Ireland’s Road Safety Performance

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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

- **Transport Safety**
- **Personal Safety**

![Graph showing the relationship between motorisation and road safety metrics](graph.png)

- **Risk of Death**
  - Low
  - High

- **Motorisation**
  - Low
  - High
Ireland

Road Deaths 1959 - 2009

The graph shows the number of road deaths in Ireland from 1959 to 2009. The number of deaths fluctuated over the years, reaching a peak of 640 in 1980. Since then, there has been a significant decrease, with the number of deaths decreasing to 249 in 2009.
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

- Fatalities per million registered vehicles
- Fatalities per million population
- Injuries per million registered vehicles
- Injuries per million population
Age of road collisions fatalities - 2008

Provisional data supplied by Garda Síochána
Road user type - road collision fatalities - 2008

- Pedestrian: 47
- Driver: 132
- Passenger: 54
- Motorcyclist: 27
- Pillion Passenger: 3
- Pedal Cyclist: 14
- Other: 2

Provisional data supplied by Garda Síochána.
7th in EU (12th 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
THE ROAD SAFETY EDUCATION / ENFORCEMENT MODEL

EDUCATION

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

CHANGE ATTITUDES

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

Research led

Data led

Psychology led

Evidence Based
Targets

TARGETS

- Relevant
- Realistic
- Timely
- Measureable
- Specific
### Enforcement

<table>
<thead>
<tr>
<th>ACTION NUMBER</th>
<th>MEASURE OR ACTION</th>
<th>LEAD DEPARTMENT OR AGENCY</th>
<th>SUPPORT DEPARTMENT OR AGENCY</th>
<th>RESPONSIBILITY</th>
<th>COMPLETION DATE</th>
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<tbody>
<tr>
<td>22</td>
<td>Publish an Annual Garda Road Safety Policing Plan.</td>
<td>Garda Síochána</td>
<td>RSA / DoJELR</td>
<td>Garda Commissioner</td>
<td>Annually</td>
</tr>
<tr>
<td>23</td>
<td>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.</td>
<td>Garda Síochána</td>
<td>MBRS / DoJELR / DoT</td>
<td>Garda Commissioner</td>
<td>4th Qtr 2008 / annually</td>
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### Engineering

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<tr>
<td>46</td>
<td>Ensure all school buses operating under the DoE&amp;S school transport scheme are fitted with appropriate safety belts.</td>
<td>DoE&amp;S</td>
<td>DoT / RSA / Bus Éireann</td>
<td>DoE&amp;S - Principal Officer</td>
<td>1st Qtr 2007</td>
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<td>47</td>
<td>Complete the development of major inter-urban routes from Dublin to Galway (N6), Limerick (N7), Cork (N8), Waterford (N9).</td>
<td>NRA / LAs</td>
<td>DoT</td>
<td>NRA CEO</td>
<td>4th Qtr 2010</td>
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### Education

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<td>2</td>
<td>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.</td>
<td>RSA</td>
<td>DoE&amp;S</td>
<td>RSA Director - Road Safety, Research and Driver Education</td>
<td>Annually</td>
</tr>
</tbody>
</table>
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

Complacency

Public Support

Media Support

Resources: Money, People

Recession or Pre-boom?
Enforcement
Enforcement
Engineering
Education

GOING TO SCHOOL
A parents guide to getting children to school safely.

PLAY IT SAFE
Road Safety Guidelines for Sporting Organisations
Training
Publicity