



Why should we slow down?

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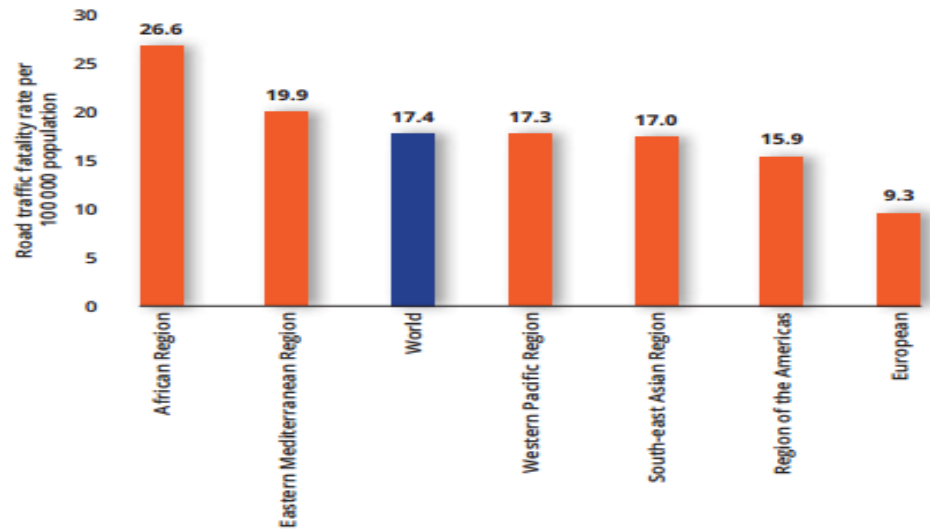
World Health
Organization

This presentation

- The facts
- The safe system and speed
- Speed and road traffic collisions, deaths & injuries
- Speed management
- The UN Road Safety Week

The facts

- Around 1.25 million people die
- Global death rate : 17.4 per 100 000 population
- 20-50 million are injured
- GDP loss around 3%
- 90% occur in LMICs
- Leading cause of death for 15-29 year olds



Speed and the safe system



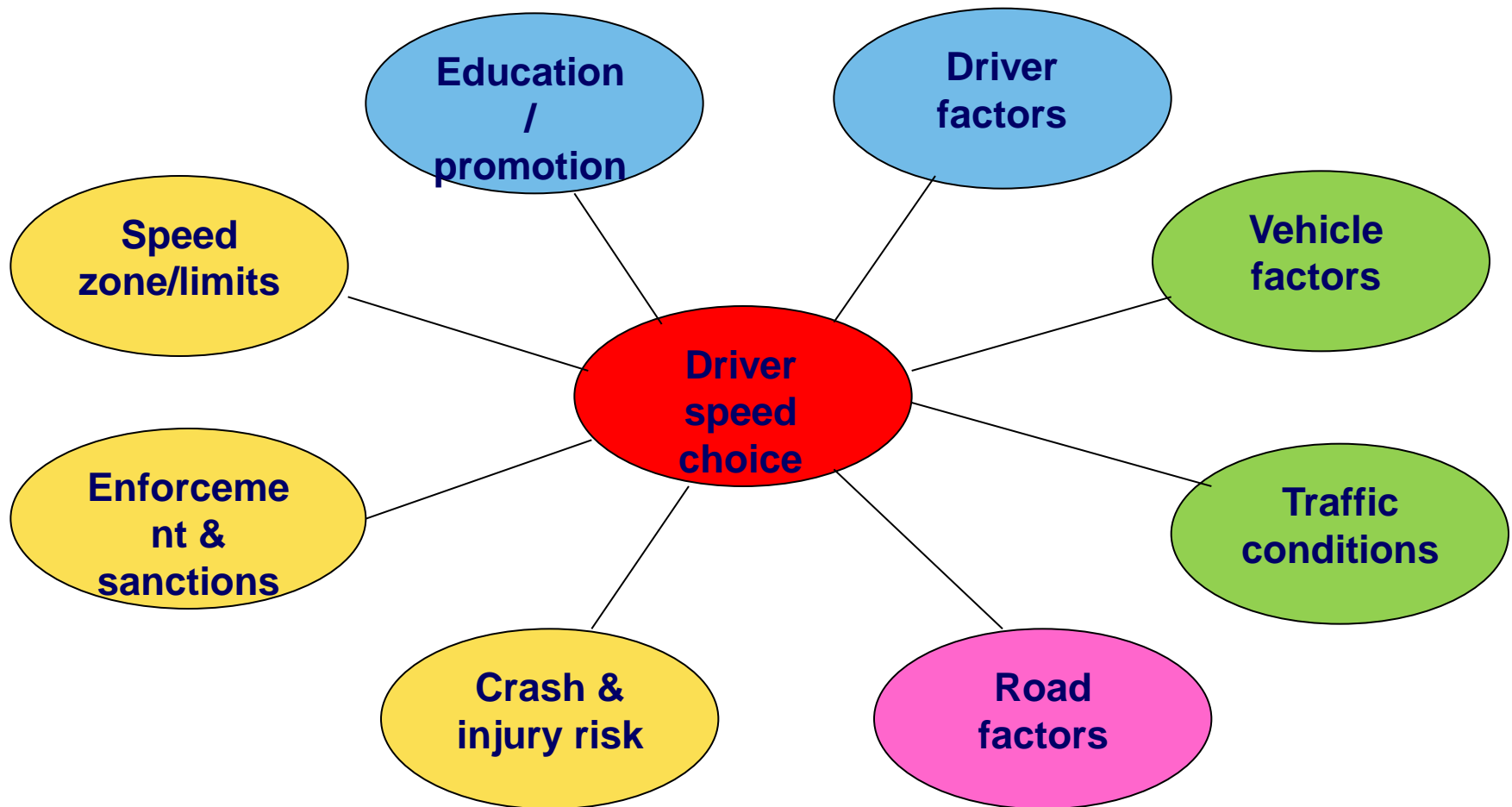
What do we mean by speed?

- **Excessive speed** is when a vehicle exceeds the posted speed limit for a particular road.
- **Inappropriate speed** is when a vehicle travels at a speed that is unsuitable for the prevailing road, weather and/or traffic conditions but within the speed limits.

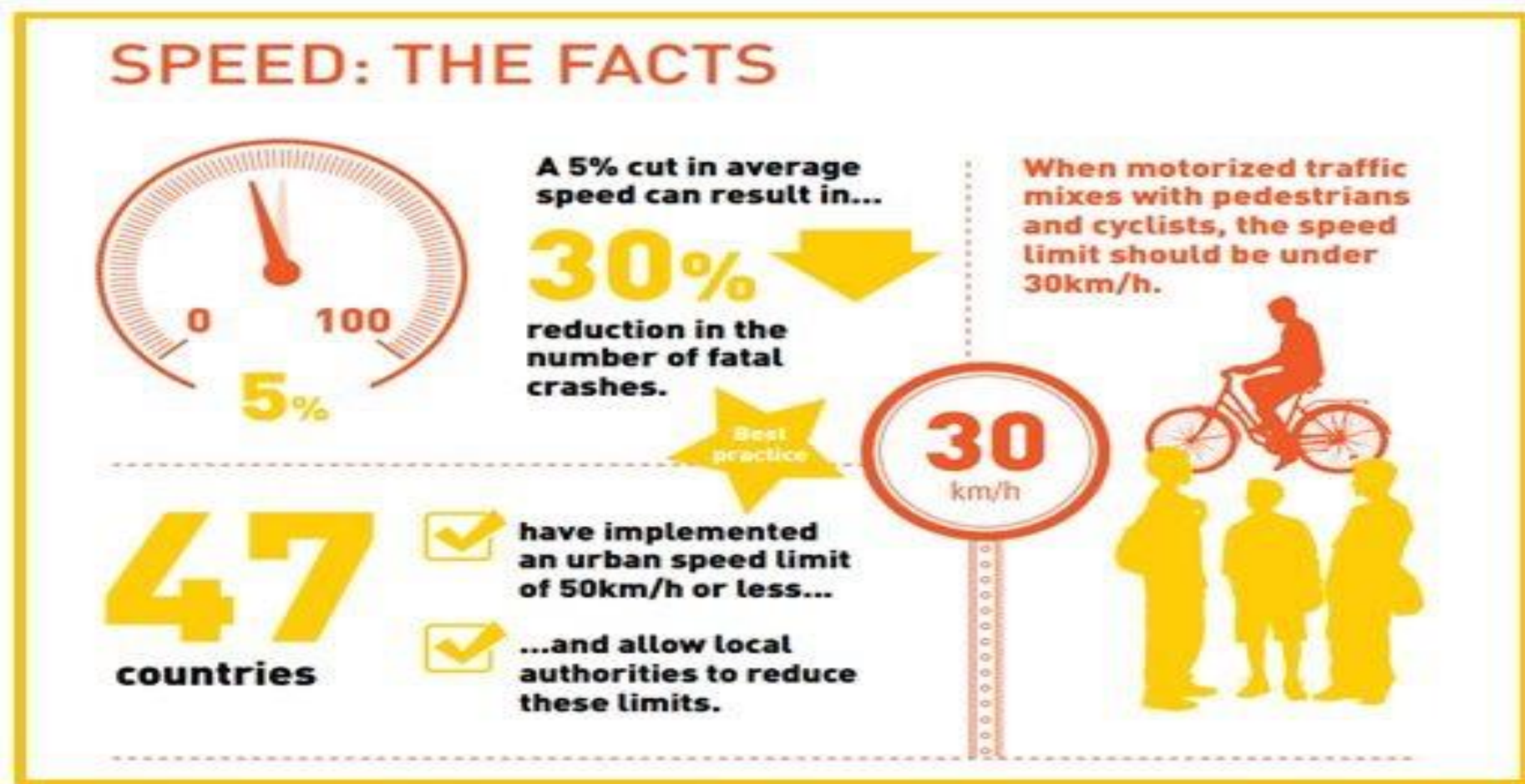
Speed and collisions, deaths & injuries

- Speed contributes to collisions, deaths and injuries in all countries, e.g. in UK speed is responsible for 24% RT deaths.
- Speed contributes to the severity of injuries sustained: an increase of 1km/hr → 4-5% increase in deaths
- **An adult pedestrian has less than a 20% risk of dying if struck by a car travelling below 50 km/h, but almost a 60% risk of dying if hit at 80 km/h.**
- The higher the speed the greater the stopping distance

Factors affecting speed choice



Speed and collisions, deaths & injuries



Speed management: 5 approaches

1. Building or modifying roads to include features that calm traffic
2. Establishing speed limits appropriate to the function of each road
3. Enforcing speed limits
4. Installing ISA and autonomous emergency braking
5. Raising awareness

1. Building or modifying roads

Times Square



BEFORE



AFTER



2. Speed limits appropriate for road function

Type of road	Safe speed
Roads with possible conflicts between cars and unprotected users.	30 km/h
Intersections with possible side-on conflicts between cars.	50 km/h
Roads with possible frontal conflicts between cars	70 km/h
Roads with no likelihood of frontal or side-on conflicts between road users	≥ 100 km/h



Baseline

Follow up

Control

92 injuries
1.48/100 person-years



125 injuries
1.87/100 person-years



Intervention

89 injuries
1.32/100 person-years



66 injuries ($P < 0.001$)
0.96/100 person-years



3. Enforcing speed limits

- Manual speed control
- Automated speed control
 - Fixed cameras
 - Mobile cameras
- Need to be written into laws
- Penalties swift and appropriate



4. Vehicle technologies

- Intelligent speed adaptation
 - Improves driver compliance with the speed limit by alerting them when they go over posted limit
- Autonomous emergency braking
 - Helps drivers avoid or mitigate collisions with other vehicles or VRUs
- Regulation vs voluntary commitment

In the United States, twenty vehicle manufacturers representing 99% of the country's auto market have committed to make AEB a standard feature in all new cars by no later than 2022



5. Raising awareness

- World Health Organization and the United Nations Road Safety Collaboration **recommend lower speed limits** where this is deemed necessary.



- WHO partnered with 20's Plenty to create #SlowDown Day toolkit: a key activity for campaigners to organize for the week.

About the UN Road Safety Week

- Officially requested by the United Nations General Assembly
- Hosted by the United Nations Road Safety Collaboration (UNRSC)
- Builds concerted global efforts around a road safety theme
- Builds into global movements and agenda



THE GLOBAL GOALS
For Sustainable Development



The 4th UN Global Road Safety Week

- 8-14 May 2017
- Theme: Speed Management – Save Lives
#SlowDown
- Managed by World Health Organization and UNRSC
- Pushing for three key solutions:



**SAFE
PEOPLE**



**SAFE
ROADS**



**SAFE
VEHICLES**

Preparing for the Week – Get Involved



@UNGRSW



/UNGRSW

www.unroadsafetyweek.org





#SlowDown Day

- Create a symbolic "slow down" of streets in cities and towns all around the world.
- Working with your local authorities, you can reclaim and **#SlowDown** your streets so they are safer for all road users.
- Build on 20's Plenty's campaigning work in the UK to push for 20 mph (30 km/h) around the world based on infrastructure and usage (iRAP).



Pledge to #SlowDown

By pledging:

- You understand **why you should #SlowDown**;
- You endorse the **solutions to #SlowDown**;
- You will promote the message to #SlowDown with your friends and family by **getting involved**;

Name...

E-mail...

Country...

I will #SlowDown!

By providing your email address, you are opting in to receive future communications about the #SlowDown campaign.

Tag a Friend





Take a picture with a signboard

Upload to social media with #Slowdown



Organize a #SlowDown Day

20's Plenty & WHO Toolkit published shortly



Register your events at the website

Spread the word!



Save Lives

#SlowDown

The main aim of the week is

LONG LASTING CHANGE

- Advocacy effort that leads to real tangible change:



**SAFE
PEOPLE**



**SAFE
ROADS**



**SAFE
VEHICLES**





For more details



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- This presentation and a booklet entitled “Managing Speed” can be download from:
- <http://www.who.int/roadsafety/week/2017/en/>
- In multiple languages in the next week or two.

