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Policies and Management of Road Safety

Experiences from Denmark

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Denmark

- Scandinavian country
- Population 5,4 million
- 43.000 square kilometers
- Highest point 200 m above sea level
- 5 regions
- 12 Police districts
- 98 municipalities
- Many cyclists – almost every Dane owns a bicycle

2013 – a special year for Danish Road Safety



- 25 years anniversary for the first National Road Safety Action plan
- Historic low figures for killed and injured
- Winner of the European Transport Safety Council PIN Award (PIN = Performance Index)
- New National Road Safety Action Plan 2013-2020

How Come?

The Road Safety Commissions Action Plans

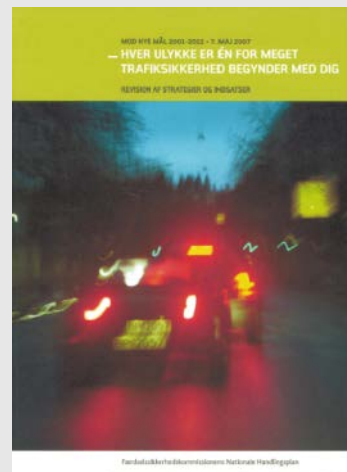
1988-2000



2001-2012



2006-2012



2013-2020

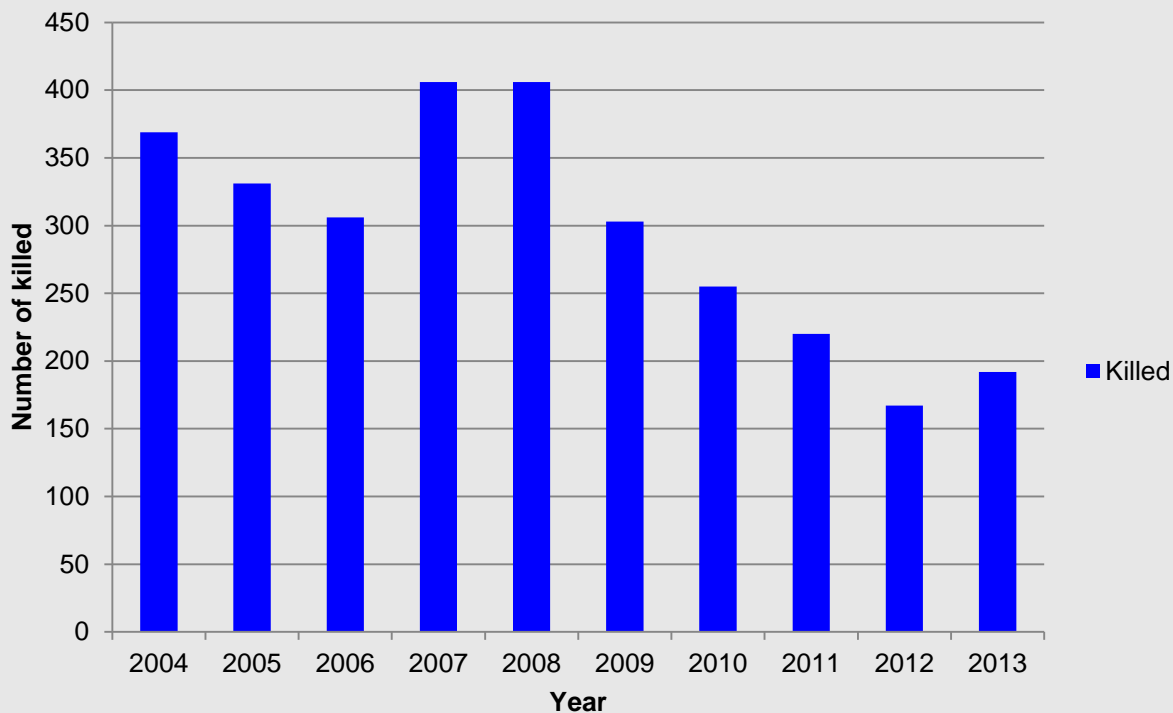


Direction and goals for Road Safety in Denmark since 1988



Focus areas 2013-2020

- Speeding
- Alcohol and drugs
- Inattention
- Failure to wear seat-belts and helmets
- Pedestrians
- Cyclists and moped riders
- Young drivers up to age 24
- Meeting accidents
- Single-vehicle accidents
- Accidents at rural junctions
- Need for research and knowledge



Killed in traffic in Denmark 2004-2013

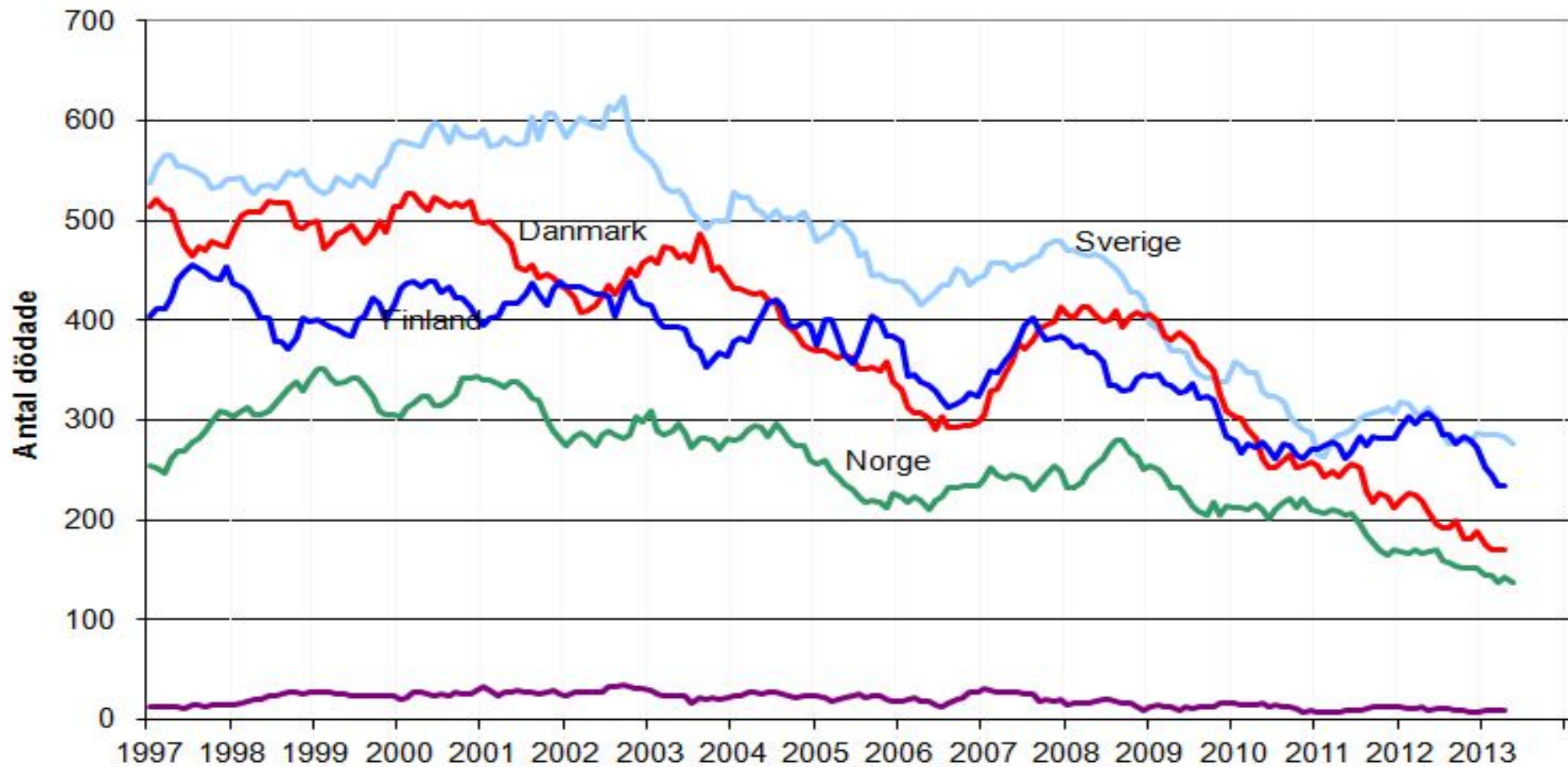
Target 2020:

Max 120 killed

Max 1000 severely injured

Max 1000 slightly injured

Killed in traffic in the Scandinavian Countries 1997-2013





The presentation

Focus on the special Danish Road Safety experiences

- Road Safety Policy
- Road Safety Management
- The future – Road safety Action Plan 2013-2020



Road Safety Policy Vision Zero – the Danish Approach

The Danish Road Safety Commission is working to ensure that:

- *Road users' errors in traffic do not cause serious accidents*
- *Deliberate dangerous driving is kept to a minimum*



Road Safety Management

Main intervention areas has combined

- Legislation
- Road engineering
- Enforcement
- Vehicle Safety
- Communication and Education

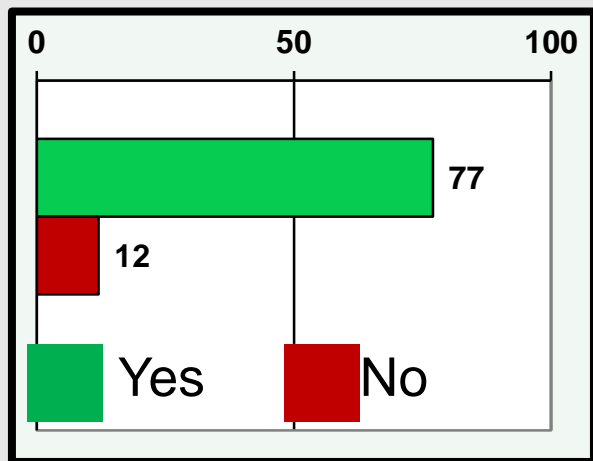


Close cooperation and coordination between key players

- Ministry of Transport - Road and vehicle administration)
- Ministry of Justice – Enforcement and public awareness and Road safety education
- Municipalities, police, NGO's etc.

Road Safety Management

Number of municipalities
with a Road Safety Action
Plan in 2013



- The National Road Safety Action Plan is transformed into local Road Safety Action Plans in Municipalities
- Close cooperation and coordination between responsible central bodies and municipalities
- Close cooperation between local road authorities and local police



Accident data and research

- Danish accident data is very detailed
- The Danish Accident Investigation Board produces thematic reports on different accident types – had played a significant role in media and political decisions
- Annual in-depth-studies of all fatal accidents since 2011



Measures against speeding - Road engineering

- Speed calming measures
- Black spot intersections are pointed out and changed into roundabouts





Measures against speeding - enforcement

- “Automatic” speed control since 2000
- Demerit point system from 2005
- Moped speed – new enforcement to reveal tuned mopeds
- Campaigns in cooperation with Police
-





Vehicle Safety - Tax reduction for safety technology

has induced fast
implementation – also in
small cars:

- ABS
- Double airbags
- ESC



Measures against inattention





Inattention, Road Engineering

- Rumble grooves on two lane rural roads
- Center guardrails



Public and political awareness in media

Proactive press activities since 2001

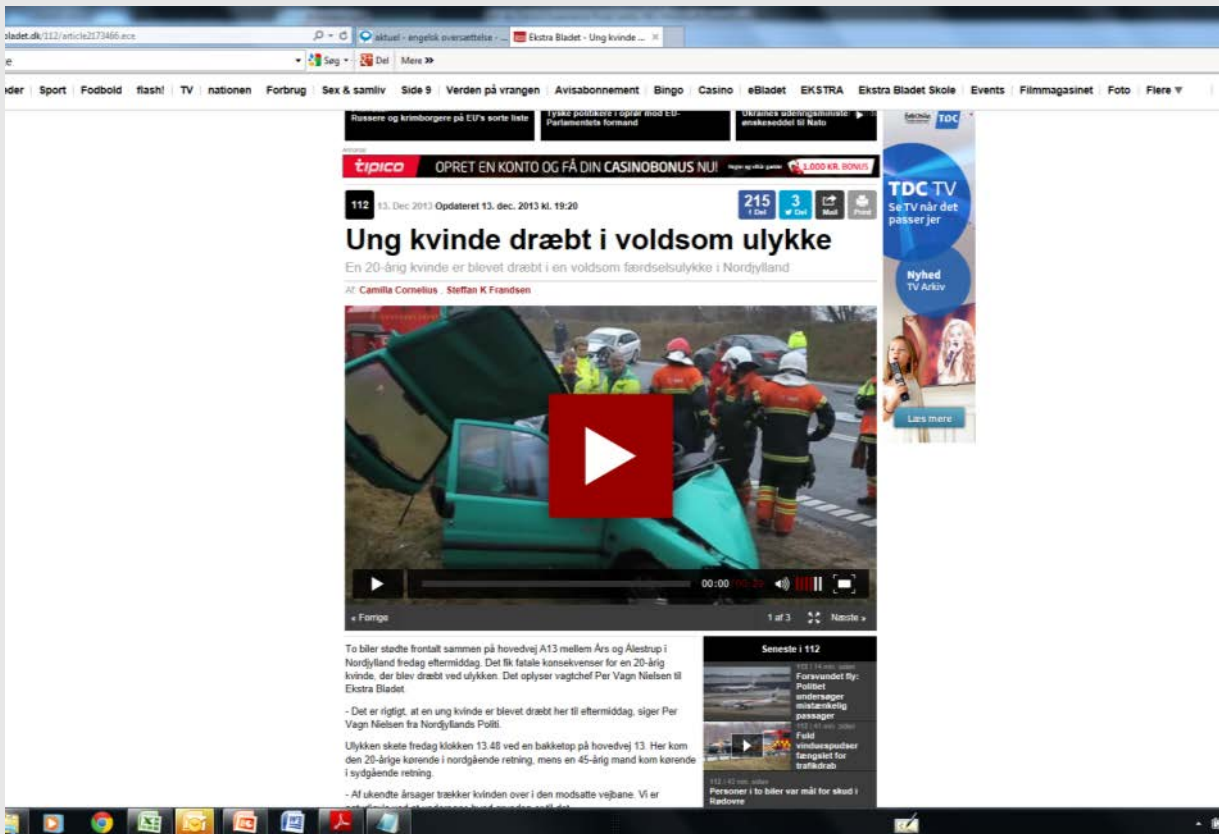
Danish Newspaper timely update
“Death on the roads”

Registration and short description of every fatal traffic accident since 2001



Press coverage: From a few lines to frontpage

- Accidents descriptions changed
- Focus on political initiatives
- Exposure of police enforcement
- From print to TV



The screenshot shows a news article on the Ekstra Bladet website. The main headline is "Ung kvinde dræbt i voldsom ulykke" (Young woman killed in violent accident). The sub-headline reads: "En 20-årig kvinde er blevet dræbt i en voldsom færdselsulykke i Nordjylland" (A 20-year-old woman was killed in a violent traffic accident in North Denmark). The article is dated 13. Dec 2013 and updated at 19:20. The author is Camilla Cornelius, and the reporter is Steffen K. Frandsen. A video player is embedded in the article, showing a scene of a severely damaged red car with emergency responders. Below the video, there is a text summary of the incident: "To biler stødte frontalt sammen på hovedvej A13 mellem Års og Ålestrup i Nordjylland fredag eftermiddag. Det fik fatale konsekvenser for en 20-årig kvinde, der blev dræbt ved ulykken. Det oplyser vagtchef Per Vagn Nielsen til Ekstra Bladet." (Two cars collided head-on on main road A13 between Års and Ålestrup in North Denmark Friday afternoon. It had fatal consequences for a 20-year-old woman who was killed in the accident. The police officer Per Vagn Nielsen tells Ekstra Bladet.)

Press coverage: From a few lines to frontpage

- Accidents descriptions changed
- Focus on political initiatives
- Exposure of police enforcement
- Research reports
- From print to TV

tv2est.dk/arkiv/boderegn-efter-politiaktion-paa-motorvej

of fart


NYHEDER PROGRAMMER TV-GUIDE LIVE-TV NYHEDSBREV KONTAKT LOGIN

FAKE GULEBORGUND HOLBERG KALUNDBORG LOLLAND NESTVED ODSHERRED RINGSTED SLAGELSE SØND STEVNS VORDBINGBORG

Bøderegn efter politiaktion på motorvej

Udgivet den 31.05.2013 09:41 af Jakob Olling 3 kommentarer Facebook Send

Emner: Politiaktion, Fartkontrol, Overvågt, Bøder, Kategori: Kriminalitet og ret



En storstilet kontrol af trafikken på Sydmotorvejen førte i går til en række sigtelser af bilister

En storstilet kontrol af færdslen på Sydmotorvejen førte torsdag til uddelingen af bøder i en lang række kategorier af lovgivningen.

Der var tale om en meget synlig aktion, hvor politiet tydeligt signalerede tilstedeværelse på en motorvejsbro ved Tappemeje, hvor mindst 3 motorcykelberøgte kunne ses fra motorvejen.

60 blev standset

Mellem klokken 14.15 og 16 blev godt 60 køretøjer standset og kontrolleret, og det resulterede i en lang række sigtelser for forskellige overtrædelser.

I alt 27 blev sigtet – for overtrædelse af køretøjsbeslættelsesreglerne, for overtrædelse af registreringsbekendtgørelsen, for overtrædelse af sikkerhedsreglerne, for ikke at have spændt sikkerhedsselet, for at tale i håndholdt mobiltelefon, for at køre for hurtigt, for ikke at have kørekortet med og for at køre i et uanmeldt køretøj. Der blev også konfiskeret en ulovlig knallert.

Også udlændingekontrolafdelingen og Fødevarerstyrelsen deltog i kontrollen.


TIDSMASKINE

TV2
DSTs
kalender
over
nyheder,
udsendelser
og
regionale
kulturtilbud.


	MA	TI	ON	TO	FR	LO	SO
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	31						

GIK DU GLIP AF?


Fandt skarplad pistol i drengævrelse



2 omkommet i voldsom brand på Lolland



Lystfisker fundet ved Rostock



Press coverage: From a few lines to frontpage

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Children

- 90 % reduction in killed and injured children since the 70's
- Traffic safety education mandatory in school
- Focus on child safety in cars and on bicycle
- Parents involved in training and role models in real traffic
- Traffic policies in schools



**Every Accident
is one too many**

- a shared responsibility

Danish Road Safety Commission National Action Plan
2013-2020

Road Safety Action plan 2013-2020 important improvements

- Indicators
- Continuous monitoring
- Driver Education
- Work Related driving
- Facts Sheets
- Hospital data



Conclusions

- It is legal to steal – good experience from abroad and neighbors
- Accident and exposure data
- Clear goals and means
- Clear responsibilities and expectations
- Political support – legislation and funding
- Corporation and coordination central and local
- Proactive media cooperation
- Police enforcement and communication hand in hand





**Best wishes for the future Road
Safety Work in the Region.**

Thank you for your attention

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