



European Road Safety Day 2013

Improving urban safety: Pedestrian
road safety manual and the Second
UN Global Road Safety Week

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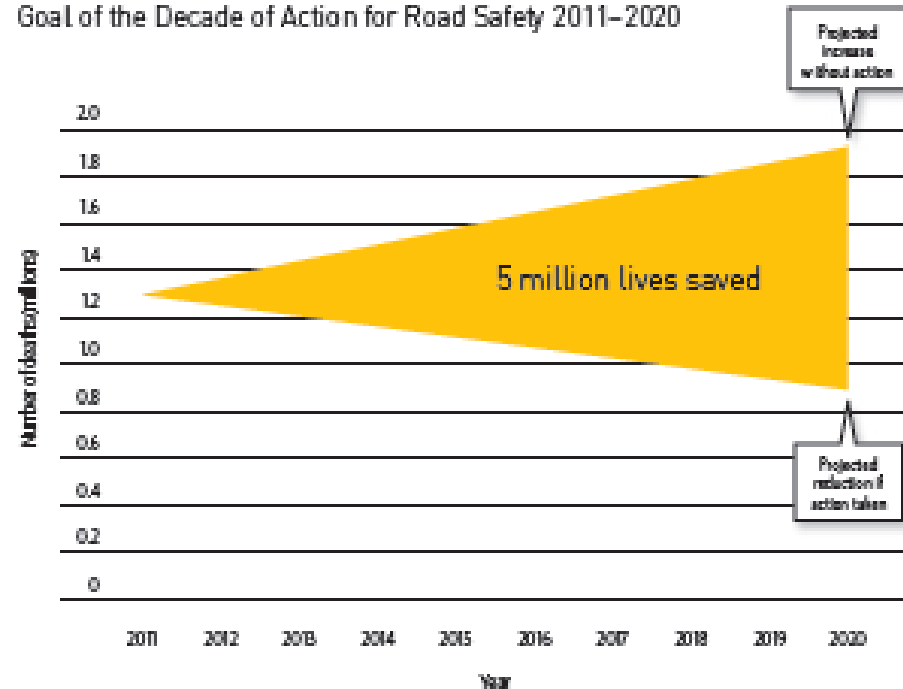
WHO Regional Office for Europe



Improving global road safety

- UN GA resolution 64/255 of 2010 called for a Decade of Action for Road Safety (2011–2020)
- Second UN Global Road Safety Week
- Pedestrian Manual provides broad framework to draw attention to pedestrians

Figure 1
Goal of the Decade of Action for Road Safety 2011–2020

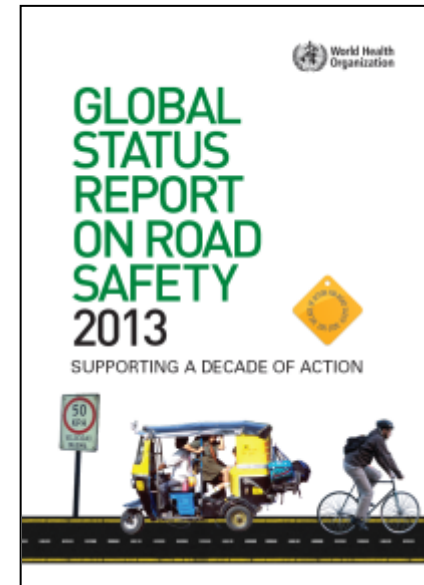


Source: Global status report on road safety 2013:
supporting a decade of action



European facts and Global status report on road safety 2013

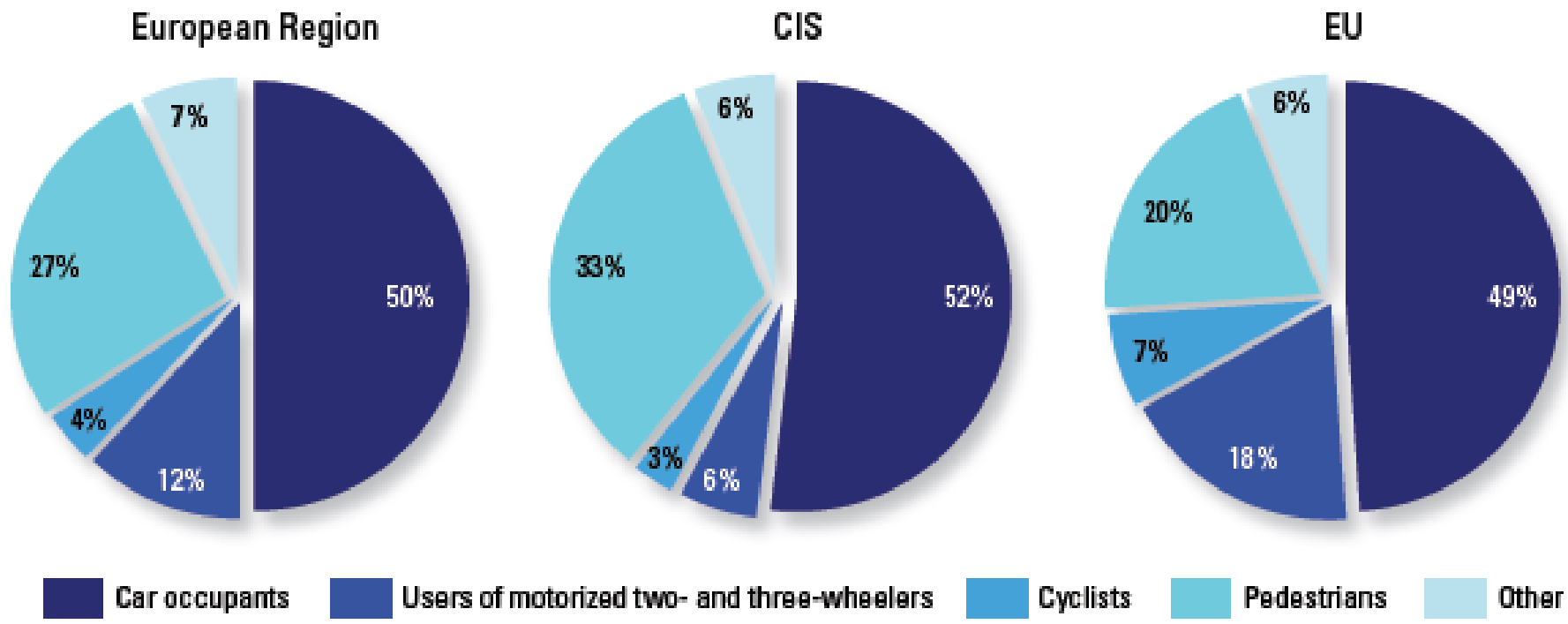
- Country-based, multisectoral, consensus process used to gather information
- 1.24 million RTI deaths globally
- 270 000 or 22% are pedestrians
- 92 000 deaths in the European Region of which 27% pedestrians
- Proportion of pedestrian deaths higher in LMICs
- Literature reports pedestrian deaths as higher in children of lower socioeconomic classes





Almost half of deaths are among vulnerable users

Fig. 2. Proportion of road users dying from road traffic injury by mode in the WHO European Region, CIS countries and the EU



Pedestrian safety

A ROAD SAFETY MANUAL
FOR DECISION-MAKERS
AND PRACTITIONERS



World report
on road traffic
injury prevention

Seat-belts and
child restraints

A ROAD SAFETY MANUAL
FOR DECISION-MAKERS
AND PRACTITIONERS



Helmets

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Drinking
and Driving

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Speed
management

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Data systems

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<http://www.who.int/roadsafety/projects/manuals/en/index.html>



World Health
Organization

REGIONAL OFFICE FOR Europe



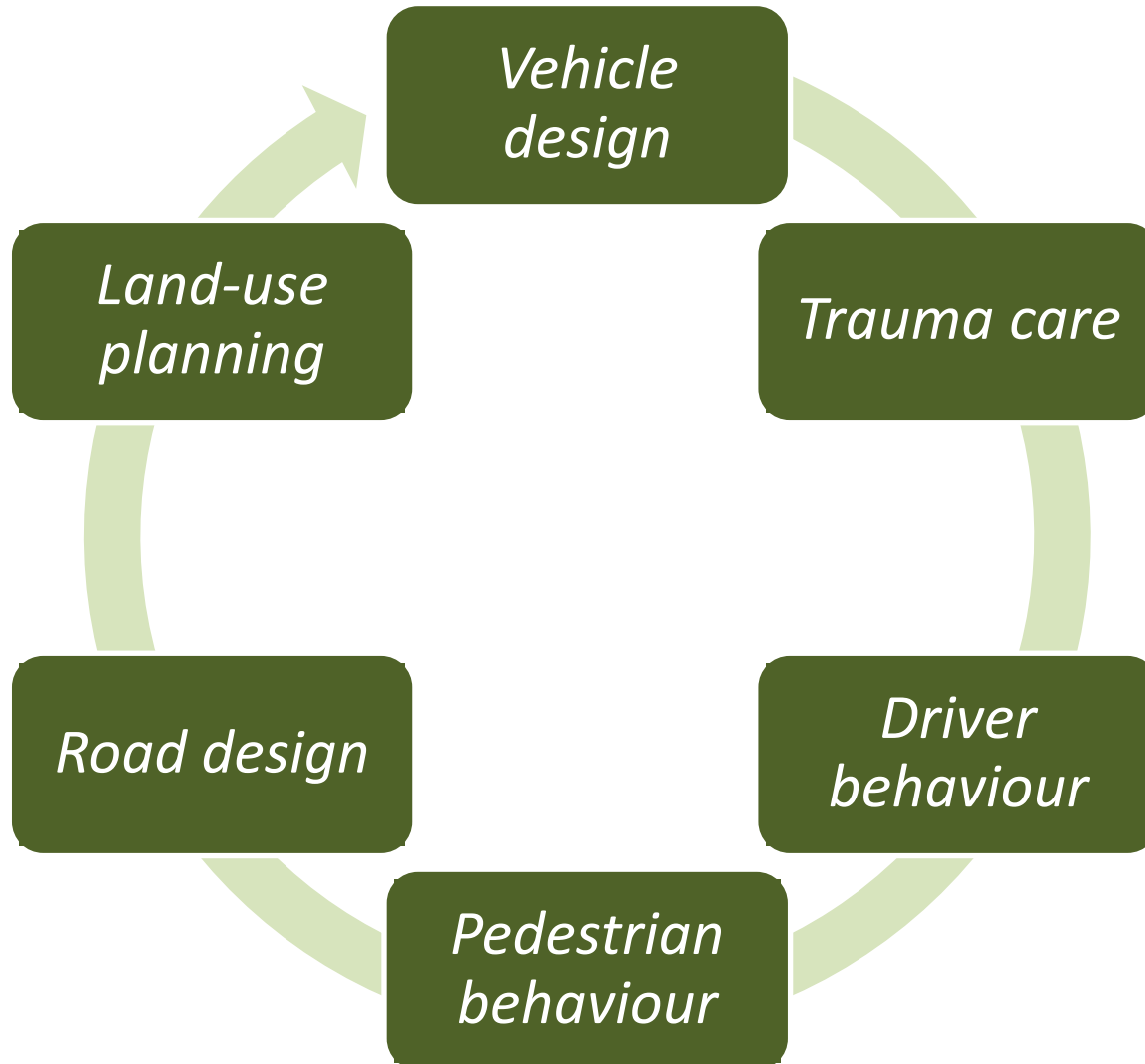


Dedicated to pedestrian safety

Tool kit for policy makers and practitioners:

- the magnitude of pedestrian death and injury;
- key risk factors;
- how to assess the pedestrian safety situation in a country or area and prepare an action plan;
- how to select, design, implement and evaluate effective interventions;
- holistic approach that includes enforcement, engineering and education.

Major risks for pedestrians



Key measures	Examples of Interventions	Effectiveness		
		Proven	Promising	Insufficient evidence
Reduce pedestrian exposure to vehicular traffic	Provide sidewalks			
	Install and/or upgrade traffic and pedestrian signals			
	Construct pedestrian refuge islands and raised medians			
	Construct enhanced marked crossings			
	Provide vehicle restriction/diversion measures			
	Install overpasses/underpasses			
	Improve mass transit route design			
	Reduce traffic volumes by switching journeys from the car to public transport, walk and cycle for distances and purposes where these options work well			
Reduce vehicle speeds	Reduce speed limit			
	Implement area-wide lower speed limit programmes, for example, 30 km/h			
	Implement road-narrowing measures			
	Install speed management measures at road sections			
	Install speed management measures at intersections			
Improve sight distance and/or visibility between motor vehicles and pedestrians	Provide school route improvements			
	Provide crossing enhancements			
	Implement lighting/crossing illumination measures			
	Reduce or eliminate obstruction by physical objects including parked vehicles			
	Install signals to alert motorists that pedestrians are crossing			
	Improve visibility of pedestrians			



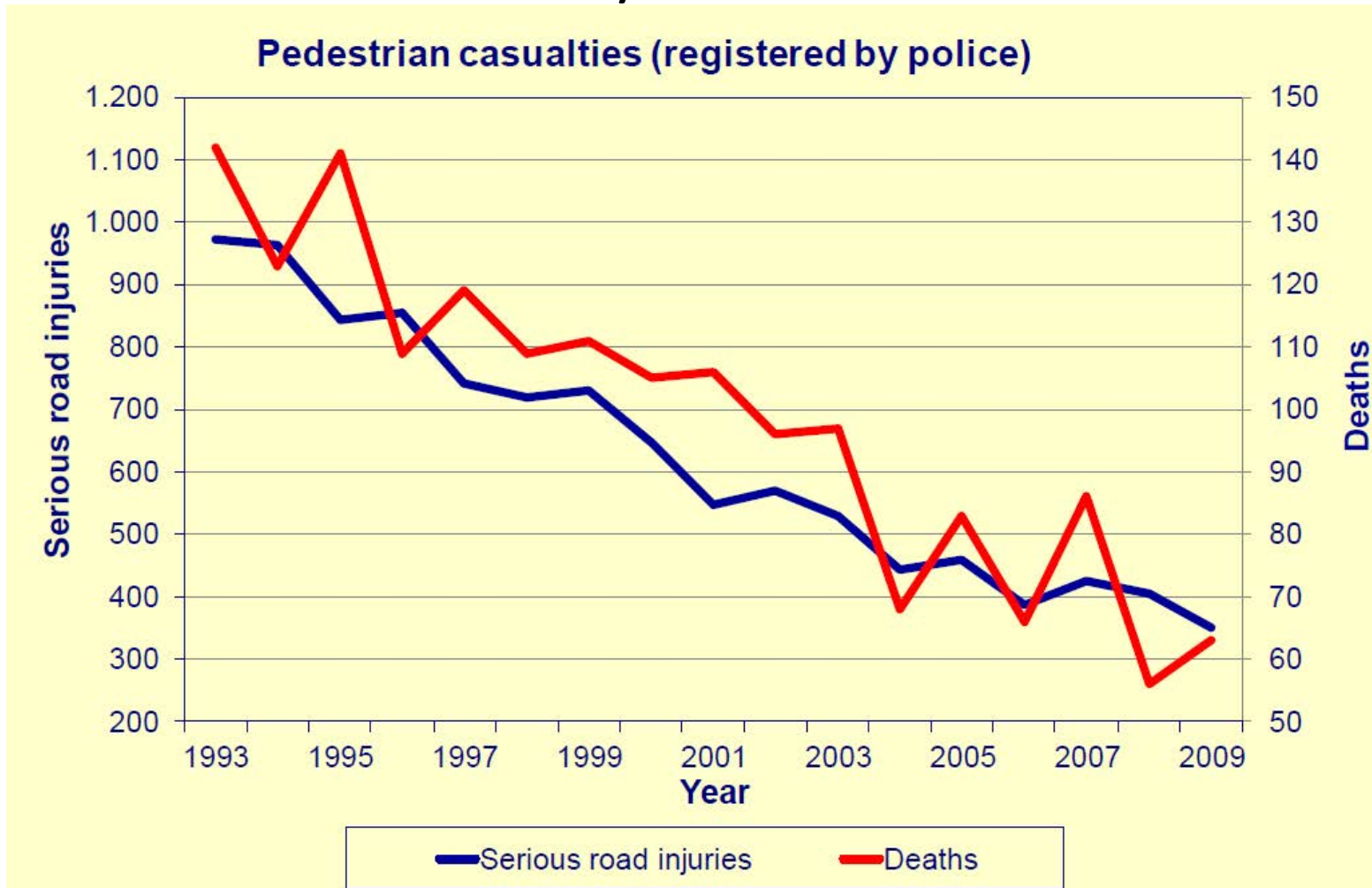
Elements of success

- Effective interventions are available.
- Comprehensive approach with education, engineering, enforcement.
- Pedestrians have diverse needs e.g. children, the elderly and disabled.
- Political leadership at multiple administrative levels and involving multiple stakeholders.
- Plan and allocate resources and set targets.
- Sustain efforts over a long period of time.
- Recognize the need for evaluation.



Success is possible

Pedestrian safety in the Netherlands





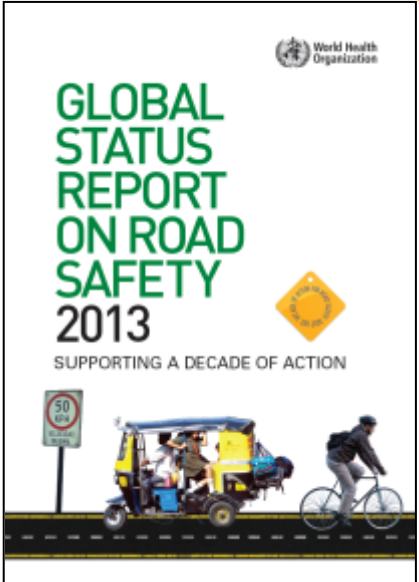
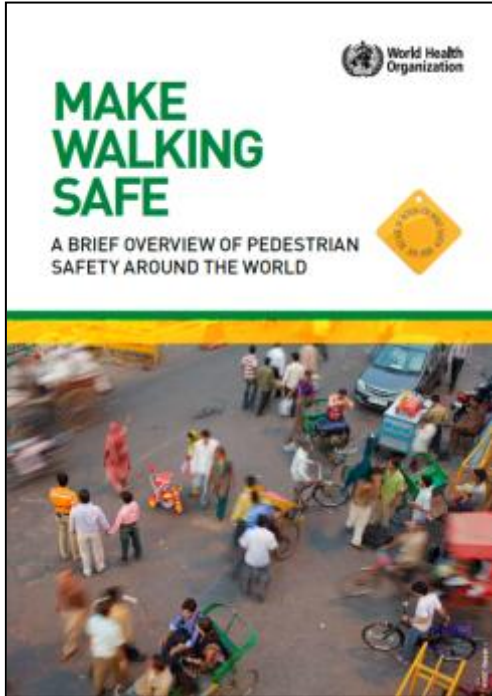
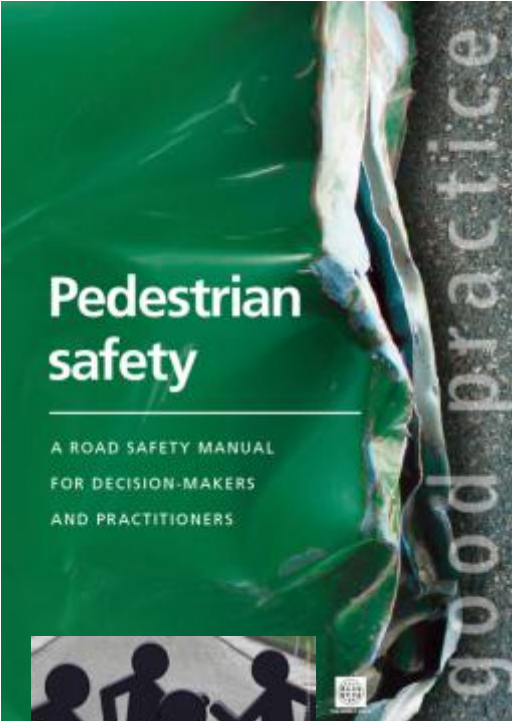
Advocacy for pedestrian safety

- Make land-use planning more accommodating to pedestrian safety and travel;
- Demand safe and walkable communities;
- Change designs to narrow streets, widen sidewalks and install walk signals;
- Have more pedestrianized areas;
- Reduce speed limits for cars;
- Promote the importance of safe walking with benefits to the environment and health by tackling obesity and noncommunicable disease.



World Health Organization

More information



<http://www.who.int/roadsafety/week/2013/en/index.html>

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