

IRELAND

Road Safety one year on



*Michael Brosnan
Research department
Road Safety Authority*



European Transport Safety Council



5th Road Safety PIN Conference

21st of June 2011, 14.00 - 18.30

Venue : Silken Berlaymont Hotel

11-19, Boulevard Charlemagne, 1000 Brussels

Last Year



Gay Byrne and Minister Dempsey with the ETSC PIN Award 2010



Reaction in Ireland

Ireland gets award for halving road deaths since 2001

by Conall Ó Fátharta

IRELAND has received a major European award in recognition of almost halving the number of road deaths since 2001. Transport minister Noel Dempsey received the Award in Brussels yesterday. The award is made by the European Transport Safety Council (ETSC) and marks outstanding

road safety performance among EU member states. Road deaths in Ireland were cut by 50% from 107 per million inhabitants in 2001 to 54 per million in 2009, a 41% reduction in eight years. Ireland now ranks seventh out of 27 EU states and shared the prestigious award with Estonia. The Government has attributed the decline in deaths to a combination of

improvements in road design, education and Garda enforcement. Ireland's current Road Safety Strategy (2007-2012) set the aim to reduce deaths, injuries and collisions on Irish roads by 30% and to reduce to 60 road deaths per million inhabitants or a maximum of 252 deaths per year. This target has been achieved ahead of time.

Along with a change in receipt of the award Mr Dempsey paid tribute to all who have embraced the message of road safety. "I'd like to personally pay tribute to road users in which they have embraced road safety. It is clear Government policy and investment has been effective in this area. The road

making our roads safer," he said. Dempsey said mandatory alcohol testing played a crucial role in lowering the number of deaths. "The Government is committed to lowering the maximum legal alcohol concentration limit and the Road Bill 2009 is before parliament. A network of cameras will be-

come operational from October and I hope this will mirror the reduction in overall speed on our roads as it has in other European countries," he said. However, the Road Safety Authority has expressed its concern at a recent spike in the number of deaths on Irish roads which is in marked contrast to an overall trend of falling fatalities since 2006.

Irish Independent

41pc road deaths drop 'not enough'

Treacy Hogan
Environment Correspondent

LIVES are still being needlessly lost on Ireland's roads, road safety supremo Gay Byrne has warned.

He spoke as Ireland was officially recognised yesterday for achieving a 41pc cut in road deaths in the past decade. But the Road Safety Authority chairman warned that there was still a large gap between Ireland and the safest countries in Europe, such as Sweden, the UK and the Netherlands.

Mr Byrne described the 41pc reduction in road deaths in Ireland between 2001 and 2009 as "a remarkable achievement".



out of 27 countries for road deaths per million inhabitants. The European Transport Safety Council (ETSC) yesterday presented Transport Minister Noel Dempsey with its 2010 road safety award. The organisation singled out Ireland for its 2009 road safety award, introduced in 2006, and

and said that his organisation would be watching to make sure the private speed cameras were introduced in October. Along with a change in the blood-alcohol limit, this would

laws would be adopted before the Dail summer recess. These involve a new lower limit of 50mg (down from 80mg) and 20mg for learner and professional drivers.

Irish Daily Mail

EU hails safety measures that have slashed Irish road deaths

TOUGHER traffic laws have seen deaths on our roads fall by 41 per cent since 2001. The targets of cutting the annual toll of 250 deaths are also two years ahead of schedule. Yesterday, the Brussels-based European Transport Safety Council hailed the Government for bringing in mandatory breath tests in 2006 and tougher drink-driving penalties in the following year.

The ETSC has been improved with the introduction of the NCT test for cars and the ban on learners driving on their

since records began 40 years ago. In 2001, 411 lives were lost on the roads. Brian Farrell, of the Road Safety Authority, warned drivers about complacency now that targets have been met.

"We are delighted that our progress over the past number of years has been met."

The ETSC noted that while it is important to mark achievement, we must not become complacent. "We need to stay focused, literally, on the road ahead. Complacency is the biggest threat we face on the road."

Irish Daily Mirror

Deaths on the road slashed in a decade

BY E. CARY ROAD safety chiefs warned of driver complacency yesterday as European officials praised the country for almost halving road deaths in the last decade.

Ireland has seen a 41% fall in the number of road deaths since 2001 and achieved targets of cutting accidents and deaths a year two years ahead of schedule. The European Transport Safety Council hailed 2006 and tougher drink-driving penalties a year later. Transport Minister Noel Dempsey paid tribute to road users and Gardaí for embracing safety campaigns.

However, Brian Farrell, chairman of the Road Safety Authority (RSA), warned of complacency.

Metro Herald

EU hails drop in Irish road deaths

ROAD safety chiefs warned of the dangers of driver complacency yesterday after European officials praised the country for almost halving road deaths in the last decade. Transport Minister Noel Dempsey (pictured) paid tribute to road users and Gardaí for embracing safety campaigns.

GET very nervous when talking about declines in road casualty figures. It stems from a TV interview I did early in my term as Chairman of the Road Safety Authority (RSA).

On camera I welcomed a recent drop in road deaths and noted that we were at last making progress. That weekend we had a horrific time on our roads with multiple fatalities.

I've learned that while it is important to mark achievement, we must not become complacent. "We need to stay focused, literally, on the road ahead. Complacency is the biggest threat we face on the road."

While a 41pc reduction in road deaths in Ireland between 2001 and 2009 is a remarkable achievement, it is an achievement tinged with sadness. While countless lives have been saved, the fact remains that 5,117 people died in road collisions in the same period.

As I've said before, using the number of lives lost on our roads is a crude way to measure success, but it's the only way. Those same figures tell us that we have been making sustained progress over the last four years in tackling road safety.

The last two years alone we have been the safest since we began in 1959. In 406 core target of the Government Road Safety Strategy 2007-2012 of achieving more than 252 deaths per annum by the end of 2012 was achieved, three years ahead of schedule.

I put this achievement down to a willingness by road users to embrace a new culture of road safety. Well done and thank you. This is

your success. It just shows you what can be achieved when we all take responsibility for our roads. Furthermore, there is still a large gap between Ireland and the safest countries in Europe such as Sweden, the United Kingdom and the Netherlands.

However, there is no space for self-praise, there are still too many needless deaths on our roads. Furthermore, there is still a large gap between Ireland and the safest countries in Europe such as Sweden, the United Kingdom and the Netherlands.

We know what must be done. The remaining measures contained in the Government Road Safety Strategy must be implemented in full.

This means rolling out the network of safety cameras to tackle our chronic speed culture. If you don't believe me when I say we have a lot for speed, then visit any A&E in this country and ask the paramedics, nurses and doc-

tors in emergency medicine. Every week, they see lives torn apart and families shattered in a heartbeat.

Despite progress in tackling drink driving, we must not be deceived into thinking that this problem has been solved. It hasn't. We need to push ahead with legislation to lower the drink-drive limit and introduce measures to tackle drug driving.

While the number of young people being killed on our roads is dropping, they continue to be the most at-risk group. That's why we need to implement the much-needed reform of the way we teach our young people to drive.

Lastly, there is a subset of drivers, a very small number, who treat the public roads as their playground. They are recidivist offenders, death drivers. They care neither for their own lives nor the lives of others.

Little can be done to change their behaviour. The only solution is to remove their right to drive on the public roads and force them to earn it back.

We need to give both the Gardaí and the courts the provisions to deal with these drivers.

As we continue, as we have done over the last few years, to show honesty and leadership in tackling road safety at a personal, political and agency level we can save more lives, maybe even

Congratulations and well done to you for your support and efforts to be a responsible road user.

Gay Byrne is chairman of the Road Safety Authority

Irish Independent

Still too many dying on roads

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Irish Examiner

Irish Daily Star

Irish Times



WORK: Gay Byrne in 2008 watches paramedics attend to a 'victim' at an anti-drink driving campaign launch

There was a time when every body felt it was okay to have a few pints and drive home," he said. "Speeding remains a major factor in road deaths and serious injuries in Ireland... We want to reduce the blood alcohol limit to 50mg per 100ml of blood and cut the limit for other drivers to 30mg per 100ml of blood."

The Minister, who said speed cameras will be introduced in October, expects legislation to further increase in enforcement and engineering works to improve road safety.

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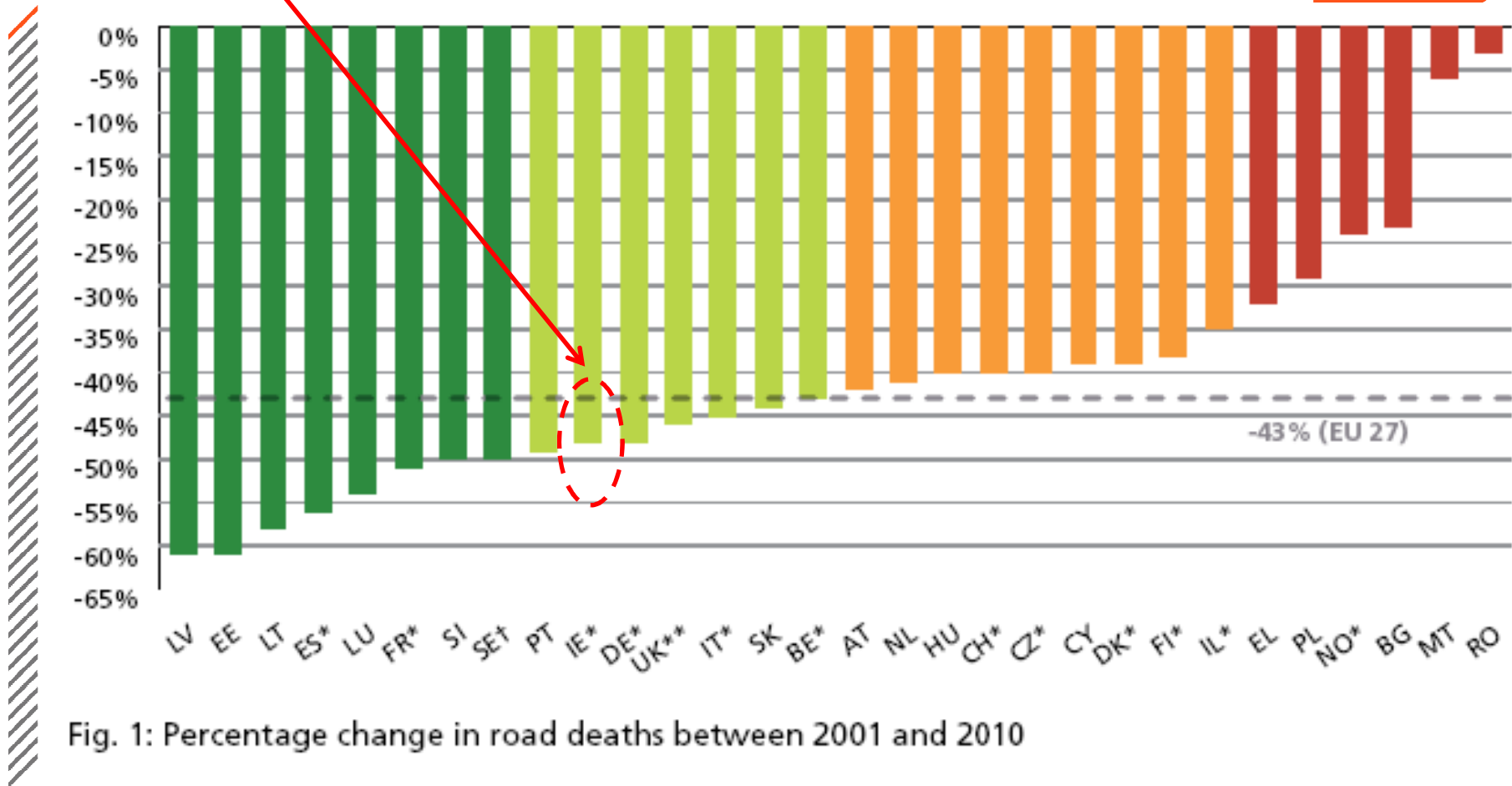
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Ireland and the EU target

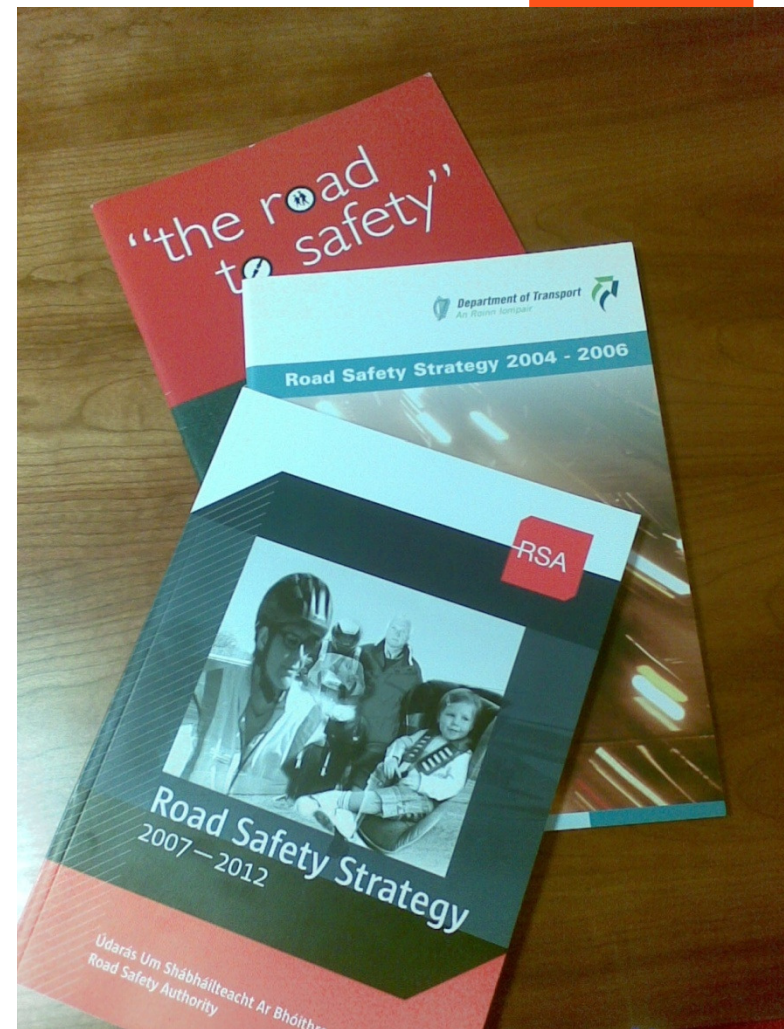
RSA



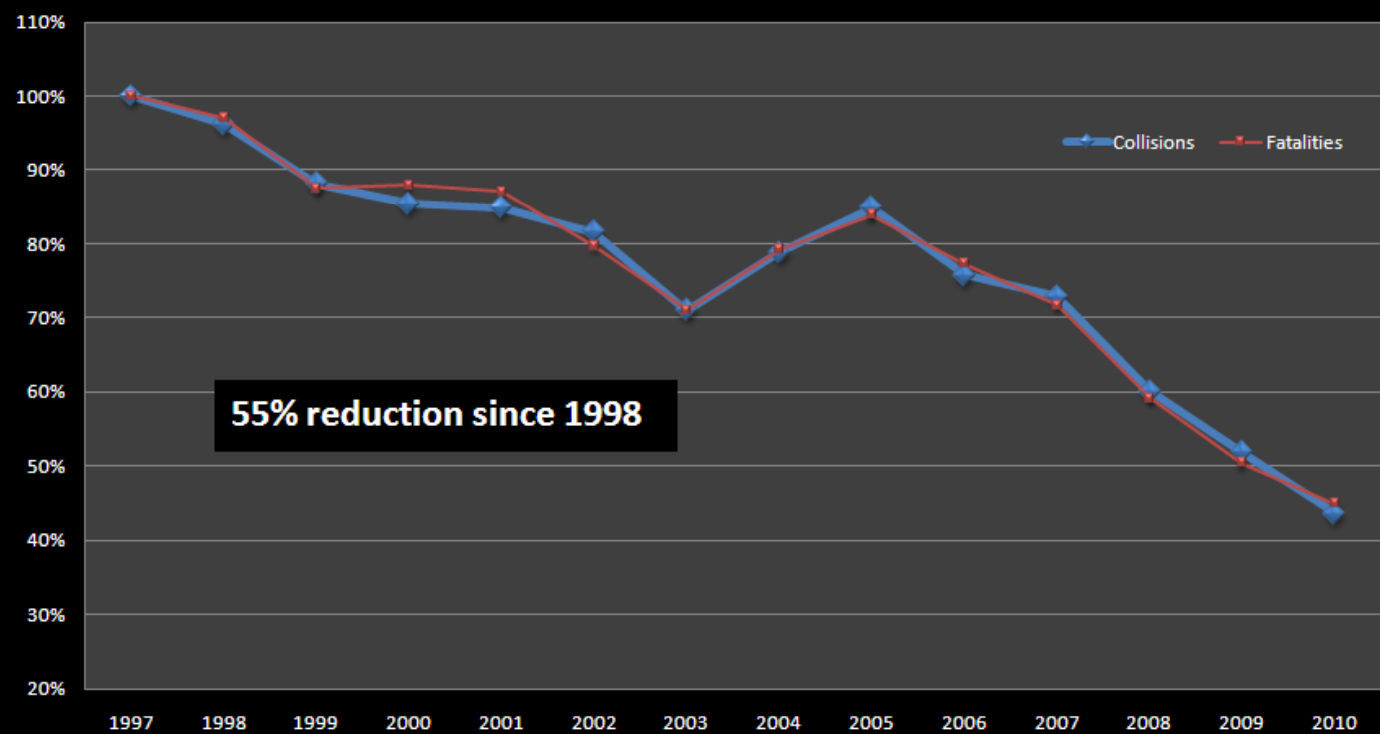
Ireland Strategic Approach

RSA

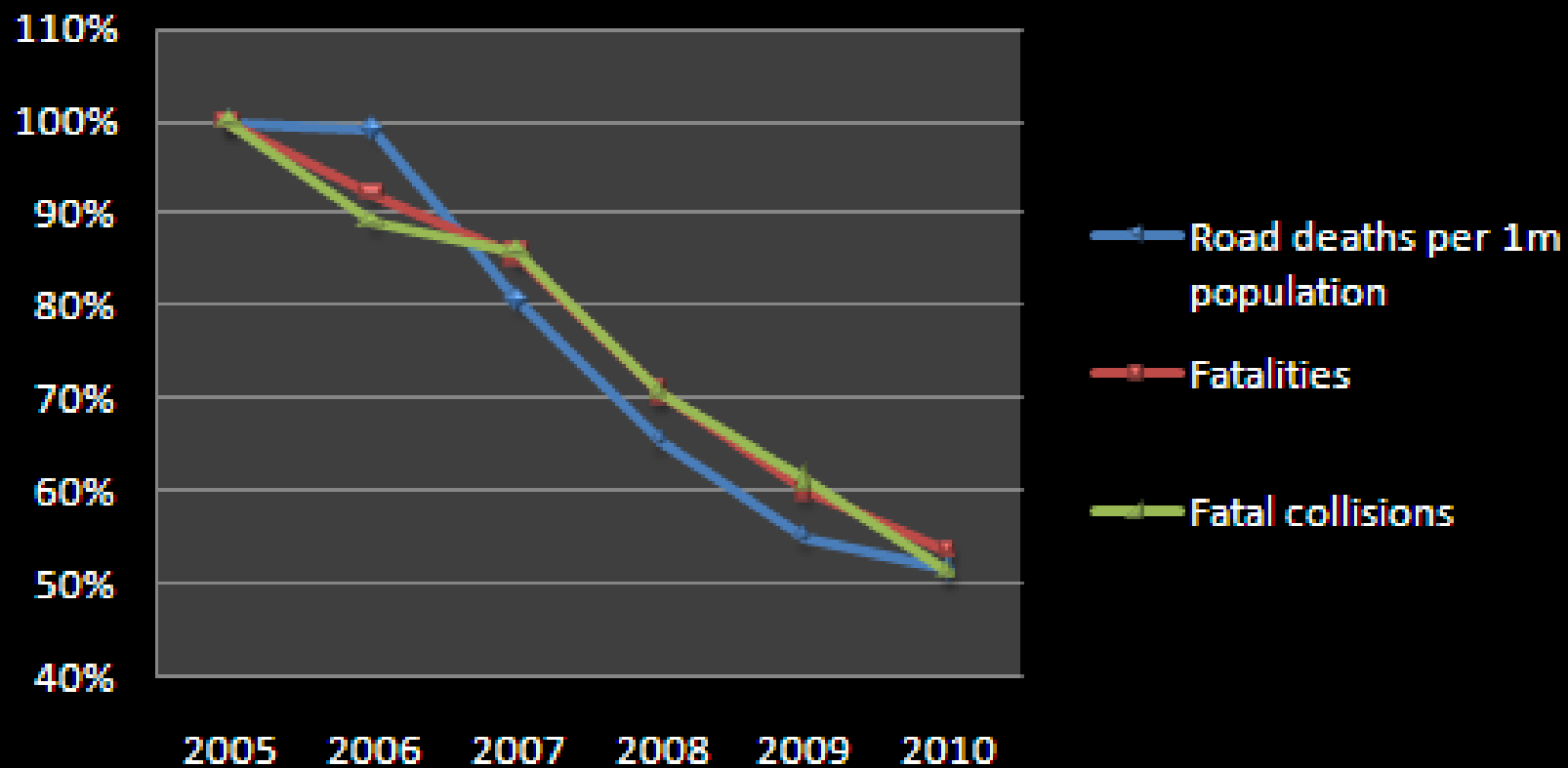
- 1998 – 2002
 - The road to safety
- 2004 -2006
- 2007 - 2012



Fatal Collisions/Fatalities - % change 1998-2010



Road Deaths Ireland 2005-2010



A vertical decorative bar on the left side of the slide, composed of a series of parallel diagonal lines in a light gray color, with a small orange segment at the top.

Work Still to be done



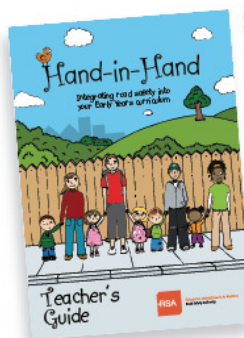
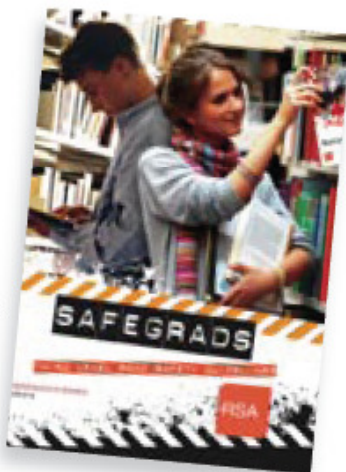
Education

The RSA's policy is to deliver road user education in a cumulative approach up to third level in the education system and in local communities. Road safety education ensures that all road users develop appropriate attitudes and safe behaviours. In 2010, the RSA distributed the following education programmes:

CRASHED LIVES

'Safe Grads' – Road Safety Guidelines for Third Level Colleges

The RSA developed road safety guidelines aimed at 3rd level colleges to enable them to host an informative and successful road safety week. Sixteen colleges throughout the country participated in the Safe Grad programme which included Carlow I.T., Blanchardstown I.T., Letterkenny I.T., Athlone I.T., Dublin City University, Dublin Institute of Technology, Galway Mayo Institute of Technology, Cavan Institute of Technology, Tallaght I.T., Waterford I.T., University College Cork, University of Limerick, the Institute of Art and Design Dun Laoghaire, NUI Galway and University College Dublin.



Simon and Friends

The RSA developed a road safety pack called 'Simon and Friends' which can be used in pre schools throughout the country. The series centres on four characters who promote age appropriate road safety messages to children: holding hands, stopping, looking and list example story ti extensi

school providers can use to prompt experiences with the children. Story a CD Rom which can be played to ch environment. The CD contains a nur The pack contains an accompanying 'Hand in Hand' which includes infor road safety into the pre-school sect activities, games and songs which s Friends' stories. In 2010 a total of 25 Childcare Committees committed to a network of 4,169 childcare prov pre-schools throughout the country. Childcare Committees organised loc providers on the 'Simon and Friends organized a 'Beep Beep Day!' or a rc in their county. Pre-school providers Friends' resources and games to pro their 'Beep Beep Day!'

to the SPHE Strand, 'Myself', which addresses Safety and Protection, Personal Safety, Safety Issues and Making Decisions.

'Be Safe' was developed in association with practicing teachers. The lesson plans are immediately accessible to both teachers and children. Each topic is first introduced with age-appropriate information which is then explored ar developed through class discussion, activities and worksheets.



Community Road Safety Programme

The Community Road Safety Programme was developed by a multi-agency working group which included representation from the RSA, Muintir na Tire, National Community Fora, Health Service Executive, the Garda National Traffic Bureau, Local Authority Road Safety Officers and the Fire Service.

The Community Road Safety Programme focuses on changing people's attitudes and behaviour towards road safety. The RSA will train community leaders to deliver this training to community groups. This resource pack is based on the Rules of the Road and will focus on changing the attitudes and behaviour of drivers, pedestrians, motorcyclists and cyclists.



Dr Doug Belrness, Speaking at the RSA Annual Academic Lecture Oct 2010 on DRUG DRIVING

Annual RSA Road Safety Lecture

Third International Conference on Road Safety

The RSA's third international conference on road safety was held in Dublin Castle on Monday 31st May.



Gay Byrne, Minister Dempsey and Assistant Commissioner Ludlow at Speeding Conference

Experts from Ireland, the UK, Sweden and Belgium joined almost 200 delegates at the conference which focused on the topic of speeding.



President McAleese meets Marjorie Flood at the 2010 Christmas Campaign Launch

RSA CONFERENCE FOCUSES ON THE HUMAN IMPACT OF ROAD COLLISIONS

The Road Safety Authority (RSA) today Thursday 26th May held their annual international road safety conference in Dublin Castle called **'The Human Impact of Road Collisions.'**

The conference was attended by almost 200 people and among the attendees were victims of road collisions and family members who have lost loved ones in a collision on our roads.



Texting



Road Safety Authority Ireland - Texting Whilst Driving Advert

<http://www.youtube.com/watch?v=nGUK1BqPANI>



Safety Cameras

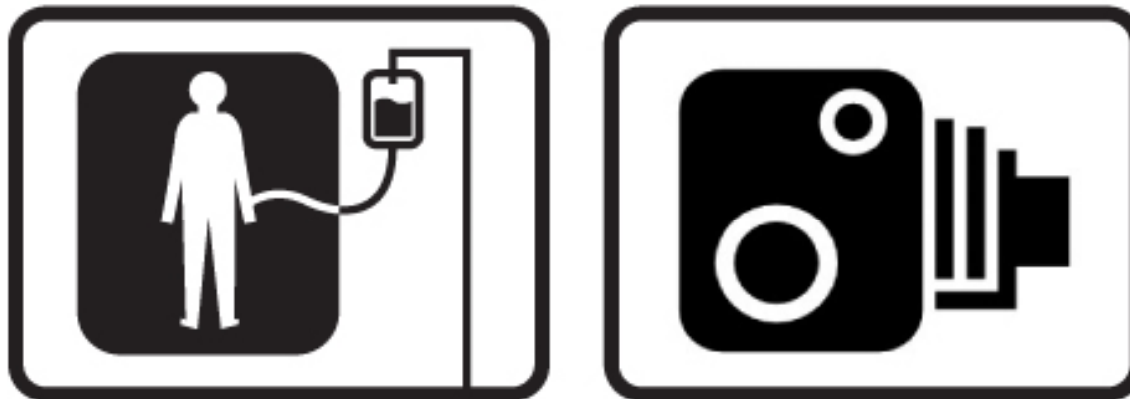


- **Mobile**
- **Privately operated**
- **Hours not fines = payment**
- **Managed by the police (Garda)**
- **6,000 hour a months**
- **Sites are surveyed**
- **Overseen by a supervisory board**
- **Overt operation**

RSA

Safety camera save lives, RSA TV spot

<http://www.irishinternational.com/rsa-safety-cameras/>



Which would you rather have waiting around the corner?

You'll find the new Garda mobile safety cameras on roads where speeding has killed. They're there to slow everyone down and save your life. To see their locations, and to find out more about the dangers of speeding, go to garda.ie.

RSA





Drink Driving

Reduce BAC to 0.05

Novice and professional drivers 0.02

Drug Driving

PIT – Preliminary
Impairment Testing



Learner Driving

Compulsory lessons

Graduated licensing



Research

Pre-crash behaviour



The Future



- 2013 -2020
- Safe systems
- Longer time frame
- Vehicles
- Environment
- Modal shift

Working To Save Lives



Údarás Um Shábháilteacht Ar Bhóithre Road Safety Authority

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