96% Reduction of Child Traffic Fatalities

– Korean Experience on Child Safety Policy –

19 March 2018

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Chapter 1. Introduction

Traffic safety campaign for children
1.1 Decrease of Child Traffic Fatalities

The number of child traffic fatalities in Korea fell 96% from 1,766 deaths in 1988 to 71 deaths in 2016.

Trend of child traffic fatalities in Korea [1980~2016]

96% reduction
1,766(1988) → 71(2016)
Successful Measures for Child Safety

**Engineering:**
- School zone improvement projects
- School bus regulations

**Enforcement:**
- Strong punishment to the child accident drivers
- Strong punishment to the school zone violations

**Education:**
- Compulsory safety education at the schools

**Encouragement:**
- Civic groups activities
Chapter 2. Statistics of Child Traffic Accidents

Child road safety education at a traffic park
2.1 Trend of Child Traffic Accidents

The number of child traffic accidents in Korea went down from 37,674 in 1988 to 11,264 in 2016, about 70% reduction. During the same period the number of fatalities reduced from 1,766 in 1988 to 71 in 2016, about 96% reduction.

The total number of traffic fatalities decreased from 11,563 in 1988 to 4,292 in 2016, about 63% reduction.

Road traffic accidents and related deaths and injuries

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall traffic accidents</th>
<th>Child Traffic accidents</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accidents</td>
<td>Killed</td>
<td>Injured</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1988</td>
<td>225,062</td>
<td>11,563</td>
<td>287,739</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>290,481</td>
<td>10,236</td>
<td>426,984</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>214,171</td>
<td>6,376</td>
<td>342,233</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>226,878</td>
<td>5,505</td>
<td>352,458</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>232,035</td>
<td>4,621</td>
<td>350,400</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>220,917</td>
<td>4,292</td>
<td>331,720</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Years change</td>
<td>-2%</td>
<td>-63%</td>
<td>+15%</td>
</tr>
<tr>
<td>Annual growth rate</td>
<td>-0.1%</td>
<td>-3.5%</td>
<td>+0.5%</td>
</tr>
</tbody>
</table>

2.2 Child Casualties by Road User Type

The accident statistics showed that 50.7% of child fatalities were pedestrians, and 43.7% were car passengers. Of the rest, 5.6% were cyclists, and motorcyclists were very few.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Car</th>
<th>Motorcycle</th>
<th>Cycle</th>
<th>Pedestrian</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Killed</td>
<td>71</td>
<td>31</td>
<td>0</td>
<td>4</td>
<td>36</td>
<td>0</td>
</tr>
<tr>
<td>Ratio</td>
<td>100.0%</td>
<td>43.7%</td>
<td>0</td>
<td>5.6%</td>
<td>50.7%</td>
<td>0</td>
</tr>
<tr>
<td>Injured</td>
<td>14,215</td>
<td>8,281</td>
<td>52</td>
<td>1,337</td>
<td>4,401</td>
<td>144</td>
</tr>
<tr>
<td>Ratio</td>
<td>100.0%</td>
<td>58.2%</td>
<td>0.4%</td>
<td>9.4%</td>
<td>31.0%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Child Casualties by Time of Day

Child accidents usually occur during afternoon travel, and especially 42.2% of fatalities occurred between 16:00 and 20:00 during the after-school and dusk hours.

Child traffic fatalities and injuries by time of day (2016)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>0-2</th>
<th>2-4</th>
<th>4-6</th>
<th>6-8</th>
<th>8-10</th>
<th>10-12</th>
<th>12-14</th>
<th>14-16</th>
<th>16-18</th>
<th>18-20</th>
<th>20-22</th>
<th>22-24</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Killed</strong></td>
<td>71</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>11</td>
<td>7</td>
<td>16</td>
<td>14</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>2.8%</td>
<td>1.4%</td>
<td>0%</td>
<td>2.8%</td>
<td>5.6%</td>
<td>11.3%</td>
<td>15.5%</td>
<td>9.8%</td>
<td>22.5%</td>
<td>19.7%</td>
<td>5.6%</td>
<td>2.8%</td>
</tr>
<tr>
<td><strong>Injured</strong></td>
<td>14,215</td>
<td>130</td>
<td>36</td>
<td>33</td>
<td>144</td>
<td>1,370</td>
<td>1,200</td>
<td>1,513</td>
<td>2,539</td>
<td>3,091</td>
<td>2,327</td>
<td>1,316</td>
<td>516</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>0.9%</td>
<td>0.3%</td>
<td>0.2%</td>
<td>1.0%</td>
<td>9.6%</td>
<td>8.4%</td>
<td>10.6%</td>
<td>17.9%</td>
<td>21.7%</td>
<td>16.4%</td>
<td>9.2%</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

2.4 Change of Children Population

The population of children under 14 years old decreased from 12,304,542 in 1985 to 7,039,594 in 2015, about 43% reduction during 30 years. As a result, the protection of children became very important to all parents and government in Korea.

Change of children population

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Under 14 years old</th>
<th>15 - 64 years old</th>
<th>65 years old and above</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985</td>
<td>40,805,744</td>
<td>12,304,542</td>
<td>26,759,353</td>
<td>1,741,849</td>
</tr>
<tr>
<td>1990</td>
<td>42,869,283</td>
<td>10,973,592</td>
<td>29,700,607</td>
<td>2,195,084</td>
</tr>
<tr>
<td>1995</td>
<td>45,092,991</td>
<td>10,536,828</td>
<td>31,899,511</td>
<td>2,656,652</td>
</tr>
<tr>
<td>2000</td>
<td>47,008,111</td>
<td>9,911,229</td>
<td>33,701,986</td>
<td>3,394,896</td>
</tr>
<tr>
<td>2005</td>
<td>48,294,143</td>
<td>9,240,017</td>
<td>34,670,970</td>
<td>4,383,156</td>
</tr>
<tr>
<td>2010</td>
<td>49,410,366</td>
<td>7,975,374</td>
<td>35,982,502</td>
<td>5,452,490</td>
</tr>
<tr>
<td>2015</td>
<td>50,617,045</td>
<td>7,039,594</td>
<td>36,923,508</td>
<td>6,653,943</td>
</tr>
</tbody>
</table>

30 years change: +24%  -43%  +38%  +382%
Average annual growth rate: +0.7%  -1.8%  +1.1%  +4.6%

Source: Statistics Korea, 2017
Chapter 3. Road Safety Regulations for Children
Concerning the rights of children to be protected from road accidents, Article 11 of the Road Traffic Act stipulates the duties of police officers and motor vehicle drivers.

**Road Traffic Act**

**Article 11 Protection of Children**

1. (Omitted)
2. When police officers find any of the following persons, they shall take appropriate measures to ensure that person’s safety:
   1. A child playing on a road on which traffic is frequent;
   2. A toddler walking a road without their caregiver;
   3. 〜 4. (Omitted)

**Article 49 Matters to Be Observed by Every Driver**

1. Every motor vehicle driver shall observe the following matters:
   1. (Omitted)
   2. In any of the following events, a motor vehicle driver shall temporarily stop his/her motor vehicle:
      A. When a driver finds children facing risks of traffic accidents as they cross a road unaccompanied by their caregivers, or sit, stand or play on the road, etc.
      (Omitted below)
3.1 Road Traffic Act (Cont.)

### Penalty for Violating Drivers in School Zones

- The violating drivers in school zones should pay **double fines** and get **double penalty points**.
- In case of speeding, violators in school zones are slapped with fines from 40,000 won to 160,000 won, while in general roads with fines from 20,000 won to 130,000 won.

### Speeding ticket prices per vehicle type and location

<table>
<thead>
<tr>
<th>Location</th>
<th>Over the speed limit</th>
<th>Traffic fine</th>
<th>Penalty points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Bus &amp; truck</td>
<td>Passenger car</td>
</tr>
<tr>
<td>School zone</td>
<td>Excess of 60 km/h</td>
<td>160,000 won</td>
<td>150,000 won</td>
</tr>
<tr>
<td></td>
<td>40-60 km/h over</td>
<td>130,000 won</td>
<td>120,000 won</td>
</tr>
<tr>
<td></td>
<td>20-40 km/h over</td>
<td>100,000 won</td>
<td>90,000 won</td>
</tr>
<tr>
<td></td>
<td>Under 20 km/h over</td>
<td>60,000 won</td>
<td>60,000 won</td>
</tr>
<tr>
<td>General road</td>
<td>Excess of 60 km/h</td>
<td>130,000 won</td>
<td>120,000 won</td>
</tr>
<tr>
<td></td>
<td>40-60km/h over</td>
<td>100,000 won</td>
<td>90,000 won</td>
</tr>
<tr>
<td></td>
<td>20-40km/h over</td>
<td>70,000 won</td>
<td>60,000 won</td>
</tr>
<tr>
<td></td>
<td>Under 20km/h over</td>
<td>30,000 won</td>
<td>30,000 won</td>
</tr>
</tbody>
</table>

Source: Road Traffic Act

Note: Penalty points over 40 points result in license suspension, and over 120 points result in license cancellation in Korea.
Protection of Child Passengers (Double Fine)

The Road Traffic Act stipulates that the driver who transports a child without child safety seat should pay the **double penalty fine**.

- Penalty for general seat belt violation : 30,000 won (about 27 USD)
- Penalty for child safety seat violation : 60,000 won (about 54 USD)

Photo source: https://search.naver.com/search.naver?sm=tab_hty.top&where=image&oquery=%EC%96%B4%EB%B0%EC%9D%B4+%EC%B9%B4%EC%8B%9C%ED%8A%B8&ie=utf8&query=%EC%B9%B4%EC%8B%9C%ED%8A%B8
3.2 Traffic Accident Management Special Act

- In Korea, a driver who causes an injury accident is not be prosecuted against the expressed will of the injured person according to the ‘Traffic Accident Management Special Act’
- However this does not apply when the driver commits such an offense that falls under the 11 types of serious violations, including speeding, drink-driving, signal violation, passing violation, school zone violation, etc.
- The drivers without paying attention to the safety of children in the school zones should be prosecuted and punished criminally.

Traffic Accident Management Special Act (Act on Special Cases Concerning the Settlement of Traffic Accidents)

Article 3 Special Cases for Punishment

① A driver of a vehicle who commits a crime stipulated in Article 268 of the Criminal Act shall be punished by imprisonment a maximum of five years or a fine not exceeding 20 million won.
② When handling crimes related to accidents mentioned in Paragraph ①, a driver who commits a crime of causing the injury of another by occupational or gross negligence or crimes stipulated in Article 151 of the Road Traffic Act shall not be prosecuted against the express will of the victim; Provided that this shall not apply to the following cases:

1. In cases of causing bodily harm to children in violation of the obligation to operate a vehicle by complying with measures under Article 12-① of the Road Traffic Act and paying attention to the safety of children within school zones under Article 12-③ of the same Act.
Chapter 4. Road Safety Education for Children

Children safety education at a traffic park
Safety Education by Child Welfare Act

Under provisions of Article 28 of the Enforcement Decree of the Child Welfare Act, all kindergartens and elementary, middle and high schools are required to implement road safety education of **minimum 10 hours a year** and at least once every two months.

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**Enforcement Decree of Child Welfare Act**

**Article 28 Education for Safety of Children**

1. The head of a child welfare facility, the head of a day care facility as stipulated in the Infant Care Act, the head of a kindergarten as stipulated in the Early Childhood Education Act, and the head of a school as stipulated in the Elementary and Secondary Education Act, shall conduct education on each of the following matters every year after establishing teaching plans:
   1. Prevention of sexual violence and child abuse
   2. Prevention of disappearance and abduction
   3. Prevention of drug abuse and misuse
   4. Safety from disasters
   5. Road traffic safety

2. The head of a child welfare facility and the head of a day care facility as stipulated in the Infant Care Act shall report the educational plans and the results of education, as prescribed in Paragraph ①, to the head of a city, a county or a district office once a year.
### 4.1 Safety Education by Child Welfare Act

#### Legal hours of safety education by Child Welfare Act

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hours of education (every year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Prevention of sexual violence and child abuse</td>
<td>8</td>
</tr>
<tr>
<td>2. Prevention of disappearance and abduction</td>
<td>10</td>
</tr>
<tr>
<td>3. Prevention of drug abuse and misuse</td>
<td>10</td>
</tr>
<tr>
<td>4. Safety from disasters</td>
<td>6</td>
</tr>
<tr>
<td>5. Road traffic safety</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Ministry of Legislation, Enforcement Decree of Child Welfare Act
### IV. Road Safety Education for Children

#### 4.1 Safety Education by Child Welfare Act

<table>
<thead>
<tr>
<th>School</th>
<th>Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kindergarten</td>
<td>1. Understanding of road facilities (roadway, footway, traffic signals, etc.)&lt;br&gt;2. Safe road crossing method&lt;br&gt;3. Safe school bus boarding method&lt;br&gt;4. Walking safety in various weather conditions&lt;br&gt;5. Walking hand in hand with an adult</td>
</tr>
<tr>
<td>Elementary school</td>
<td>1. Understanding of safe school route&lt;br&gt;2. Safe walking under various road conditions&lt;br&gt;3. Safe using of wheel mobility tools (skateboard, inline skate, etc.)&lt;br&gt;4. Safe using of various transportation modes&lt;br&gt;5. Understanding of road traffic rules</td>
</tr>
</tbody>
</table>

Source: Ministry of Legislation, Enforcement Decree of Child Welfare Act
### 4.2 Field-Oriented Practical Training

With the implementation of the 5th National Transportation Safety Master Plan (2002-2006), the government began to actively promote ‘field-oriented practical training’ in relation to road safety education.

- Such facility is usually called ‘traffic park’ or various other names such as road safety experience center and road safety education center.
- There are 66 traffic parks, and 352,493 children were trained at the traffic parks in 2014.

### Number of traffic parks and children trained at the parks (2014)

<table>
<thead>
<tr>
<th>No. of traffic parks</th>
<th>No. of children trained at the parks (2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>66</td>
<td>352,493</td>
</tr>
</tbody>
</table>

4.2 Field-Oriented Practical Training

Example of traffic park (in Goyang-city)

Entrance of traffic park  Traffic park guide map  General view
IV. Road Safety Education for Children

4.2 Field-Oriented Practical Training

Example of traffic park

Education for road traffic signs
Education at signal crossing
Education at no-signal crossing
Education by accident example
Chapter 5. School Zone Improvement Projects

Before improvement

After improvement
5.1 Designation of School Zones

Article 12 of the Road Traffic Act, Protective Areas for Children, stipulates the types of establishments around which school zones can be designated.

The areas within the 300m radius (500m when necessary) from the main gate of kindergartens and elementary schools are designated as the school zones. It also provides for the speed restriction of motor vehicles to less than 30km/h.

Article 12 Protective Areas for Children

① If deemed necessary for the protection of children from the danger of traffic accidents, the Mayor may restrict the driving speed of motor vehicles to not more than 30 km/h, after designating certain sections of roads around any of the following establishments as protective areas for children:

1. Kindergartens provided for in Article 2 of the Early Childhood Education Act, and elementary schools or special schools provided for in Article 38 and 55 of the Elementary and Secondary Education Act;
2. Those designated by Ordinance of the Ministry of Security and Public Administration, among childcare centers provided for in Article 10 of the Infant Care Act;
3. Those prescribed by Ordinance of the Ministry of Security and Public Administration, among private teaching institutes provided for in Article 2 of the Act on the Establishment and Operation of Private Teaching Institutes and Extracurricular Lessons;
5.2 Guidelines for School Zones

Under the Road Traffic Act, the Guidelines for School Zones is made and applied by the MOIS (Ministry of the Interior and Safety).

The official name of the Guideline is ‘Guideline for the Designation and Management of Protective Areas for Children, the Elderly and the Disabled People’, and is simply called ‘School Zone Guidelines’.

This guideline is applied to the school zones, the elderly people protection zones and the disabled people protection zones.

Guidelines for the Designation and Management of Protective Areas for Children, the Elderly and the Disabled People, and the Definitions of Terms Used in the Regulation

Article 1 Purpose

This Act aims to define the procedures and standards related to the designation and management of protective areas for children, the elderly and the disabled pursuant to Article 12 and Article 12-2 of the Road Traffic Act.
Procedure of School Zone Improvement

1. Application of Designation (School chief → Mayor)
2. Disignation of School zone (Mayor)
3. School Zone Improvement Plan (Mayor)
4. Budget Funding (Half) (Central → Local)
5. Basic Design
6. Public hearing & Discussion
7. Detail Design
8. Construction Work
9. Monitoring
5.3 Traffic Safety Facilities in School Zones

Beginning point of school zone

Beginning point of school zone
(School zone sign and Pavement markings)
5.3 Traffic Safety Facilities in School Zones

Various school zone facilities

- Guard fence
- Speed limit
- Road hump
- Red color surface
As of the end of 2014, school zones were designated at 15,799 locations in the whole country.
By then, construction work had been completed at 10,359 zones out of the whole designated school zones
The average cost of construction work is about 150 million won per each zone (about 135 thousand dollars)

## School zone improvement project achievements

<table>
<thead>
<tr>
<th>Year</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locations</td>
<td>487</td>
<td>753</td>
<td>847</td>
<td>982</td>
<td>1,024</td>
<td>1,242</td>
<td>1,119</td>
<td>900</td>
<td>962</td>
<td>705</td>
<td>969</td>
<td>369</td>
<td>10,359</td>
</tr>
<tr>
<td>Project cost (Unit: 100 million won)</td>
<td>776</td>
<td>1,268</td>
<td>1,444</td>
<td>1,412</td>
<td>1,822</td>
<td>1,817</td>
<td>1,670</td>
<td>1,940</td>
<td>1,575</td>
<td>844</td>
<td>760</td>
<td>190</td>
<td>15,516</td>
</tr>
</tbody>
</table>

Chapter 6. Operation of School Buses for Children

School buses and school vans for children
School buses are a means of transport that help with the mobility of elementary and secondary school students who have difficulty reaching their schools on foot.

In Korea, however, school buses are used more commonly as mini buses for traveling to and from kindergartens and infant nursery facilities like childcare centers as well as private teaching institutes for piano, violin, fine art or athletic lessons.

There are about 64,863 school buses for children.
6.2 School Bus Safety Requirements

The safety requirements of school bus are including **body color (yellow)**, child protection signs, stop signs, roof warning lights, seat belts, backing sound, etc.

**School bus safety requirements (Korean police infographic)**

- **All seat belts**
- **Roof warning lights**
- **Yellow Body color**
- **Backing Sound**
- **Folding seats**
- **Child protection signs**
- **Assistant teacher**
- **Two steps**
- **Stop signs**
VI. Operation of School Buses for Children

6.2 School Bus Safety Requirements

Examples of school buses

Front view

Rear view

Stop sign

School van
All school buses should be registered both to the MOT and to the Police. School bus operators (usually the chief of school) and drivers are required to receive periodical education according to the Road Traffic Act. They should also observe various safety regulations related to the vehicle operation.

**Duties of school bus operators and drivers**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Subjects</th>
<th>Duties</th>
<th>Penalties for violation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant</td>
<td>Operator</td>
<td>● A person who can protect children should be on the bus</td>
<td>● Fines: 70,000 won for bus, 60,000 won for van</td>
</tr>
<tr>
<td>Safety check During boarding And exiting</td>
<td>Driver</td>
<td>● The driver should start driving the bus only after confirming that all children are seated and after checking whether they have arrived safety at locations such as a sidewalk or edge of road</td>
<td>● Fines: 70,000 won for bus 60,000 won for van  ● Driver’s license penalty points: 15</td>
</tr>
<tr>
<td>Ban on giving False signals</td>
<td></td>
<td>● Warning lights should be operated only when children enter or exit bus  ● Child in vehicle signs should be displayed only when bus is moving with children aboard</td>
<td></td>
</tr>
</tbody>
</table>

Source: Road Traffic Act
Chapter 7. Civic Activities for Children’s Safety

A Walking School Bus campaign taking children to school
7.1 Major Civic Groups for Children

Korea Green Mothers Association
- A non-profit volunteer organization founded in 1971, and registered at the National Police Agency
- About 530,000 members nationwide, mostly mothers of elementary school students
- Very strong pressure group for child safety (2 green mothers in 1 class)

Citizens’ Coalition for Safety
- A non-profit organization registered at the Ministry of Employment and Labor.
- With about 20,000 members, the coalition is one of the nation's most active civic groups dedicated to promoting children's safety

Korea Child Safety Foundation
- A non-profit corporation that pursues the vision of creating a world in which children can run around freely and safely

Safe Kids Korea
- Safe Kids is the international safety organization founded by the U.S. Children’s National Medical Center in 1987. One of the 28 partners in the world is Safe Kids Korea, which is leading efforts for children’s safety since its inauguration in 2001
Activities of Civic Groups

Safe School Travel

- Members of the Korea Green Mothers Association, mostly mothers of elementary school children, serve as crossing guards to ensure children's safe traveling to and from school every day.

Instructor Training and School Education

- Safety instructor candidates are picked from among mothers willing to actively participate in campaigns to reduce child road casualties.
- After undergoing required courses and passing a test, they work as instructors to teach children road safety skills.

Walking School Bus

- Under the Walking School Bus program, children walk to and from school in groups, instead of traveling alone, under the guidance of trained helpers.

Proposals on Traffic Safety Policy for Children

- Various policies and systems regarding children's road safety have been proposed to the government, and adopted as official government policies.
7.2 Activities of Civic Groups

Safe road crossing by green mothers

The green mother wears a yellow vest with green characters which mean “Green Mother”, and serves as a crossing guard at the road crossing with a safety flag.
7.2 Activities of Civic Groups

Road safety campaign by green mothers

Child safety campaign with children

Participation of a member of Parliament as a mother
7.3 Summary – Korean Child Safety Model

**Background**
- Decreasing of children population

**Momentum**
- Needs of children protection
- Establishing of Mothers Association
- Asking of mothers

**Strong child safety policies**
- Child safety regulation
- Child safety education
- School zone program
- School bus operation
- Civic group activities

**Result**
- 96% reduction of children fatalities

→ One example to show the possibility of child fatality reduction
7.4 Suggestion(1): **Strong Child Safety Supporters Group**

- Strengthening road safety regulations for children
  : No cost, Most effective & Most important

- Road safety education for children
  : Low cost, Most essential & Long-term effects
  ※ Changing the children is the beginning of changing the adult drivers

- School zone improvement project
  : Very effective but High cost (Government budget)

- School bus operation
  : Very effective but High cost (School burden)

- Civic group (NGO) activities (**Mothers Association**)
  : Low cost, Very effective & No.1 Priority
  Strong supporters for safety regulations, education & campaign
7.4 Suggestion(1)

Organizing Procedure of Korea Green Mothers Association

1. NPA (National Police Agency) decided to organize the mothers association
2. NPA ordered to each police station to organize the mothers association
3. Each police station asked to each school principal to organize the association
4. The school principal asked to each class teacher to collect the members
5. Each class teacher mobilized mother members in his class
6. The mothers association was organized at the school level
7. Each police station reported the result to the NPA
8. NPA established the Korea Green Mothers Association
9. NPA and each police station educated the mothers and began the activities
7.4 Suggestion (2): ‘Strategic Vision Zero’ Goal

Needs of the ‘Strategic Vision Zero’ Goal
- It takes very long time to reach the ‘Vision Zero’ goal, and it seems to be nearly impossible (especially in the developing countries).
- Also it is very difficult for the road safety officials and professionals to persuade the drivers to reach the ‘Vision Zero’ goal.

Suggestion for the ‘Strategic Vision Zero’ Goal
- Select the strategic vision zero goal
  For example: Child accident, Drink and drive accident, Motor cycle accidents, Bicycle accident, etc.
- Setting up the practical criteria for vision zero goal.
  For example: 90% reduction, 95% reduction, etc.
- Implementing the strong policies for the strategic vision zero goal
- Expanding the success in the strategic vision zero goal to other accident area
- Easier to persuade the drivers than the existing vision zero goal
Begin with the children, and it will be successful!!

Thank You!

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