

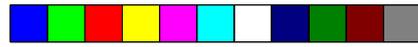
# Third Road Safety Week in the UN/ECE Region

1-7 May 2000



A framework for national road safety campaigns

UNITED NATIONS  
ECONOMIC COMMISSION FOR EUROPE  
Transport Division



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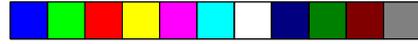


## A framework for national road safety Campaigns

The week of 1 to 7 May 2000 has been designated as the Third Road Safety Week in the UN/ECE region. During that week, member countries of the Geneva-based United Nations Economic Commission for Europe (UN/ECE) will organize simultaneous road safety campaigns with the aim of improving the safety of vulnerable road users.



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## *Partnership on the Road Increases Safety*

In October 1990 the First Road Safety Week in the UN/ECE Region was organized enabling UN/ECE member countries to launch simultaneous road safety campaigns with a common target and under a common slogan. This was followed in April 1995 by the Second Road Safety Week in the UN/ECE Region which targeted Young Road Users.

In view of the usefulness of these campaigns for many ECE member countries, the UN/ECE Inland Transport Committee, on the proposal of its Working Party on Road Traffic Safety (WP.1), decided to launch the Third Road Safety Week in the UN/ECE Region, to be held from 1 to 7 May 2000.

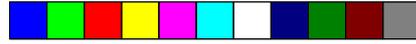


This time the common target chosen is Vulnerable Road Users, which includes children, the elderly, the disabled, pedestrians, cyclists, motorcyclists and other road users who are highly exposed to the risk of road accidents. The common slogan of the Third road Safety Week is "Partnership on the Road Increases Safety". This is to indicate that the improvement of road safety in general and more particularly the safety of vulnerable road users requires the concerted action of all concerned, be it Governments, national and international public and private organizations, road users themselves or the public at large.

I should like to invite all ECE member Governments, international and national organizations and other partners to take an active part in this Third Road Safety Week in order to take up the challenge of reducing substantially the number of people who are killed or injured every year on our roads.

José Capel Ferrer  
Director, Transport Division  
Economic Commission for Europe

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**THIRD ROAD SAFETY WEEK  
IN THE UN/ECE REGION**  
Resolution No. 246  
Adopted by the Inland Transport Committee  
on 16 January 1998

The Inland Transport Committee,

Conscious that the number of persons injured or killed in road accidents is still intolerably high and that road safety is a human, social and economic problem which has to be addressed in partnership between public administrations, private sector organizations and road users themselves,

Conscious also that in developing and implementing programmes and measures to improve road safety, special attention has to be paid to vulnerable road users, whether children, the elderly, bicyclists, passengers or others,

Noting that the first and second Road Safety Weeks held in 1990 and 1995 helped to raise awareness in ECE member countries of the fact that road safety can only be achieved through the concerted efforts of Governments, national and international public and private organizations, road users and the public in general,

Recalling the decision taken at its fifty-ninth session to organize a third international road safety campaign in the ECE region,

1. Decides to designate 1-7 May 2000 as the third ROAD SAFETY WEEK, during which road safety campaigns aimed at improving the safety of vulnerable road users will be mounted in ECE member States;
2. Invites member Governments to implement road safety programmes in their own countries in support of the ECE Road Safety Week under the common slogan "Partnership on the road increases safety";

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**3. Recommends in particular that Governments:**

(a) Target their national campaigns at the major sources of danger to vulnerable road users, whether specific groups or in general;

(b) Develop, drawing on all possible sources of expertise, national activities to be carried out within the framework of the Road Safety Week which address the most pressing problems for vulnerable road users in their respective countries;

(c) Ensure the participation of all groups concerned in the planning and implementation of national campaigns within the framework of the Road Safety Week;

(d) Make every effort to publicize the third ECE Road Safety Week through the mass media and by creating Internet links between national road safety web sites and the ECE road safety web page which will be created to mark the Road Safety Week;

(e) Share their experiences and ideas regarding the organization of the third Road Safety Week with other ECE member Governments through the Inland Transport Committee and its relevant subsidiary bodies i.e. the Working Party on Road Transport and the Working Party on Road Traffic Safety, thereby maximizing the potential benefits for all;

**4. Invites relevant international organizations to provide support and advice to ECE in the organization of the Road Safety Week;**

**5. Requests the Working Party on Road Traffic Safety to prepare a programme defining the objectives and modalities for the third Road Safety Week, paying particular attention to activities to be undertaken at the national, regional and international levels;**

**6. Requests the Economic Commission for Europe and its secretariat to provide all necessary support and publicity in the preparation, execution and follow-up to the Road Safety Week.**

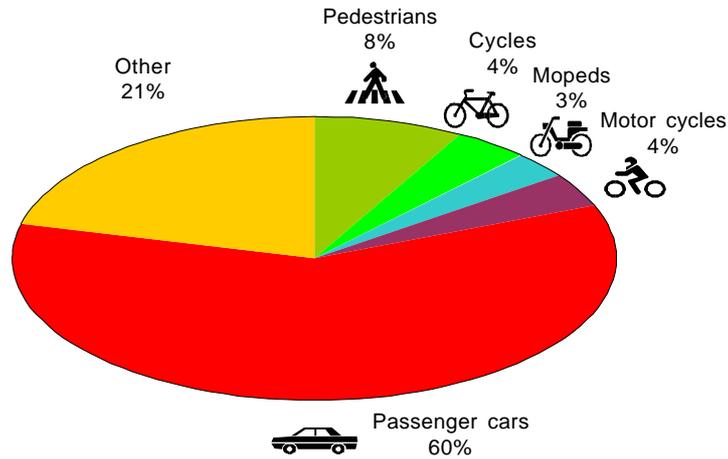


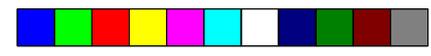
## Statistics: Road Accidents in the ECE Region in 1997

In 1997 an estimated **164,677** persons were **killed** on the roads in the ECE region. An estimated **6,118,844** persons were seriously **injured**. Among these, there was a big percentage of vulnerable road users, as is shown in the following table and diagrams.

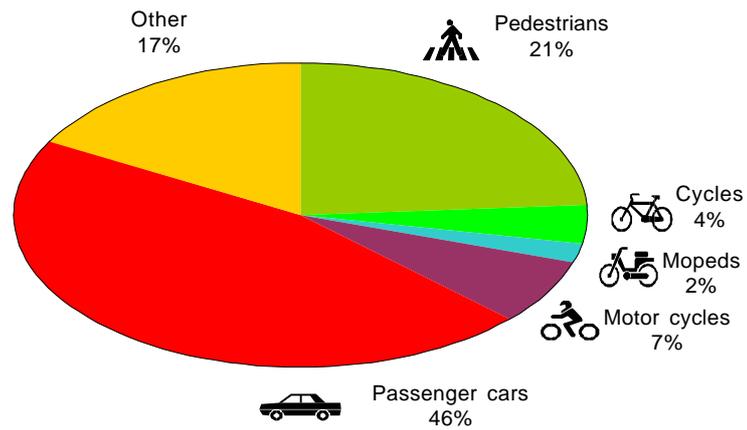
	Killed	Injured	Total
Pedestrians	39,670	436,422	476,092
Cycles	6,872	236,027	242,899
Mopeds	3,151	163,854	167,005
Motor cycles	10,972	227,946	238,918
Passengers cars	75,615	3,751,024	3,826,639
Other	28,397	1,303,571	1,331,968
<b>Total</b>	<b>164,677</b>	<b>6,118,844</b>	<b>6,283,521</b>

*Total persons killed and/or injured in road accidents in 1997*

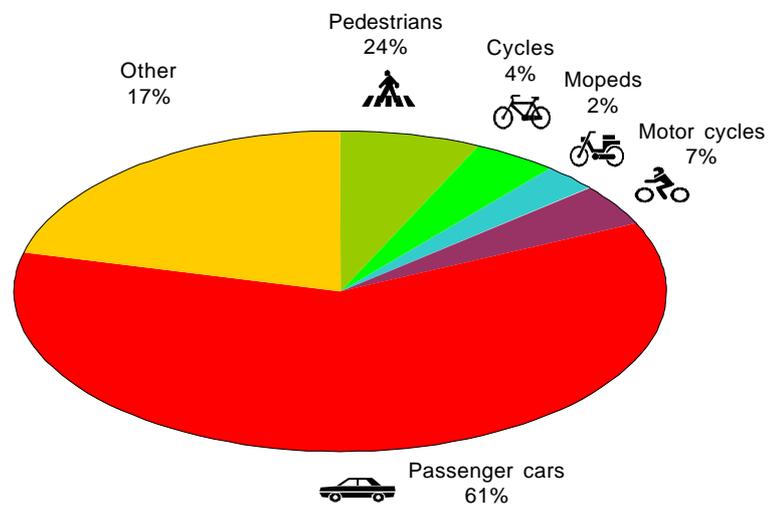


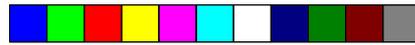


*Total persons killed in road accidents in 1997*



*Total persons injured in road accidents in 1997*





## Road Safety Campaigns - A major tool in influencing the behaviour of road users

The human factor exerts a dominant influence on road safety. The implementation of measures that may effectively influence the behaviour of road users are recognized, therefore, as a vital aim of road safety activities.

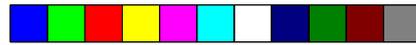
Road safety campaigns are an important tool for reaching this aim. They complement, but do not replace, however, regular year-long activities aimed at improving road safety. Safety campaigns, directed at a specific target group of road users and designed to change their behaviour, should involve governmental, municipal and non-governmental institutions and organizations and mass media as widely as possible.

Results of road safety campaigns depend however, first of all, on the manner of communication to road users. Since the target of the campaigns are people or groups of people, and as the characteristics of their behaviour differ from one country to another, Governments have so far followed their own approach in this field. While most road safety rules and regulations are becoming uniform due to the increasingly wider application of the relevant UN/ECE agreements and conventions, the specific messages addressed to the target group chosen for a campaign may vary from country to country and even within a single country. Nevertheless, the UN/ECE recommends the following principles which can be applied to road safety campaigns in all countries:



*“Communication in road safety should not be used only as an isolated safety measure but should also be combined with other measures, such as legislation, technology, education and enforcement.”*

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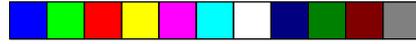
*The prime aim of communication should be to motivate the target group to adopt safer behaviour as a matter of habit or, in general, to increase awareness of safety problems. Messages should be designed, therefore, not only to attract attention but also to stress the point that each individual is running dangers and is likely to have an accident, to overcome any psychological resistance and to change it into acceptance.*



*The message should be as specific as possible so as to provide clear guidance for a given situation and it must be seen as true. Therefore, the informant and the information medium should inspire confidence by their actions and the use of reliable information sources. Effective communication depends also on a reliable, detailed and up-to-date system of statistics.*

*Communication should also take into consideration the fact that individuals have the tendency to overestimate the possibility provided by the technical devices of vehicles and their driving capability and thus feel safer than they really are.*

*The factors necessary for a successful dialogue between traffic experts and road users can be inspired from marketing communication techniques. Appropriate media and advertising forms, most suitable for the target group and the theme chosen, should be selected."*



## Why vulnerable road users are chosen as a target group

Vulnerable road users include pedestrians, cyclists, moped riders, motorcyclists and passengers of these two-wheelers. Among these groups of road users, the elderly, the disabled and young people are particularly vulnerable.

Vulnerable road users are more exposed to the risk of accident than other road users, and when accidents occur they have much more serious consequences for vulnerable road users than for others. Out of the 150,000 people killed in road accidents in the ECE region every year, an estimated 30 per cent, i.e. approximately 45,000 are vulnerable road users.

The UN/ECE Working Party on Road Transport has issued several recommendations regarding vulnerable road users in its "Consolidated Resolution on Road Traffic (R.E.1.)"

### *How safety of children can be improved: Instruction in safe road behaviour*

Appropriate steps shall be taken to encourage road safety instruction for children and ensure that it is given. The main aim of road traffic safety education shall be:



- 1) To instil the knowledge necessary to observe road traffic rules and for safety on the road or street;
- 2) To ensure correct and safe behaviour in the various traffic situations according to the limits of children (e.g. age, development);
- 3) To develop awareness of the importance and usefulness of road traffic safety and the measures taken.



To be effective, road safety education shall be provided on a systematic and continuous basis in pre-school establishments, primary and secondary schools, within out-of-school activities and places of further education. Every effort shall be made to secure the active participation of children and the cooperation and participation of parents to enable them to be an integral part of the tuition process, particularly in the early ages.

Road safety instruction may be taught not only as a single subject but should also be incorporated into more general approaches designed to ensure that the child and teenager learn to respect the fundamental values of human beings' everyday lives. Furthermore, it should encourage young people to adopt reasonable, safe and considerate conduct not only when driving but in day-to-day living, especially in respect to other people. To have maximum educational impact, road safety education must cover areas beyond simply the highway code, such as practical skills, knowledge of and positive attitudes towards safety via technical subjects, ethics and social sciences.

Safety of children on their way to school and back has similar principles and characteristics in many countries. Therefore it is a particularly suitable subject to demonstrate international cooperation and friendship as a subject to be taught in schools.

### *Safety of cycle users*



Users of cycles should be encouraged to wear helmets that provide suitable protection.

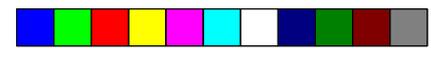
Necessary steps shall be taken for the adoption of the measures mentioned below in order to improve the visibility of bicycles at night.

Without prejudice to existing national legislation on conventional lighting bicycles shall be equipped with a white reflex-reflector at the front.

On the side, they shall be equipped with amber reflex-reflectors fixed to the spokes of the wheels; or with retro-reflective devices showing a continuous circle.

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### Safety of moped users

Without prejudice to existing national legislation on conventional lighting, mopeds shall be equipped with lateral markings consisting inter alia of either amber reflex-reflectors fixed to the spokes of the wheels, or retro-reflective material showing a continuous circle on the side-walls of the tyres. Special rear registration plates for these vehicles should also be retro-reflective.



Mopeds shall be constructed so that the maximum speed permitted by national legislation cannot be increased.

Modifications of mopeds resulting in a change in their performance and safety of operation shall be prohibited.

The wearing of clearly visible garments and safety equipment, if possible, equipped with fluorescent and reflective materials or devices shall be encouraged especially when visibility is reduced by bad weather conditions or at night.

Moped drivers should be at least 14 years of age;

Governments are recommended to introduce obligatory tuition for moped drivers.





### Safety of motor cycle users



Motor cycles may be equipped with vehicle-hazard warning signal, front and rear fog lamps and side amber reflex reflectors. The fitting of such devices should be encouraged. Motor cycles shall be equipped with at least one rear-view mirror.

Candidates for a motor cycle driving permit shall be required to pass theoretical and practical tests after receiving appropriate instruction. The use of high-performance motor cycles shall be subject to stricter conditions (special permits) with respect to the driver's aptitudes than those required for driving other motor cycles. To this end, the use of such vehicles may in particular be restricted at the national level to drivers above a certain age, and/or already having some experience in driving light motor cycles and not having been found guilty of any serious breach of road traffic rules.



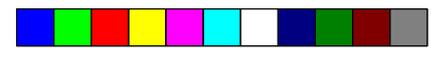
Motor cycles shall by their design provide effective protection for the driver's legs. All possible measures shall be taken in order to assure the correct wearing of protective helmets.



Safety campaigns to improve motor cycle drivers' behaviour in traffic and to urge other road users to pay more attention to motor cyclists, particularly at crossroads, should be encouraged and their effectiveness evaluated.

The wearing of safety garments and equipment, if possible, fitted with fluorescent and reflective materials or devices, should be encouraged, especially for conditions when visibility is reduced by bad weather or at night. Governments may make it compulsory for motor cyclists to drive with the passing lamps or running lamps switched on in daylight.





## UN/ECE Road Safety Web Site (<http://www.unece.org/trans/roadsafe>)

In order to give all possible support and publicity to the preparation, execution and follow-up to the Third Road Safety Week in the ECE region, the UN/ECE Transport Division has developed a Road Safety Web Site.

This Web Site is open to the public at the following address:

<http://www.unece.org/trans/roadsafe>

It includes all the information related to the Third Road Safety Week: the presentation of the Week (including the main objectives and expected results), the official documents, the press releases, the work programme and contributions from ECE countries and non governmental organizations.



Complementing the Third Road Safety Week information, there are several pages containing useful road safety information:

- Road accidents statistics.
- Vulnerable road users: risks and good practices.
- Regulatory measures developed in the UN/ECE region.
- Links to ECE members and NGOs
- Links to other road safety sites





## Take an active part in the Third Road Safety Week

If the Third Road Safety Week is to be a success, it will require the fullest possible involvement of governmental, municipal and non-governmental institutions and organizations working in the areas of road safety and education, as well as local communities and the mass media.

The UN/ECE wants to invite all ECE member Governments, international organizations and all other partners concerned to take an active part in this Third Road Safety Week so that the slogan "Partnership on the road increases safety", chosen for this event, can become a reality. If you want to cooperate, please contact:



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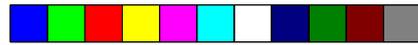
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