

Road safety in Estonia in an European context

PIN Talk Tallinn
– 21 May 2010



Antonio Avenoso, ETSC Executive Director
Graziella Jost, ETSC PIN Programme Manager

Presentation outline

- Introduce ETSC and its PIN programme
- Present some of the findings of the PIN programme and best practices
 1. Progress in reducing road deaths and serious injuries
 2. Speeding
 3. Seat belt use
 4. Drink driving
 5. Vehicle safety
 6. Safety in Cities
- Present some of ETSC Recommendations

European Transport Safety Council

A science-based approach to road safety policy

- Non-governmental organisation based in Brussels
- **41 organisations** from across Europe
- Bringing together practitioners, researchers, policy-makers and parliamentarians
- Funded by its **members**, the European Commission and corporate sponsors.

www.etsc.eu

ETSC Activities



Monitoring **EU**
transport
safety policy

*Ranking EU countries'
performances*



**Road Safety
Performance
Index (PIN)**



*Developing EU projects
on priority areas*



PRAISE
Work-Related Road Safety

Praising Best
Practice in **Road
Safety 'At' Work**
and **'To' Work**



Preventing
Drink Driving

**Speed
Programme**



*Targeting key
audience*



Roads to Respect:
Infrastructure Safety

The PIN is working through...

- a **Panel** including a well-placed expert in each EU 27 countries (Prof. **Dago Antov**, for Estonia)
- a **Steering Group** with members from
 - research organisations (SWOV, VTI, SafetyNet/DaCoTA)
 - European Commission
 - and PIN sponsors (Swedish Transport Administration, Norwegian Public Road Administration, Toyota Motor Europe)

PIN is delivering ...

- **PIN Flashes** (3/year), **PIN Reports** (1/year) benchmarking EU countries' performance in different areas of road safety
- **PIN Talks:** to mobilise stakeholders to create a higher demand for safety

So far:

- 22 PIN Talks
- 16 Flashes
- 3 Annual Reports

[**www.etsc.eu/PIN**](http://www.etsc.eu/PIN)



Performance index so far

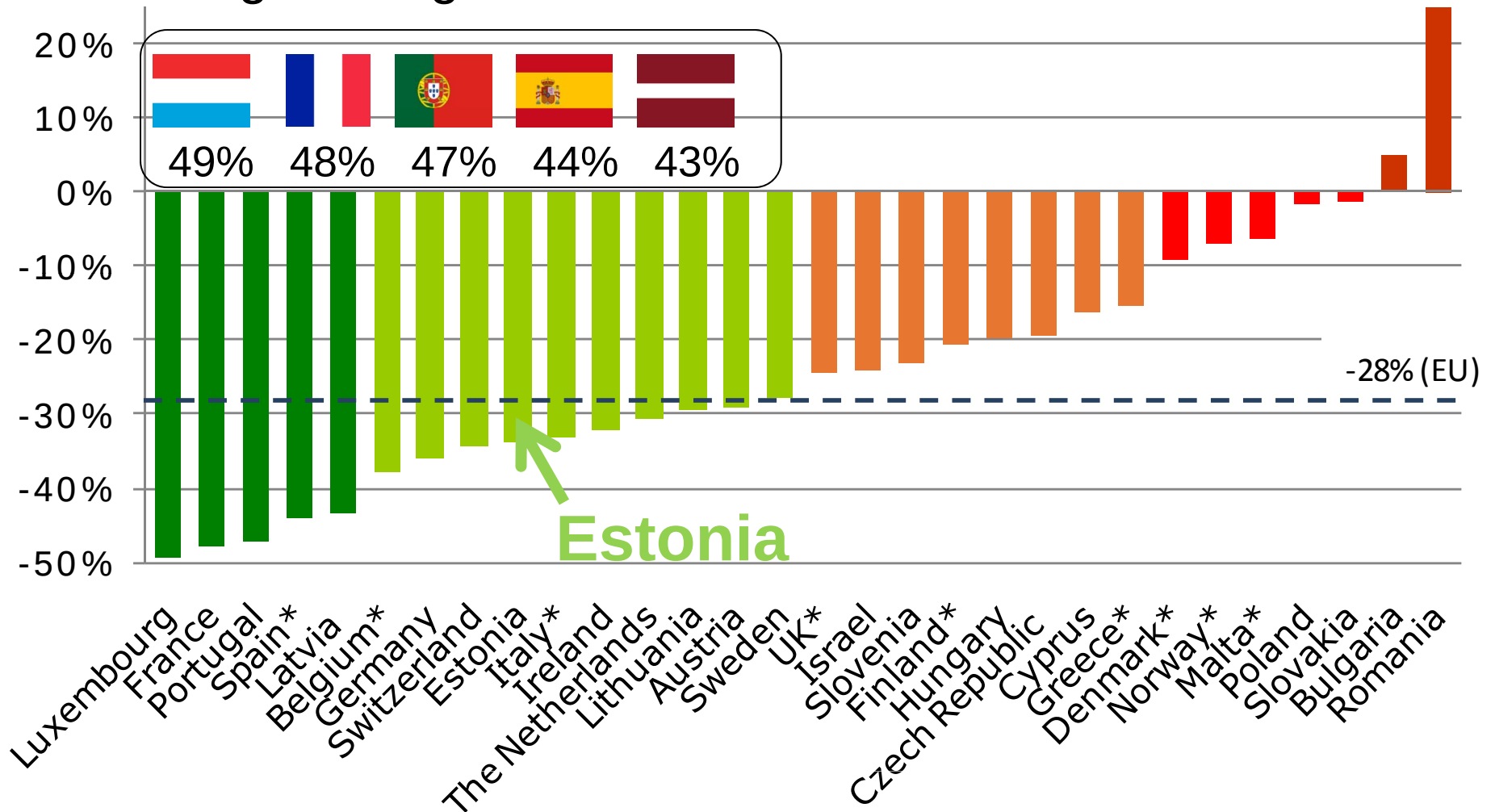
- Annual number of deaths *(PIN reports)*
- Seat belt use
- Drink driving
- Driving speeds *(PIN report 2007)*
- Motorcycling deaths *(PIN report 2008)*
- Deaths on motorways *(PIN report 2008)*
- Deaths among older road users *(PIN report 2008)*
- Deaths among children *(PIN report 2009)*
- Deaths in capital cities *(PIN report 2009)*
- Car safety *(PIN report 2009)*
- Serious injuries *(Flash 15)*

New update Three Main Killers!
PIN Flash 16 - 5th May 2010

Best progress 2001 - 2008

1

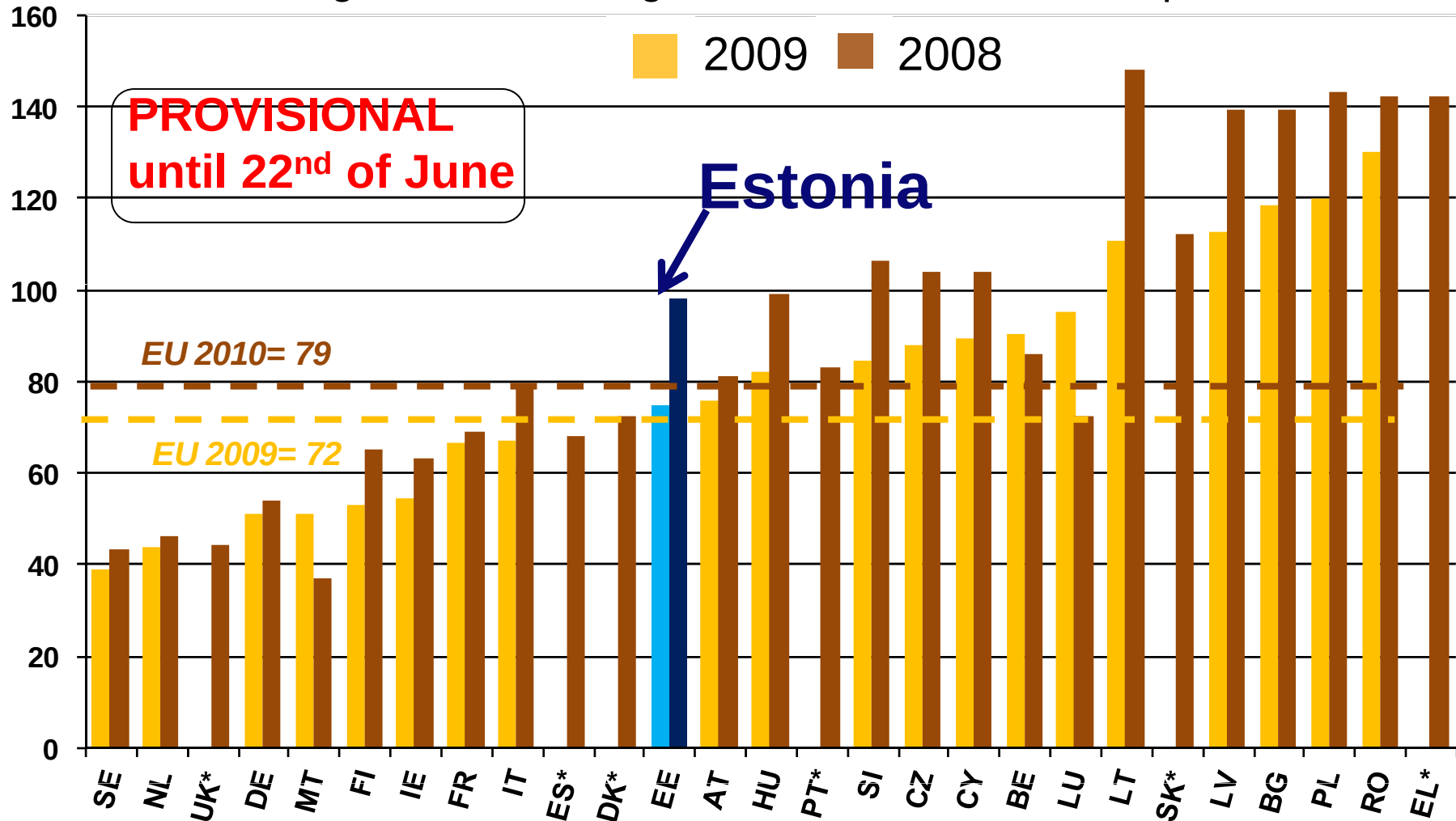
Percentage change in road deaths between 2001 and 2008



Road deaths per population 2009

1

Estonia is taking the lead among Central and Eastern European countries



Why some countries are progressing faster?

1

Road safety is not a matter of chance...

- **France:** Strong political commitment since 2002, stricter traffic law enforcement, in part. automated speed management system
- **Portugal:** Rehabilitation and construction of new roads, safer vehicle, stricter enforcement, road safety at local level...
- **Luxembourg:** Stricter enforcement (virtual driving licence for foreigners, ...)
- **Spain:** stricter enforcement, infrastructure improvements, campaigns, partnership with media, motorcyclists...

Progress in reducing speed

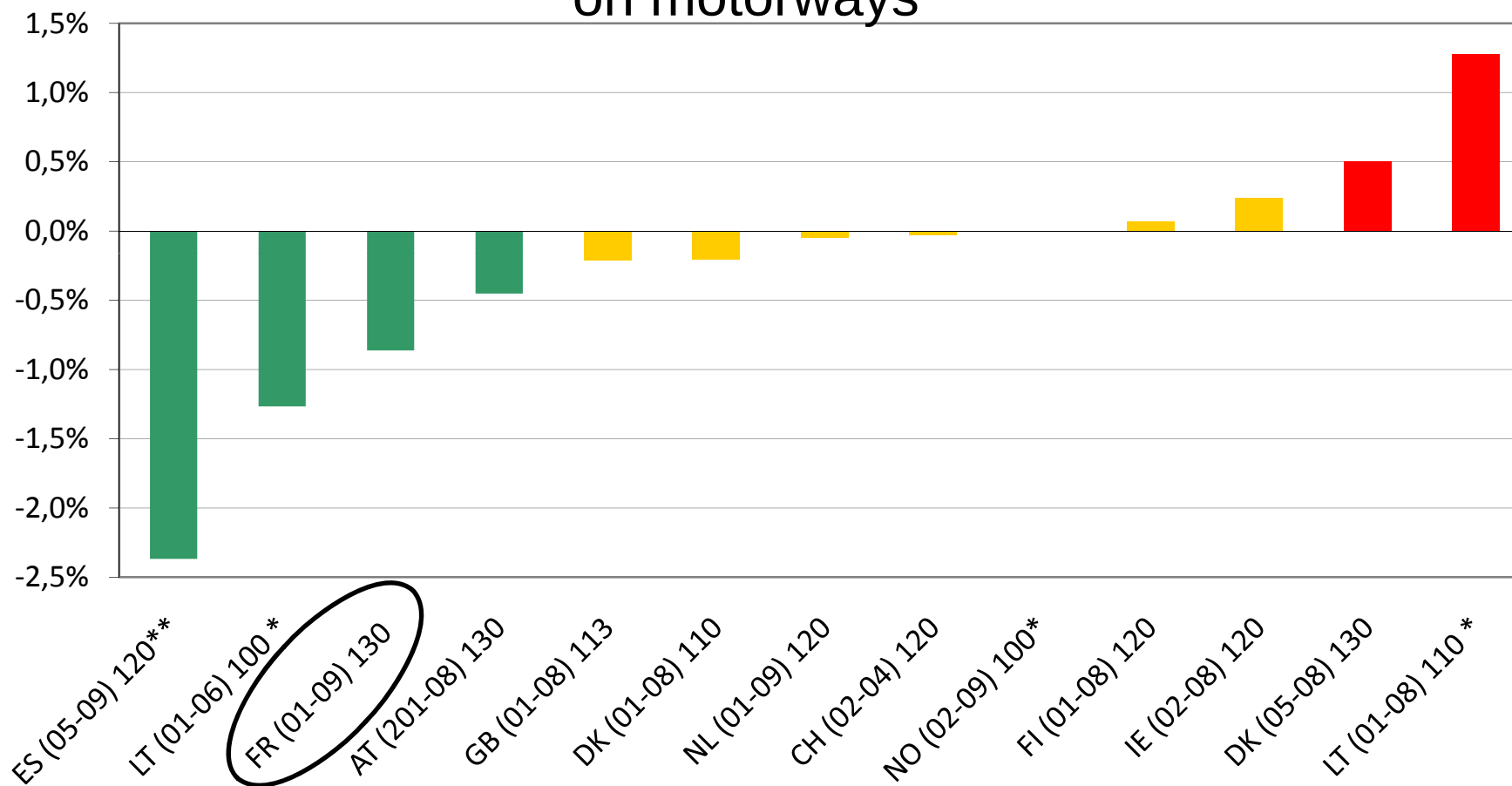
2

- **Drivers have slowed down since 2001** accross the EU
- Best progress has been made on **motorways** in countries where safety cameras have been introduced
- Still up to **30%** of drivers exceed the speed limit on **motorways**
- Speed violations are up to **70%** on **rural roads** (in Demark and Poland) and as many as **80%** on **urban roads** (Poland).
- **France** is the only country to have achieved reduction in mean speeds on all road types.

SPEED on MOTORWAYS

2

Yearly average % change in mean speed of cars and vans
on motorways



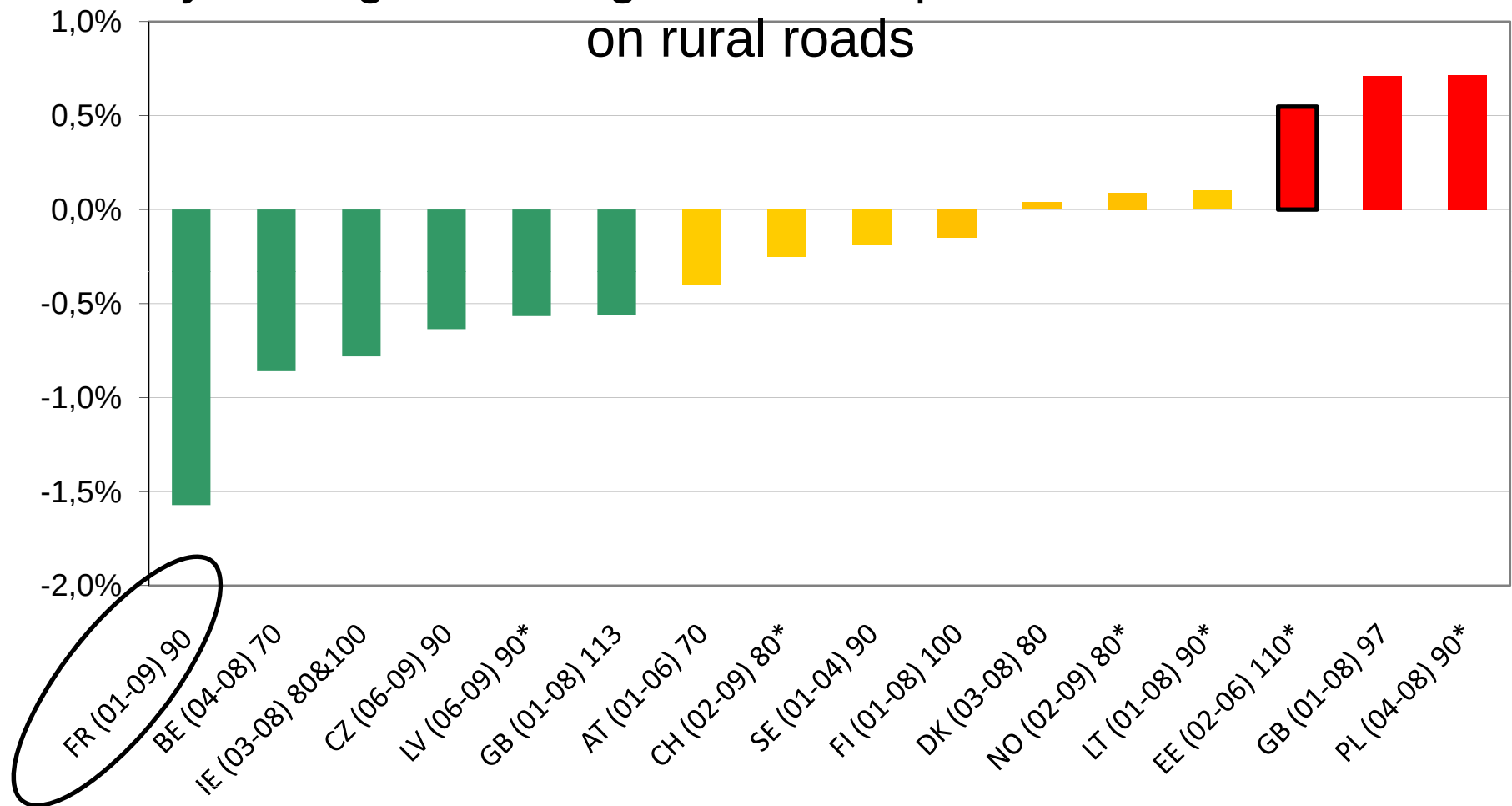
From earliest available baseline to latest available year * All traffic

** Spain: measurements made on 20% of the toll motorways length only

Speed on rural roads

2

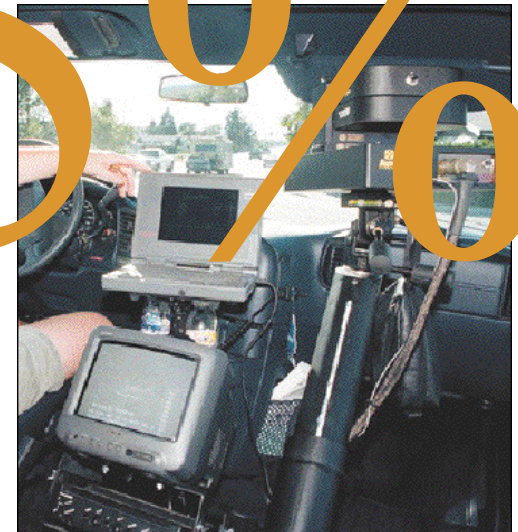
Yearly average % change in mean speed of cars and vans
on rural roads



Best practice: France

2

- Mean speeds of cars decreased steadily by **10km/h** on all road types in **2001-2009**.
- The proportion of vehicles traveling at 10 km/h and more above the limit decreased from **35%** in 2003 to **15%** in 2006.
- The decrease in speed contributed to **75%** of the reduction in deaths over 2002-2005 in France.



75%

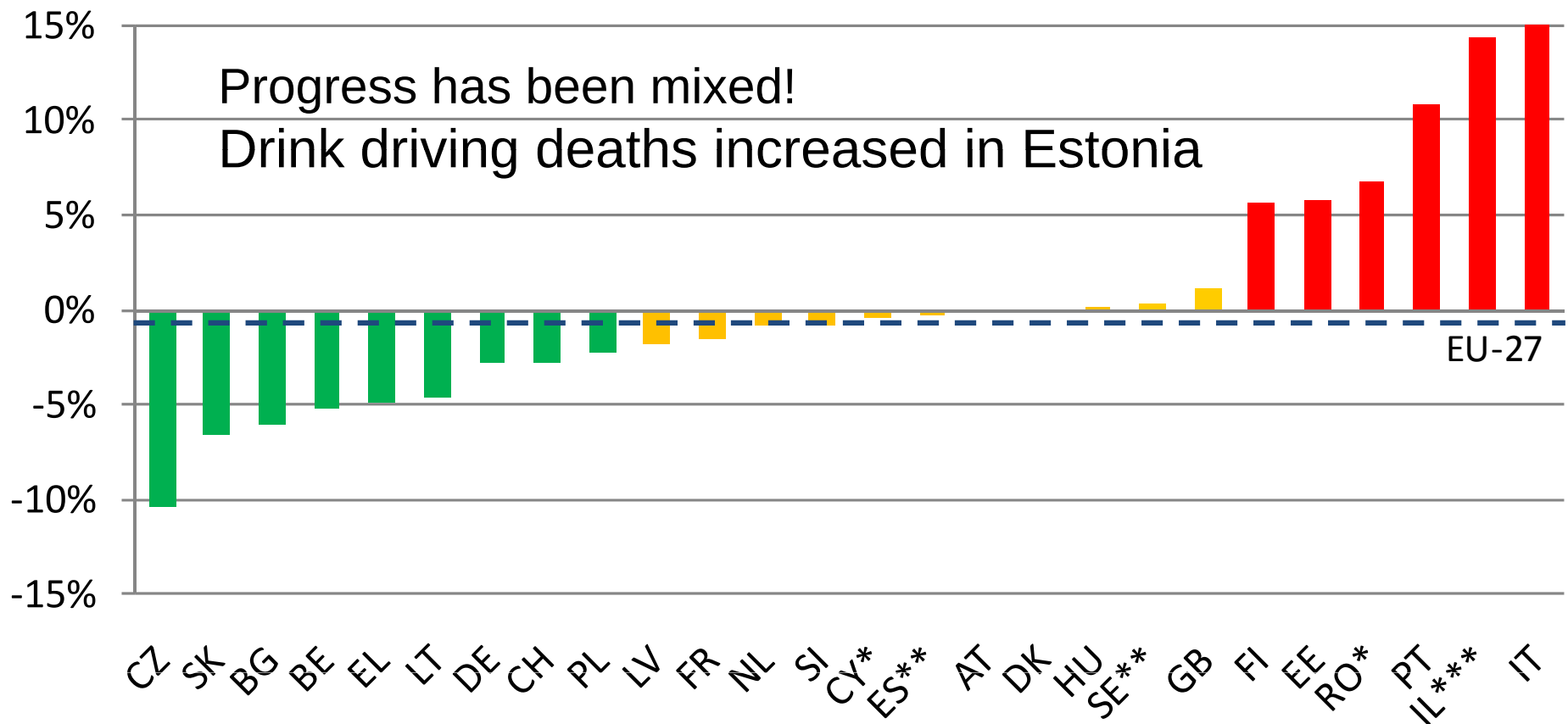
- Experience from **France, Spain, Latvia** recently, but also the **UK, the Netherlands, Sweden**, ... shows that **automated speed enforcement, coupled with stricter fines and sanctions, penalty points** provide great and fast reductions in road deaths.
- Small reduction in speed → big reduction in road deaths **2,200** deaths prevented if speeds decrease by only 1 km/h across the EU.
- Increase the number of speed cameras and install 'time over distance' cameras.
- Implement the **EC Recommendation on Enforcement (2004)**.
- Reduce speed limits in cities to protect vulnerable road

- Include speed offences in penalty point systems, and make sure that levels of penalty escalate as the level of speeding above the limit increases.
- Set up **rehabilitation courses for recidivists**
 - ❑ ACPO: Association of Chief Police Officers of England, Wales and Northern Ireland
 - ❑ See ACPO's 10 years experience on www.shlow.eu/shlow-award-ceremony or contact ian.aspinall@acpo.pnn.police.uk
 - ❑ UK Association of National Driver Improvement Scheme Providers
www.driver-improvement.co.uk

Drink driving

3

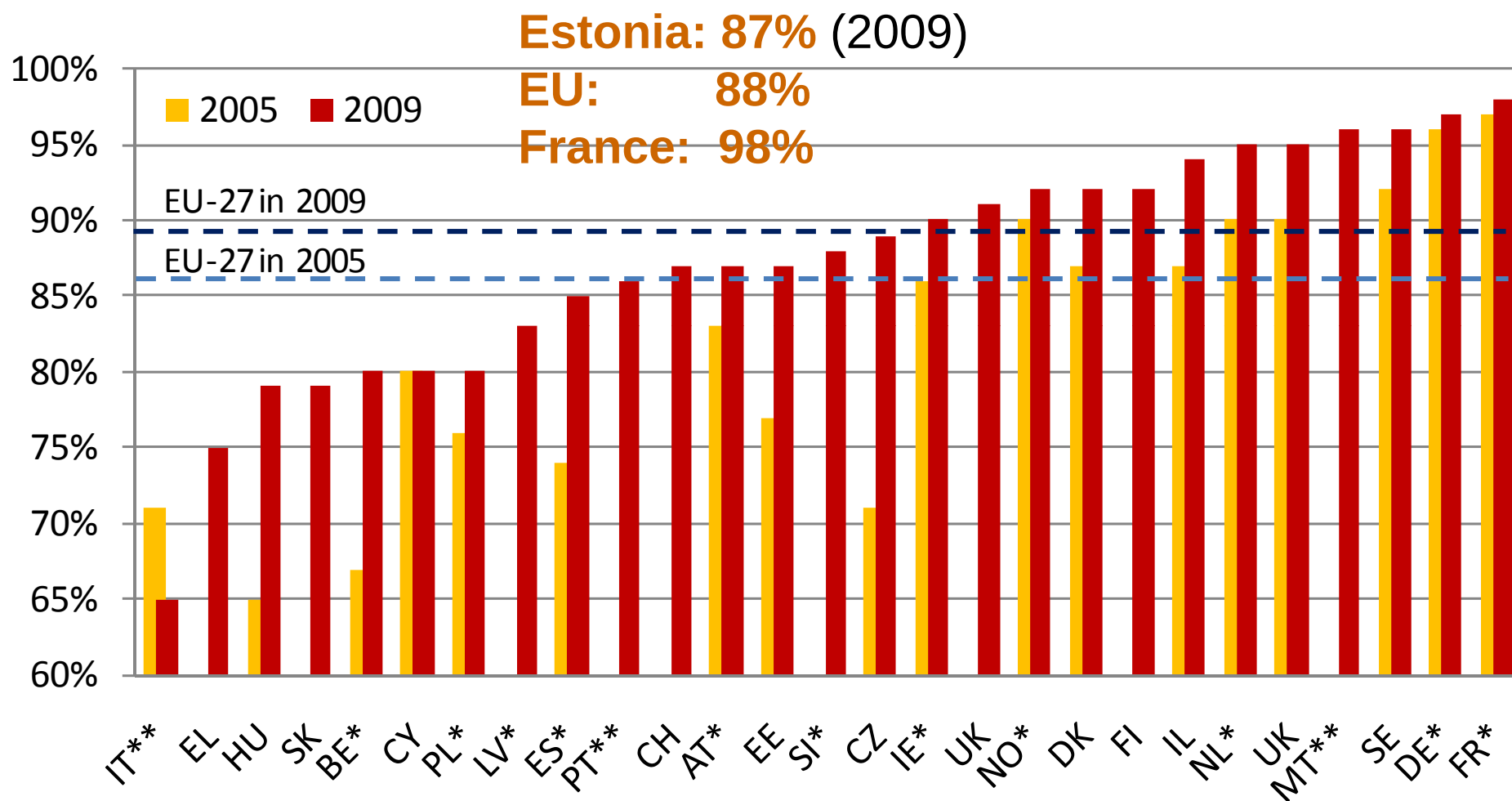
Difference between the average annual % reduction in deaths attributed to alcohol and the corresponding reduction for other deaths (over 2001-2008)



- **Consistent and visible enforcement** are powerful deterrent to drink driving
- Intensify enforcement of drink driving by setting targets, ex.: at least 1 in 5 motorists should be checked each year for drink driving
- Introduce systematic breath-testing in all Police checks
- Set up **rehabilitation courses** for drink driving recidivists
- Propose **alcolocks** to recidivists as part of rehabilitation programmes
- Support the introduction of **alcolocks**

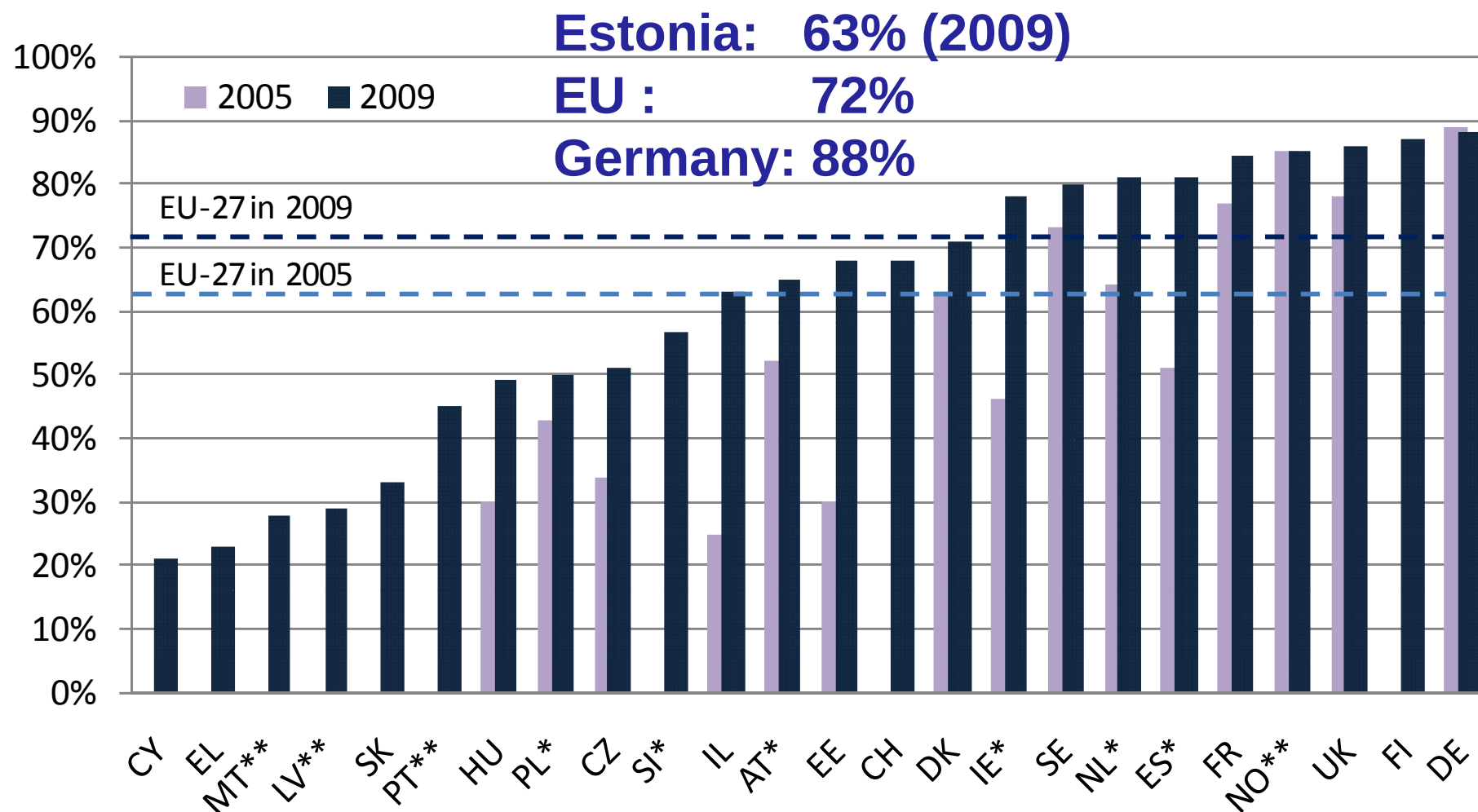
Seat belt use front seat

4



Seat belt use rear seats

4

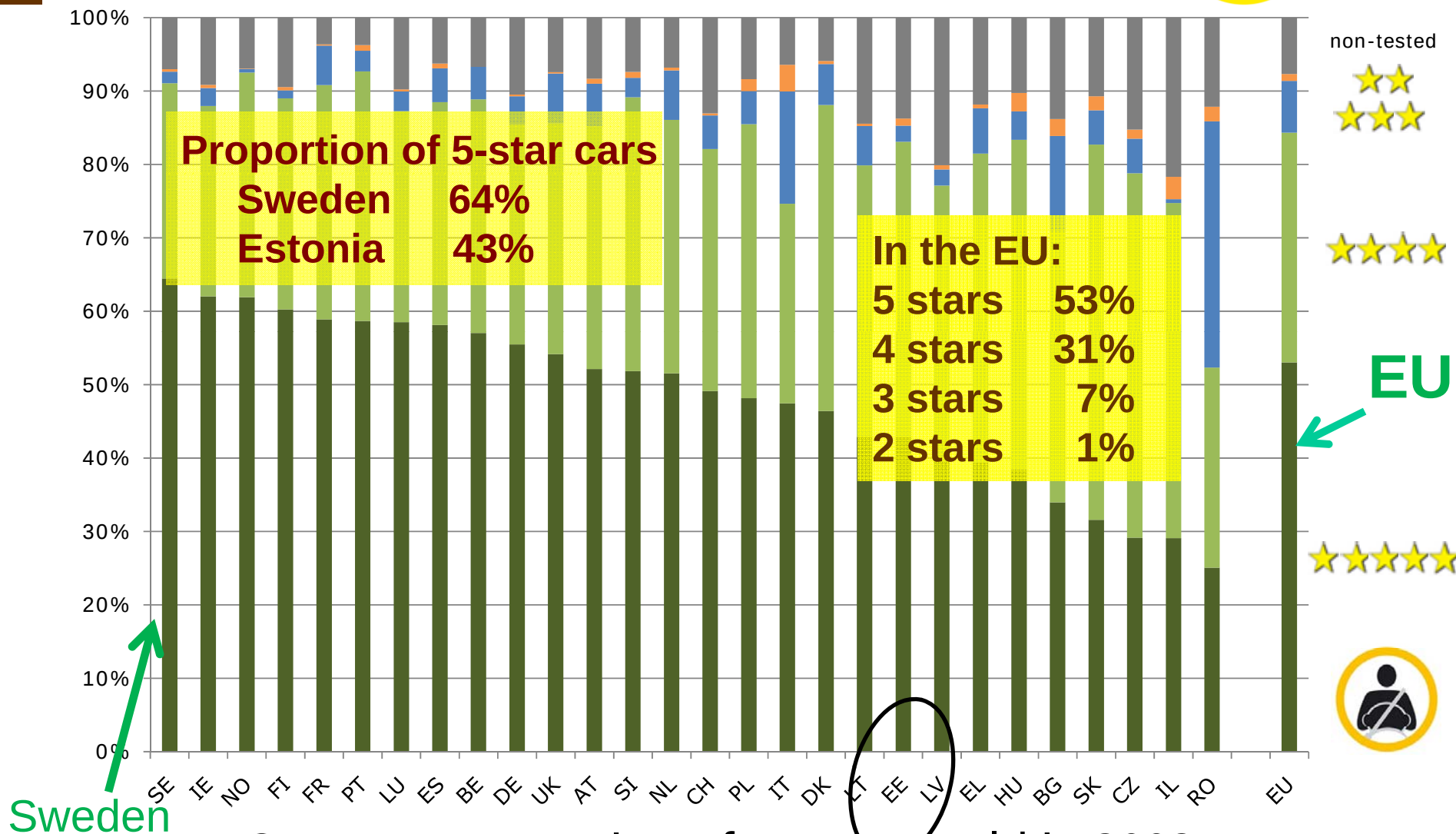


- Seat belt is the single most effective safety feature in vehicles = the biggest live saver
- To reach 99% seat belt use on front and rear seats is possible with **seat belt reminders**.
This would save ~ **2,500** people lives a year in the EU.
- Implement EC Recommendation 2004 on enforcement
- Systematically **check** seat belt use (also in rear seats) in all Police checks
- Raise **awareness** of the need to wear SB also in **rear seats**.
- Include non use of SB as an offence in **penalty point syst.**

Occupant protection



5



Occupant protection of new cars sold in 2008

non-tested



ETSC
European Transport Safety Council

What Member States can do

5

- Vehicle standards are set at an international level
- BUT national governments CAN influence the consumer's choice of vehicle :
 - ☐ Run consumer awareness campaigns
 - ☐ Support Euro NCAP programme
 - ☐ Provide incentives: tax breaks for seat belt reminders, ESC, ...
 - ☐ Be the market: Buy or rent only safe cars!
30% of new cars are purchased by non-private customers (governmental bodies, local authorities and companies)
 - ☐ Engage in the future ISO 39001

Best practice: Sweden

5

Sweden: Governmental Decree (2009:1): Environmental and Road safety Purchasing demands.

All cars BOUGHT, RENTED or USED for travel by State agencies and Administrations, should be:

- 5 stars Euro NCAP for occupant protection
- 1 star for pedestrian protection (as a start!)
- Alcolock
- Anti-skid system (ESC)
- Seat belt reminder

Euro NCAP tested cars or certificate from manufacturers

Swedish Transport Agency has responsibility to check & support

See good practice examples from **Dublin, Lisbon, Paris, London**, and others in 3rd PIN Annual Report (June 2009):

- Set up Local Road safety Strategy and Plans
- Lower speed limits:
general lower limit on big part of cities (**Sweden, ...**)
30 km/h in residential areas, around schools (**Belgium, ...**)
- Infrastructure: Traffic calming measures, roundabouts, separate pedestrian footpaths and cycle lanes, pedestrian crossings
- Install cameras checking speed and red light running
- De-route HGVs from city centers

Conclusions (I)

Great progress achieved so far:

- Road deaths have been cut by half since 2001, going down from **208** (average 2000-2002) to **100** in 2009.
- If this trend is sustained in **2010**, Estonia will be among the few countries reaching the EU Road Safety Target.
- Estonia successfully moved from **146** deaths per million residents in **2001** down to **75** in **2009**.
- Estonia is taking the lead among Central and Eastern European Countries.

You have to continue!

Conclusions (II)

How to achieve further progress?

- Start collecting serious injuries
- Adopt a national target also to reduce the number of serious injuries
- Increase the level of enforcement of the three main killers
- Implement the EU Directive on Infrastructure Safety to all roads.
- Be the market: buy only safe cars
- Engage private companies in road safety: road safety at work (See **ETSC PRAISE** for good practices)

We also need your support!

- For adoption of EU Directive on Cross-Border Enforcement
- For adoption of the new ISO standard on road safety management.

Thank you for your attention
Have a good debate!

For more information:

graziella.jost@etsc.eu

Tel. 0032 22 30 41 06



www.etsc.eu
www.etsc.eu/PIN