

Newsletter

OCTOBER-NOVEMBER 2014

WORLD DAY OF REMEMBRANCE SUNDAY 16 NOVEMBER 2014

This year's theme: "Speed Kills, Design Out Speeding"

For the 21st time since 1993, the Day of Remembrance of Road Traffic Victims will be remembered at a global level, and have reached the 10th Anniversary since being recognized by the UN General Assembly in 2005, and supported by the World Health Organization.

Excessive speed is a key contributory cause of road deaths and injuries, hence technologies that design out speeding would potentially provide the safest vehicles – both to people outside and occupants.

The European Federation of Road Traffic Victims (FEVR) has developed a package for you for you. You can use the package free of charge and download and use all the parts of the materials as you see fit.

Further information and the package will be sent to you by separate e-mail.

www.worlddayofremembrance.org



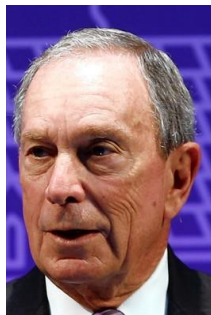
BLOOMBERG FUNDS ROAD SAFETY IN WORLD CITIES

Bloomberg Philanthropies is will donate US \$125 million during the next five years on programs to reduce traffic deaths and injuries in 10 cities in low- and middle-income countries.

In 2010 the Bloomberg Foundation committed US \$125 million in funding to promote tougher drunken-driving laws, train traffic police, improve seat-belt use and other interventions in 10 countries that represent half of the globe's annual traffic deaths, namely Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russian Federation, Turkey and Vietnam.

Now, with its second round of funding, it plans to focus on addressing those problems in urban areas, many of which are growing rapidly as young people flock to big cities to find work. City governments can be especially effective at putting those measures in place, because they are often able to move faster and more efficiently than other levels of government," said Michael R. Bloomberg. The selected locations will be announced by January 2015.

More information: www.bloomberg.org



GLOBAL NCAP

www.globalncap.org

ELECTRONIC STABILITY CONTROL (ESC) FROM 1 NOVEMBER 2014 IN ALL NEW CARS IN EUROPE

Global NCAP warmly welcomes the mandatory fitment of the life saving crash avoidance technology, electronic stability control (ESC) from 1 November 2014 in all new cars in Europe. In the European Union it is estimated that since 1995 at least 188,500 crashes involving injury have been avoided and more than 6100 lives saved by ESC.

The umbrella body for New Car Assessment Programmes (NCAPs) is now calling for the benefits of this life saving technology to be extended worldwide. Global NCAP is urging all UN Member States to make the benefits of ESC a standard fit on all cars worldwide during the current UN Decade of Action.

More information: <http://www.globalncap.org/electronic-stability-control-esc-must-become-standard-fit-worldwide-says-global-ncap/#sthash.oSKIDfJE.mUK1u1ZW.dpuf>



LET'S WORK TOGETHER !

YOURS regular columnist Brian Bilal Mwebaze is back with another column this time addressing the fact that road safety actors, while doing great work in their own right, must start working together! In his words, road safety actors must learn to dance and love one another while working together for collaboration when attacking the five pillars of the road safety system.

Read it here: <http://is.gd/eYxPSa>

EU DIRECTIVE ON CROSS BORDER ENFORCEMENT

Cross Border Enforcement refers to the pursuit of traffic offences committed by drivers of a car which is registered in an EU Member State different than the one where they were detected. The Directive presents an EU wide automated approach.



This new Directive will also mean that EU Member States will not have to negotiate new bilateral agreements with other countries.

According to the European Commission, non-resident drivers account for approximately 5% of road traffic in the EU. However, 15% of the number of detected speed offences are committed by non-resident drivers.

More information: <http://etsc.eu/faq-eu-cross-border-enforcement-directive/>

CYCLING MAKES HAPPIER

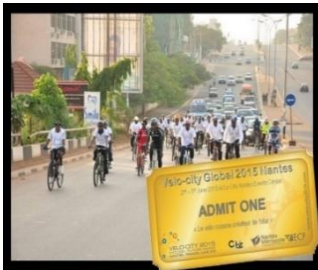
A scientific study has just been published asserting a link has been found between active travel and psychological well-being. What makes this study unique is that it is the first large scale longitudinal study that was carried out to determine associations between people's commuting practices and their mental well-being.



As a result of this study we are a big step closer to being able to say that walking and cycling improves mental health.

More information: <http://www.ecf.com/news/scientific-study-an-active-commuter-is-a-happier-person/#sthash.CBD1bmjr.dpuf>

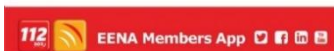
CONGRATULATIONS THE FEDERAL ROAD SAFETY CORPS OF NIGERIA !



FRSC with his award !

European Cyclists' Federation ECF asked cities and organizations to submit their European Mobility Week campaigns. Well, the public chose its winner: the Federal Road Safety Corps (FRSC) from Nigeria! They received a staggering **16,000 votes!**

We congratulate our PRI member



EUROPEAN EMERGENCY NUMBER ASSOCIATION HAS MORE THAN 1000 EENA MEMBERS.

EENA has announced that the **EENA Members App**, a new networking tool for members, is up and running.

More than 1,000 EENA members from over 70 countries, including emergency services' and public authorities' staff from all over the world, as well as researchers and industry representatives, can now communicate with each other easier than ever.

EENA Members App constitutes an **online platform**, where all EENA Members can network and communicate directly. Each of them has his/her own profile, while corporate members have dedicated virtual booths where they can showcase their products and services. The platform is accessible from PC-based web browsers, and soon from mobile devices (iOS, Android, etc).

NEW DRAFT OF ROAD SAFETY NORMS RELEASED IN INDIA: DRUNK DRIVING MAY SEE LICENCE CANCELLED FOR LIFE



A draft of the Road Transport and Safety Bill (RTSB) of 2014 proposes changes to the way of driving on Indian roads. India is the world's capital in road deaths and this bill seeks to overhaul the entire system of licensing, accidents,

penalties for traffic offences and related issued like vehicle insurance.

Among other things, the bill proposes that if the licence of a driver has been suspended once but he again commits offences to attract another suspension, this time the licence will be cancelled for five years.

The first time a driver is caught at the wheel drunk, he must shell out Rs 15,000 fine and/or be ready for imprisonment for a term of six months, which may extend to 12 months.

A second drunk driving offence will mean permanent cancellation of driving licence and a two-year jail term.

The entire process of granting a driver's licence will be online, thereby eliminating the need to circle Regional Transport Offices (RTOs) and bribe officials to get one without actually taking a proper driving test. And renewing licence, when already indicted for grave traffic offences, very tough.

THE BEIJING BICYCLE HELMET CAMPAIGN

China currently has an average of 70,000 traffic accident-related deaths per year. As many students are bicycle riders we were struck by the statistic that of all those tragic deaths, 10,000 were bicycle riders.

Beijing was once the world's greatest, and safest, bicycle city. However, in recent years, China's love of cars has eclipsed the bicycle's dominance of the streets. As the statistics show, cars and bicycles are a dangerous combination within a big city road network. Yet, it is a rare site to see a protective helmet being worn by a vulnerable bicycle rider.

Students decided to raise the awareness of the advantages of wearing helmets with creative curiosity provoking projects in our local community.

Beijing BISS International School is one of the finalists of the 2013/2014 edition of the Your Ideas Your Initiatives contest.

<http://your-initiatives.safety-mobility-for-all.com/school-story/beijing-bicycle-helmet-campaign>



VOTE FOR ROAD SAFETY AS PRIORITY IN UN POST-2015 DEVELOPMENT GOALS



(International) partners in the field of road safety are calling for road safety to be included in the United Nations' Development Goals. If you want the UN to include road safety in its priorities post-2015, please vote for better transport and roads and suggest road safety as an extra priority. Call for a Post-2015 Target to Save Lives.

You can vote at the UN's MY World survey:

<http://walksafe.myworld2015.org>

With the help of all partners around the world devoted to road safety already 5 million people are empowered to have their say at the United Nations! Join them and vote!



[!http://youtu.be/BEhTLTBotQ4](http://youtu.be/BEhTLTBotQ4) Zoleka Mandela

global campaigner for road safety in the United Nations (www.facebook.com/unitednations) post-2015 goals, took part in the MY World (www.facebook.com/myworld2015) Award Ceremony.

It is an honour to have her work and the global campaign recognised by the UN!

Visit: www.targetssavelives.org

You can also call on your government to support a target to reduce road injuries and fatalities in the Goals.

Write to policy makers in your country. Ask them to ensure that a target on road safety is in the new Goals. A target to reduce road traffic deaths and injuries could be particularly effective within a Post-2015 Health Goal and cross-referenced to an Urbanisation Goal for example.

Here you will find:

- a draft model letter to send to policy-makers.
- an information sheet on who to contact.
- a more detailed policy briefing for your Government on a road injury reduction target.
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Download the UN Post-2015 Open Working Group resources from here:

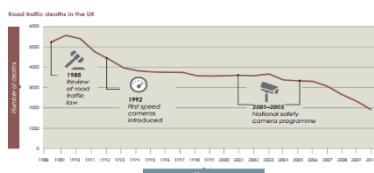
<http://www.fiafoundation.org/media/43844/un-post2015-open-working-group-resources.zip>

SPEED CAMERAS SAFE LIVES

In June 2013 Professor Richard Allsop published a guidance on the use of speed camera

transparency data. The RAC Foundation has published in November

2013 a revised version of this guidance. The revision shows a smaller, but still sizable, benefit from the use of speed cameras in the areas where data was analysed.



Professor Allsop writes as follows: "The affected part of the 2010 analysis is the indication, from a combination of analysis and judgement, that after allowing for trend and regression to the mean cameras were reducing the number of people killed or seriously injured in their vicinity by about 43 per cent. The 2013 analysis in its updated form estimated this percentage to be about 22, which reduces the estimate of about 800 to about 420".

One important finding of the 2010 and the 2013 analysis as well, is that the numbers killed or seriously injured per year in the vicinity of cameras are typically about one-third higher in the years from which data were used in selecting sites for the cameras than in other years prior to establishment of the cameras.

According to Twisk parents wrongly assume that their children can handle complex traffic situations as traffic is a compulsory subject in primary schools. But despite the fact that there are numerous traffic programs, young people are not sufficiently able to make safe choices in traffic, Twisk says.

Twisk advocates for programs to be tested for effectiveness before they are introduced.

Download the thesis Divera Twisk '[Protecting pre-license teens from road risk: Identifying Risk-contributing factors and quantifying effects of intervention Strategies](#)'

AGENDA

AFB20(2) Roadside Safety Design Conference 2014

5 November 2014, Brussels-Belgium

More information: www.erf.be

Forum Francophone et Festival du Film

La Sécurité Routière des Jeunes, enjeu de développement dans l'espace francophone

6-7 November 2014, Dakar-Senegal

More information: laserinternational@hotmail.com and life@roadsafetyinternational.org

International Conference on Investment in Road Safety

10-11 November 2014, Kyiv-Ukraine

More information: berlin@roadsafety.org.ua; chernoray@roadsafety.org.ua

Australasian Road Safety Research, Policing and Education Conference

12-14 November 2014, Melbourne-Australia

More information: www.rsrpe2014.com.au

World Day of Remembrance for Road Traffic Victims

16 November 2014

1st IRF Asia Regional Congress

17-19 November 2014, Bali-Indonesia

More information: www.irfnews.org/events

The National Road Safety Conference

25-26 November 2014, Brighton-United Kingdom

More information: www.roadsafetygb.org.uk

Conference on E-Technology and Road Safety
26-27 November 2014, Abu-Dhabi-United Arab Emirates
More information: etss@etss.ae

Ageing and Safe Mobility International Interdisciplinary
Conference
27-28 November 2014, Bergisch Gladbach-Germany
More information: www.bast.de/ageingconference
info.ageingconference@bast.de

Safer Roads by Design: Across Six Continents Executive Seminar
30 November - 9 December 2014, Orlando-USA
More information: www.irfnews.org

Les Rencontres de la Charte Européenne de Sécurité Routière
5 December 2014, Paris-France
More information: management@ersa.agency

The Future of Road Safety 2014 Conference
10 December 2014, Salford University Manchester-UK
More information: www.salford.ac.uk

Safe Roads = Safe Kids Global Road Safety Summit
11-12 December 2014, Washington DC-USA
More information: mkofalt@safekids.org

Winter Cycling Congress 2015
10-12 February 2015, Leeuwarden-The Netherlands
More information: www.wintercyclingcongress2015.org

3rd UN Global Road Safety Week 2015
4-10 May 2015 Theme: Children and Road Safety
More information: www.who.int/roadsafety/week
sminkeyl@who.int

7th International Scientific Conference CAR 2015
9-11 July 2015, Bucharest-Romania
More information: <http://car.utcb.ro>
Carmen@cfdp.utcb.ro

18th International IEEE Congress on Intelligent Transport
Systems
15-18 September 2015, Las Palmas de Gran Canaria-Spain
More information: www.itsc2015.org

25th World Road Congress
2-5 November 2015, Seoul-South Korea
More information: www.piarcseoel2015.org/wrcs

2nd Global High-Level Conference on Road Safety
18-19 November 2015, Brasilia-Brazil
More information: www.who.int/roadsafety/decade_of_action/en
sminkeyl@who.int

