



Road safety campaign

## Conventional roads: objective of the new traffic monitoring campaign

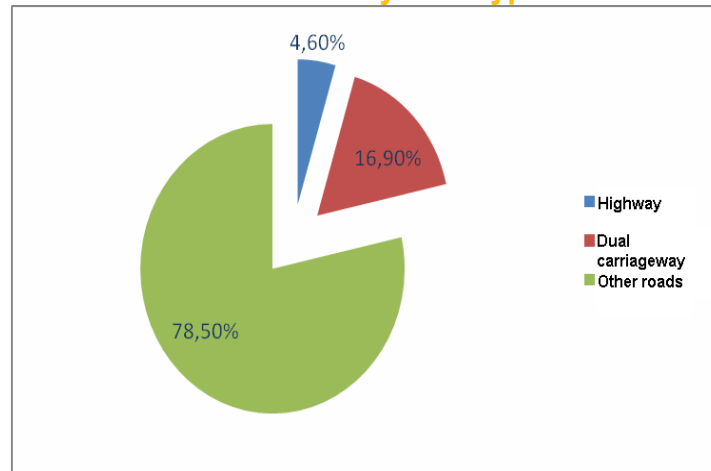
- **78% of fatalities by road accidents last year occurred in roads without separation of two-way**
- **The aim of the campaign is to promote and achieve safer behaviour in this type of road**
- **Speed, improper overtaking, driving under the influence of alcohol or drugs, use of mobile phones, headsets... are some of the risk factors to be controlled**

October 17th, 2011.- The General Directorate of Traffic launches from Monday to Sunday October 23rd, a new campaign of surveillance and control on secondary roads, with the aim of achieving safer behaviour among drivers travelling on these roads and therefore a reduction of accidents in this type of roads.

For one week, officers of the Traffic Group of the Guardia Civil, will also control the speed, improper overtaking, driving under the influence of alcohol or drugs, the use of helmets, seat belts and child restraint systems, the use of mobile phones, headsets, or management of browsers, vehicle and driver documentation or any other offence contained in the rules on traffic and road safety.

Last year died in traffic accidents on secondary roads (conventional roads that have no separation of two-way) 1,514 people, representing 78% of all fatalities occur on roads which amounted to 1,928.

### Distribution of fatalities by road type



These roads represent over 90% of the total kilometres of road network, they are the most dangerous and represent a higher accident rate, even though the associated traffic density is less than in two-way roads as highways and dual carriageways.

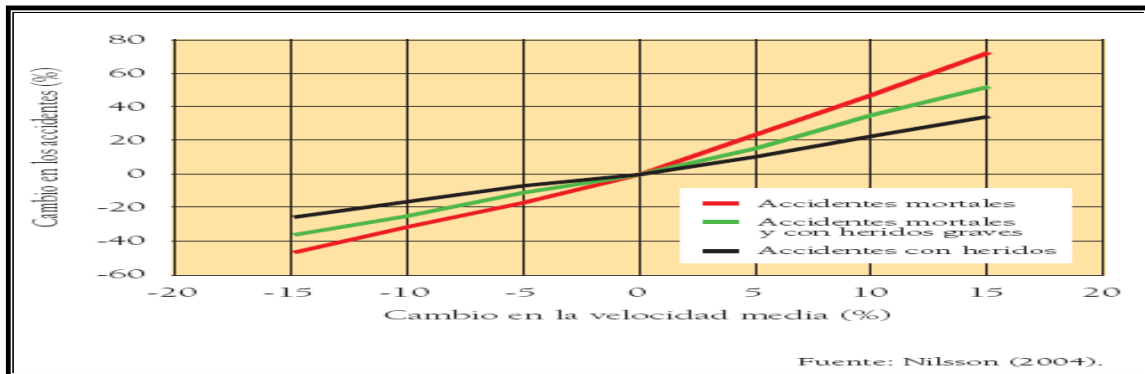
### PRIORITY OBJECTIVE OF THE ROAD SAFETY STRATEGY 2010-2020

Due to the high accident rate on this type of road, conventional roads are one of the priorities of the new Road Safety Strategy 2011-2020, within which a series of low cost measures and high effectiveness are included in order to reduce the risk of accidents on these roads, such as traffic signals as stopping distance, physical separation of two-way, installation of safety barriers, signage and maintenance improvement, creation of safe areas to stop vehicles, etc...

Road exits and front collisions are usually the type of majority accidents in these roads. Last year there were 11,390 accidents involving victims caused by road exits, 38,7%; 4.633 front collisions, 15,8%; and 3.718 rear-end collisions, 12,6%. In these types of accidents, **speeding**, distraction and improper overtaking usually appear as contributing factors of the same.

Last year, the percentage of accidents with victims where inappropriate speed on conventional roads was observed, was 20%, percentage which despite being high has dropped 4 points at the beginning of the decade.

According to the Nilsson (Power Model) study, a 5% increase in average speed, represents an increase of approximately 10% in injury accidents and 20% in fatalities. Similarly, if the average speed is reduced by 5% there is a reduction of around 10% in injury accidents and 20% in fatalities.



Source: Speed Management-OECD-ECMT-2006

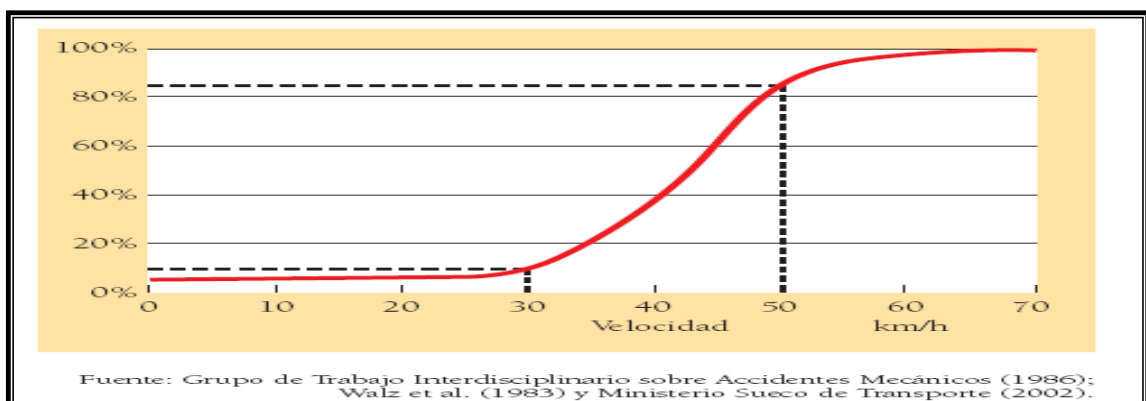
Translator's Note: left.: Change in accidents (%); down: change in average speed; Source: Nilsson (2004).

Frame: red: Fatalities; green: Fatalities and serious injuries; Black: Injury accidents

The pedestrians **run over** are also a serious problem on the road. Last year, 141 pedestrians died on secondary roads, representing 73% of the total number of fatalities in all type of roads.

WHO reports show that pedestrians suffer an 80% risk of dying after being hit at an impact velocity of 50 km/h, which is the generic limit of most cruises, while the risk is reduced to a 10% with a speed of 30 km/h. From a speed of 80 km/h the chances of a pedestrian not being killed are null.

### Probability of fatal injury to a pedestrian struck by a vehicle



Source: Speed Management-OECD-ECMT-2006

\*Translator's Note: Source: Interdisciplinary Working Group on Mechanic Accidents (1986); Walz et al. (1983) and Swedish Ministry of Transport (2002).



The implementation of the Plan for fixed radars 2005-2008 ended with the installation of 521 fixed points of speed control, half of them on conventional roads; the 296 mobile radars and increased surveillance on the roads due to the increased number of the Guardia Civil traffic agents, among other measures implemented in recent years, are helping to dramatically reduce speeding, average traffic speed on roads and the number of fatalities and serious injuries.

In addition, 22% of fatalities on secondary roads that were circulating in tourism or van did not use a seat belt, a device that in case of accident saves lives. Despite this fact, the use of seat belts by drivers such as rear passengers has increased.

### **AWARENESS CAMPAIGN**

During the week of the campaign unfolds, Traffic will issue two informative wedges on radio stations, through which tries to raise awareness among drivers to take precautions and adopt safer behaviours when traversing these roads that have only one lane in each direction.

“Secondary roads are full of contingencies.

Exercise caution on short trips by these roads.

They are the most dangerous.

We must all be aware of how important it is to enforce traffic laws.

What we want is you arrive”

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