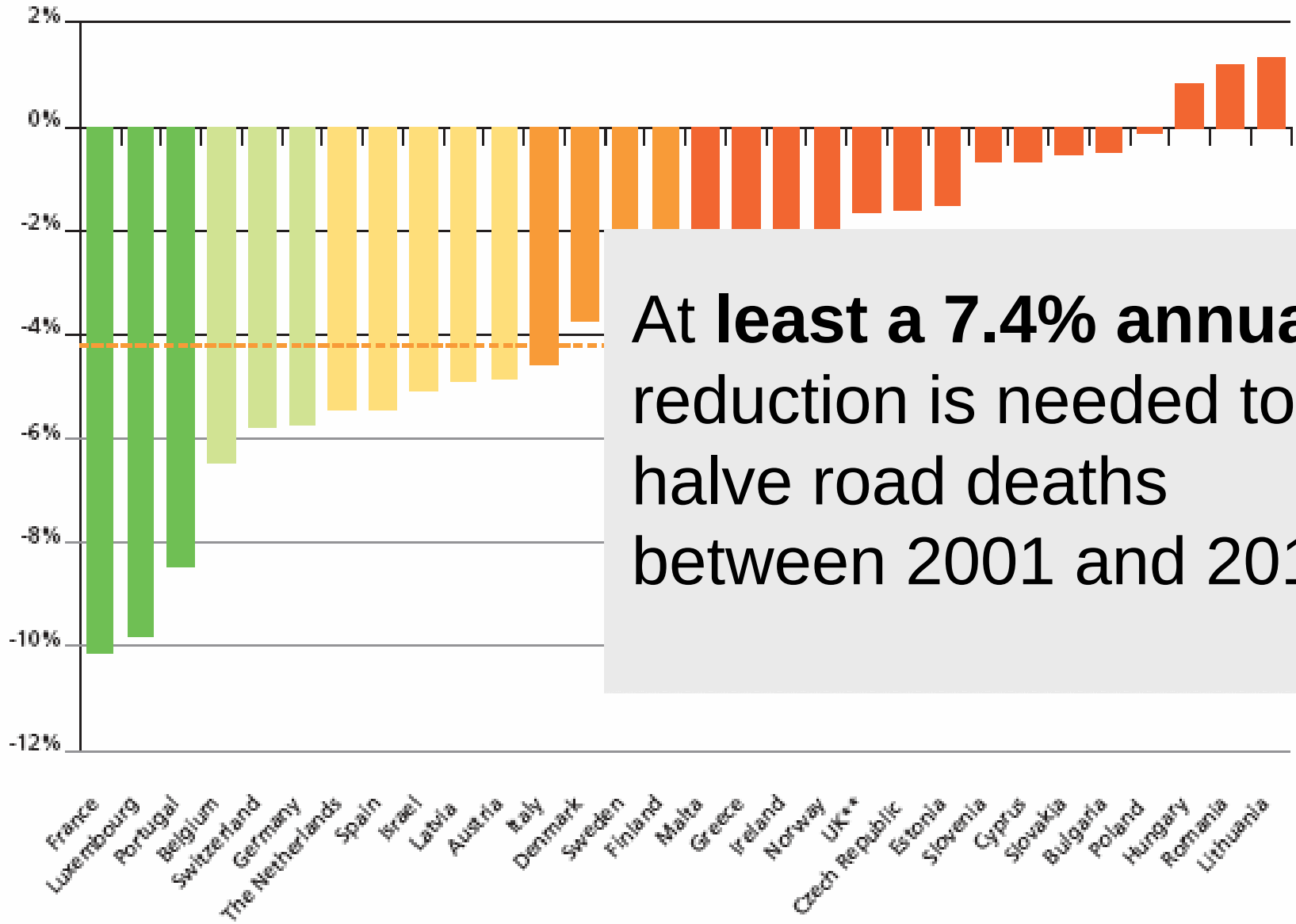
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Countries lagging behind



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Average yearly % change

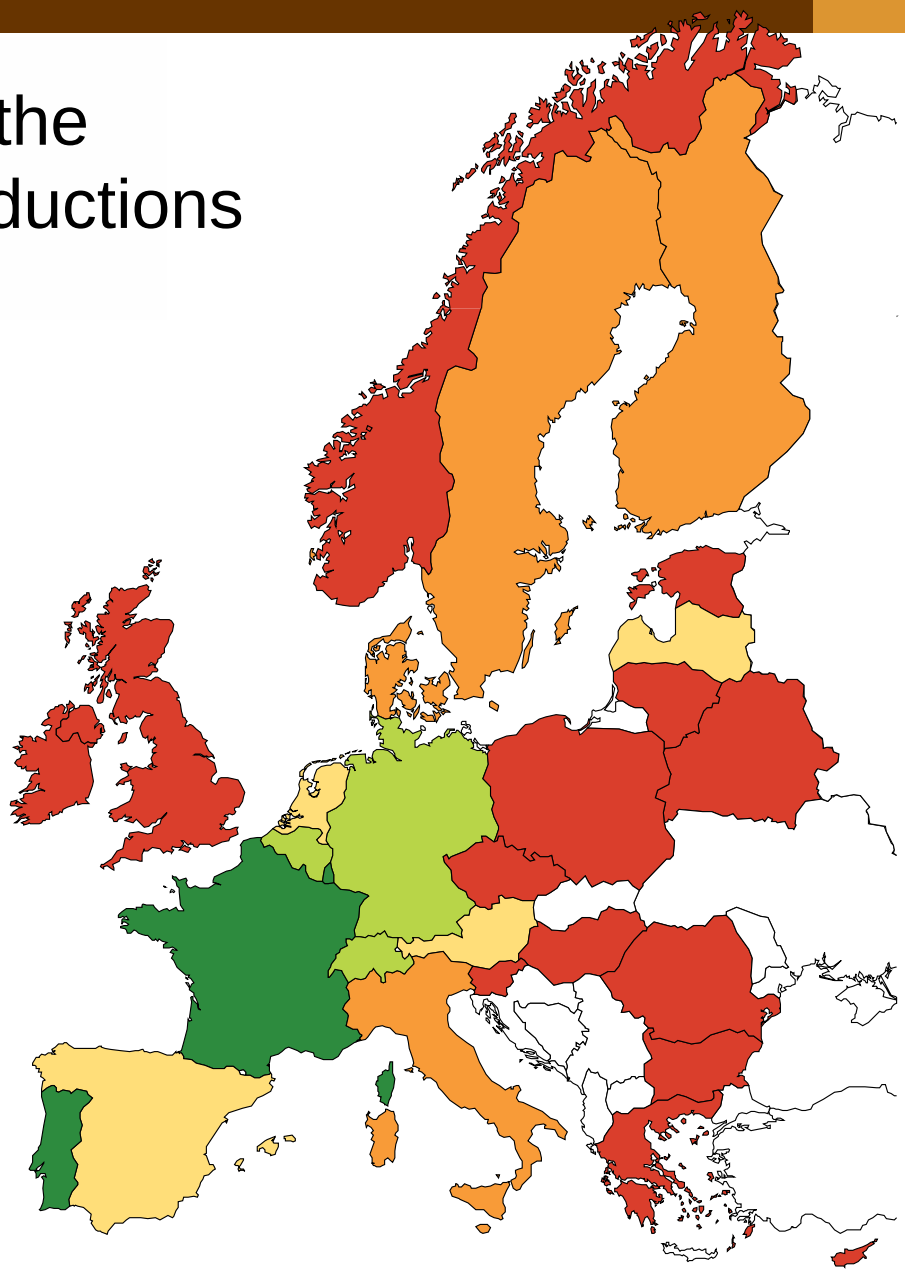


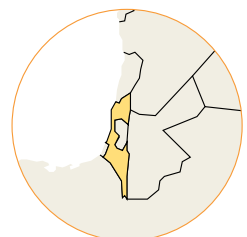
At **least a 7.4% annual** reduction is needed to halve road deaths between 2001 and 2010

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

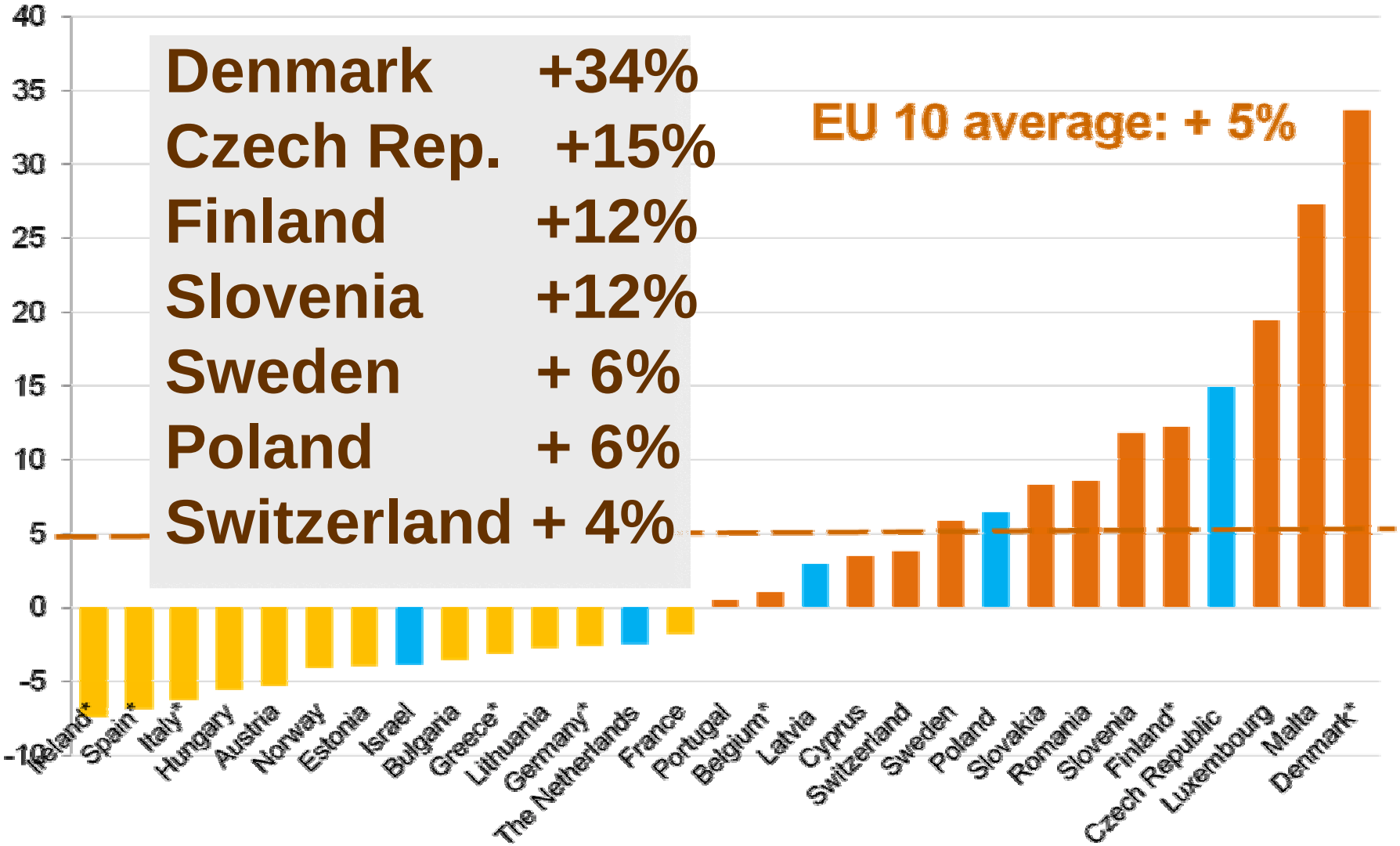




(*UK: 2001-2006)

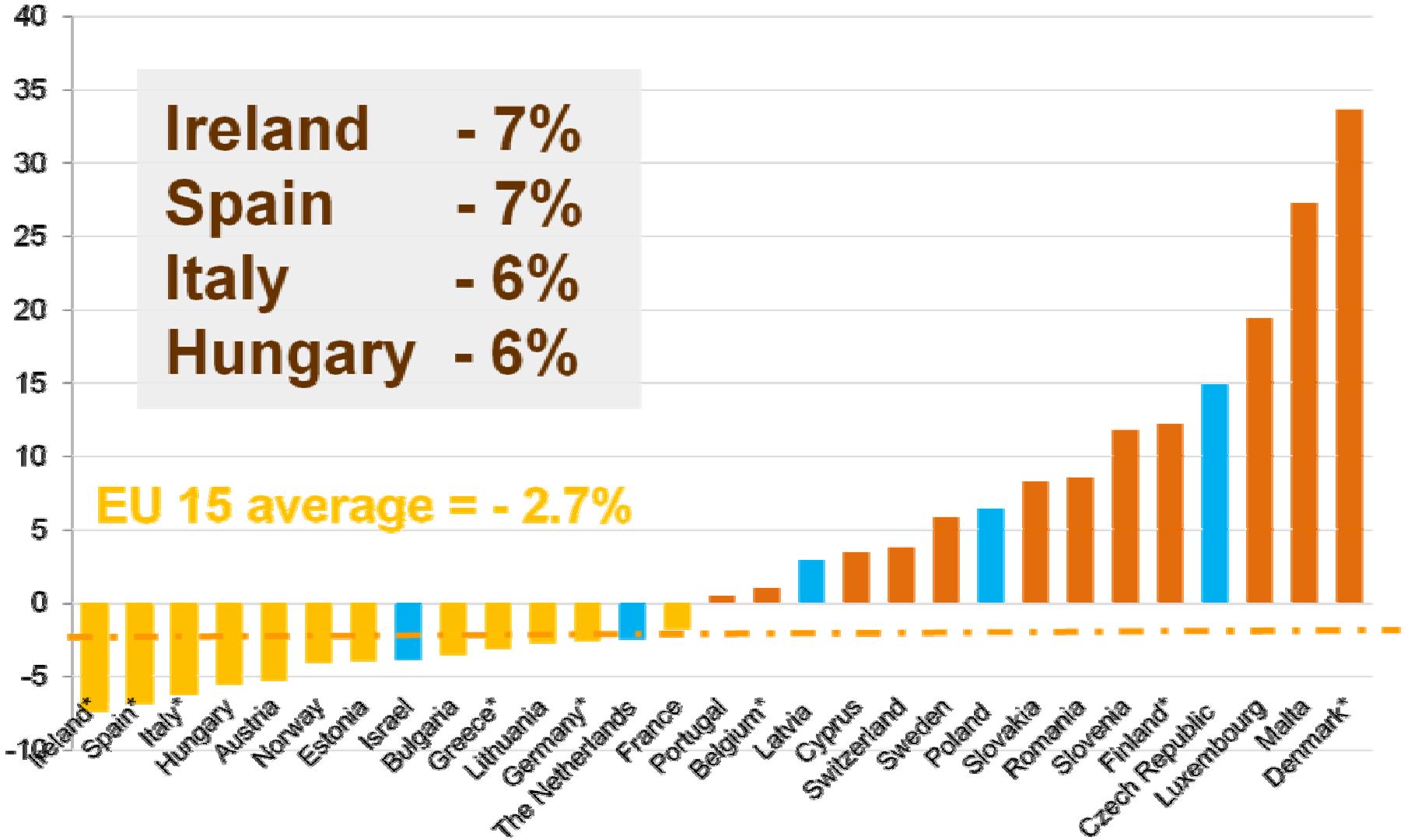
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2007: a lost year



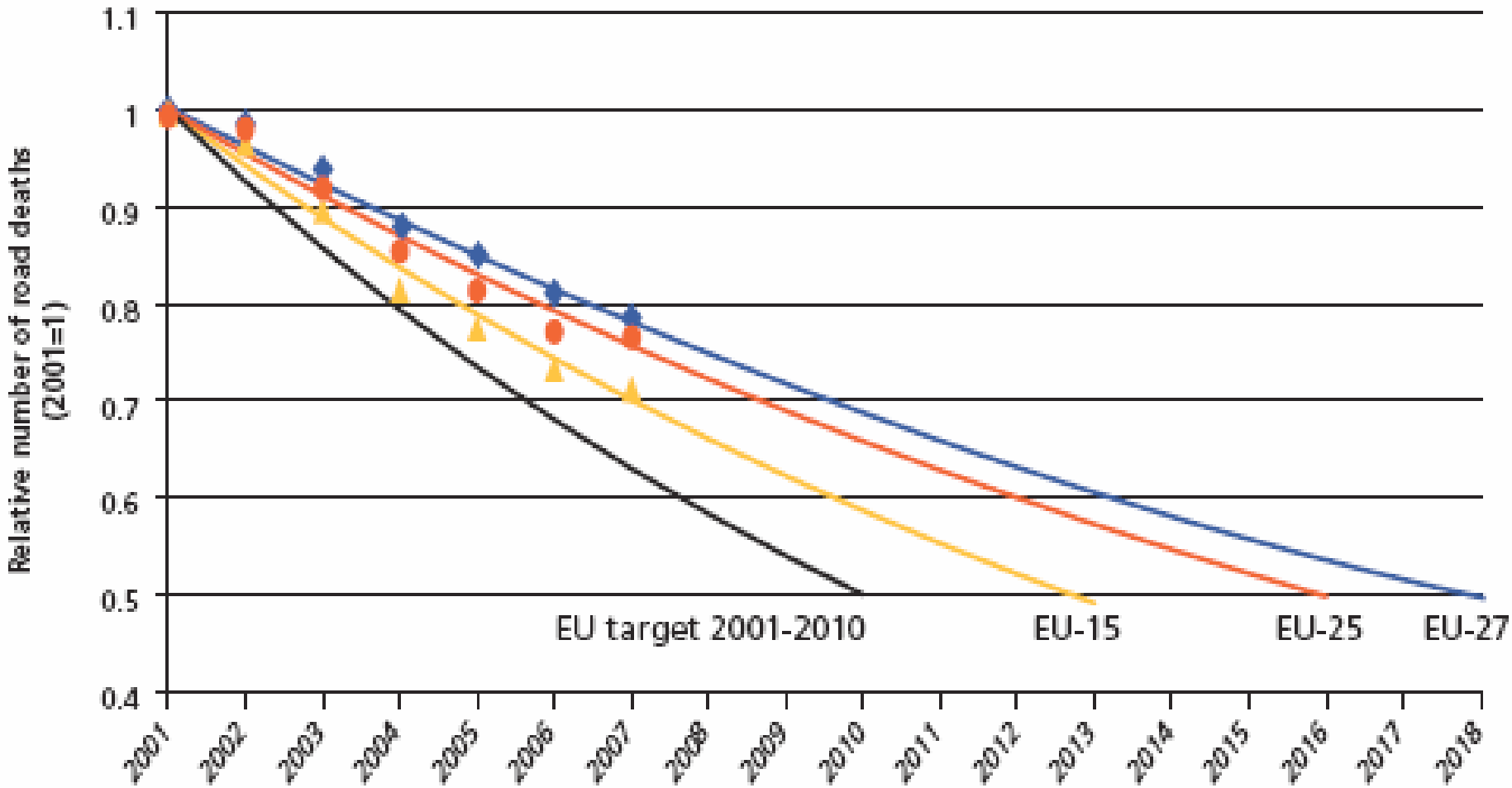
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... with some cause for hope



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The EU needs further efforts



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It is about saving people's lives

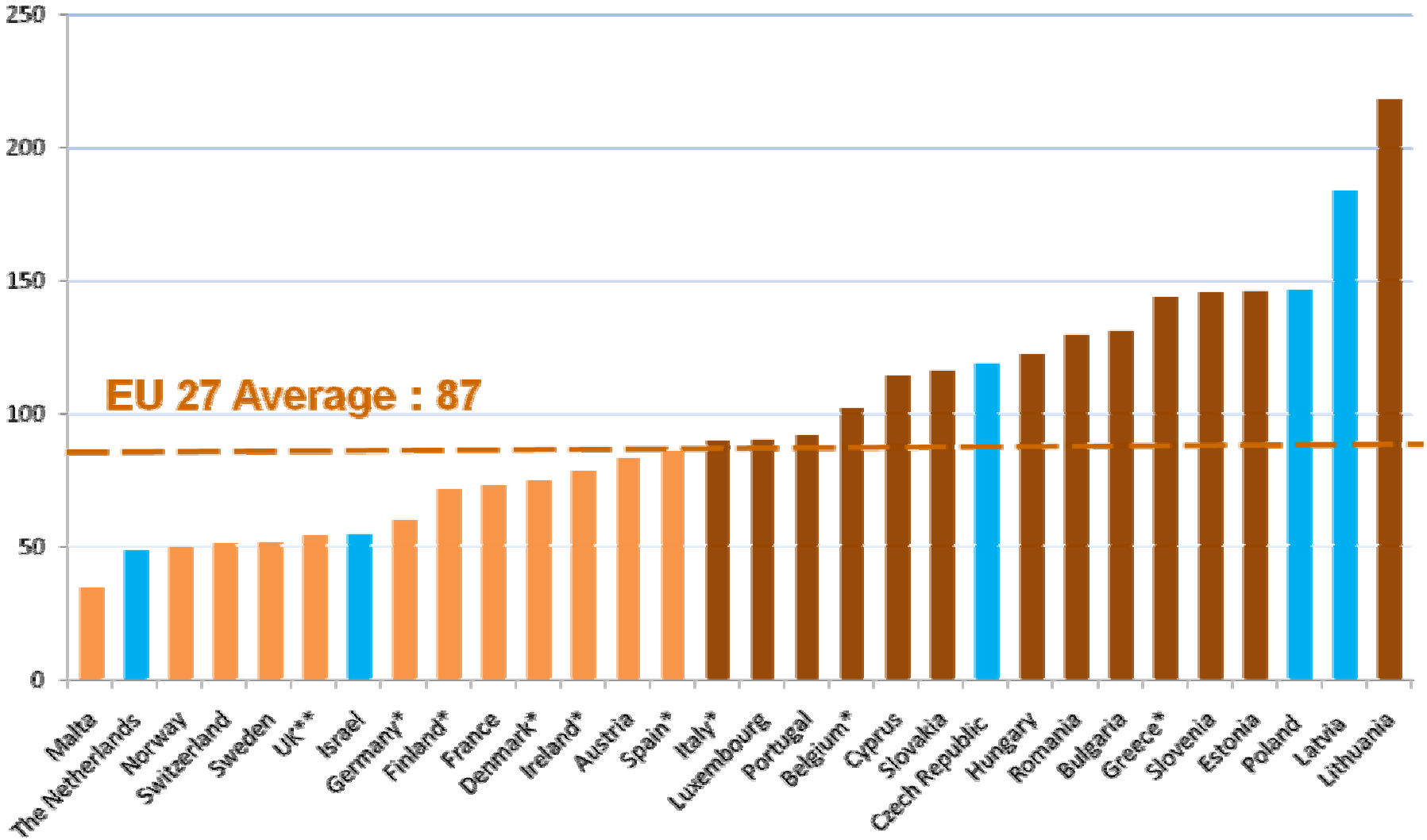
43,500 lives have been saved since 2001 and the adoption of the EU target.

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.

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Road deaths per million population 2007



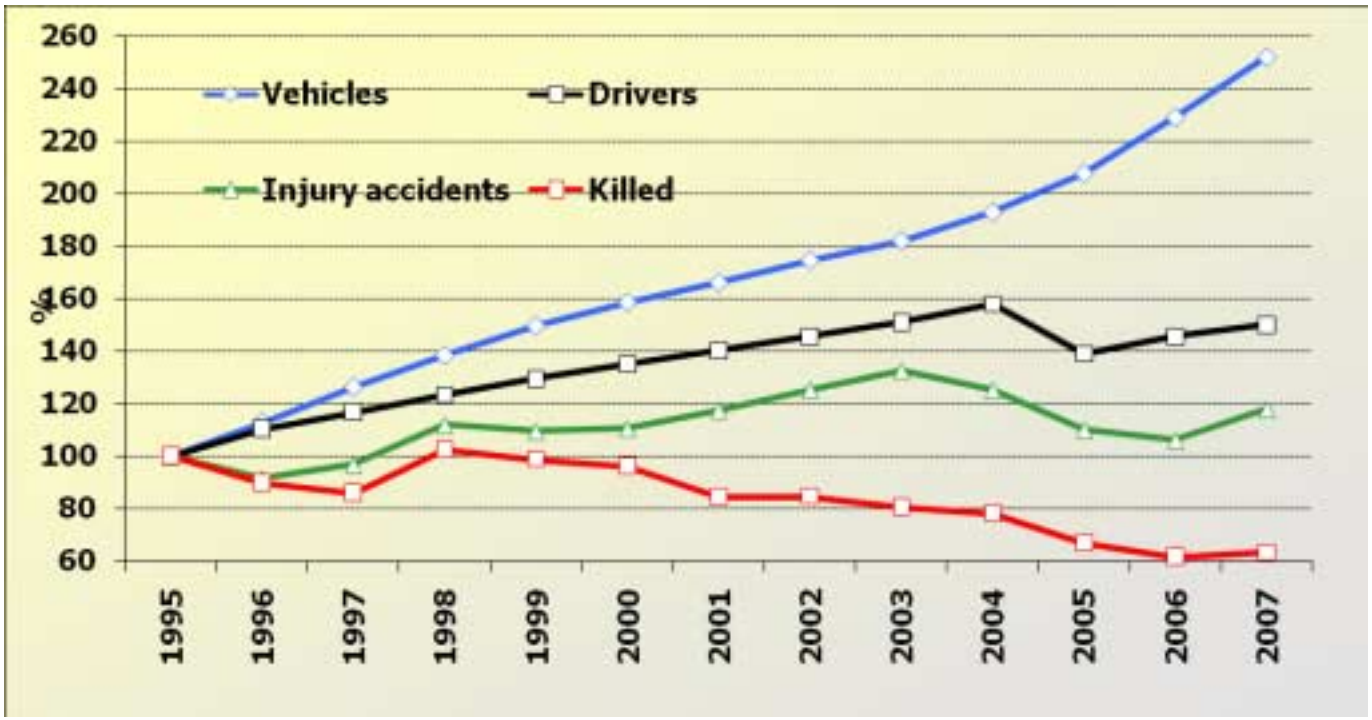
European Transport Safety Council

**UK= 2006

Aldis Lama
Ministry of Transport
PIN Panelist for Latvia

European Transport Safety Council

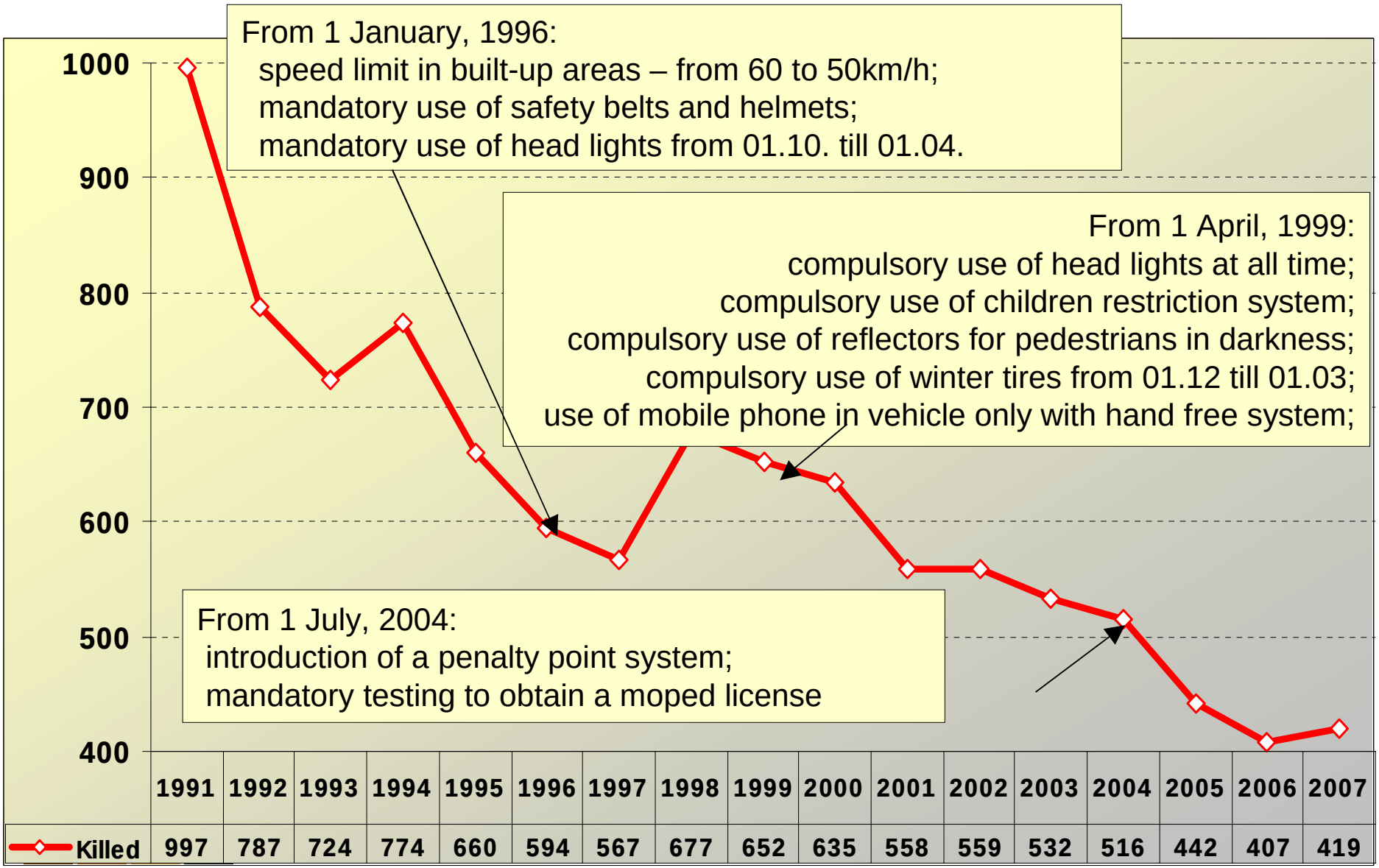
Road traffic safety indices in Latvia



- 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.

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Killed in road accidents and general changes in Traffic rules



	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Killed	997	787	724	774	660	594	567	677	652	635	558	559	532	516	442	407	419

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Number of killed by road user in 2007

Road user	Driver	Passenger	Total	D (%)	
Four-wheel road vehicle	144	82	226	53,9%	
Pedestrian			158	37,7%	
Cycle	18	0	18	4,3%	8,4%
Motorcycle	9	1	10	2,4%	
Moped	4	0	4	1,0%	
Quadricycles	1	2	3	0,7%	
		Total	**419**	**100,0%**	

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.

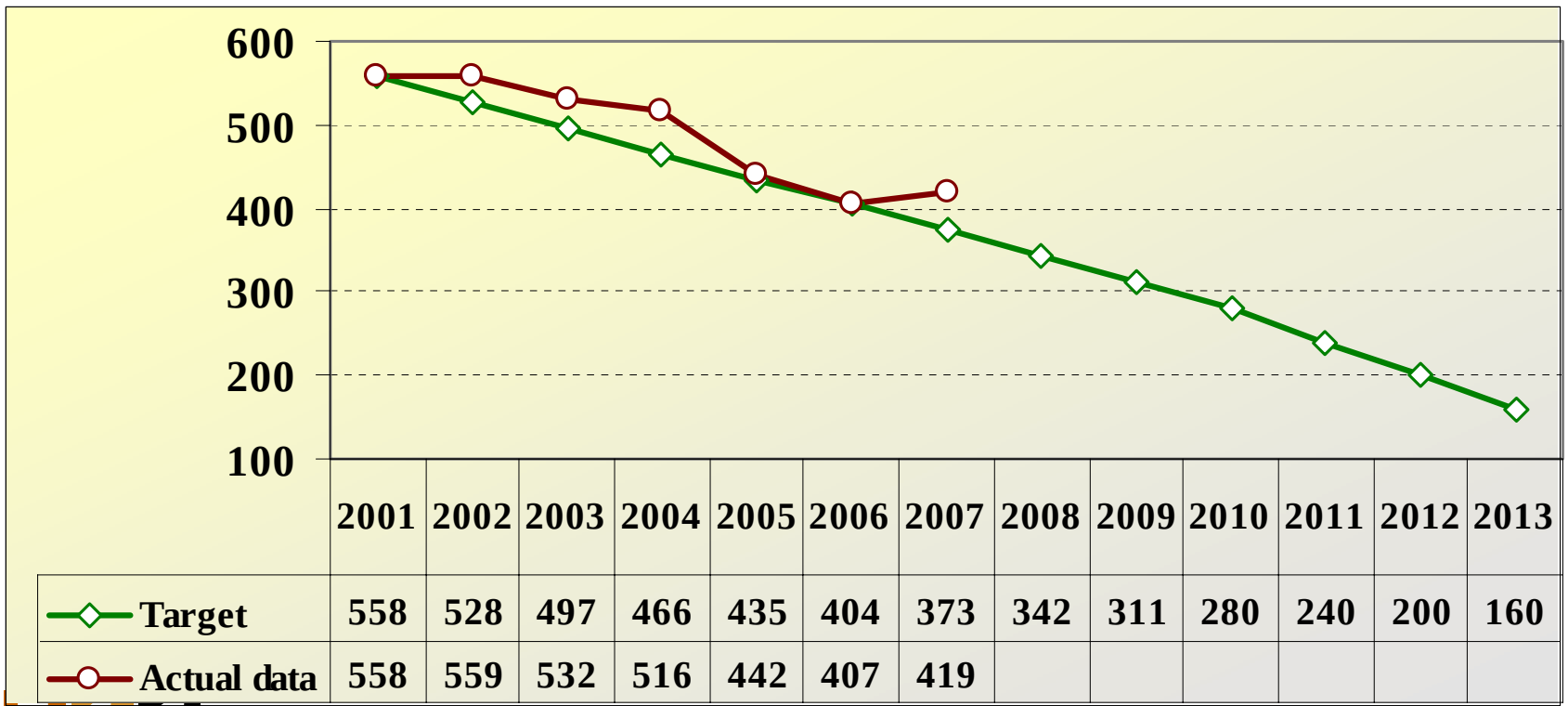
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Accidents under the influence of alcohol



The 2007 – 2013 road safety programme

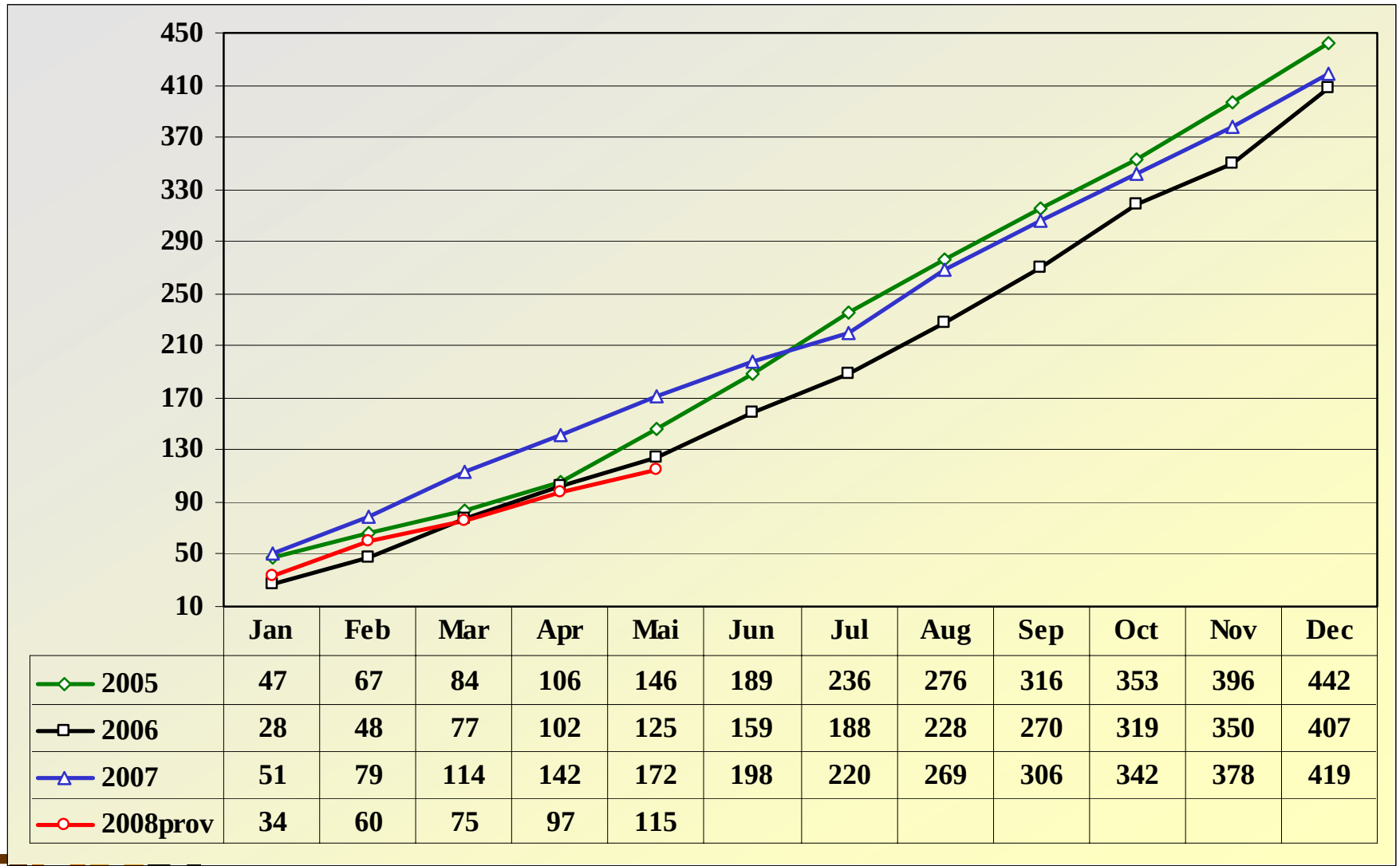
- The aim of the programme is to reduce the number of road deaths by 70% in 2013 in comparison to 2001.
- The interim goal considering the EU target is to reduce the number of road deaths by 50% in 2010.



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Target	558	528	497	466	435	404	373	342	311	280	240	200	160
Actual data	558	559	532	516	442	407	419						

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Aggregated number of people killed



	Jan	Feb	Mar	Apr	Mai	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005	47	67	84	106	146	189	236	276	316	353	396	442
2006	28	48	77	102	125	159	188	228	270	319	350	407
2007	51	79	114	142	172	198	220	269	306	342	378	419
2008prov	34	60	75	97	115							

Main conclusions

- 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.**

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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)

  http://www.csizpete.lv/files/Statistics%20international.html (in English).

Via different projects

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

- **“The evaluation of the results of “The 2000-2006 National Road Traffic Safety Programme in Latvia”” (in Latvian) - June 2007**
- **“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 1st and 2nd Reports were distributed to Members of the Latvian Road Traffic Safety Council

The 3rd report will be distributed to Members of the Riga Council

Thank you for your attention!



Ilona Buttler

Motor Transport Institute (ITS)

PIN Panelist for Poland

European Transport Safety Council

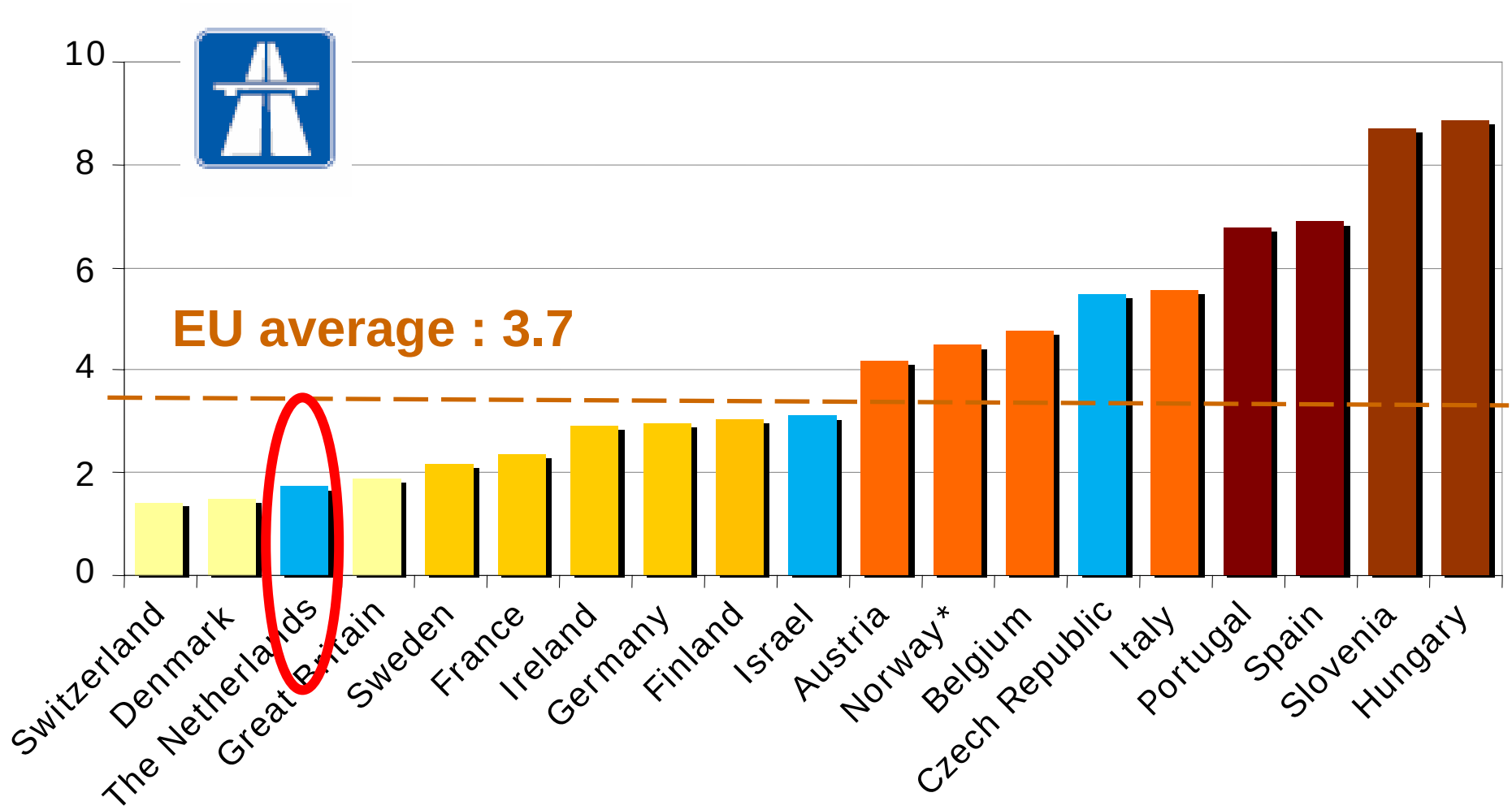
Peter Mak

Transport Research Centre

PIN Panelist for the Netherlands

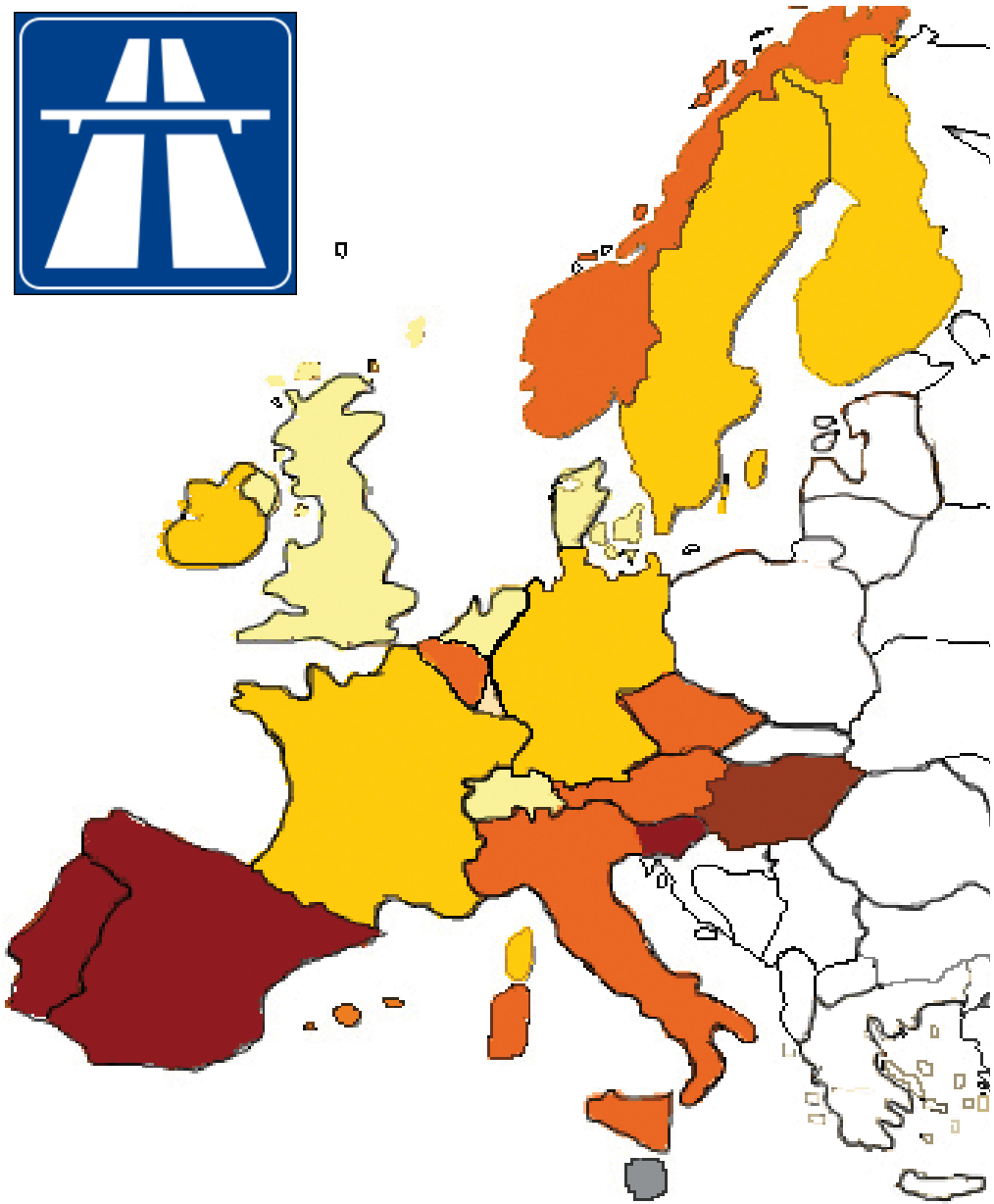
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Deaths on motorways per billion vehicle-km (2006)



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A great disparity of risks



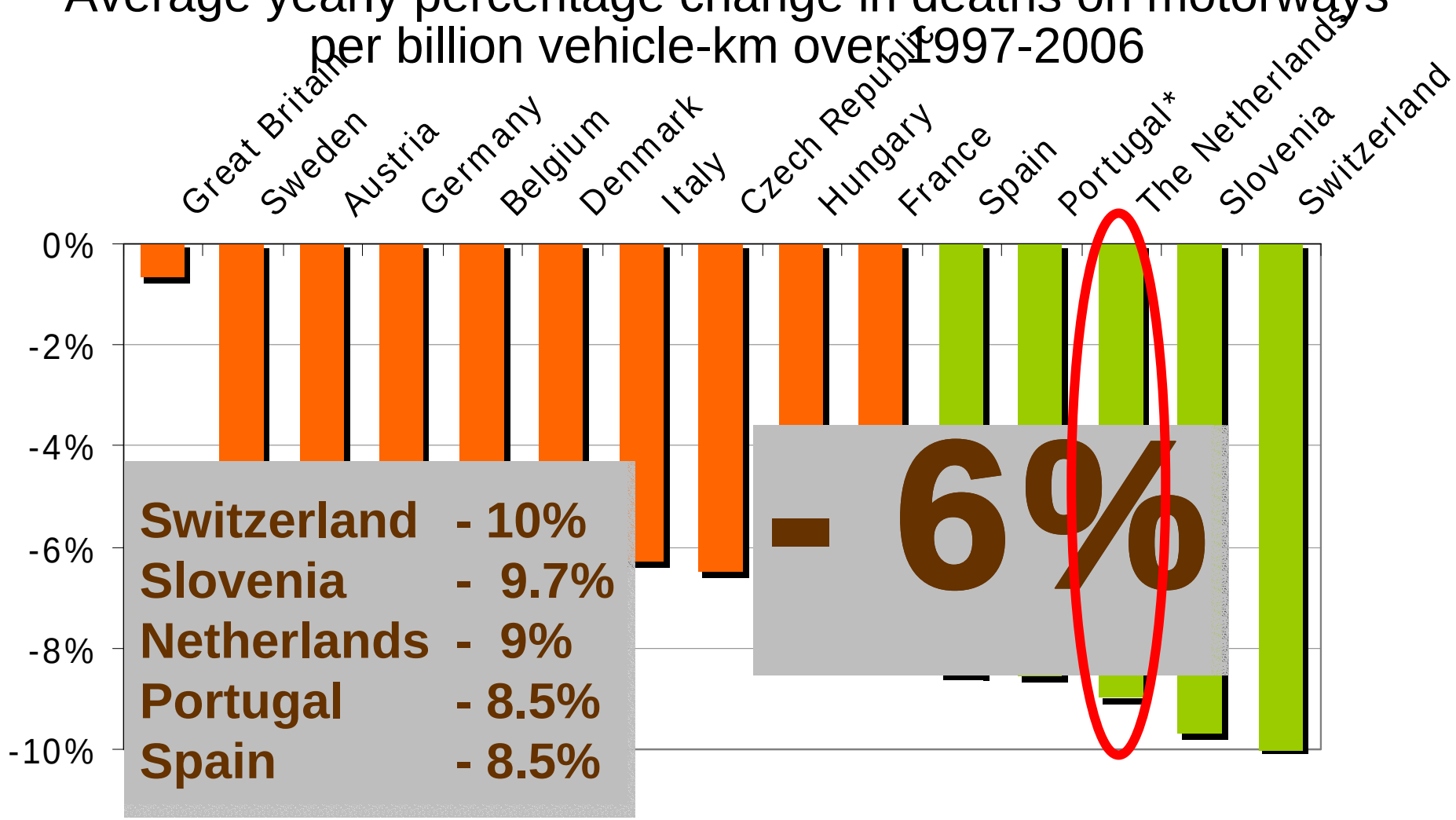
Deaths on motorways per billion vehicle-km in 2006

< 2
2 – 4
4 – 6
6-8
> 8

six-fold difference between **best** and **worst performers**

Progress over the past decade

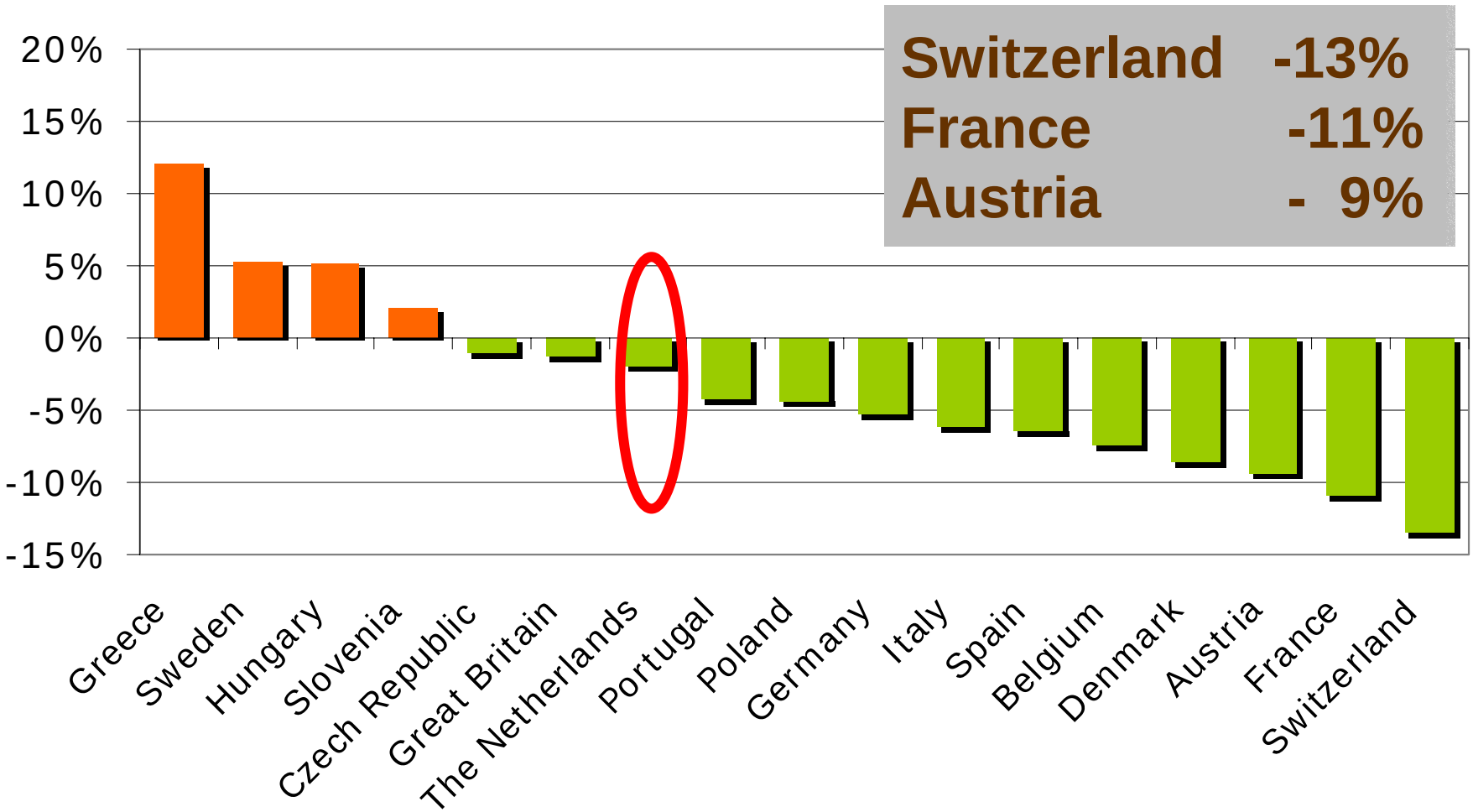
Average yearly percentage change in deaths on motorways per billion vehicle-km over 1997-2006



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Progress toward the target

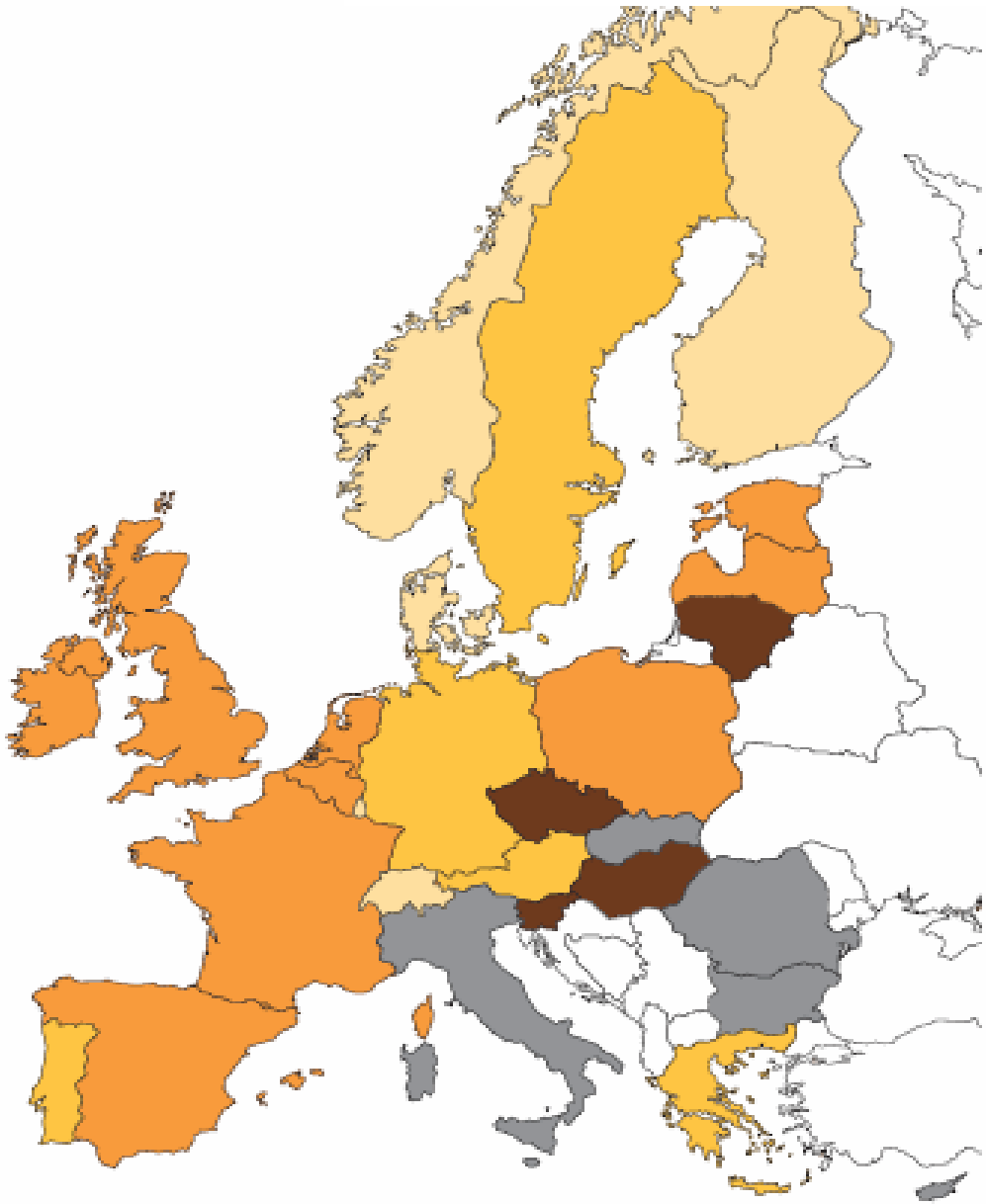
Average yearly % change in deaths over 2001-2006



Vojtech Eksler
Czech Transport Research Center (CDV)
External PIN Research Advisor

ETSC
European Transport Safety Council

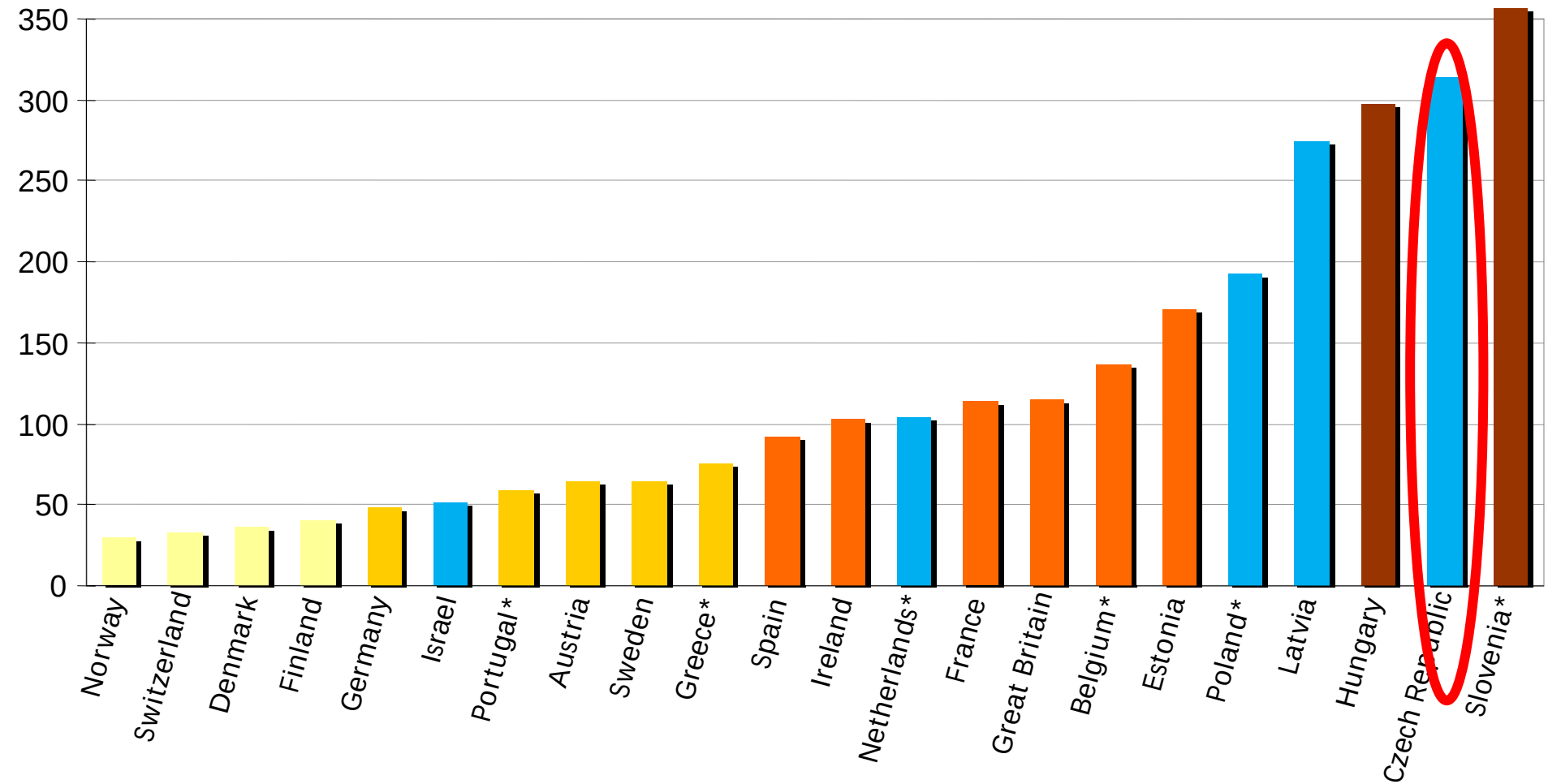
Risk to motorcycle riders



PTW rider deaths per billion km ridden in 2006

- < 45
- 46 - 85
- 86 - 200
- > 200
- NO PTW KM DATA

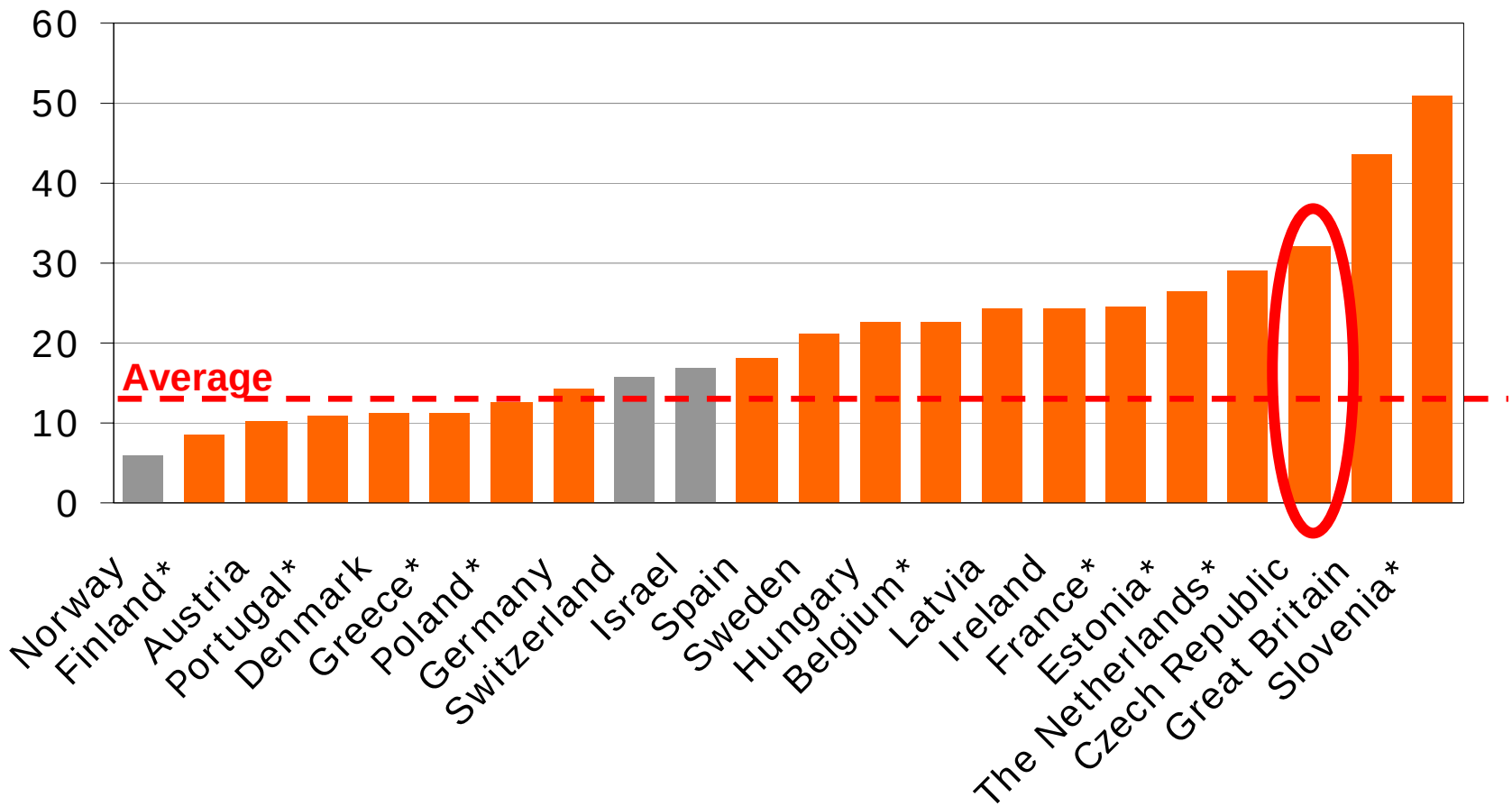
PTW rider deaths/10^9km ridden: 2006



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Risk to motorcyclists and car drivers

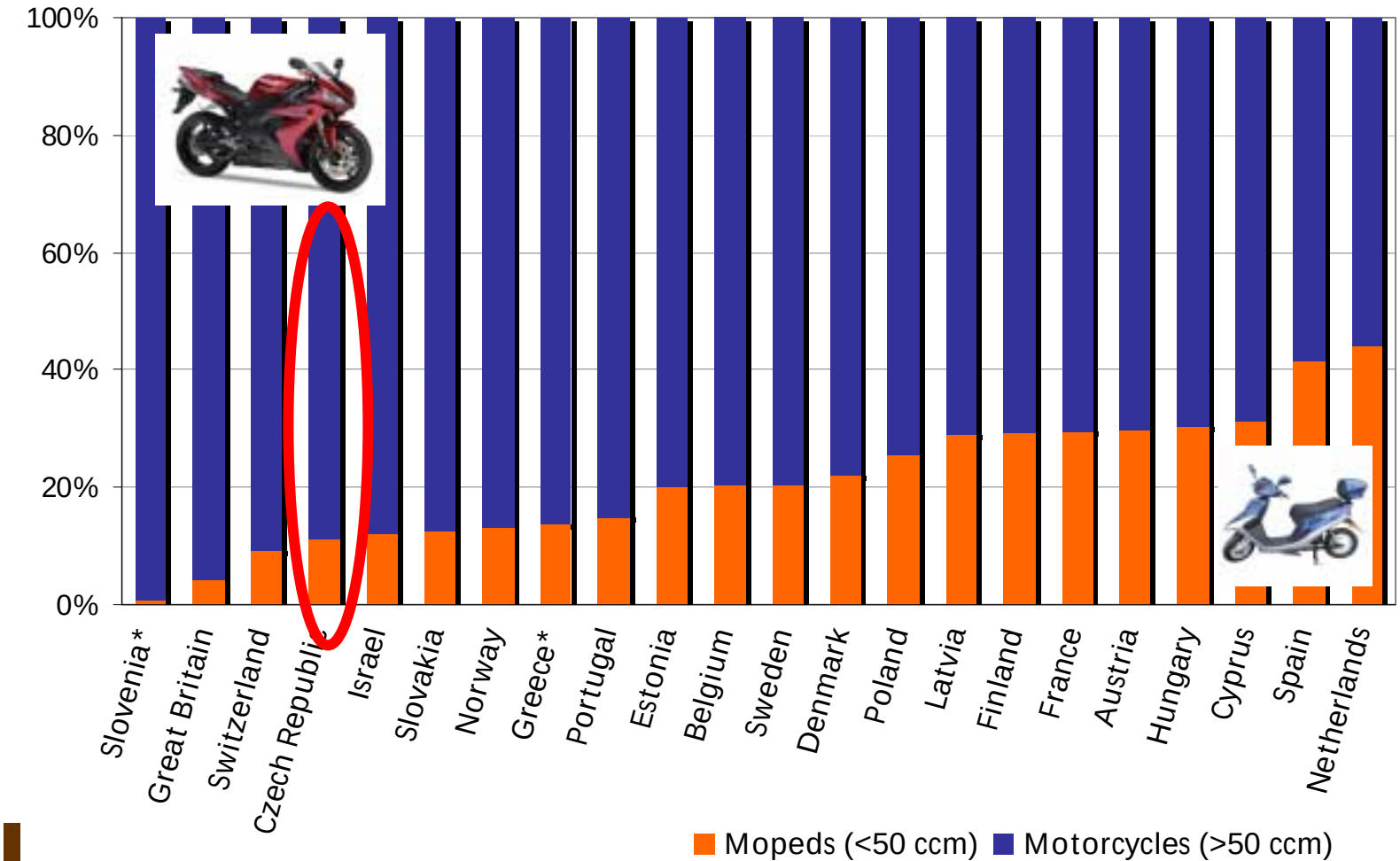
Ratio of death rate per billion km ridden by PTW riders to corresponding rate for car drivers in a recent year



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Moped riders among PTW riders

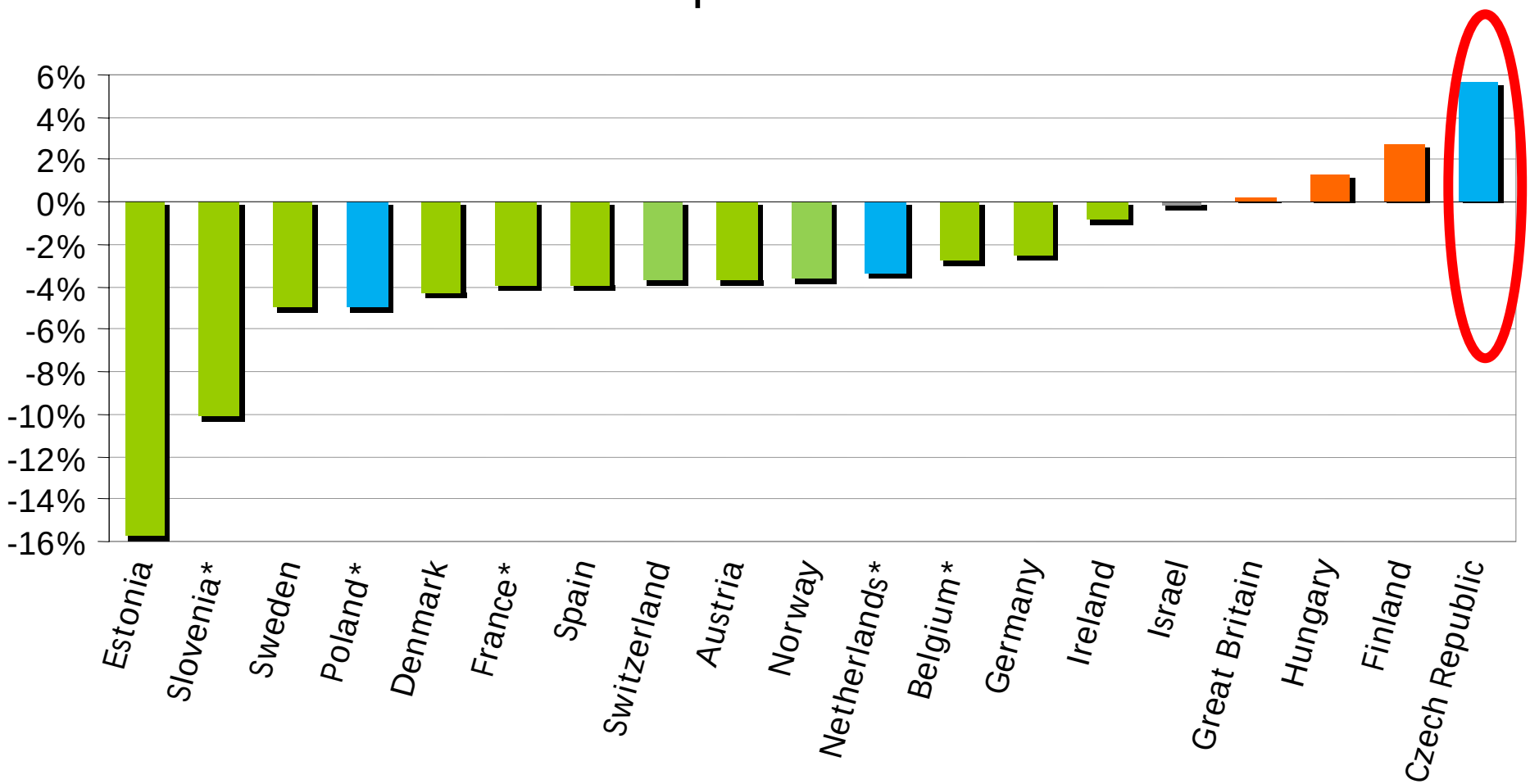
Moped rider deaths as a percentage all PTW rider deaths: 2004-2006



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



Major problems / Czech Republic

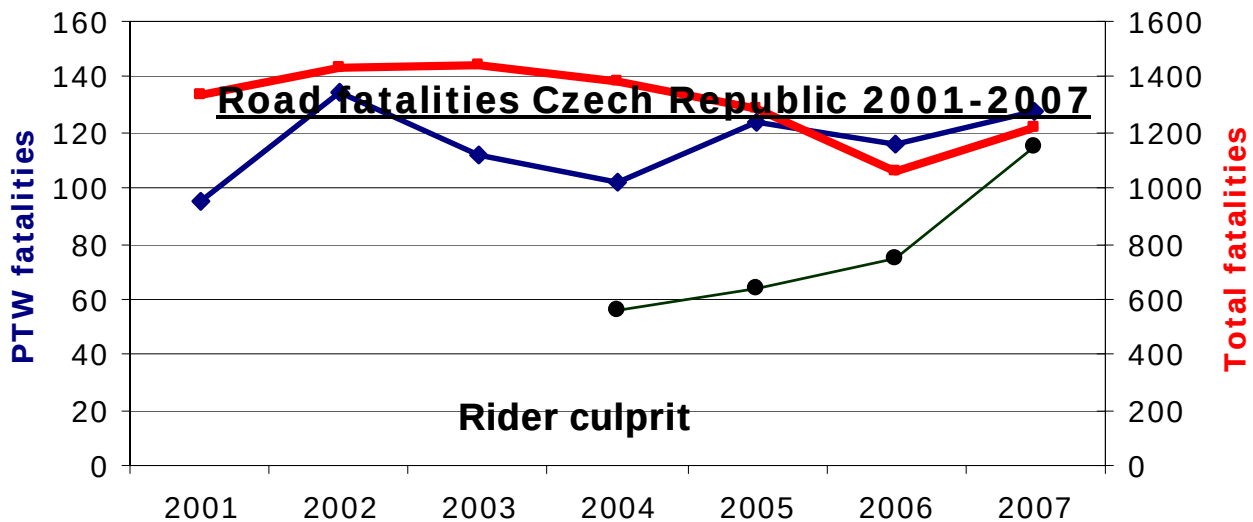
- Inexperienced riders on powerful machines
- Low compliance with traffic law
- Dangerous behavior: stunts, racing
- Escape police enforcement



Source: MoT Czech Republic



Source: www.abc.net.au



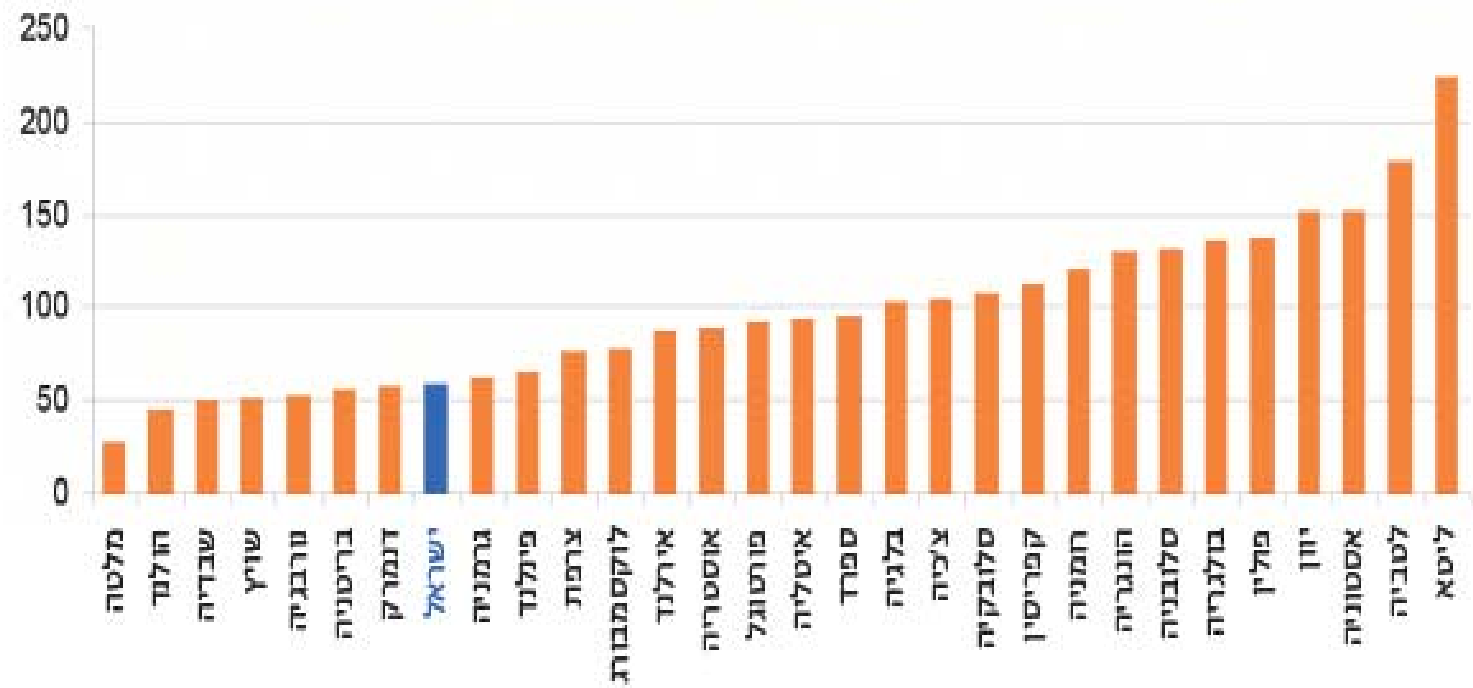
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Tsippy Lotan
OR YAROK
PIN Panelist for ISRAEL

ETSC
European Transport Safety Council

מדדים לבטיחות בדרכים בישראל
בהשוואה לאירופה
במתכונת תוכנית ETSC-PIN

גרף מס' 1 – מספר הרוגים למיליון תושבים (2006). מקור: ארגון Eurostat ונתוני המדינות



THE JERUSALEM POST

Israel has eighth-lowest road death rate in European ranking

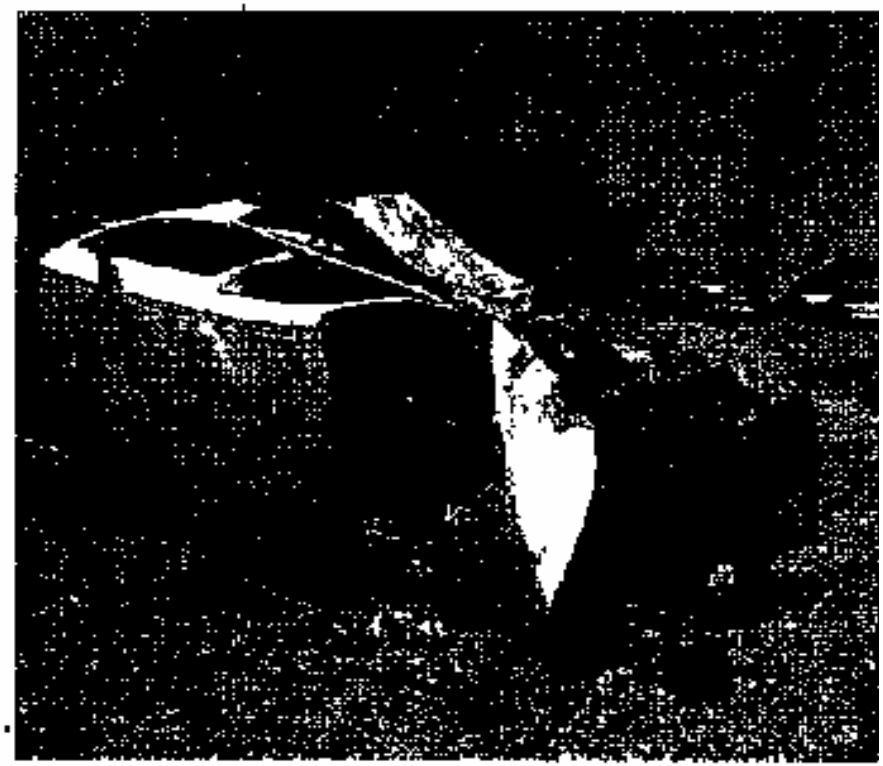
By GAL/TZIPERMAN LOTAN

Israel ranks eighth among 30 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 deaths, seatbelt notification systems in cars, drunk driving, highway safety, motorcycle deaths, and success of awareness cam-



A TRAFFIC accident on the Arava Highway. According to Or Yarok, road deaths have decreased significantly over the past few years. (Ariel Jerozolimski/The Jerusalem Post)

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National Road Safety Plan target : 30% reduction in 5 years

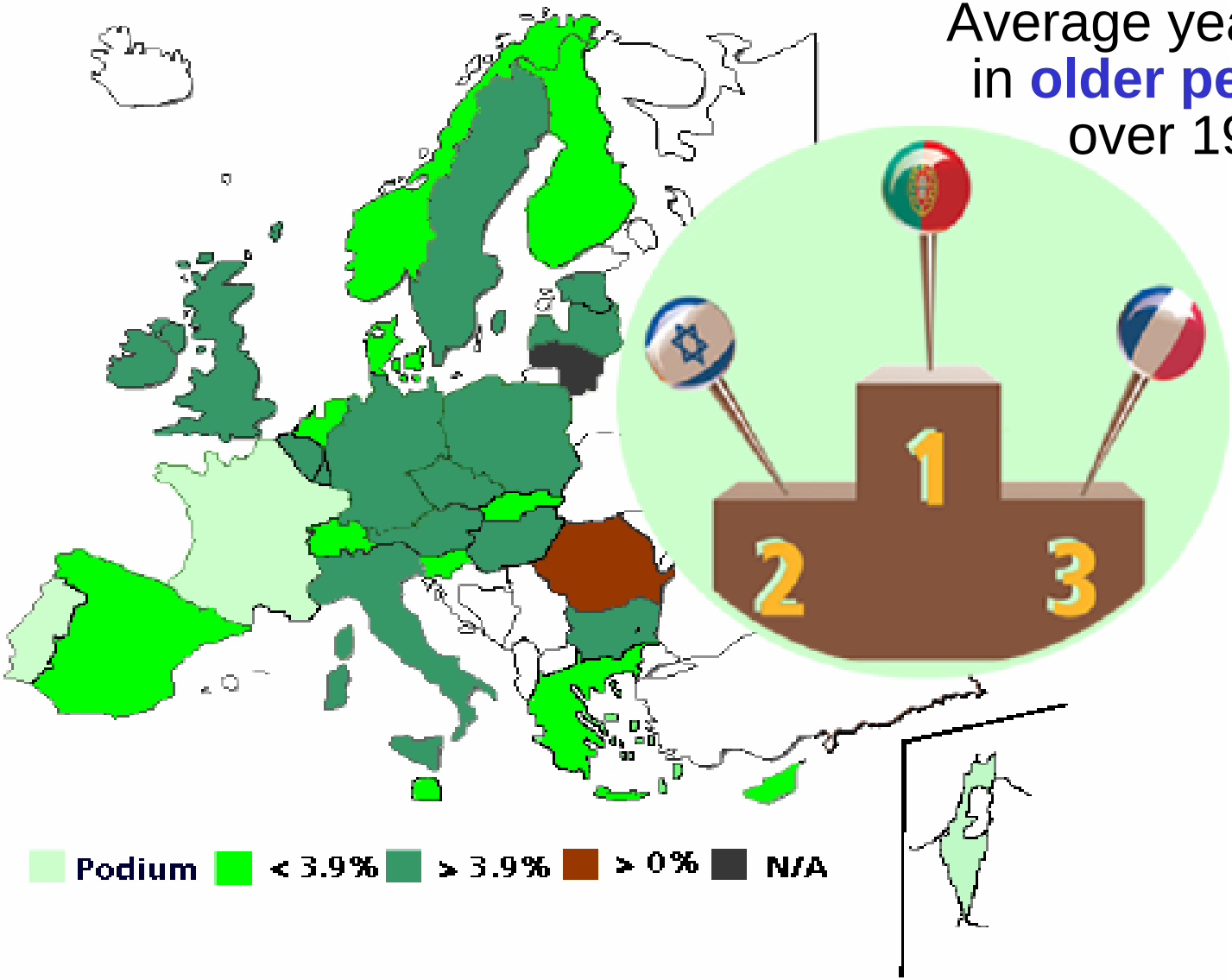


Minister of Transport : 6% yearly reduction

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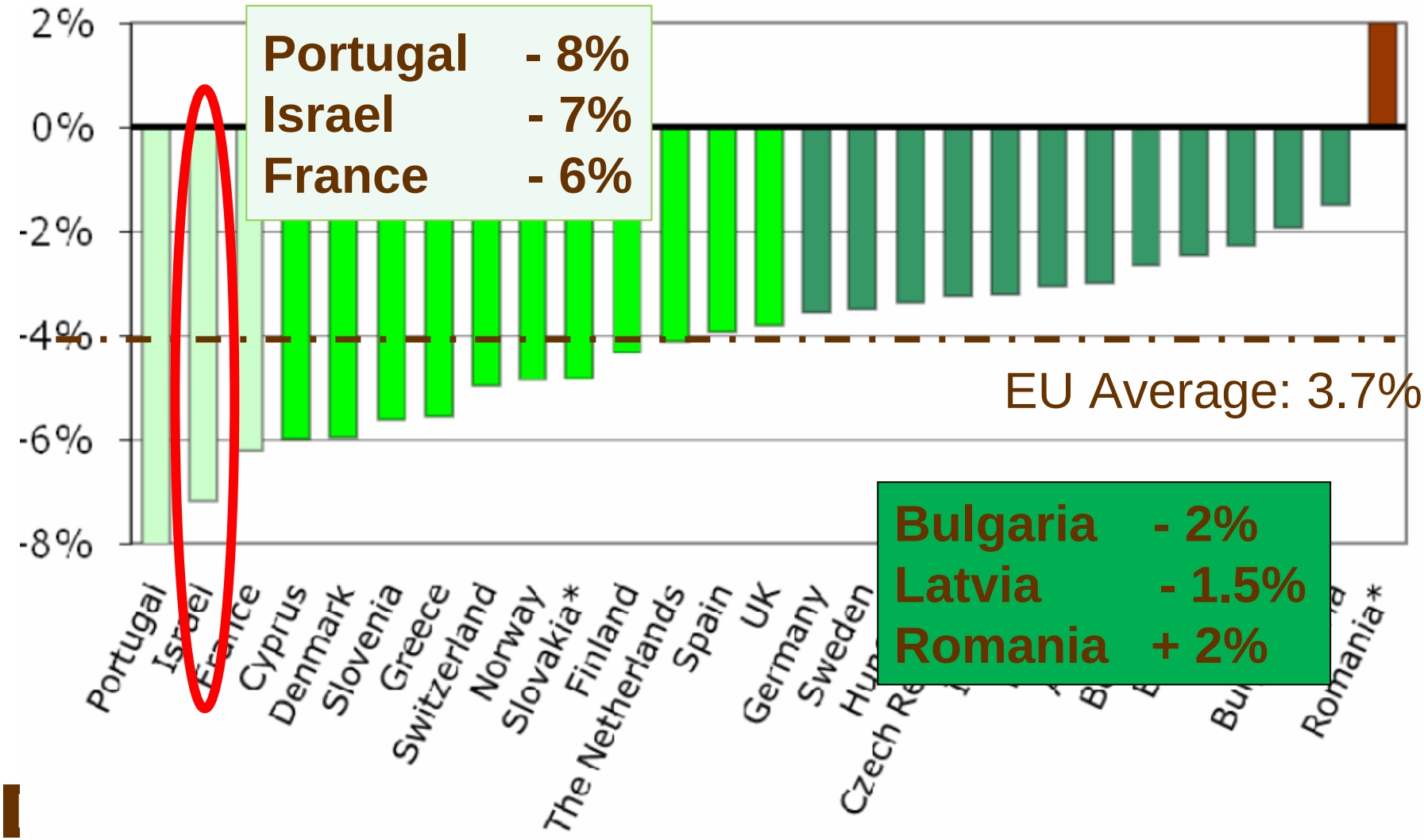
Progress over the past decade

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



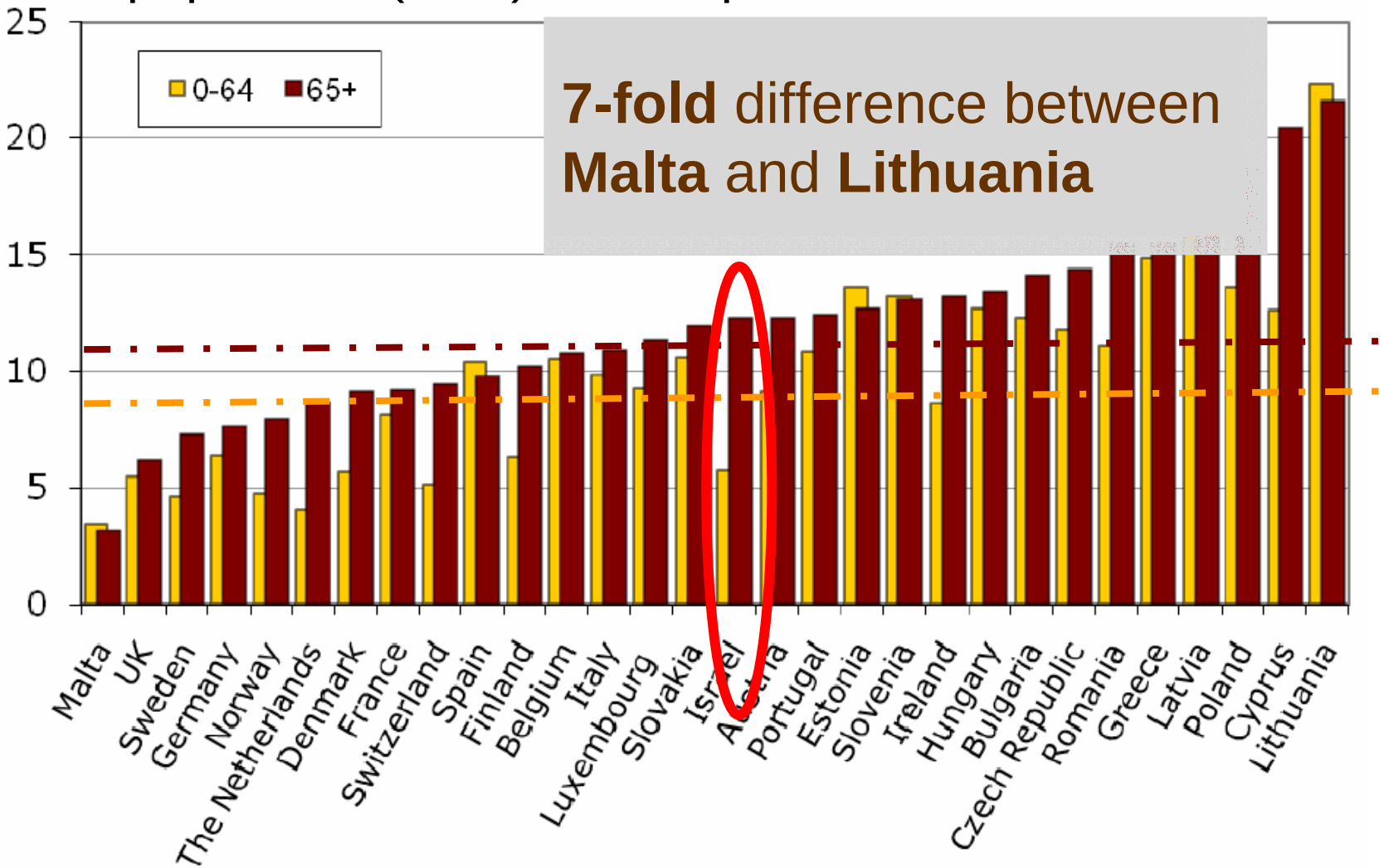
Progress over the past decade

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



A great disparity of risks

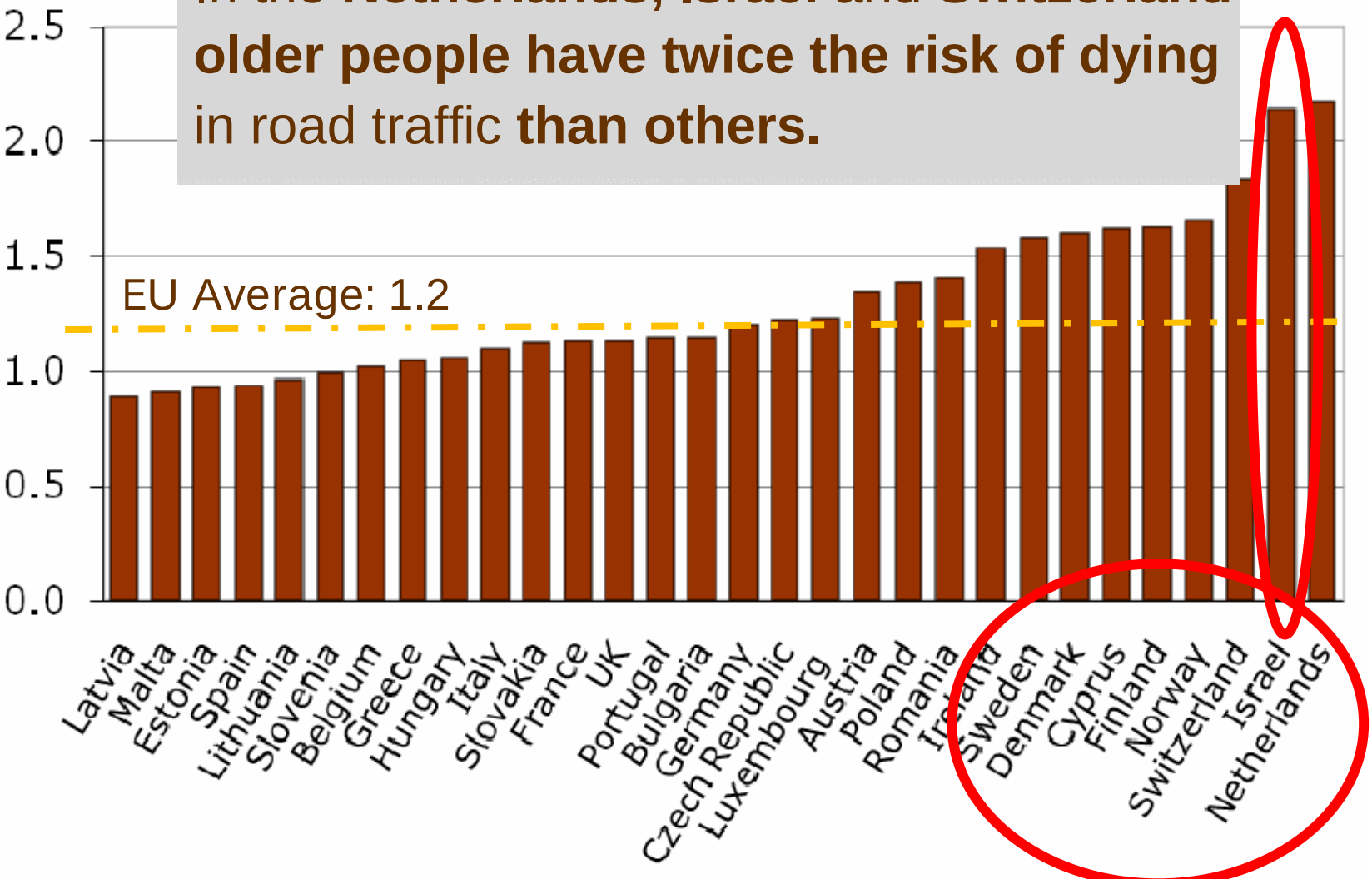
Elderly road mortality with the road mortality of the rest of the population (0-64) for comparison



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.**



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)

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