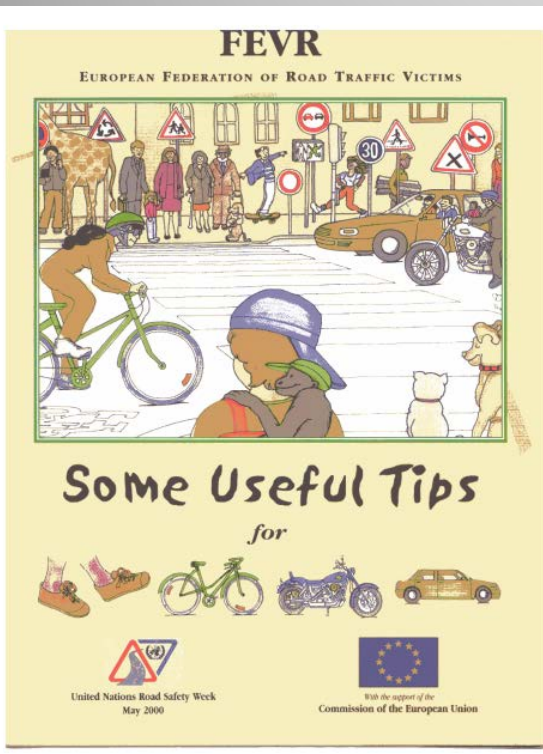




Good to consider again vulnerable road users



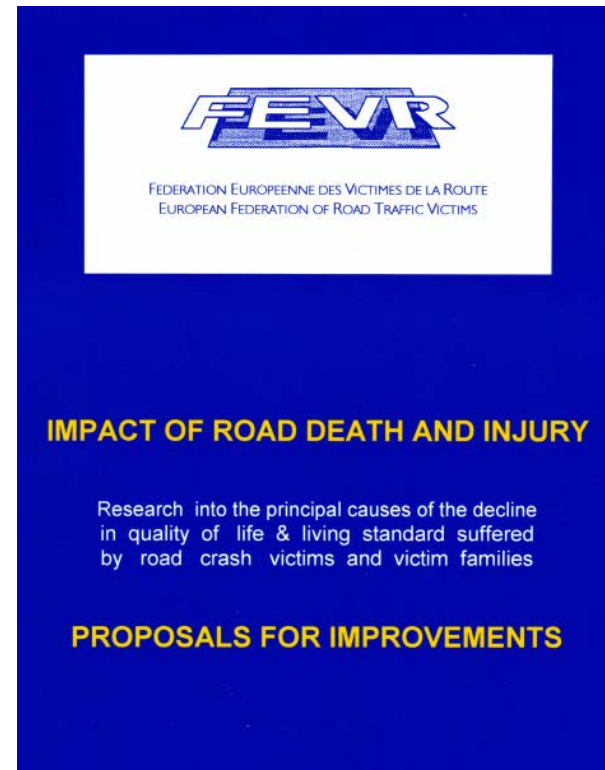
UN RS week 2000:



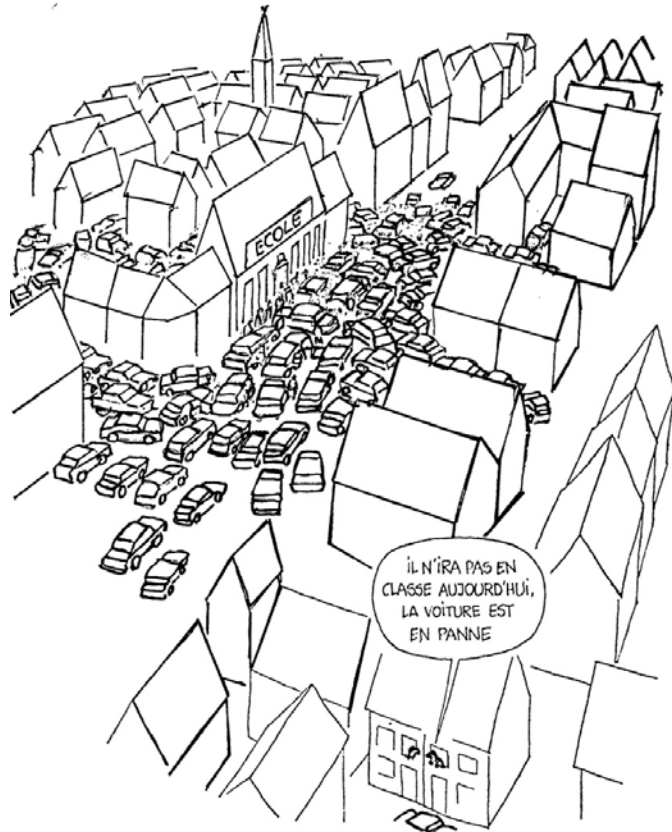
fatalities:2001-2010: -34% versus -43%

Impact of road death and Injury

- **Socio-economic costs are known:** 1,5-2,5% GDP
- **Human suffering** (FEVR study 1997)
may not have changed



Causes: have often to move in an environment which was not primarily planned for them. Different users, speed + mass



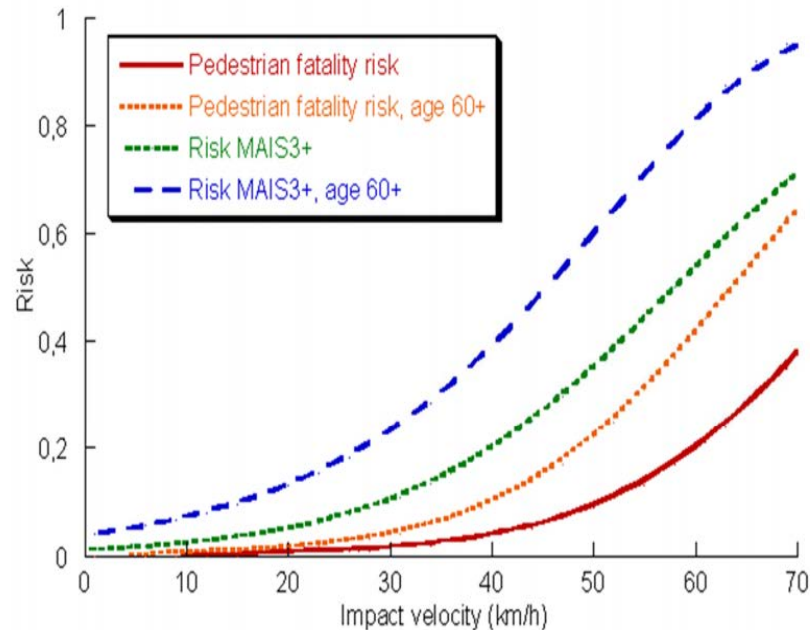
He will not go to school today
as the car break down (picture APPER)

? Silver bullet: speed reduction in built up areas

Because laws of physics and the vulnerability of the human body haven't changed



The risk of injury MAIS 3+, and fatality, related to impact velocity, for different age groups. From Stigson and Kullgren 2010.



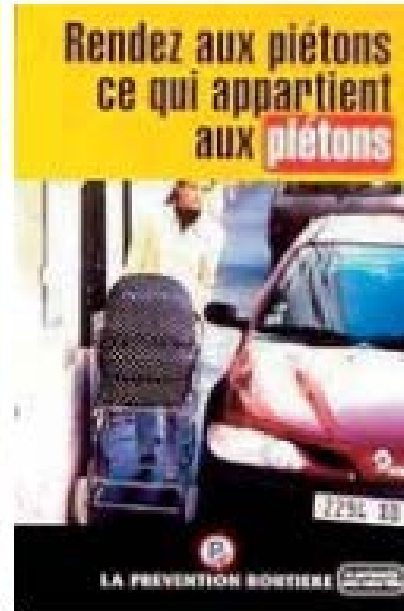
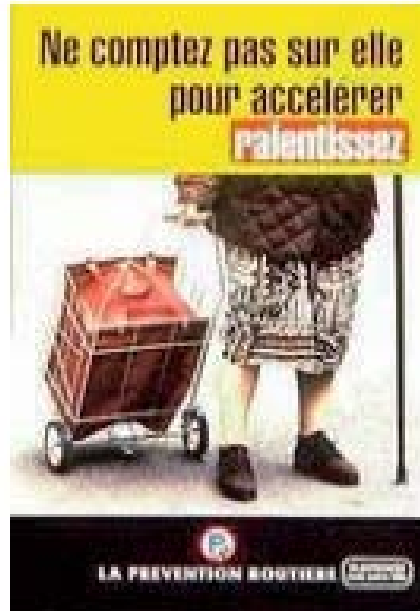
WHO, VCD, DVR,
30km.eu

Safe system approach for vru

self explaining streets, **forgiving** streets/cars

Engineering/**Enforcement**

Education/**Evaluation**



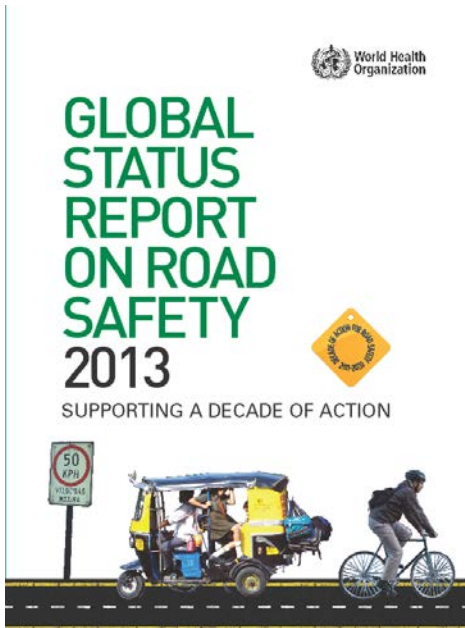
ITF/OECD
pedestrian,safety,urban
space and health

Target 2011-2020: -60% pedestrian fatalities ?

Reduce also severe injuries among vru

Dr Margaret Chan, Director-General WHO:

*“To date, **pedestrian and cyclists have been neglected in transport and planning policy.** The world must now increase its focus on making walking and cycling safer, and protecting these road users .. governments need to consider how **non-motorized forms of transport can be integrated into more sustainable and safer transport systems.**”*



THANK
YOU!