

**Regional
perspectives
on preventing
alcohol - related
road crashes involving
vulnerable road users**

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Europe

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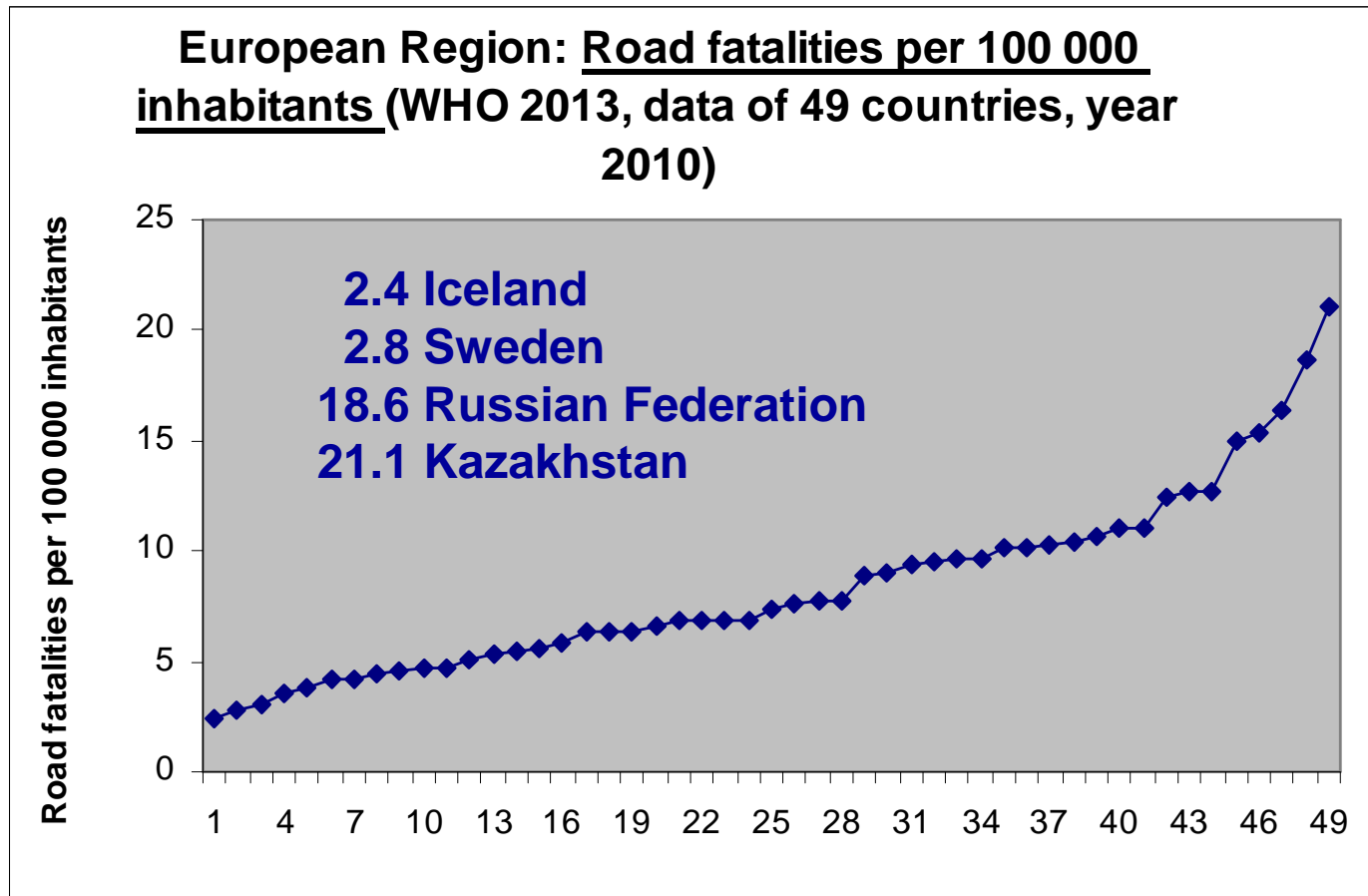
European Region

53 countries



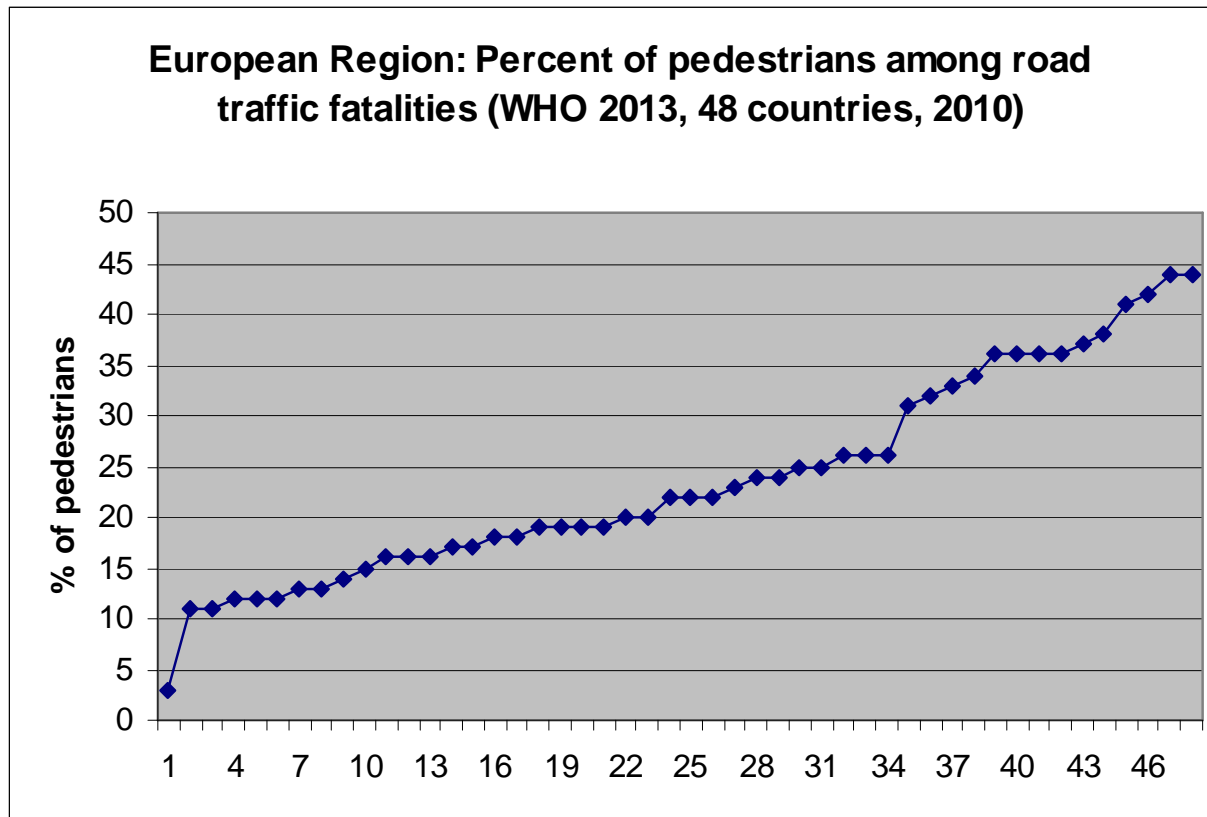
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53 countries --many differences in fatality rates



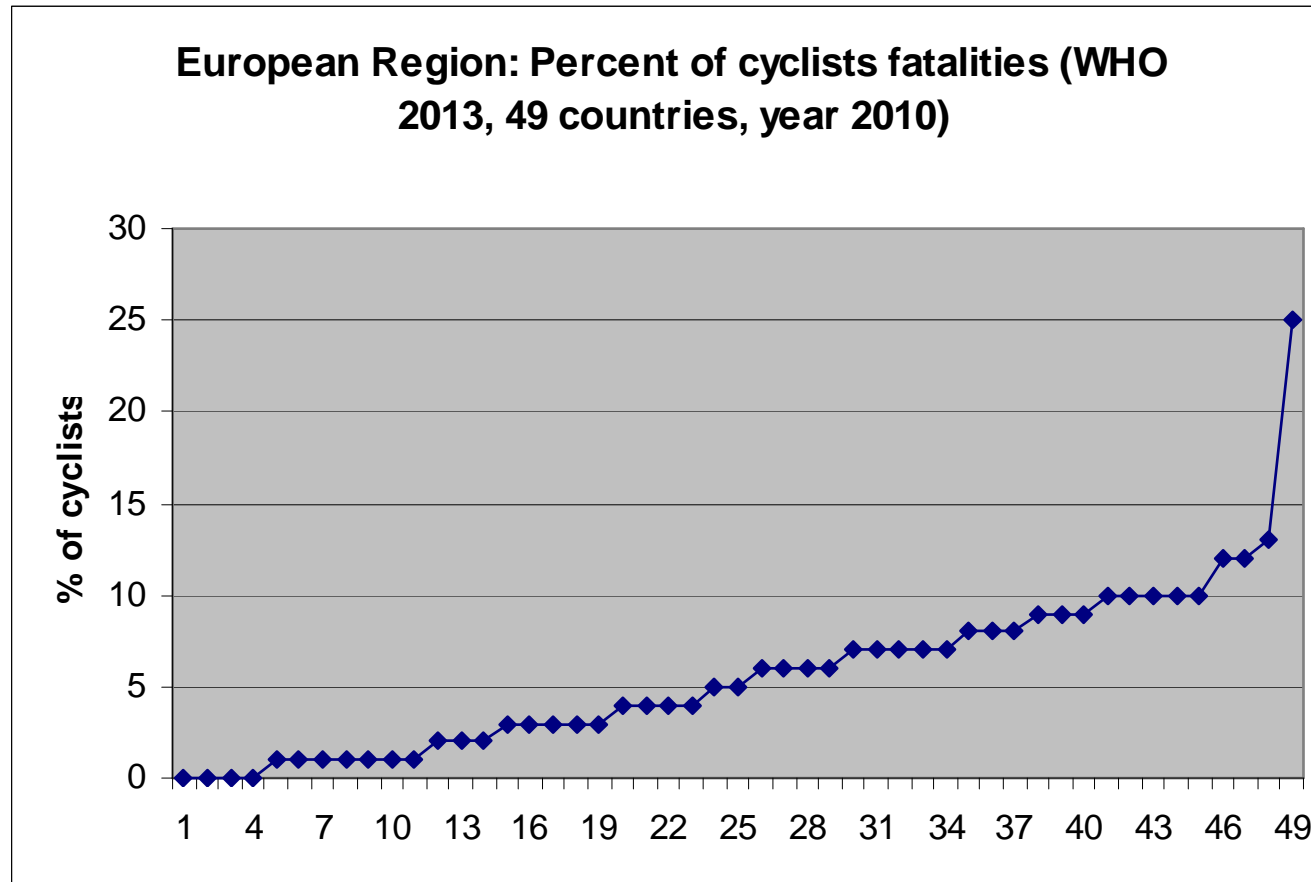
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**Pedestrians: percent of road crash fatalities:
average 27%; range from 3 to 44% (Armenia, Slovakia)**



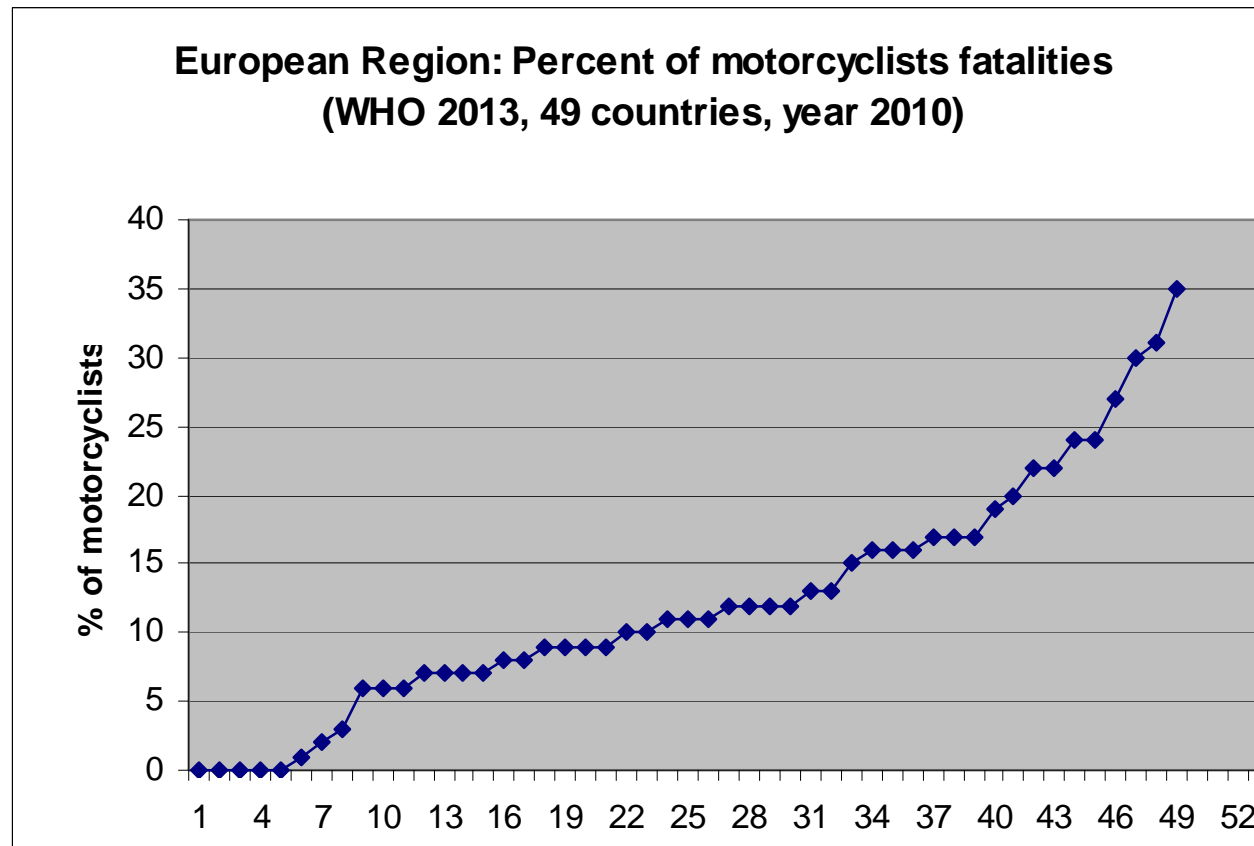
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Percent of cyclists fatalities: average 4%; range from 0 to 25% (Netherlands)



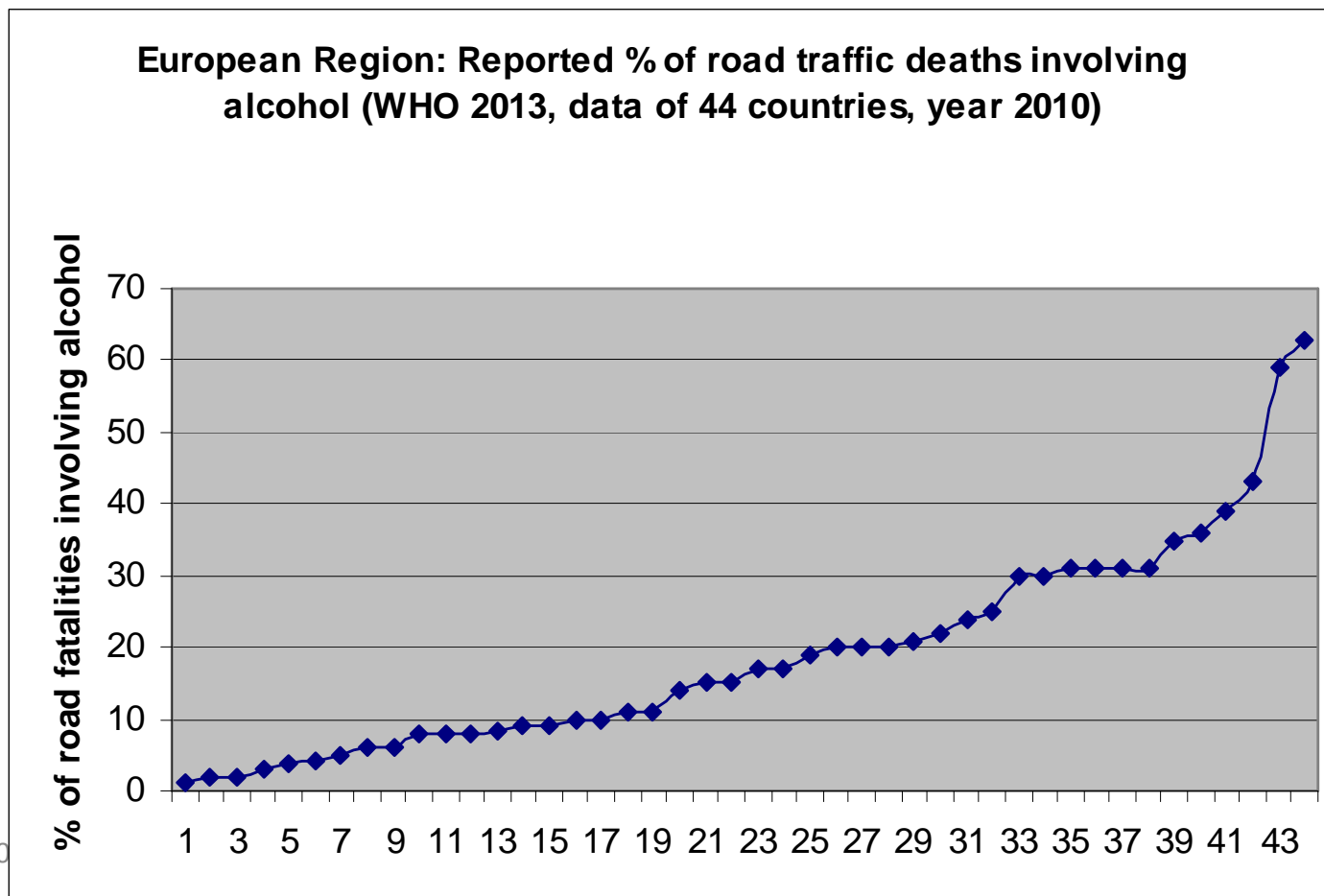
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Percent of motorcyclists fatalities: average 12%; range from 0 to 35% (Cyprus, other Mediterranean countries)



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Alcohol related fatalities: average 18,9%, mediane 15%, range from 1% (FYR Macedonia) to 63% Lituania, 59% Kyrgyzzistan



European Region

European Union (EU) - drink-driving data:

- **1% - 4.5% drivers (BAC over 0.05%) behind the wheel**
- **10-12% of drivers (BAC over 0.05%) involved in an accident**
- **25-33% of drivers (BAC over 0.05%) among fatally injured persons**
- **32-64 % of pedestrians (BAC over 0.05%) among fatally injured persons**

Detected BAC values of fatally injured pedestrians are higher than the BAC of drivers, cyclists and motorcyclists.

European Region

Alcohol use in the region

- Alcohol consumption
- Drinking patterns
- Alcohol related harm



European Region

Alcohol use in the region

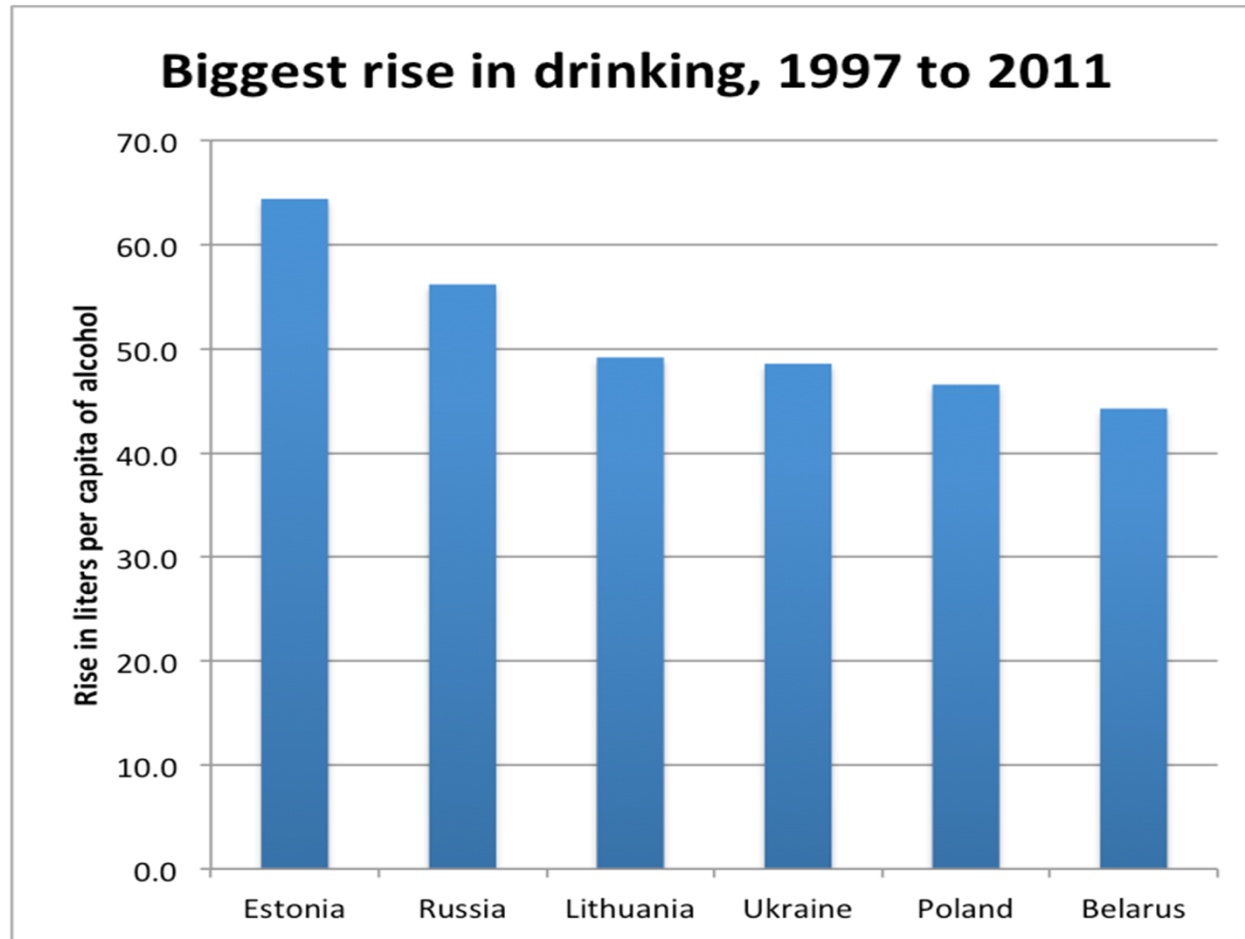
Alcohol consumption

FACTS:

- The highest adult per capita alcohol consumption in the world: 10L and over
- Trends in adult per capita consumption since 1990: Europe in average: stable and high
Eastern Europe: rise in drinking (1997-2011)
- Preferred beverages: beer, wine, spirits

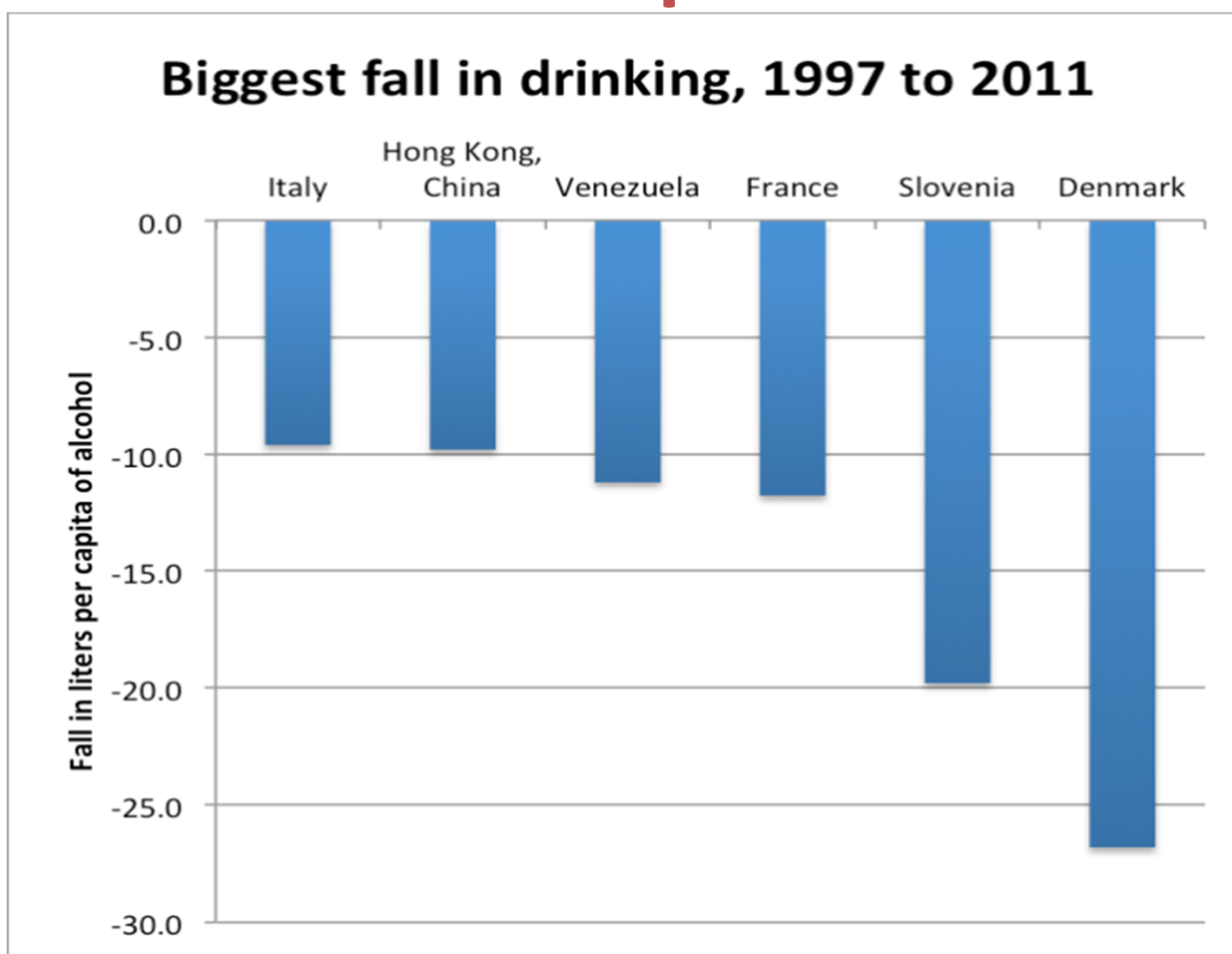
European Region

Alcohol consumption



European Region

Alcohol consumption



European Region

Alcohol use in the region

Region	Countries	Traditional alcohol consumed	Current trends in alcohol consumed
Southern Europe	France, Italy, Spain	Wine	Increase in beer
Northern Europe	Sweden, Finland, Norway, Denmark	Beer, spirits	Increase in wine
Central Europe	Germany, Czech, Hungary, Slovenia	Beer, wine, spirits	Increase in RTDs/high-strength premixes
Eastern Europe, Central Asia	Estonia, Ukraine, Russia, Kazhakstan etc	Spirits (home made beverages)	Beer

Alcohol use in the region

Drinking patterns

gender and age differences

- men are still more likely to be drinkers, and women abstainers.
- men drink large quantities per occasion and more often than women.
- Young adults drink heavily or large quantities per occasion and more often than older age groups.

Alcohol use in the region

Drinking patterns

Growing concern:

- under-age drinking,
- increased levels of drunkenness and binge use of alcohol for recreational purposes
- increased percent of young women involved in binge drinking

Alcohol use in the region

- **Alcohol related harm**

Not the type of alcoholic beverage,

- **the amount of alcohol consumed,**
- **the frequency of drinking,**
- **the amount of alcohol consumed at one occasion,**
- **the frequency of heavy drinking**

increase the risk of alcohol related harm.

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Main challenges in preventing road crashes involving alcohol and VRUs in the region

Alcohol related harm:

Road fatalities and injuries




- drink driving
- drink walking

Young males are particularly over-represented in alcohol-affected pedestrian deaths.

Primary idea: **Road crashes are preventable**

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Preventative measures - Haddon matrix

Crash phase	Type of prevention	Description	Example
Pre-crash	Primary prevention	Removal of circumstances that cause injury	 A red circle with a diagonal slash over a black silhouette of a car and two bottles, representing a prohibition on drinking and driving.
Crash phase	Secondary prevention	Reducing the severity of injury when a crash occurs	 A black silhouette of a person sitting in a car seat, with a red seatbelt strap across their chest.
Post-crash phase	Tertiary prevention	Optimal treatment to reduce likelihood of fatality and long-term injury severity as well as rehabilitation	 A blue silhouette of a person sitting on the ground with a yellow starburst on their head, and another blue silhouette kneeling beside them, providing first aid. A first aid kit with a red cross is nearby.

European Region

Decade of Action Plan

- 1. Road safety management**
- 2. Safe roads and mobility**
- 3. Safe vehicles**
- 4. Safe road users**
- 5. Post crash response**

European Region

Safe roads for all traffic participants

Decade of Action Plan	Issue	Examples of effective interventions in Europe /Slovenia
Road safety management	Comprehensive data collection – serious injuries and fatalities	Sweden, Finland – investigation of all crashes with fatalities and serious injuries, Slovenia started, too.
Safe roads and mobility	Road design to reduce speed and for VRUS,	Speed limits (50, 30, 10 km/h) in high pedestrians zones: <u>no more deaths or injured children near schools</u>

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Safe roads for all traffic participants

Decade of Action Plan	Issue	Examples of effective interventions in Europe /Slovenia
Safe vehicles	Vehicle design Safe pedestrian fronts	EURO NCAP



European Region

Safe roads for all traffic participants

Decade of Action Plan	Issue	Examples of effective interventions in Europe/Slovenia
Safe road users	Nighttime visibility	Pedestrians awareness campaigns: “Be visible”
Post crash response	Rehabilitation for repeat offenders	Rehabilitation programmes for repeat offenders, treatment for addicted persons (pilot studies with interlocks) Active role of medical doctors in counselling drivers committed a traffic offence.

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Observations from the region

- 100% of countries in the region have drink-drive legislation
- Significant differences within the region in road traffic injury rates.
- High-level of alcohol consumption
- Growing problem of drink-walking
- Continued problem of drink-driving, especially in the East

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Recommendations for moving forward

- UN to work with governments to apply UN Decade target to alcohol impaired VRU fatality reductions
- Governments should prioritize VRU safety
- Improve data collection and analysis on crashes involving VRUs (hospital, police)
- Promote evidence based solutions and evaluation of measures
- Encourage public awareness and discussion before mandatory controls.

Thank you!

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