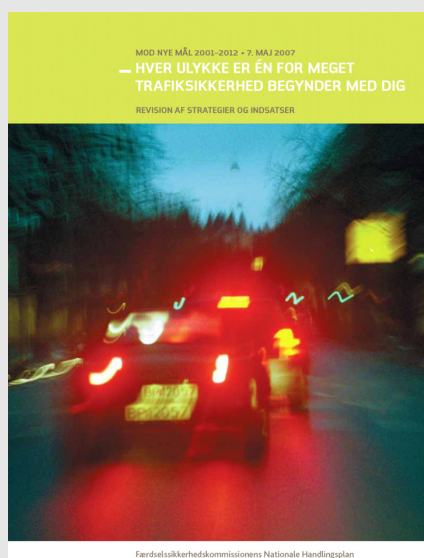


Road Safety in Denmark

Challenges and opportunities

Jesper Sølund
Head of Documentation
Danish Road Safety Council

Status Danish Road Safety



2001-2010

- Killed: - 41 %
- Seriously injured - 48 %
- Slightly injured - 54 %



Challenges

EU goals 2011-2020: - 50 %

Denmark 2020 max.:

127 Killed
1032 Seriously injured
1045 Slightly injured



Challenge: identify the right potential

Conclusions following the in-depth study of the collisions in which 255 people were killed in 2010

IF:

- Speed limits had been respected
- No drunk driving
- All had been using seat belt
- All had been driving according to the prevailing conditions

68 % of all the killed people would have been saved!



Challenge: Work related road safety

- 35 % of all killed
 - 21 % of all seriously injured
 - 21 % of all slightly injured
- were killed/injured in accidents involving commercial vehicles (2006-2011)
- Commercial passenger cars are not included
 - Driving to and from work not included
- **Real figures are higher!**

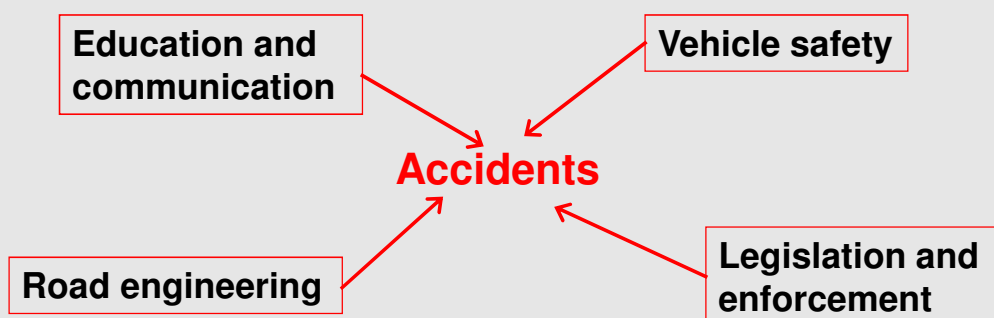


Challenge: Behaviour we must influence

- Speeding
- Drunk driving
- Seat belt use
- Young drivers
- Inattention/distraction
- Road safety policy in companies
- Use of new road safety technologies

Road safety means

IT- technologies should be used in all areas to improve effect



Opportunities



Legislation

- National Road Safety Action Plan 2013 - 2020
- Implementation of automatic speed control
- 0.02 BAC
- Driver education
- Graduated Driving Licence
- Alcohol ignition interlock



Enforcement

- Automatic speed enforcement
- Drunk driving
- Use of seat belts
- Moped and motorcycle enforcement
- Heavy vehicles
- Drugs and medicine



Vehicle safety 1970



Vehicle safety 2012

Vehicle technologies to support or regulate drivers behaviour

- Speed limiter
- ESC
- Alcohol ignition interlock
- Inattention/distraction alarm
- Fatigue
- Black boxes
- Seat belt reminder



Road engineering to support and protect road users

- Overview at junctions
- Correct speed limits at junction
- Prevention of crossing to opposite lane
- Prevention of leaving the road



Education

Focus

- the 10 most dangerous years – age 15-24
- Parents involvement
- Road safety education in all grades
- Interactive learning tools
- Road safety policy in all schools



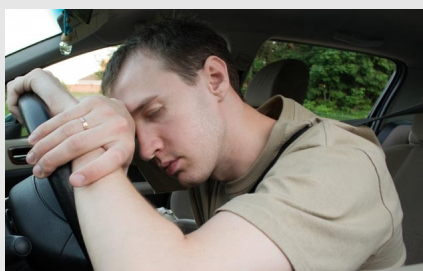
Communication

Means

- From mass communication to dialogue
- From campaigns to continuing communication

Partners and stakeholders

- Education institutions
- Private and public companies
- Family, friends, colleagues



Work Related Road Safety

- Speeding
- Seat belt use
- Young drivers
- Inattention/distraction
- Fatigue
- Use of new vehicle safety technologies

All risks related to work related driving



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Conclusions

Challenges are to be overcome when
we identify potentials

Work Related Road Safety
is an evident opportunity

Economic benefits for companies

Safety benefits for all road users



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Thank you for your attention!

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