

ECONOMIC COMMISSION FOR EUROPE

Transport Division

4th Road Safety Week

5-11 April 2004

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE (UNECE)
TRANSPORT DIVISION



NEWSLETTER N°2

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GENEVA
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The purpose of this Newsletter, issued periodically by the UNECE secretariat in the build-up to the Fourth Road Safety Week in the ECE Region, 5–11 April 2004, is to monitor the status of preparations and to publicize information about planned and on-going activities undertaken in the framework of the Week by member Governments as well as by international and non-governmental organizations. The newsletters contain information on government and NGO programmes, listing national activities such as conferences, seminars, workshops, public events, TV debates, publications, exhibitions and competitions, giving the reader a cross-section of the Fourth Road Safety Week activities undertaken in the UNECE region. The newsletters are also intended to provide materials for possible use by the mass media.



UNITED NATIONS

NATIONAL ACTIVITIES FOR THE FOURTH ROAD SAFETY WEEK

LATVIA

From 28 March to 12 April 2004, the Road Traffic Safety Directorate (CSDD) is organizing a campaign against aggressive driving in Latvia. In addition, the CSDD has implemented changes in legislation and beginning on 1 July 2004 drivers will be charged for driving aggressively. The definition of aggressive driving is given in legislative documents.

Activities planned during the two-week campaign in Spring:

- Press conference and press materials about the problem as well as cooperation with journalists in the preparation of materials dedicated to the problem of aggressive driving.
- Banners on the main roads in Latvia.
- TV slot that will be shown on all the main TV channels in Latvia.
- Discussion and forum on the most popular Internet portal in Latvia.
- Radio slots on various radio stations.
- Information on the CSDD web page www.csdd.lv

The Road Traffic Safety Directorate is a governmental non-profit organization which has been in existence for eleven years. It registers vehicles and boats, tests drivers before issuing their driving licenses, and inspects the technical condition of vehicles. It has also created and is supporting a nation-wide database of vehicles and drivers.

The CSDD is active in social educational work and organizes campaigns and programmes dealing with traffic and road safety problems, like alcohol and drug use by drivers, child safety on the streets, use of seat belts, pedestrian crossings, drivers' behaviour on the roads etc. to focus the attention of the society to these issues.

Responsible: Road Traffic Safety Directorate

LITHUANIA

The Ministry of Transport and Communications of the Republic of Lithuania is planning to organize seminars on the topics "Aggressive Behaviour on the Road" and "Reciprocal Understanding on the Road -

Guarantee for Safety" as well as to issue special promotional banners at drivers' gathering places

(petrol stations, driver training schools, etc.), and also to participate in television and radio broadcasts giving special attention to the following:

- The consequences of aggressive behaviour on the road, especially when driving under the prohibitive signal of traffic-lights;
- The consequences of speeding;
- The consequences of mobile phone usage while driving

Responsible: Ministry of Transport and Communications

NETHERLANDS

For the Fourth Road Safety Week, the following activities will be organized in the Netherlands:

- Local activities with the communes in cooperation with the Dutch Traffic Safety Organization (3VO) on the theme 'respect among road users', mainly concerning driving too fast in urban areas and the protection of vulnerable road users.
- Activities of the Dutch Traffic and Tourist Organization (ANWB): roadside assistance in case of breakdown and publicity in its national magazine.
- publicity by the Ministry of Transport in newspapers and on national television and radio.

Responsible: Ministry of Transport

Moreover, Dutch traffic and traffic safety organizations are putting together a three-hour television programme concerning road safety. The programme entitled "The National Traffic Exam" was also broadcast one and a half years ago on the occasion of the CBR's 75th anniversary. The number of participants this time, however, is much larger:

- The Ministry of Transport
- The Dutch Traffic and Tourist Organization (ANWB)
- The Dutch Traffic Safety Organization 3VO
- The Dutch Organization for Employers in the Mobility Sector (BOVAG)
- The Dutch Driving Test Organization (CBR).

The television programme will be broadcast on Sunday 11 April, from 21:00 h until 23:30 h. The main part of the programme is a traffic theory test with 50 questions. Viewers can participate by SMS and phone. In the studio four famous Dutch personalities will perform the exam for real. If these four succeed, they start their practical driving test from the studio to obtain their driving license.

Around the theory test and driving exam, items about respect in traffic safety will be presented. For example a famous Dutch poet will give flowers to car drivers who behave extremely well to reward their tribute to traffic safety.

One and a half years ago – on the occasion of the CBR’s anniversary – almost 1.5 million people watched “The National Traffic Theory Exam”. Because of the larger number of participants, more viewers are expected this time.

Responsible: Dutch Driving Test Organization CBR
www.cbr.nl

POLAND

During the second meeting of the organizers of the Fourth Road Safety Week in Poland, it was initially agreed that the following institutions, companies and individuals would support and promote the idea and slogan of the Fourth Road Safety Week in their respective activities related to implementation of the following projects:

- The Ministry of Infrastructure: promotion of professional ethics among driving trainers and examiners.

- The National Road Safety Council – Organizer of the Fourth Road Safety Week in Poland:

- Advice on organization of the 4th Road Safety Week,
- Press conference on the results of the 4th Week to be attended by the Deputy Chairman of the National Road Safety Council – Under-Secretary of State in the Ministry of Infrastructure, Secretary of the National Road Safety Council, partners and non-governmental organizations;
- PR support (Motoexpress, Radio for Drivers, Channel 3 of the Polish Radio).
- Announcing of a safety belt use campaign to be held in the spring.
- Conducting a billboard campaign in Warsaw (100 billboards) and poster campaign all over Poland (1700 posters).
- Holding a press conference to open the 4th Week (2nd April).
- Include in 4th Week the activities of Provincial Road Safety Councils (16).

- Motor Transport Institute: Coordinator of the 4th Safety Week in Poland

- Ministry of National Education and Sports: announcing of a post-primary school contest for a short film promoting decent road behaviour,

including possibly the broadcasting of the films on Education TV; promoting school classes on road aggression and the consequences among teachers and trainers.

- Ministry of Health: developing a list of drugs, which have an adverse impact on driving and requesting the manufacturers to include appropriate warning labels on the packaging.

- WHO: promotion of the 4th Week through www pages; cooperation with healthcare schools.

- Polish Red Cross (PCK): promoting respect for other road users and the elimination of aggressive behaviour; press articles promoting the idea and slogan of the 4th Week available through Internet.

- FHU Sakowska: organization of a bicycle and motorcycle rally along the Royal Route for about 1500 participants guided by the slogan “Better visible – visibly better” – the 4th Week will be promoted in all materials and possibly during a lecture on traffic education for 2000 schoolchildren to be held in the Congress Hall or for 4000 schoolchildren to be held in Torwar Hall (50% of participants from outside Warsaw); handing out of reflective materials.

- Polish Motor Association: organization of events for young cyclists and roadshow promoting defensive riding skills, training programmes on road rescue services at 16 regional centres; participation in organization of local events; organization of meetings with Polish racing drivers; participation in press conference; issuing of leaflets entitled “principles of driving behaviour”.

- Prof. Krystek: promotion of the idea, logo and slogan; initial summary and conclusions of the 4th Road Safety Week during the International Seminar GAMBIT 2004 (May).

- Foundation of Public Communications: promotion of the idea of the 4th Week addressing various types of target groups, potential participation in the promotion campaign.

- Advertising agency TBWA/Telescope and possibly the Foundation of Public Communication: organization of a free advertising campaign addressing drivers and promoting decent behaviour on the roads and criticising aggression as part of the 4th Week.

- 3M Poland, Shell, Renault: sponsoring of the billboard campaign in Warsaw.

- Telewizja Polska S.A. (Channel 1 of the public television), Polskie Radio Program I (Channel 1 of the public radio): Media Patronage.

- Multi Communications agency: Public Relations Patronage.



Responsible: National Road Safety Council
Ministry of Infrastructure
www.krbrd.gov.pl

OTHER ROAD SAFETY NEWS

IRELAND

The Irish Minister for Transport, as President of the Council of Transport Ministers of the EU, is hosting an important event in Dublin Castle on 6 April 2004 to promote Road Safety.

A key component of the EU Road Safety Action Programme 2001–2010 is the establishment of a European Road Safety Charter. The Charter will, in a unique and positive way, allow industry, road user representative organizations and other private and public concerns the opportunity to make a public commitment to the pursuit of road safety goals and is a positive step on the way to enhancing the concept of collective responsibility.

The initial signing ceremony for the Charter will take place in Dublin on 6 April 2004. While the Charter is particularly targeted at stakeholder organizations and members of civil society, it is open to any organizations to make specific commitments in the Charter.

The Irish Minister for Transport proposes to make a commitment to implement a three-year road safety plan which targets a 25% reduction in the average number of road deaths in Ireland which occurred between 1998 and 2003. This should result in no more than 300 road deaths occurring in Ireland per annum by 2006, and will contribute towards the longer term EU Goal of a 50% reduction by 2010.

The ceremony in Dublin presents Ministerial representatives of the European Union with the opportunity to express their support for worldwide initiatives and to foster linkages between Member States and the evolving road safety agendas in others parts of the world including the Fourth Road Safety

Week (5-11 April) and the WHO's World Health Day on Road Safety on 7 April.

Responsible: Road Safety and Traffic Division
Department of Transport
www.transport.ie

UNITED KINGDOM

A road safety seminar will be held on World Health Day (WHD) on 7 April 2004 on the subject:

"Safer Roads for Everyone: From W.H.O to YOU"

It is hoped to able to issue the report of the first three-year review of our road safety strategy to meet our road fatality targets for 2010.

National road safety publicity in the road safety week will be focused on motorcycling - the only road-user group for which deaths are increasing, if at a slower rate than the amount of motorcycling that is done. The variable message signs on the motorway network will be showing the anti-fatigue slogan "Don't drive tired" ahead of and over the Easter weekend and fatigue ads will be played on several commercial radio stations too.

Direct links to World Health Day and the UNECE Road Safety Week are given on the website of the Department for Transport.

Responsible: Road Safety Division
Department for Transport

ACTIVITIES OF INTERNATIONAL ORGANIZATIONS

➤ United Nations General Assembly

The United Nations General Assembly will hold a special session on 14 April 2004 in New York to discuss the Global Road Safety Crisis. It is expected that the Assembly will adopt a resolution calling for intensified activity by the United Nations in the field of road safety and possibly nominating the UNECE Working Party on Road Traffic Safety (WP.1) in Geneva as the coordinating body for such activities. A meeting of Stakeholders will be held on 15 April 2004 to exchange information and mobilize action to promote global road safety.

➤ **World Health Organization (WHO)**

In response to growing concern about road traffic injuries, the WHO Director General has, for the first time in the history of WHO, devoted a World Health Day (WHD) specifically to Road Safety.

Celebrated on 7 April every year, WHD is a key advocacy tool for engaging the general public in discussion and debate, and calling for action on important health issues.

The global event marking WHD will take place on 7 April 2004 in Paris with the presence of Mr. Jacques Chirac, President of the French Republic, and is being co-hosted by WHO and the Government of France.

This high-profile advocacy event will be the occasion for the global release of the *World report on road traffic injury prevention (WRRTIP)*, jointly produced by WHO and the World Bank.

The WHD 2004 slogan “**Road Safety Is No Accident**” and logo may be downloaded at the following internet address:

www.who.int/world-health-day/2004



➤ **Road safety village in Geneva**

To celebrate World Health Day, the Département de l'Action sociale et de la Santé (DASS) de l'État de Genève, in collaboration with other Departments, the city of Geneva and some 15 associations active in the field of road safety, is organizing a “Road Safety Village” in “la Rotonde du Mont Blanc”, Quai du Mont Blanc (opposite the Beau-Rivage Hotel) on 7 April 2004 with numerous activities and exhibits. As part of the exhibition, which is open from 13:00 to 18:30, the World Health Organization and the UNECE Transport Division will present, on a shared stand, various materials prepared for WHD and the Fourth Road Safety Week.

ACTIVITIES OF NON-GOVERNMENTAL ORGANIZATIONS

1. **Royal Automobile Club of Spain (RACE)**

In its pledge for Road Safety, RACE is organizing the following activities:

- Discussions and conferences on the prevention of traffic accidents to be held at Carlos III University in Madrid.
- a dedicated website on the campaign with pop-ups in the days before and after.
- Distribution of brochures on safety in tunnels.
- Note for the press on the participation of RACE in the campaign.
- Article in the AutoClub magazine on the campaign and on the activities to be carried out.
- Simulation of an accident in the María de Molina tunnel (pending confirmation following the recent terrorist attacks in Madrid).
- Information and assistance for the International Symposium on Road Safety and Education to take place in Peru.
- Signature of a collaboration agreement with the nNational College of Doctors.

www.seguridadvial.org

2. **PROMPT ASSISTANCE TO VICTIMS OF ROAD ACCIDENTS (PATVORA) (Nigerian NGO)**

(Extract of a letter transmitted by PATVORA)

It is our opinion that a better understanding of the African situation especially of the factors that mitigate progress in road safety would help in proffering practical solutions that could put a stop to the carnage on the roads in Africa.

Africa is a setting where many roads are in bad condition and most journeys are made in dilapidated vehicles. It is a society with poor facilities for road safety control measures, non-existent emergency trauma care systems, underfunded national road safety agencies, low insurance participation and little presence of international safety agencies. Road Safety in Africa therefore requires the creation of new approaches through support and assistance from international developmental agencies as are being extended to other killer diseases like malaria and AIDS.

In Nigeria, in spite of the existence of a vibrant road safety agency (FRSC), official statistics indicate an unacceptably high number of casualties of about 80,000 injuries and 18,000 deaths annually, thus suggesting that the number of deaths on Nigerian roads is almost half of that of the entire European continent. The annual cost of these road crashes is more than the budget of the health ministry. Such a situation which certainly induces poverty especially in countries where the Government's budget is already overstretched with a huge debt burden and competing needs, will project global efforts for road fatality reduction as a big joke if practical and enduring solutions are not sought.

At **PATVORA** we are championing a tri-sector partnership casualty reduction project designed to move beyond the theory of Road Safety and explore its practical application. The project is based on principles of sustainable development.

Our aim is to take safety to the community level, achieve a 50% accident reduction in five years, improve the resources of the national safety agency, offer free travel medical indemnity to all road users in Nigeria at no financial cost to the Nigerian Government and over 85% of the population. This we intend to do by employing a cost effective approach and proven intervention mechanism for road casualty reduction in communities in low income countries, especially in Africa. Our model is currently receiving the attention of the authorities in Nigeria.

At **PATVORA**, we believe that much can be achieved if more research is encouraged on the African situation, especially now that western approaches to curbing fatalities on the road are not occasioning any form of drastic reduction in low income countries compared to the high level of success being accomplished in developed economies.

For true road safety to evolve in Africa, more attention should be given to victims of road accidents. The high level of carnage on the road demands that safety should be brought to the community level. We at **PATVORA** are doing our best with limited resources but we feel the challenge posed by road crashes should go beyond rhetoric. International developmental agencies should begin to show greater and genuine concern on this issue of road safety especially now that it has been acknowledged to be the potential 3rd killer disease by 2020.

www.patvora.org

FROM THE SECRETARIAT

The secretariat has issued a brochure on the occasion of the Fourth Road Safety Week which will be distributed directly to ECE member Governments as well as international and non-governmental organizations. This brochure will be also available on the website shown below.

Those interested in receiving copies of the brochure should direct their requests to:

Transport Division
United Nations Economic Commission for Europe
Palais des Nations
CH-1211 Geneva 10, Switzerland

Fax: (+4122) 917 0039

E-mail: caroline.jeunet@unece.org

The secretariat also takes this opportunity to request member Governments and organizations to send information on their Fourth Road Safety Week activities to the secretariat so that it can be issued in future editions of this newsletter.

For more information about the Fourth Road Safety Week, please refer to the following website: <http://www.unece.org/trans/roadsafe/rs4rs.html>

