



# **Ireland's Road Safety Performance**

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Head of Research  
Road Safety Authority



# Ireland

POPULATION:  
4,203,200 (July 2010 est.)

Area:  
70,273 sq km

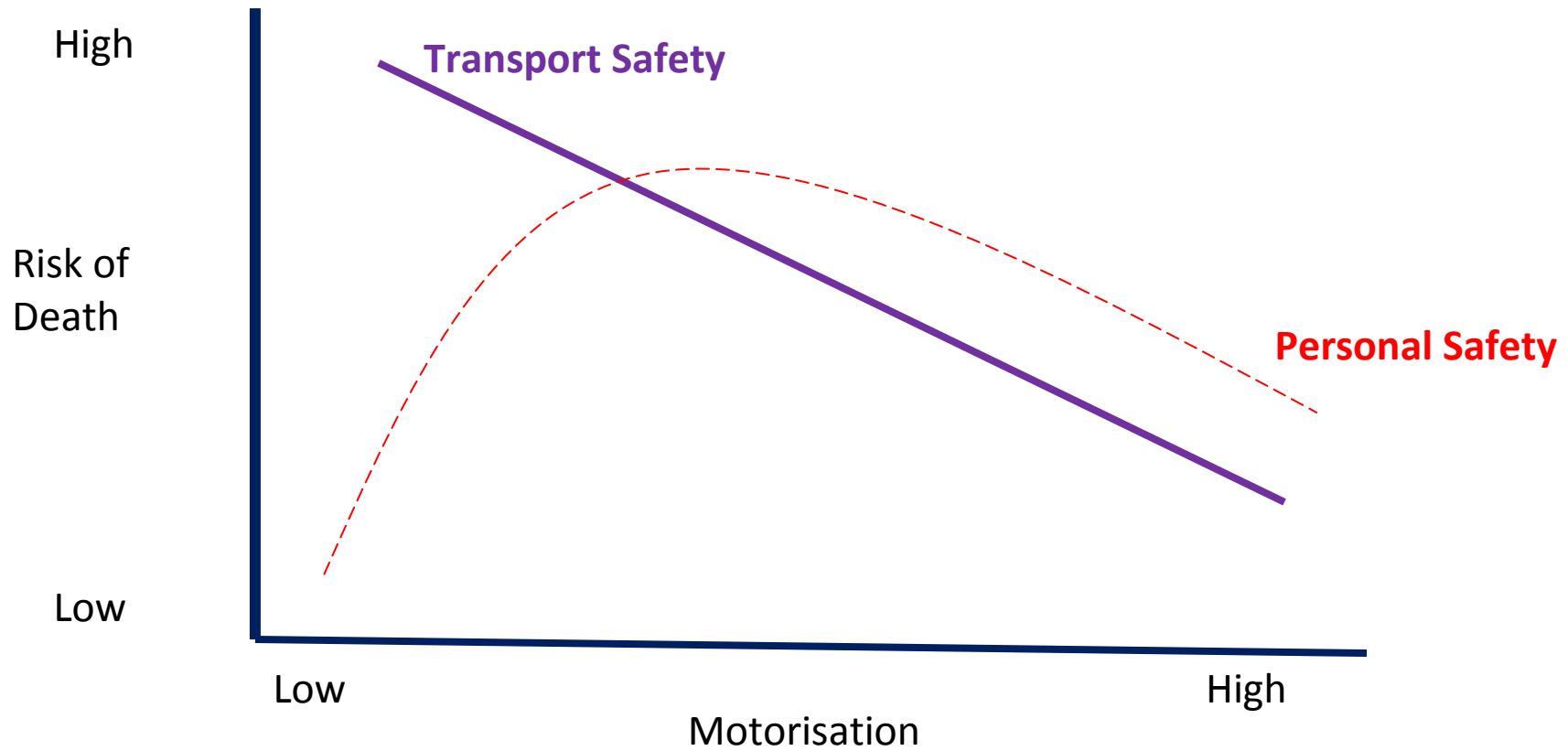
Republic,  
Parliamentary democracy

Vehicles: 2,467,660

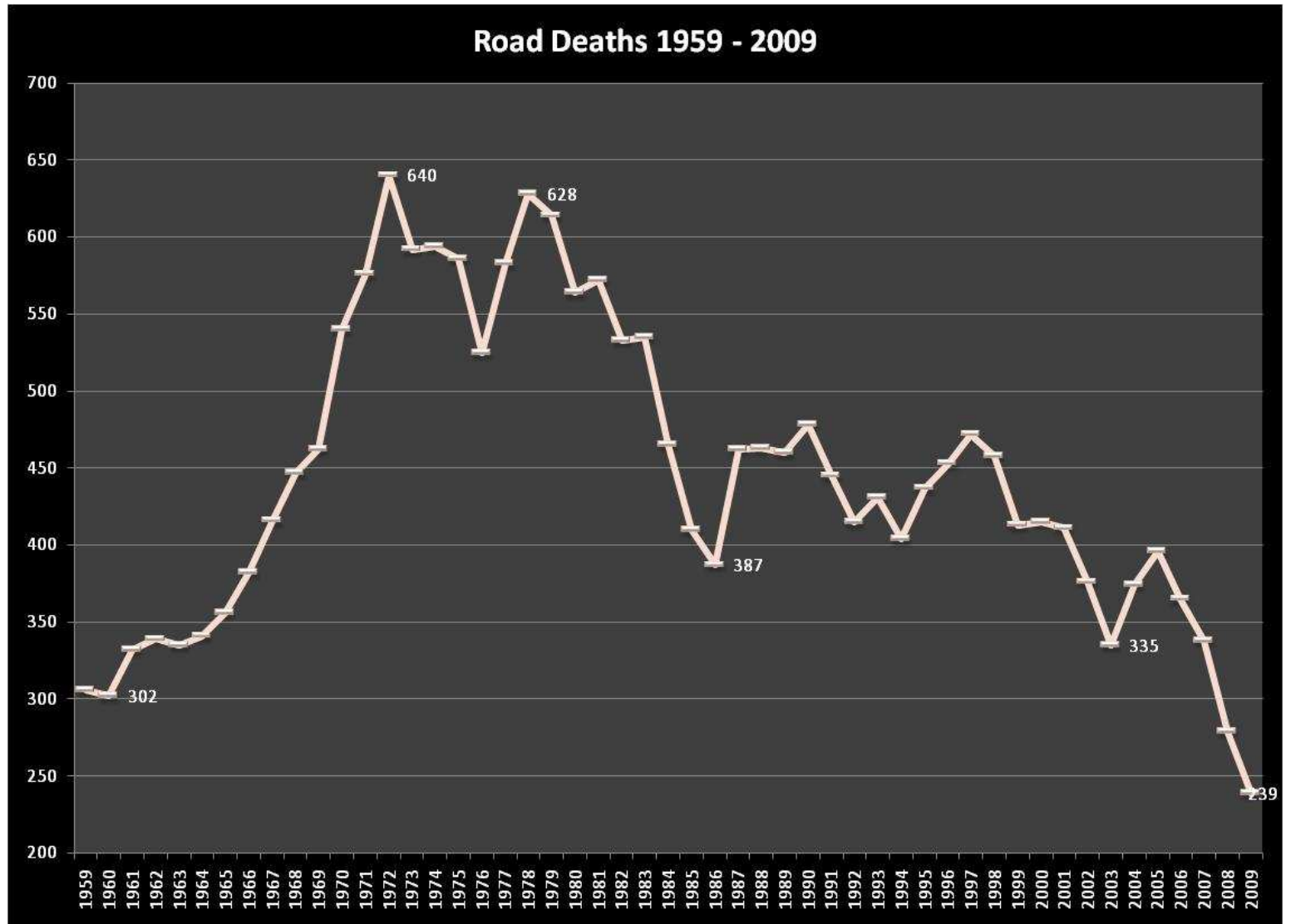
# A SOCIETY IN DENIAL



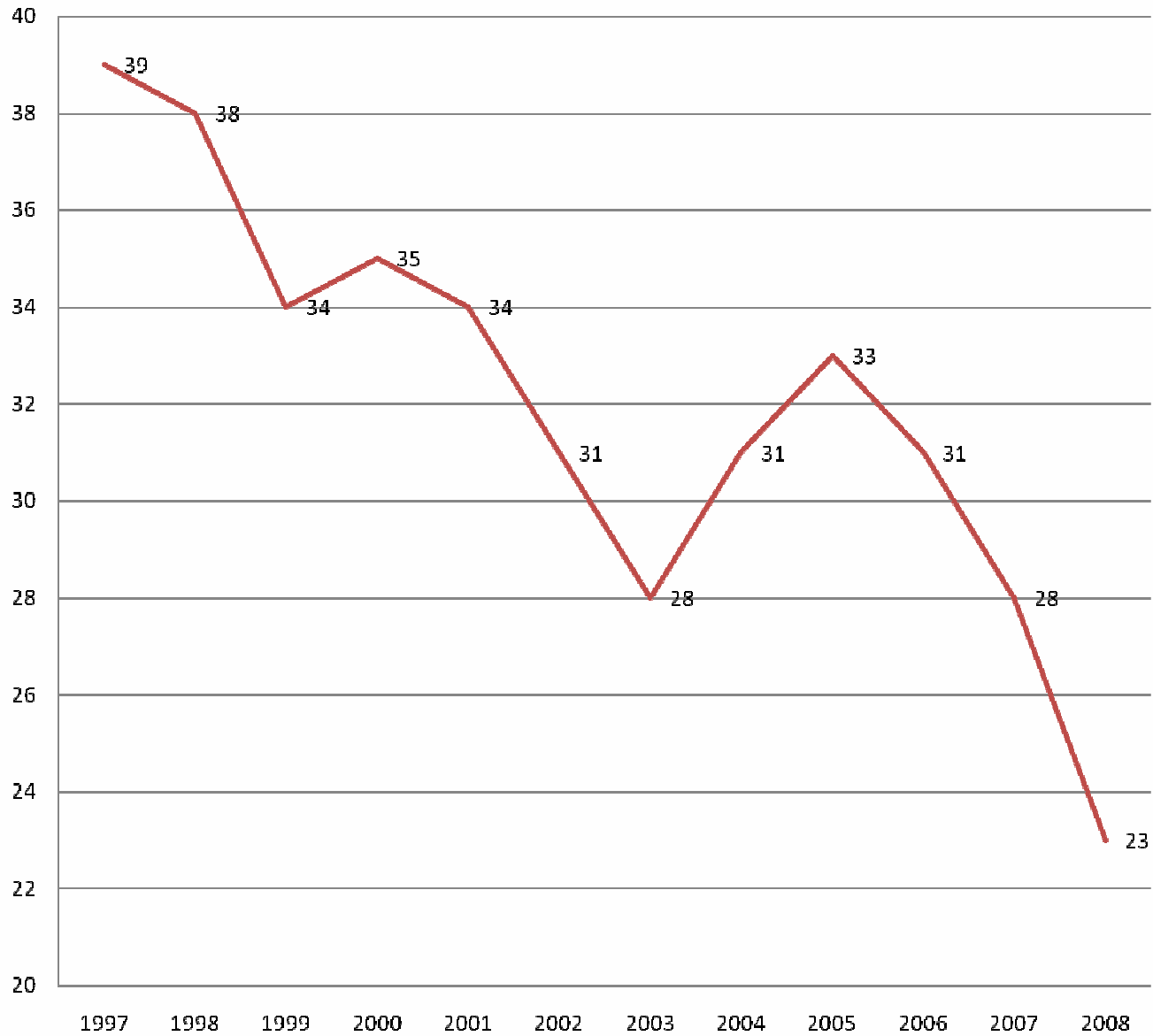
# Measuring Road Traffic Safety Performance



# Ireland



# Annual Monthly Average Fatal Road Collisions 1997 -2008



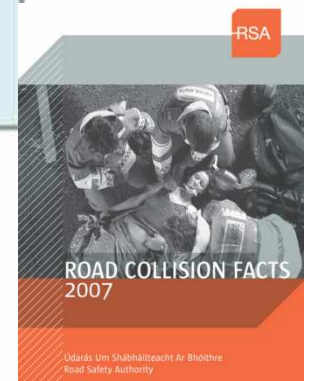
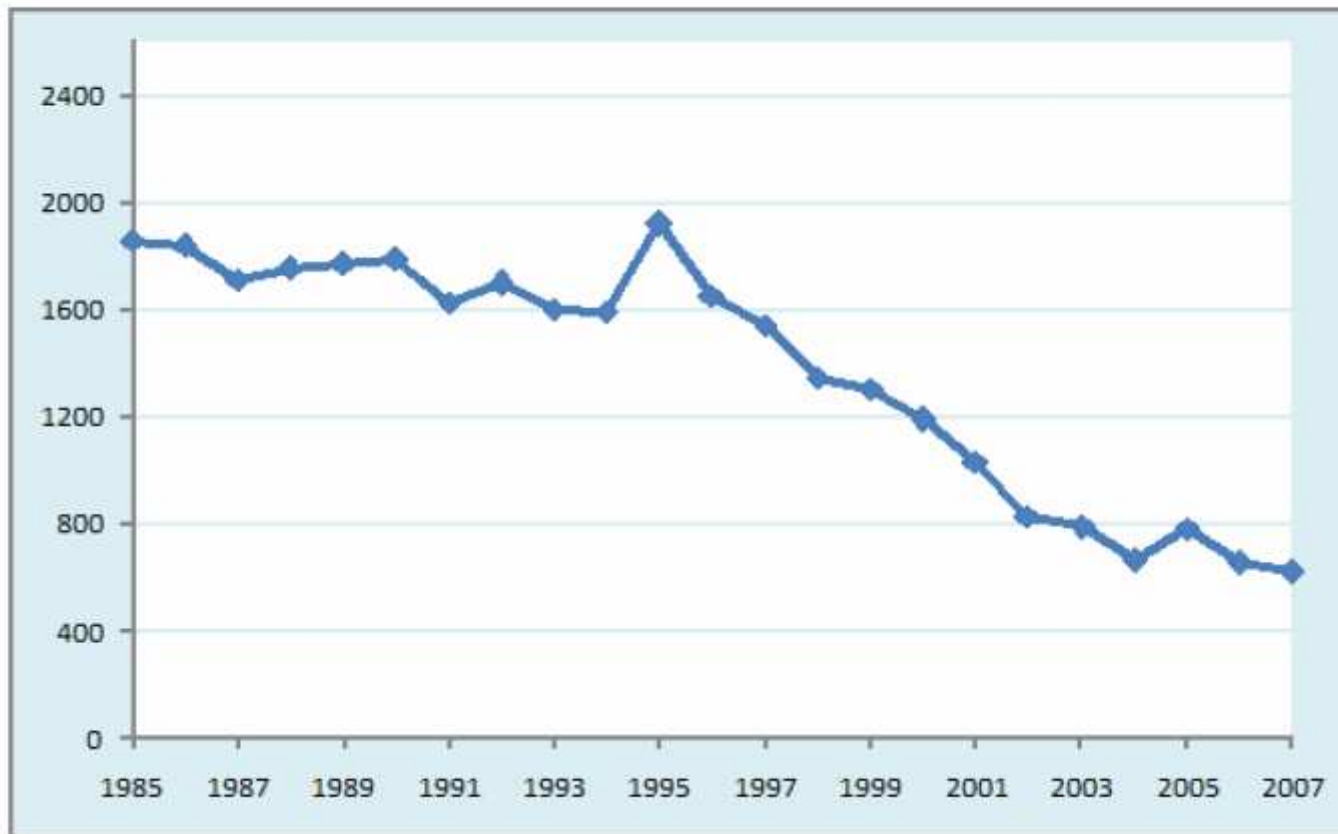
33 → 1998-2002  
Baseline average for  
second road safety  
strategy

25 → 2004-2006  
Target for second road  
safety strategy

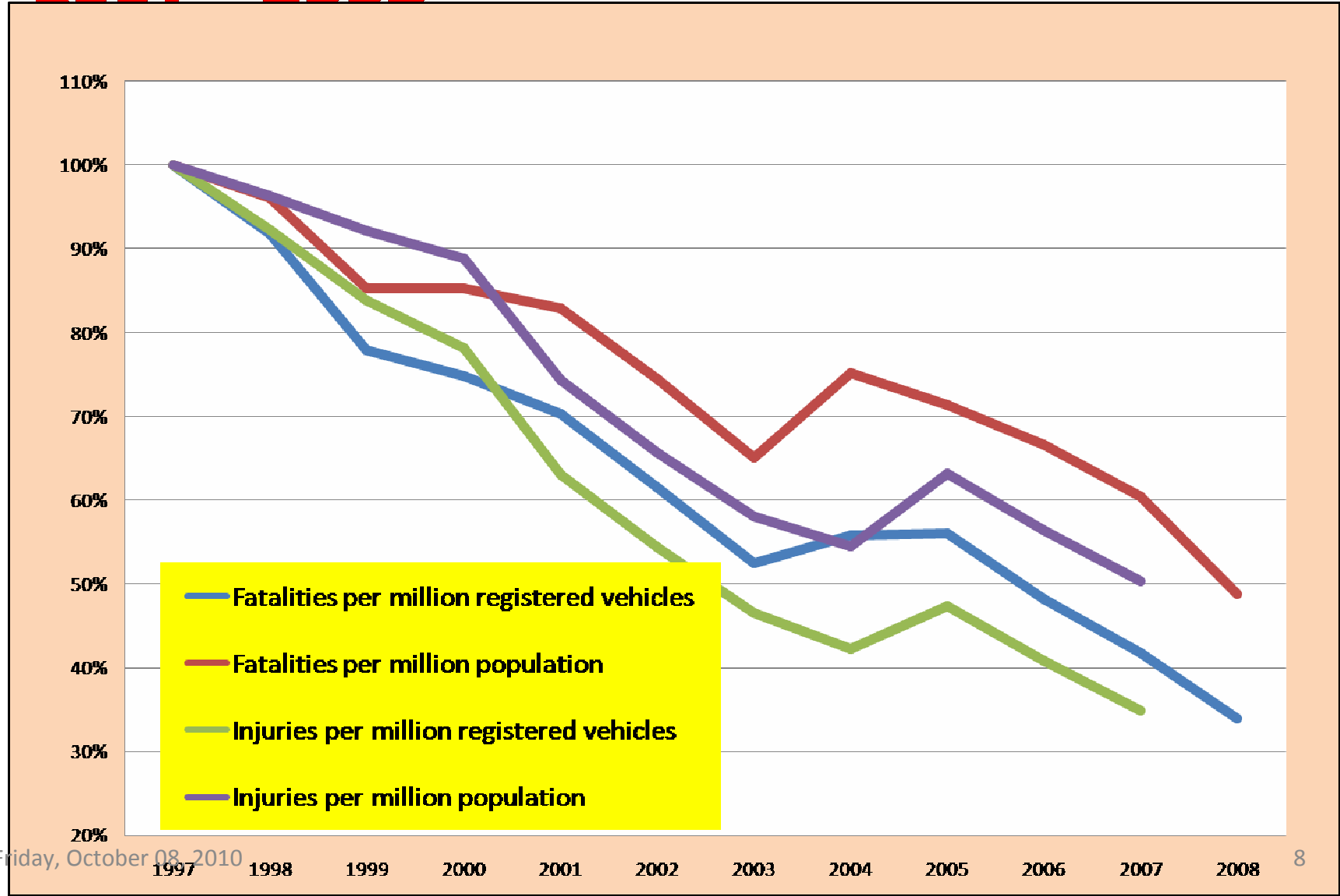
21 → 2007-2012  
Target for third road  
safety strategy



Figure 4: Number of Serious Injury Collisions, 1985-2007



# Fatalities and serious injuries 1997 - 2008

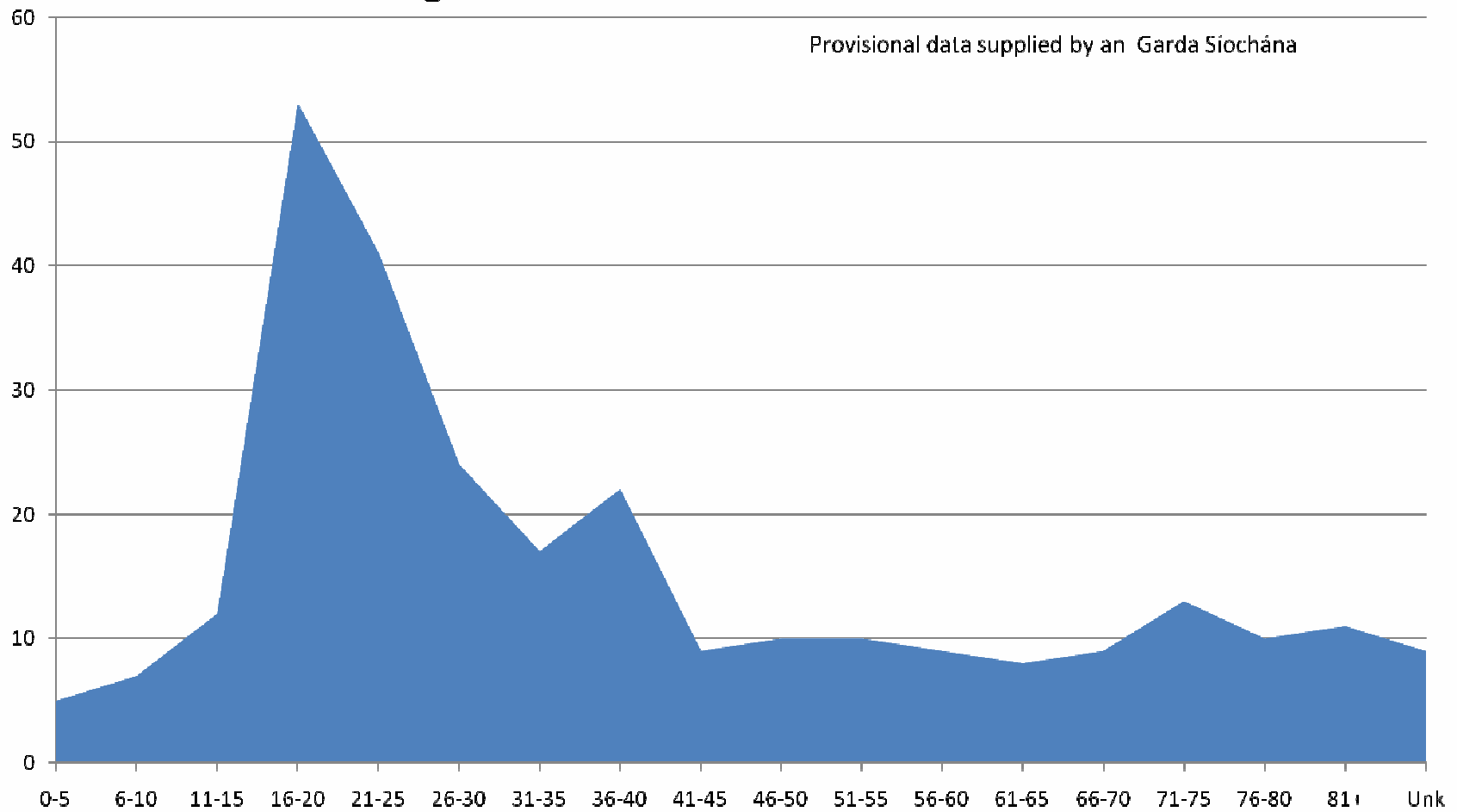






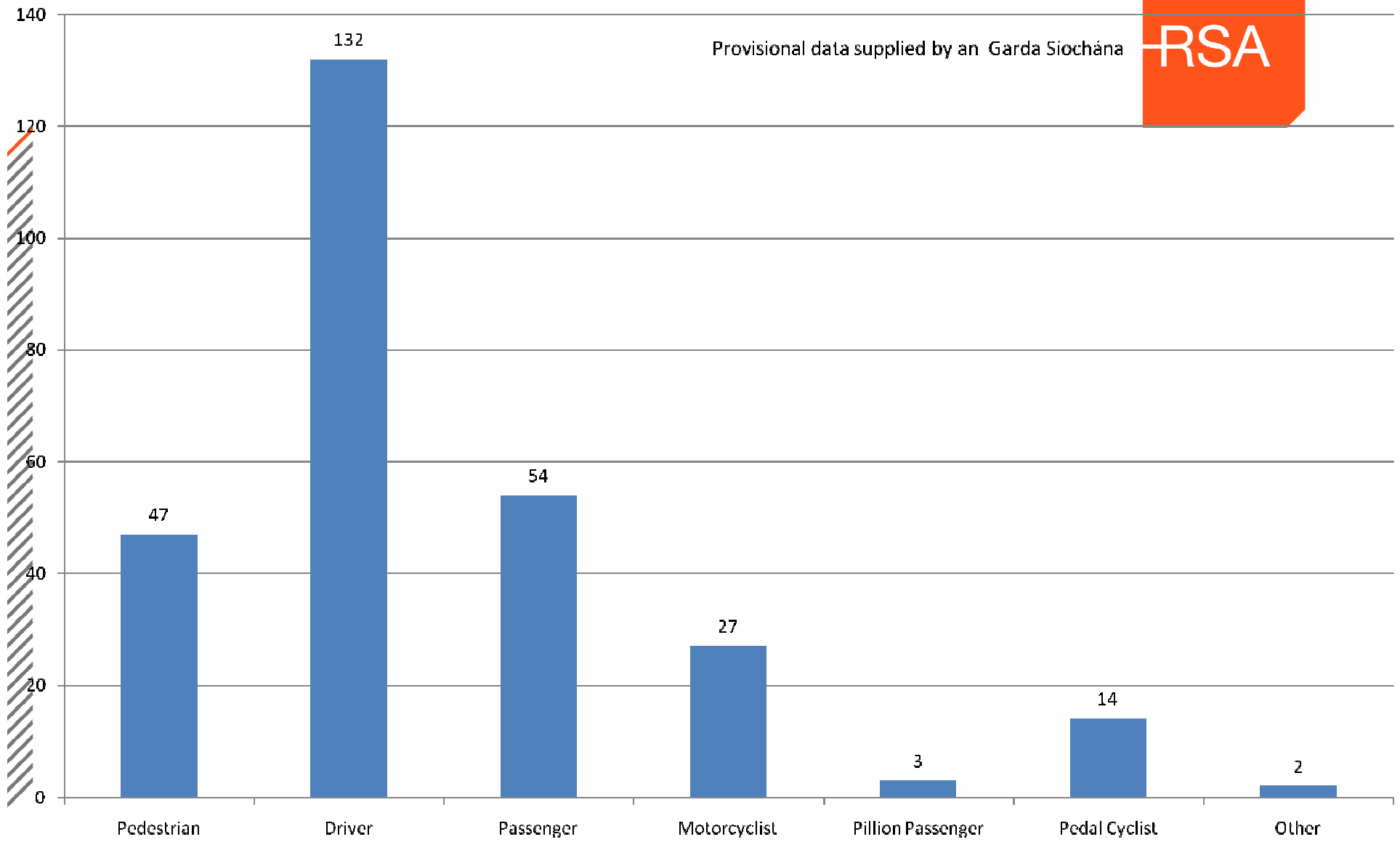
## Age of road collisions fatalities - 2008

Provisional data supplied by an Garda Síochána



# Road user type - road collision fatalities - 2008

Provisional data supplied by an Garda Síochána



# 7<sup>th</sup> in EU (12<sup>th</sup> in 2006)

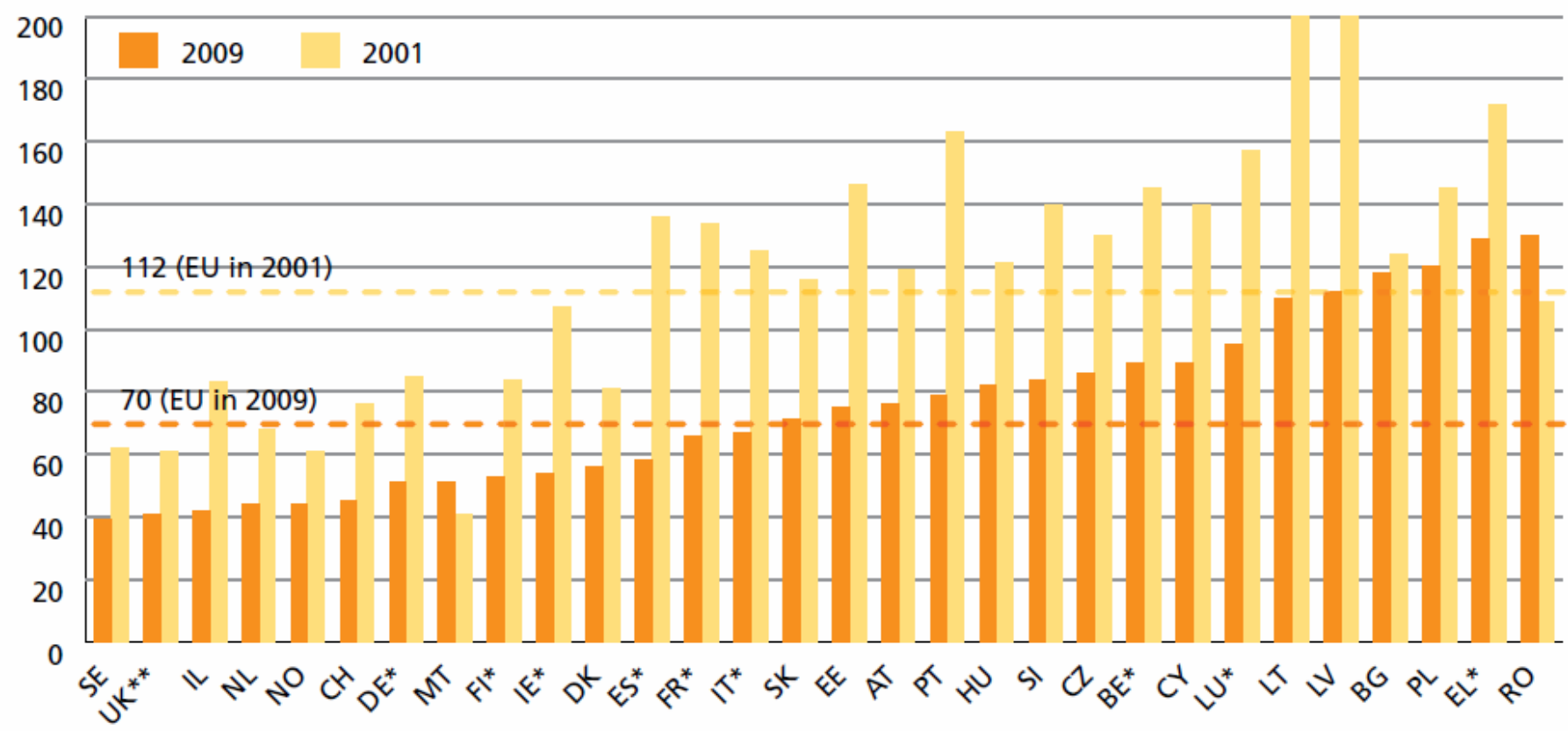


Fig.4: Road deaths per million inhabitants in 2009 (with road deaths per million inhabitants in 2001 for comparison)

\* 2009: Provisional figures or national estimates based on provisional figures as final figures for 2009 were not yet available at the time of going to print.

\*\*UK 2009: ETSC estimate based on EC CARE Quick indicator for GB only.



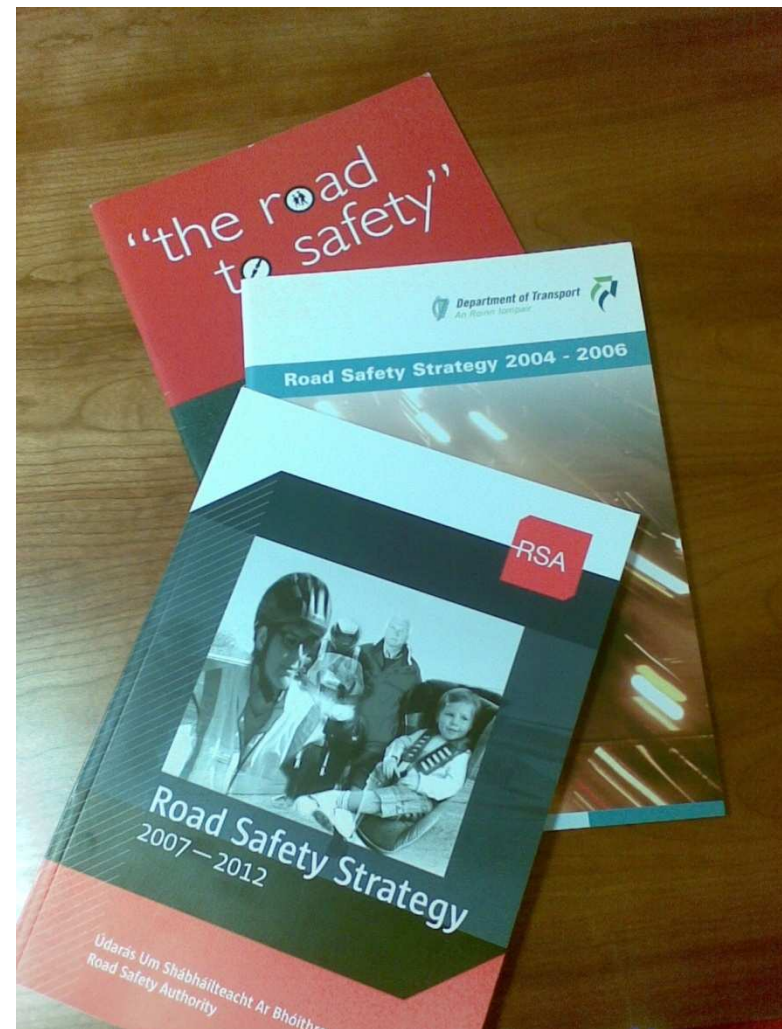
# Road Safety in Ireland

- Strategic Approach
- Oversight and management
- Targets
- Performance management
- Targets and revision of targets
- Interim review
- Ongoing consultation/partnership
- Newer interventions ; fatigue, impairment(especially medical drugs), ageing, vulnerable road users (VRUs)

# Ireland Strategic Approach



- 1998 – 2002
  - The road to safety
- 2004 -2006
- 2007 - 2012



# Ireland's Focus

- **Traditional**

- Enforcement
- Engineering
- Education
  - Speed
  - Restraint use
  - Drink driving
  - Young male drivers

- **Emerging**

- Fatigue
- Ageing drivers
- Drug driving
- Graduated licensing
- Road Safety education
- Research
- Multiagency enforcement
- VRUs

# Oversight and Management Approach



- **1998 -2006**
  - High level Group on Road Safety
  - Chair: Assistant Secretary Dept of Transport
  - Members:
    - Transport, Environment,
    - Health, Police, Medical Bureau of Road Safety, Insurance, National Safety Council, National Roads Authority
- **2006-**
  - Cabinet Committee on Road Safety
  - Chair: Minister of Transport
  - Members
    - Key Ministers, Secretary Generals, Garda Commissioner and RSA CEO

# Road Safety Authority



- Established in 2006
- Areas of Responsibility
  - Driver Testing and Licensing
  - Road safety Education and Research
  - Standards and Enforcement
- Oversight and Management
  - Board
  - CEO
  - Policy Advisory Panel





# Road Safety Authority Functions

- Road Safety Strategy
- Road Safety Education & Promotion
- Research & Evaluation.
- Digital Tachograph Issue
- Road Haulage Enforcement
- Vehicle Standards
- National Car Test
- Engineering
- Driver Vocational Training (CPC)
- Driver Theory Test.
- Driver Testing
- Driving Instructor Regulation
- Driver Licensing
- Vehicle Inspectorate
- Commercial Vehicle Testing
- Publications



# Dependencies

- **Politicians**
- **Gardaí (Ireland's National Police Force)**
- **National Roads Authority**
- **Education System**
- **Local Authorities**
- **Health Service Executive**
- **Special Interest Groups /Community Groups**
- **NGO's**
- **The Public**
- **Media**
- **EU/OECD/UN**
- **Motor Industry Stakeholders**

# Partnership

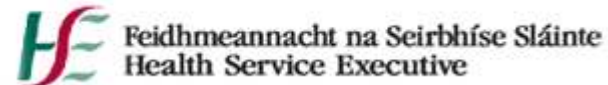


**An Garda Síochána**  
Ireland's National Police Service

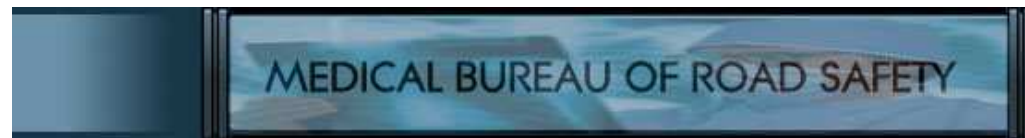


**DEPARTMENT OF EDUCATION AND SCIENCE**  
*An Roinn Oideachais Agus Eolaíochta*

**County & City Managers' Association**



Department of Justice, Equality and Law Reform  
An Roinn Dlí agus Cirt, Comhionannais agus Athchóirithe Dlí



# THE ROAD SAFETY EDUCATION / ENFORCEMENT MODEL

EDUCATION

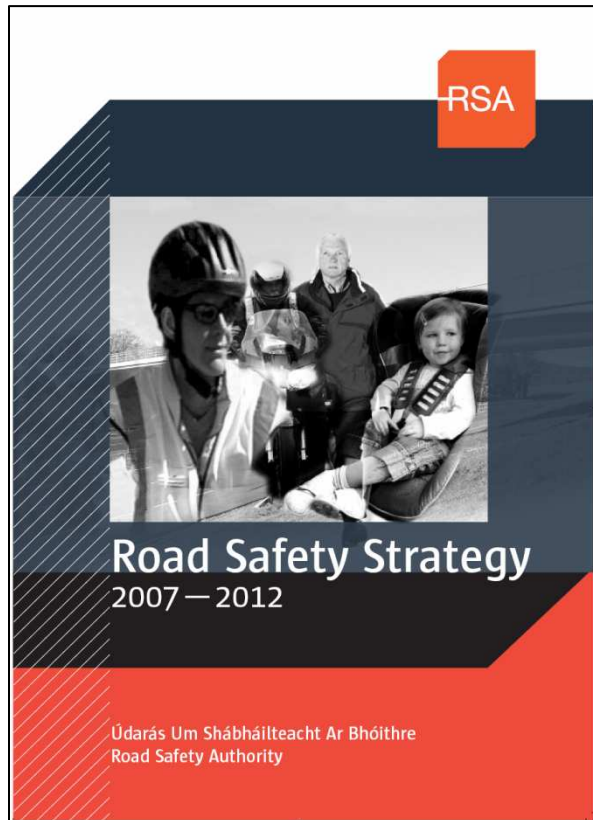
CHANGE ATTITUDES

- Win the moral argument
- Shape the climate of opinion
- Build community support for enforcement

ENFORCEMENT

CHANGE BEHAVIOUR

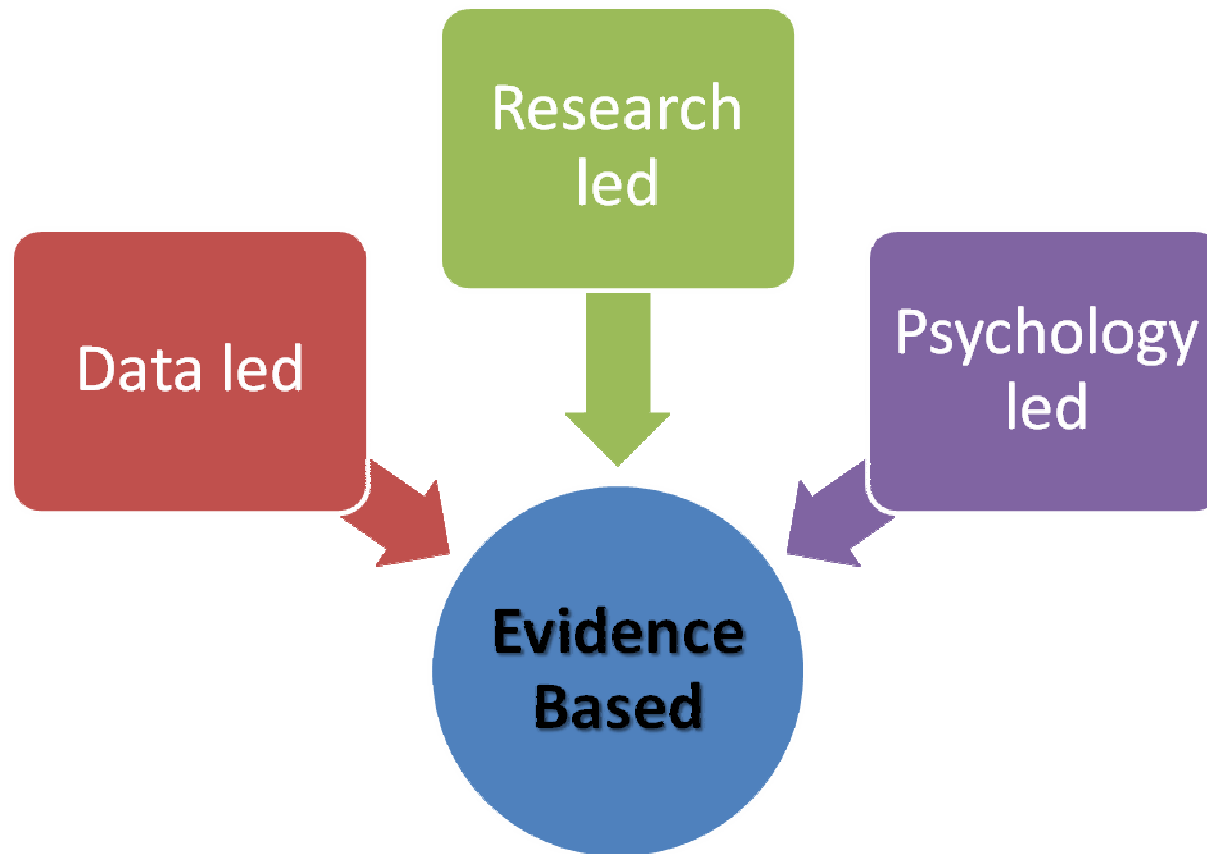
# Road Safety Strategy 2007-2012



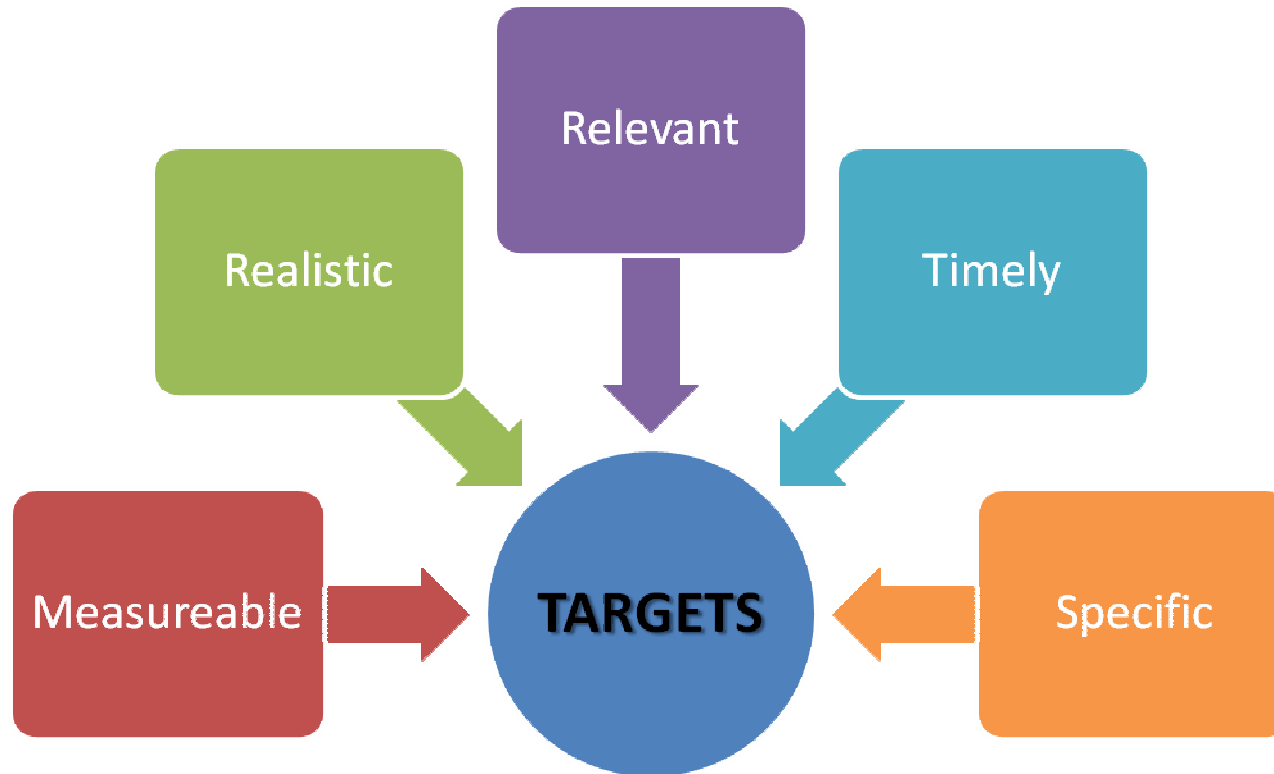
- 126 Actions
- Interventions
  - Education
  - Engineering
  - Enforcement
  - Evaluation

400 lives saved in the  
period of the Strategy

# Evidence Based Policy



# Targets



## Enforcement



ACTION NUMBER	MEASURE OR ACTION	LEAD DEPARTMENT OR AGENCY	SUPPORT DEPARTMENT OR AGENCY	RESPONSIBILITY	COMPLETION DATE
22.	Publish an Annual Garda Road Safety Policing Plan.	Garda Síochána	RSA / DoJELR	Garda Commissioner	Annually
23.	Rollout of Garda Traffic Corps across all Divisions to planned manning level and with all necessary equipment, technology and administrative support. 1,200 Traffic Corps personnel by 2008.	Garda Síochána	MBRS /DoJELR /DoT	Garda Commissioner	4th Qtr 2008 / annually

## Engineering

ACTION NUMBER	MEASURE OR ACTION	LEAD DEPARTMENT OR AGENCY	SUPPORT DEPARTMENT OR AGENCY	RESPONSIBILITY	COMPLETION DATE
46.	Ensure all school buses operating under the DoE&S school transport scheme are fitted with appropriate safety belts.	DoE&S	DoT / RSA /Bus Éireann	DoE&S - Principal Officer	1st Qtr 2007
47.	Complete the development of major inter-urban routes from Dublin to Galway (N6), Limerick (N7), Cork (N8), Waterford (N9).	NRA / LAs	DoT	NRA CEO	4th Qtr 2010

**Actions**

## Education

ACTION NUMBER	MEASURE OR ACTION	LEAD DEPARTMENT OR AGENCY	SUPPORT DEPARTMENT OR AGENCY	RESPONSIBILITY	COMPLETION DATE
2.	Implement mass media campaigns which target the main causal factors for collisions, deaths and serious injuries for all road users, but in particular the high risk groups.	RSA	DoE&S	RSA Director - Road Safety, Research and Driver Education	Annually



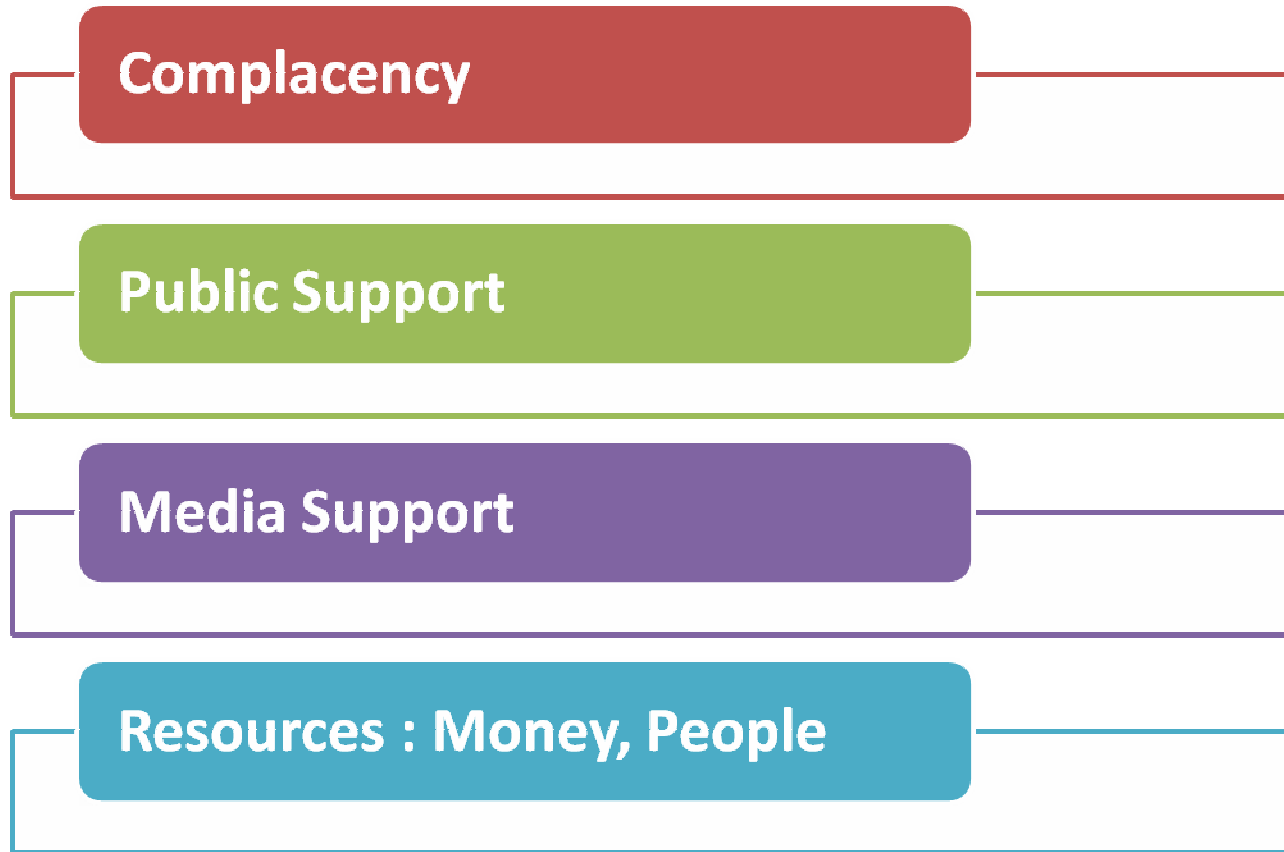


# Consultation and Review

- Partnership Consultation prior to Publication of Road Safety Strategy 2007-2012
- Reporting to RSA Board.
- Annual Review to Minister
- Cabinet Committee on Road Safety.
- Parliamentary Committees.
- Strategy Monitoring Website.
- Research and Monitoring.

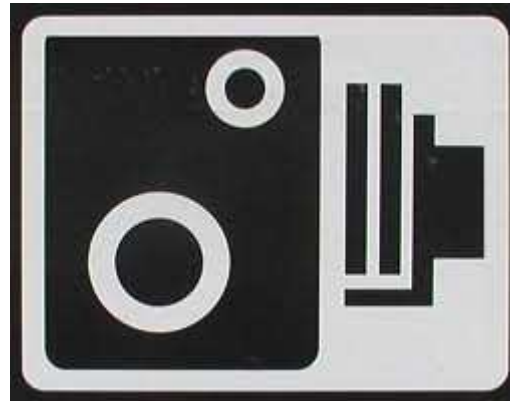


# Risks / Opportunities for Ireland



**Recession or Pre-boom?**

# Enforcement



Friday, October 08, 2010

# Enforcement

Speed Enforcement Zones - Mayo - Mozilla Firefox


File Edit View History Bookmarks Tools Help

http://www.garda.ie/sez/Mayo.aspx#map

Most Visited Getting Started Latest Headlines

Amazon.co.uk Recommend... Microsoft Outlook Web Acc... Speed Enforcement Zones...

8.4km	<a href="#">Na Fáilíní, Béal an Mhuirthead</a>	Bangor	Rural
13.8km	<a href="#">Moylaw, Crossmolina</a>	Bellacorrick	N59
12.7km	<a href="#">Boghadoon, Crossmolina</a>	Barnastong, Castlebar	R312
11km	<a href="#">Carra, Castlebar</a>	Barrackhill, Newport	R311
10.5km	<a href="#">Tóin re Gaoth Thoir, Acaill</a>	Sáile, Acaill	R319
6.6km	<a href="#">Aidan St, Kiltimagh</a>	Toocanagh, Bohola	R321
4.2km	<a href="#">Rathkelly, Ballinrobe</a>	Aghnish, Partry	N84



Done

Secure Search McAfee

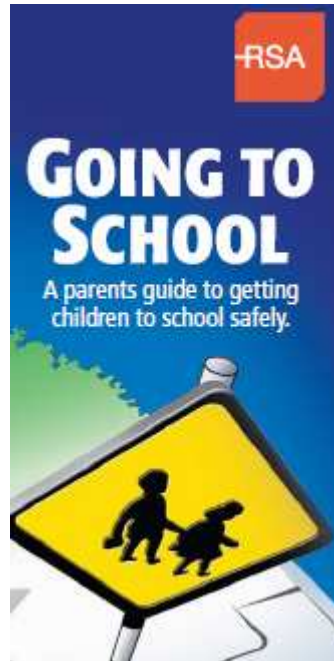
14:32  
23/09/2010

# Engineering

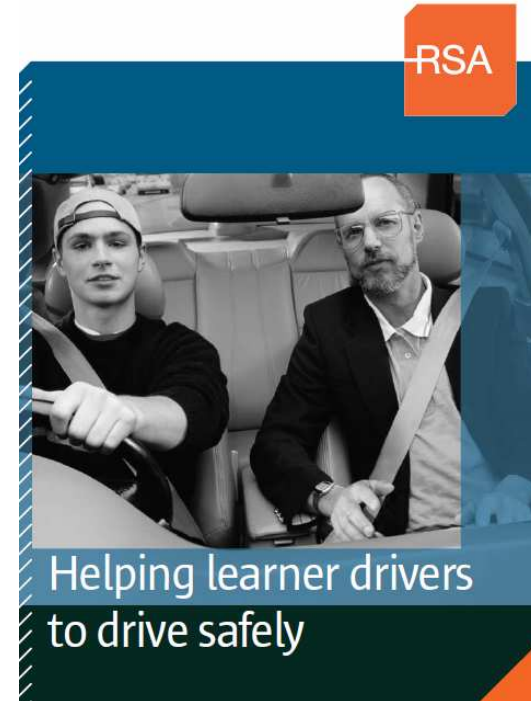


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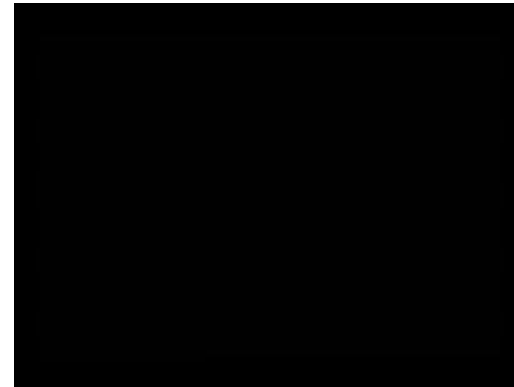
# Education



# Training



# Publicity



Friday, October 08, 2010



RSA



# Survey of Seat Belt Wearing 2007

# Road Safety Authority Publications

RSA



RSA

You're four times  
It's hard to  
more likely to  
concentrate on  
have a crash  
two things  
when you're on  
at the same time.  
a mobile phone.



# THIS IS YOUR BIKE A safety guide for you and your motorcycle or moped

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

# Mobile phones and Driving

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

RSA



# THE USE OF AGRICULTURAL VEHICLES AND WORKS VEHICLES ON PUBLIC ROADS

Your Perspective; Your Views?  
A Consultation Document  
July 2008

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

RSA



# MEDICINES AND DRIVING

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

RSA



# Guide to EU Rules ON DRIVERS' HOURS REGULATION (EC) NO. 561/2006

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

RSA



# Guide to Tachographs in Minibuses REGULATION (EC) NO. 561/2006

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

RSA



# Helping learner drivers to drive safely

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

Friday, October 08, 2010