

Mobilising for a Decade of Action



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gTKP Road Safety Theme Champion

**Using the best Global Knowledge
to build a Safe System through
Public Private Partnership**

Arusha November 2009

Is Improving Behavior the Key?

Are we blaming the victim?

Haddon Matrix

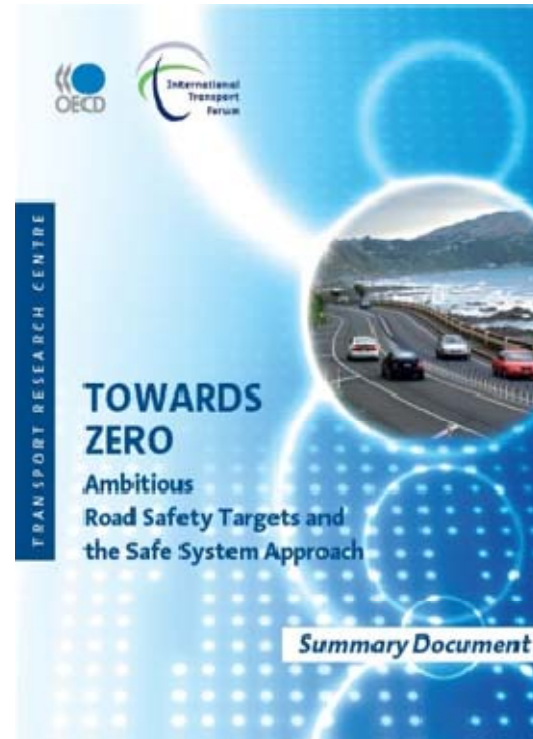
	Human	Vehicle	Environment
Pre-Event			
Event			
Post-Event			

Comprehensive Approach to Road Safety

A Safe System

“Common driving errors and common pedestrian behavior should not lead to death and serious injury - the traffic system should help users to cope with increasingly demanding conditions.”

World Report on Road Traffic Injury Prevention
Chapter 1 – Fundamentals



Don't blame the victim

,

The Safe System



- Anticipate human error.
- Ensure consequences are non fatal as far as possible.
- The road safety management system has evolved from one of 'blaming the victim' through to one of shared responsibility. (Bliss)
- The design challenge is to manage loss of control of kinetic energy within tolerances survivable by the human body.

Safe System Principles

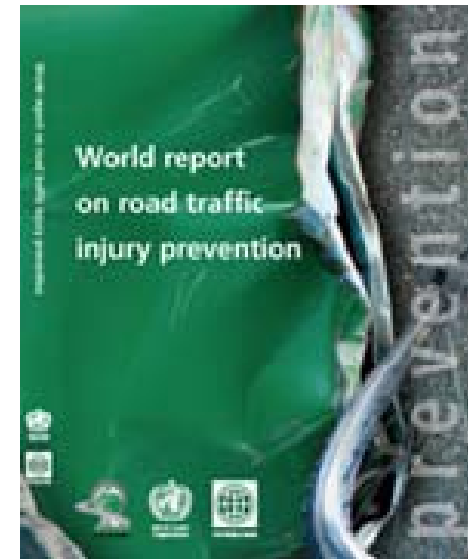


- Require acceptance of shared **overall responsibilities and accountability between system designers, governments and road authorities** and transport operators alike as well as all road users.
- Stimulates the **development of the innovative interventions and new partnerships** necessary to achieve ambitious long term targets.

Applying the Safe System

“In all regions of the world, to prevent road death and disabling injury, a traffic system better adapted to the physical vulnerabilities of its users needs to be created – **with the use of more crash-protective vehicles and roadsides.**”

World Report on Road Traffic Injury Prevention
Chapter 1 - Fundamentals



Survivability in crashes – Rural Roads



- The chances of survival for an **unprotected pedestrian** hit by a vehicle diminish rapidly at speeds greater than **30km/h**.
- For a **properly restrained motor vehicle occupant** the critical impact speed is **50km/h for side impact** crashes and **70 km/h for head-on** crashes



Shaping the intervention set

With the shift to a goal for **network** and **fleet management** there has been a growing emphasis on:

- **speed management,**
- **protective features of road infrastructure**
- **vehicles,**
- the **emergency medical system**

Key Risk Factors:

- *Seat Belts*
- *Impairment*
- *Helmets*
- *Speed management*
- *Infrastructure*



global Transport
Knowledge Partnership



“The gTKP is an innovative partnership approach to making more effective use of available transport knowledge and encouraging greater participation from developing and transition countries”



Purpose:

- to identify the best transport knowledge and improving access to it through technology and partnerships.
- to increase the application of good practice, stimulating debate on priority issues and best approaches.
- to promote ongoing networking and building long-term partnerships.



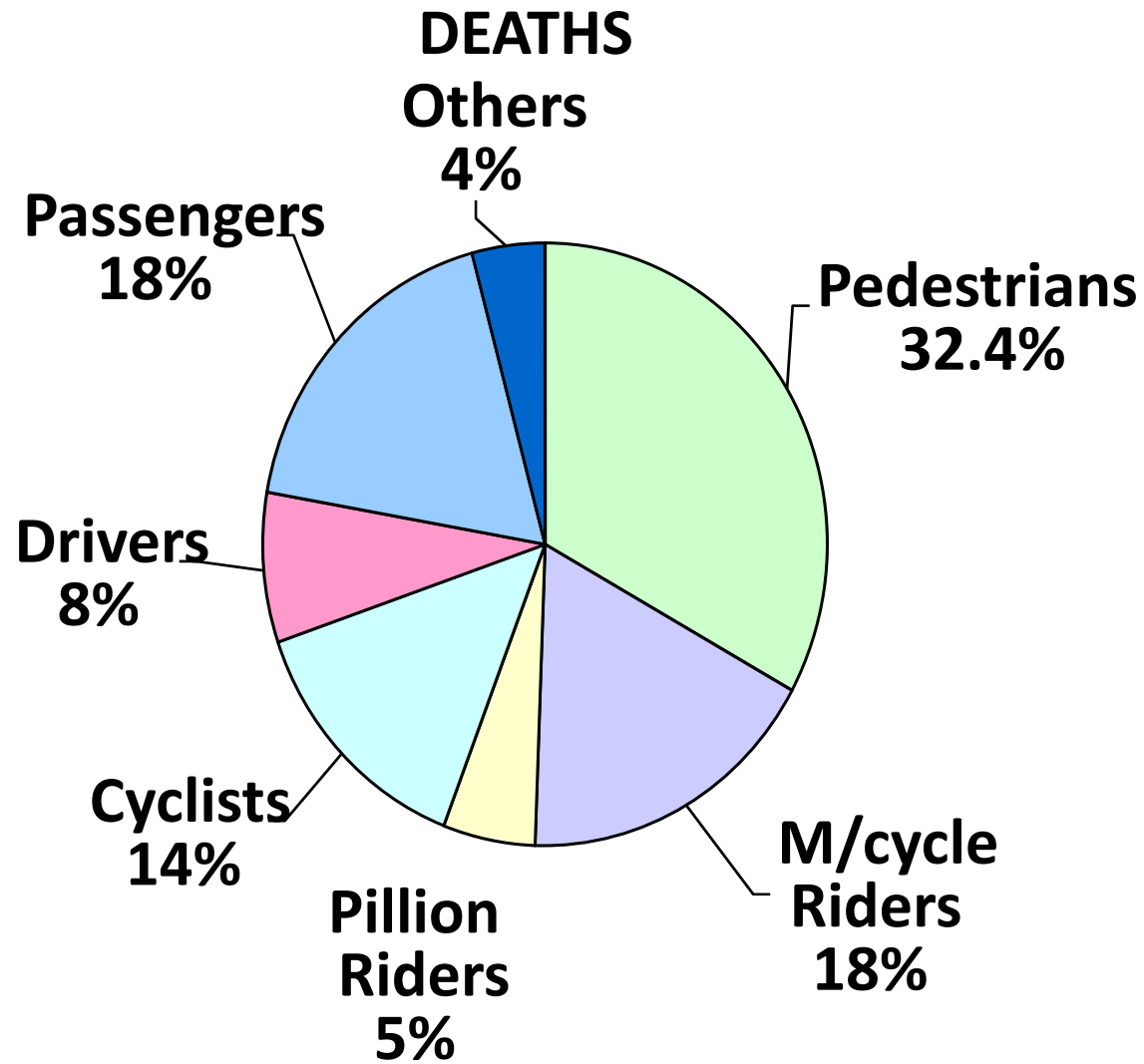
Activities

- Website and helpdesk
- Direct access to Theme Champions
- Monthly newsletter
- Through workshops and conferences
- Information dissemination

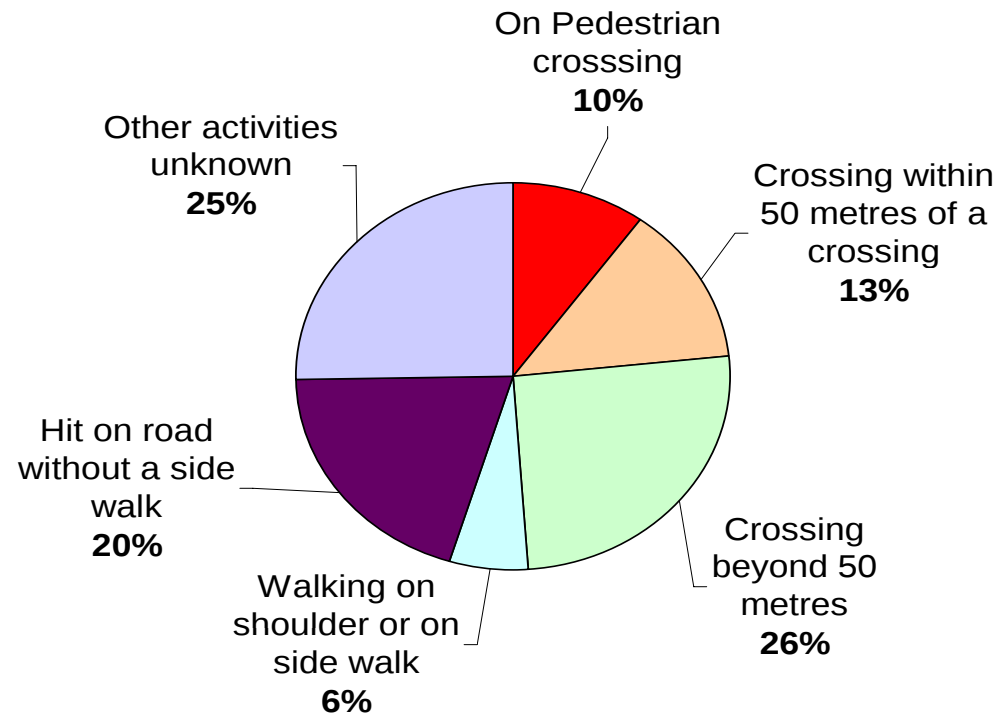


Rural Roads — The Challenge





PEDESTRIANS



Pedestrian Casualties - 47 %

Web Based Knowledge Centre



global Transport Knowledge Partnership
 is an initiative to promote and disseminate sustainable transport knowledge

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Core Themes

- Cross Cutting Issues
- Governance in Transport
- Road Safety
- Rural Transport
- Social Development (including Health)
- Finance & Economics
- Climate Change & Environment
- Urban Transport

gTKP User Login
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Welcome to the global Transport Knowledge Partnership
 gTKP is a key resource centre providing access to information and support on a number of DFID services. gTKP's aim is to help create, access, share and use knowledge with those involved within the Development sector.
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 To find out more about how we work, and the world-leading expertise we can offer you, please click on the links below:

Latest Upcoming Training and Events

- July 26 2006 **Global Sector** Industry leading seminar on Urban Planning.
- July 23 2006 **CL Seminar** Further development around the world within government guidelines.
- July 18 2006 **Active Systems** Using technology for developing regional infrastructure and processes.

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gTKP Themes Knowledge

- July 30 2006 **Our new White Paper** Energy efficiency and the effects of global warming.
- July 28 2006 **DFID** Departmental Report 2006.
- July 25 2006 **Voices of Change** Strategic radio support for achieving the millennium Development Goals.
- July 22 2006 **Efficiency Technical Note** Department for International Development.

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gTKP Helpdesk
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gTKP Frequently Asked Questions

- Cross cutting issues**
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[More questions & answers...](#)

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VRU/Vulnerable road users:

- Pedestrians
- Cyclist
- Motorcycles
- Non-motorised vehicles
- Children



PEDESTRIANS AND THE MOTORISTS AT A CONFLICT SITUATION



Pedestrians crossing the road carelessly



Dangerous situations for pedestrians are conflicts with motorised traffic.

Misjudging the speed when crossing the road

Lack of attention from both pedestrians and drivers.



Proven low cost measures:

Pedestrian footway (urban and rural roads).
Alternatively sealing the hard shoulders

Pedestrian crossing facilities is the most important
pedestrian safety factor:

Refuges are a common crossing feature

Raised crossings reduce the speed

Avoid zebra crossings!



Other important safety

- Education and publicity programmes
- Enforcement/legislation
- Emergency medical services/
psychological support



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global Transport Knowledge Partnership

→ is an initiative to promote and disseminate sustainable transport knowledge

Pedestrians

Print this page

Pedestrians are the road users at greatest risk in most developing countries accounting for up to 75% of all road fatalities. While this can be partially explained by the low motorization levels in developing countries with walking trips likely to dominate travel patterns, traditional transport planning and road design have tended to focus on providing for motor vehicles and have largely overlooked pedestrians and their safety.



Low-income countries have also been found, in general, to have a higher percentage of child pedestrian deaths, largely explained by the population age distribution and increased exposure for that age group. According to WHO estimates for 2002, 15% of global road fatalities were children (0-14) of which 97% occurred in low-income and middle-income countries. Older pedestrians are also associated with a very high rate of road injury and death. This is mainly due to the increased physical frailty of the elderly.

The United Nations estimates that between 6% and 10% of people in developing countries is disabled. Accurate data on disability is scarce, but it is obvious that the transport system in most developing countries is not friendly to pedestrians, let alone disabled people.

Behaviour of pedestrians is often not straightforward travel from one place to another. Reasons for walking can be divided into three categories: journeys to work or school etc., exercise or leisure. When people are walking, they usually choose the shortest route and do not want to spend any extra time on the trip. They obey the rules when they think it is sensible and necessary.

Related Pages

- > Advocacy
- > Care of the vulnerable
- > Case Studies
- > Children
- > Cyclists
- > Drinking and driving
- > Driving for work
- > Enforcement
- > Motorcycles
- > Non-Motorised Transport
- > Responsibility
- > Safer Roads
- > Seat belts
- > Speed management
- > Vehicle standards





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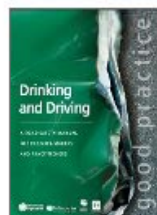
Good Practice Manuals

The UN Road Safety Collaboration has strongly supported the development of a series of good practice manuals which address the recommendations of the World report on road traffic injury prevention.

The four manuals that have been produced to date: Helmets (2006), lead by WHO; Drinking and Driving (2007), lead by GRSP, Speed Management (2008), led by GRSP and Seat belts and Child restraints (2009) led by FIA Foundation.



Drinking & Driving



Drinking and driving is one of the main causes of road crashes worldwide. Effective drinking and driving programmes have the potential to save thousands of lives.

[More info here.](#)

Seat Belts & Child Restraints



'Seat Belts & Child Restraints' is a practical guide to implementing, enforcing and evaluating seat belt programmes.

[More info here.](#)

Helmets



A large proportion of the deaths of people injured or killed while riding two-wheelers result from injuries to the head.

[More info here.](#)

Speed management



Speed has been identified as a key risk factor in road traffic injuries, influencing both the risk of crash as well as the severity of the injuries.

[More info here.](#)

Save 5 Million Lives

**The First Global
Ministerial Conference on
Road Safety
Moscow Nov 2009**



UN Road Safety Collaboration

