



THIRD ROAD SAFETY WEEK
IN THE UN/ECE REGION

1 - 7 MAY 2000

NEWSLETTER No. 3

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The purpose of the Third Road Safety Week Newsletter, to be issued periodically by the ECE secretariat in the build-up to the Third Road Safety Week in the ECE Region, 1-7 May 2000, is to monitor the status of preparations and to inform members of the Working Party about planned and on-going activities undertaken in the framework of the Week by member Governments as well as international and non-governmental organizations. The newsletters will contain information on government and NGO programmes, listing national activities such as conferences, seminars, workshops, public events, TV debates, publications, exhibitions and competitions, giving the reader a cross-section of the Third Road Safety Week activities undertaken in the ECE region. The newsletters are also intended to provide materials for possible use by the mass media.

FINLAND

In Finland, the Ministry of Transport, the Central Organization for Traffic Safety and many NGOs are organizing various activities concerning the safety of vulnerable road users. These activities are not limited to one week, but are taking place throughout this spring.

The most important event is National Cycling Week from 7-14 May 2000, which is held every year. During the cycling week, there will be seminars and local events around Finland, arranged mostly by NGOs. Also, there will be a safety campaign in the media encouraging the use of helmets by cyclists (by the Central Organization for Traffic Safety in Finland).

In addition during the spring, there will be a road safety campaign urging pedestrians to obey traffic lights, and informing drivers about their obligation to give way to cyclists (in April, by the Central Organization for Traffic in Finland).

In May, the Ministry of Transport will launch a competition to choose a benchmarking city, which has made special efforts in developing traffic safety for cyclists and pedestrians. Using this model, other communities will be encouraged to improve their traffic environment.

Information about traffic safety in Finland can be obtained from the webpages of the Ministry of Transport: www.mintc.fi.

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GERMANY

The German Road Safety Council (DVR), the German Accident Prevention Organization (DVW) and the responsible ministries of the federal states have been requested by the Federal Ministry of Transport, Building and Housing (BMVBW) to provide, if possible, within the framework of road safety measures envisaged for the year 2000 specifically for the target groups of vulnerable road users, a focal point of action for the UN/ECE Third Road Safety Week.

Some of the federal states have signalled their readiness to carry out measures planned for the Road Safety Week already in the above-mentioned period. In addition, the Transport Ministry of North Rhine-Westphalia will launch as a special action a "Cyberspace Event" in Cologne; on this occasion, parents and other adult road users will have the opportunity to experience, in a three-dimensional presentation, **the traffic world through the eyes of a child of about 8 years** and gain some insights for a friendlier behaviour towards children in traffic.

Other federal states are coordinating specific measures for the Road Safety Week in May 2000 within the Working Group on Information and Education Activities for Improving Road Safety. Road safety organizations, for example, are holding road safety days. Actions relating to the subject of "Safe Cycling of the Elderly" are also planned (DVW). Moreover, there will be intensified measures dealing with the road safety of children (such as parents' evenings), which, however, are considered part of the permanent activities of road safety organizations in Germany.

The BMVBW, the German Road Research Institute (BAST), the DVR and the DVW are jointly launching **a European Conference on the Safety of Elderly Persons in Road Traffic** which will take place from 2 to 4 May 2000 in Cologne.

Goal: The Conference is to provide a link between theoretical and practical aspects of road safety as regards the "vulnerable" target group of the "elderly".

Basis:

- 1) Up-to-date research results of the BAST on the issue of "elderly road users".
- 2) Practical road safety work for the elderly and its optimization.
- 3) Latest technical developments in the field of driver assistance systems to support safe driving behaviour also of elderly persons.

The organization of this Conference is based on the "First Interdisciplinary Conference on Young Drivers" held in 1994.

1st day: It is planned that the Federal Minister of Transport, Building and Housing welcomes the participants. Keynote speaker on focal issues of workshops planned for the 2nd day.

2nd day: Workshops on scientific and practical aspects of the subject.

3rd day: Plenary meeting and presentation of results (press conference is also planned).

In the run-up to the Conference the public will be given information by **selected press activities** regarding topical issues on the safety of elderly persons in road traffic on the basis of research results available, and making reference to the European Conference.

Address to contact:

Bundesanstalt für Straßenwesen (BAST)
 Pressereferat,
 Brüderstrasse 53
 D-51427 Bergisch-Gladbach
 Tel: (0049) 2204/43322
 E-mail: Tsavdarides@bast.de.

PORTUGAL

"Young People, Cycles and Mopeds" Campaign under the European Road Safety Week

Goal: to improve road safety and promote the safety of the most vulnerable road users,

particularly users of two-wheelers – bicycles and mopeds.

Target group: Young cyclists and moped riders.

Features of the Campaign

- 1 television "spot" aimed" at young riders (15-16 years old) of two-wheelers;
- Radio "spots";
- Adaptation of the brochure produced by the UN/ECE on the third Road Safety Week;
- Issuance of a brochure "Actions which can save" (to secondary level schoolchildren).

SWEDEN

From 1 May 2000, the rules on how drivers should act at zebra crossings in Sweden will become stricter. Drivers will be required to give way to pedestrians who are on or about to enter a zebra crossing. In the past ten years, more than 5,000 pedestrians have been injured on zebra crossings without traffic lights. Over 250 pedestrians have died. One reason is that pedestrians expect drivers to see them and stop in good time so that they may cross the street safely. With the introduction of this new rule, the safety of pedestrians is expected to improve. From the beginning of April 2000, a campaign will be launched on television. Information will also be directed to groups of road users such as professional and civilian drivers, and pedestrians. A special brochure has been published on safe behaviour for road users at zebra crossings.

NGO: BRAKE, UNITED KINGDOM

Brake, the non-profit road safety organization, is planning the **United Kingdom's Road Safety Week** as part of the United Nation's European-wide initiative, with the support of a number of corporate sponsors, to be organized from **1 to 7 May 2000**.

A **national Road Safety Week launch** will be held on Friday, 28 April in London.

Ten UK police forces will conduct driver surveys on topics such as speeding, driver tiredness and seat belt wearing. The results will be announced at regional Road Safety Week launches, followed by a week of enforcement checks on these topics.

Schools, companies and other organizations across the UK will be running road safety events during Road Safety Week. Brake has produced **action packs** for event organisers with resource materials such as posters, stickers, books, leaflets and CD-ROMs written by road safety experts.

High street retailers and other companies in the public eye will provide customers with road safety products and information on how to be a safer road user.

Road Safety Week **posters** will promote safe road use in libraries and other community buildings.

Brake's message is: "You know the date—now get involved..." With 70 people dying each week on UK roads, everyone needs to know how to use the road safely.

Address to contact:

Brake
PO Box 272
Dorking, Surrey, RH4 4FR
United Kingdom
Call to order an action pack and start planning a Road Safety Week event.
Tel: 01 306 741 113; Fax: 01 306 888 221
E-mail: brake@brake.org.uk

EUROPEAN CYCLISTS' FEDERATION

The European Cyclists' Federation (ECF) has provided the following clarification to the information contained in press release ECE/TRANS/00/1 of 16 February 2000.

ECF is neither promoting nor is going to promote the use of cycle helmets amongst its members for the following reasons:

- ECF believes that roads should give freedom to all members of society, including children and the elderly. The best way to improve road safety for cyclists is by removing the danger at the source: calming the traffic. This involves cutting car

speeds and the volume of motor traffic. Putting an end to the dominant position of motorists in the street hierarchy is the way forward.

- It is more effective to create safer road conditions - which benefit all road users - than to recommend cyclists to protect themselves against dangerous traffic.
- The ECF does not recommend the use of helmets either to its members or to authorities as a safety measure. Cycle helmets do not prevent accidents and are not designed to withstand a collision with a car.
- Denmark, the Netherlands and the United Kingdom have adopted action plans to reduce road accidents and promote safer cycling. None of these countries mention promoting cycle helmets.

For further information on improved bicycle safety, without making helmet use compulsory, please see www.ecf.com.

FROM THE SECRETARIAT

The secretariat has issued a brochure entitled "Third Road Safety Week in the ECE Region, 1-7 May 2000 - a framework for national road safety campaigns" in English, French and Russian, which has been distributed directly to ECE member Governments as well as international and non-governmental organizations. There are also Third Road Safety Week posters and postcards available in English, French and Russian. Those interested in receiving copies of the brochure and other promotional materials may direct their requests to:

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