Project for support for the integration of Ukraine into the Trans-European Transport Networks – TEN-T

Lviv Pilot Project

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Ukraine road deaths

Support to the Integration of Ukraine in the Trans-European Transport Network
TEN-T, Ukraine
Ukraine road deaths

[Graph showing Ukraine road deaths from 1988 to 2010, with two lines representing GNI per capita, PPP and deaths.]
Deaths per million population
Deaths per million vehicles

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Why Lviv?

- Lviv involved in the Euro-2012 championship matches;
- It is on 2 European corridors, 3 and 5;
- The city had approached GRSP to extend the pilot project on drink driving that is taking place in Poland to include Lviv.
**Key statistics**

Road traffic crashes in 2009:

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Lviv oblast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accidents</td>
<td>185,268</td>
<td>10,299</td>
</tr>
<tr>
<td>Injury accidents</td>
<td>38,913</td>
<td>2,189</td>
</tr>
<tr>
<td>Deaths</td>
<td>5,835</td>
<td>298</td>
</tr>
<tr>
<td>Injuries</td>
<td>48,444</td>
<td>2,812</td>
</tr>
</tbody>
</table>
Lviv deaths 2009

- Dangerous speeding
- Collision with oncoming traffic
- Non-observance of traffic rules
- Other pedestrian fault
- Pedestrian lurching into road
- Breaking rules of traffic at crossroads
- Non-observance of overtaking rules
- Non-observance of rules of passengers
- Drink-driving
- Tail-gating
Speeding

- Speeding the cause of 43.6% of deaths in Lviv in 2009.

- Pedestrians have 90% chance of survival when struck by a car travelling at 30 km/h, but <50% chance of surviving an impact at 45 km/h.

- Pedestrians have almost no chance of surviving an impact at 80 km/hr.
Seat belts

- No statistics on seat belts.
- Correctly used seat-belts reduce the risk of death in a crash by approx 61%.
- The use of safety devices for children halves the fatality rate.
- Seat belts not enforced in Ukraine.
Timetable

1. Initial meetings Aug-Sep 2009
2. Agreed programme Nov 2009
3. Poster design competition Mar 2010
4. Speeding campaign May 2010
5. Seat belt campaign July 2010
6. National seminar October 2010
Poster design competition
Poster design competition

- Financed by EASST

Support to the Integration of Ukraine in the Trans-European Transport Network TEN-T, Ukraine
Poster design competition

Support to the Integration of Ukraine in the Trans-European Transport Network (TEN-T, Ukraine)
Posters

Support to the Integration of Ukraine in the Trans-European Transport Network (TEN-T), Ukraine
Posters

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TEN-T, Ukraine
Radio advertising

- Four adverts were produced for the speeding campaign and 5 for the seat belt campaign. These were aired on local radio stations as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Campaign</th>
<th>Slots</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Speeding</td>
<td>192</td>
</tr>
<tr>
<td>August</td>
<td>Seat belts</td>
<td>192</td>
</tr>
</tbody>
</table>

- In addition during May the project also had 150 “advertorial” slots on the issue of speeding during drive time.
Television advertising

- Television adverts are expensive to produce.
- To use foreign adverts, dubbed into Ukrainian, much cheaper BUT
- The project would have to pay performing rights fees.
- French Government kindly paid for the rights for an advert bit it was felt to be too “ethnically French”
Leaflets on speeding and on seat belts produced for DAI to give to drivers stopped for breaking the law.

4,000 of each of these leaflets were provided for DAI.
Information handed to drivers

- 10,000 reminders to use seat belts
Information handed to drivers

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TEN-T, Ukraine
Lviv city DAI asked us to help them obtain additional radar speed measuring equipment.

This was kindly donated by Queensland Police via Global Road Safety Partnership.
Results

- Speed campaign in May – accidents involving speeding down 3.4% and deaths down 7.6% more than national reduction

Lviv

National
Seat belt wearing

- Surveys carried out in August 2009, June 2010 and September 2010
Publicity for road safety
Resources

- TEN-T project
- EU Twinning Project
- Supported by:

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Thank you for your attention

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