

THE SAFETY NETWORK ***LE RÉSEAU-SÉCURITÉ***

Le bulletin officiel de l'Association canadienne des professionnels de la sécurité routière

2012, Issue 4

INTERNATIONAL ROAD SAFETY INITIATIVES

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Editorial

We are living in a globalized world and technology nowadays has made it so easy to get to know the world we live in. Regarding road safety, we have been able to achieve this by sharing ideas and experiences, learning from each other, dis-



covering together, finding solutions, and all this for a much better world for us and the future generations. This feeling has moved us to devote this fall issue of the Safety Network to an overview of international road safety projects and initiatives.

In the year 2004, the World Health Organization released a comprehensive overview of the impact of road traffic injuries. Furthermore, they identified this problem as a worldwide public health issue. It has been estimated that worldwide about 1.3 million people lose their lives every year on the roads. Many have probably heard this number several times, and for some it may not seem that worrying considering a world population of about 7 billion, so let's look at it from a different perspective. This 1.3 million people would be the equivalent to one airplane crashing every hour with 150 people losing their lives. So now answer this, would you be willing to take a flight knowing that every day about 24 airplanes will crash and about 3,500 people will die? Probably not! And yet every day we are road users, travelling by car as drivers or passengers, travelling by bicycle or motorcycle, or by foot or by transit. While we're part of the road system we keep making all kinds of decisions at every moment, and as a system, a wrong decision of one person might affect other users and might increase the risk of a tragedy.

More recently released, the well-known Global Plan for the Decade of Action for Road Safety, which we must all be committed to, aims to guide the efforts across the nations from 2011 to 2020, focusing in road safety management, safer road infrastructure and mobility, safer vehicles, safer road users and better post-crash response. More countries are becoming more aware of this reality, and have identified it as a top priority in their agendas, but still many efforts must be done in order

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to decrease mortality and injuries in our roads, and help mitigate the impact of traffic accidents, which tends to be worse in developing countries.

We trust this issue will give you a brief look at of some very interesting projects and initiatives that are taking place in countries such as Finland, Vietnam, France, India, Costa Rica, United States, and regional initiatives in Latin America, Europe and Africa. Road safety marketing video initiatives across the globe are also part of this issue, as well as other very valuable information.

As usual, don't forget to take a look at announcements, the TAC awards, and recent and upcoming events such as the CMRSC XXIII in Montreal.

Remember, we're part of a society and we must learn to share the road!

Javier Zamora
LanammeUCR, University of Costa Rica

Éditorial

Nous vivons dans un monde qui se « globalise » et, de nos jours, la technologie facilite de beaucoup la connaissance de ce monde que nous habitons. En sécurité routière, nous avons été capables d'y parvenir en partageant des idées et des expériences, en apprenant des uns et des autres, en découvrant ensemble, en trouvant des solutions, et tout cela pour un monde bien meilleur pour nous et les générations futures. Cette impression nous a poussés à consacrer cette édition d'automne du « Réseau-Sécurité » aux projets et initiatives de sécurité routière sur le plan international.

Au cours de l'année 2004, l'Organisation Mondiale de la Santé a publié un rapport exhaustif sur l'impact des accidents routiers. En outre, elle les a identifiés comme un problème mondial de santé publique. Au niveau mondial, il est estimé qu'environ 1,3 millions de personnes perdent la vie chaque année sur les routes. Plusieurs ont probablement entendu ce chiffre à de nombreuses reprises, et pour quelques-uns cela ne semble peut-être pas si préoccupant si l'on considère que la population mondiale est d'environ 7 milliards d'habitants. Mais regardons cela d'un point de vue différent. Ce chiffre de 1,3 millions de personnes serait l'équivalent d'un accident d'avion par heure dans lequel 150 personnes perdraient la vie. Alors posez-vous maintenant la question : seriez-vous disposés à prendre un vol en sachant que tous les jours 24 accidents d'avion se produisent et qu'environ 3,500 personnes sont tuées quotidiennement? Probablement pas! Or, tous les jours nous sommes des usagers de la route se déplaçant en voiture comme conducteurs ou passagers, à

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Nous vivons dans un monde qui se « globalise » et, de nos jours, la technologie facilite de beaucoup la connaissance de ce monde que nous habitons.

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vélo ou à moto, à pied ou en transport public. Comme nous faisons partie du réseau routier, nous prenons toute sorte de décisions à tout moment, et comme pour tout réseau, une mauvaise décision de la part d'une seule personne est susceptible d'affecter d'autres usagers et pourrait augmenter le risque d'une tragédie.



Une publication plus récente, le Plan mondial pour la décennie d'action pour la sécurité routière, est un plan reconnu auquel nous tous devons nous engager. C'est un plan qui vise à guider les efforts parmi toutes les nations à partir de 2011 jusqu'à 2020, en se concentrant sur la gestion de la sécurité routière, des infrastructures routières et une mobilité plus sûres, des véhicules et des usagers de la route plus sécuritaires, et une meilleure qualité de réponse après l'accident. Davantage de pays deviennent de plus en plus conscients de cette réalité, et ils l'ont identifié comme une priorité dans leurs programmes. Mais, il reste encore beaucoup d'efforts à faire pour réduire la mortalité et les blessures sur les routes, et ainsi aider à atténuer l'impact des accidents routiers, lesquels ont tendance à s'aggraver dans les pays en voie de développement.

Nous espérons que cette édition vous donnera un bref aperçu de quelques projets et initiatives très intéressants qui se déroulent dans des pays comme la Finlande, le Vietnam, la France, l'Inde, le Costa Rica, les États-Unis, ainsi que des initiatives régionales en Amérique Latine, en Europe et en Afrique. Des initiatives sous forme de vidéos de promotion de la sécurité routière provenant de différentes régions du globe ont aussi été intégrées dans ce numéro, de même que d'autres informations très précieuses.

Comme d'habitude, n'oubliez pas de jeter un coup d'œil aux avis, aux prix de l'ATC et aux événements récents et à venir, comme la CCMSR XXIII à Montréal.

Rappelez-vous que nous faisons tous partie de la société, il faut donc apprendre à partager la route !

Javier Zamora
LanammeUCR, University of Costa Rica



Une publication plus récente, le Plan mondial pour la décennie d'action pour la sécurité routière, est un plan reconnu auquel nous tous devons nous engager.

International Alcohol Interlock Symposium



Each year, the Traffic Injury Research Foundation (TIRF) hosts the International Alcohol Interlock Symposium.



Résumé : À chaque année, la Fondation de recherches sur les blessures de la route (FRBR) organise le International Alcohol Interlock Symposium (Symposium international sur le verrouillage dû à l'alcool). Le symposium tire son nom (en anglais) de l'antidémarrage avec éthylomètre, un dispositif connecté au système de démarrage d'un véhicule et qui mesure le niveau d'alcool dans un échantillon d'haleine du conducteur. Lorsque le niveau d'alcool dans l'échantillon d'haleine dépasse le taux maximum d'alcoolémie permis, l'antidémarrage avec éthylomètre verrouille le système de démarrage du véhicule. La 13e édition du Symposium a eu lieu du 9 au 11 septembre 2012 à Helsinki, en Finlande, et a réuni plus de 130 participants provenant de 21 pays. La FRBR et TraFi, l'Agence finlandaise de sécurité des transports, ont collaboré pour l'organisation de l'édition 2012 du Symposium.

Each year, the Traffic Injury Research Foundation (TIRF) hosts the International Alcohol Interlock Symposium. An alcohol ignition interlock device is a breath testing device attached to a car's starter system; it prevents the car from being started when a pre-set level of alcohol is detected in the breath sample provided by the driver of the vehicle.

The 13th edition of this event took place earlier this year in Helsinki, Finland, from September 9th-11th and involved more than 130 attendees, representing 21 countries. TIRF collaborated with Trafi, the Finnish Transport Safety Agency, to organize and host this year's symposium.

The theme of the symposium was "Alcohol Interlocks: Opportunities to Improve Traffic Management" to emphasize that interlocks can be used in different applications with various populations. This includes not only drink driving offenders as an effective means to prevent recidivism, but also drivers in commercial programs like bus drivers and taxi drivers. These drivers have not necessarily offended before and the interlock device is used more as a proactive safety measure rather than a way to prevent recidivism.

The event featured a broad range of speakers who shared their perspectives on current strategies to reduce impaired driving in Europe, the important role that law enforcement plays in preventing impaired driving and supporting interlock programs, and some of the common implementation challenges faced in several European countries. International representatives spoke about the progress made in passing interlock legislation and the proposed or ongoing implementation of new interlock programs in Poland, New Zealand, Germany, Austria, and the Australian Capital Territory.

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Speakers from grassroots organizations, including Mothers Against Drunk Driving (MADD) US and Canada described public awareness efforts and how these campaigns have evolved. Activities to encourage jurisdictional reciprocity such that drivers can be tracked across jurisdictions were also explored. And, efforts to enhance the protection and sharing of interlock data were showcased as some countries have made great strides in this area.

A key topic on this year's agenda was new research and key findings were shared and discussed to inform the delivery of alcohol interlock programs. Presentations featured new research on the perspectives of commercial drivers in interlock programs, the potential of online treatment programs to augment the delivery of interlock programs and the characteristics of drunk drivers.

Presentations from Europe, Australia and North America also centered on the emergence of organizations to bring together program administrators, the importance of leadership, and the benefits associated with coordination and cooperation among interlock program administrators. Specifically with respect to North America, a presentation was made about the recently formed Association of Ignition Interlock Program Administrators (AIIPA). Overall, the event produced insight into opportunities to move forward and continue to make interlock programs more robust for various populations.

In honor of Barry Sweedler, a road safety professional with an influential career in the field of drink driving who passed away in 2009, the Barry Sweedler Award is conferred upon one recipient each year to support their participation in the Alcohol Interlock

Symposium. The winner of this year's award was Mr. Ilyas Daoud, a Project Officer at the European Transport Safety Council (ETSC). He was acknowledged for his leadership on the issue of interlocks as part of ETSC's Safe and Sober campaign.

Ward VanLaar
Traffic Injury Research Foundation



From left to right: Robyn Robertson (TIRF), Ilyas Daoud (Recipient), Anne Vehmas (Nominee), Ilona Buttler (Nominee), Rachel Muscat (Nominee), Sara Oglestone (TIRF), and Ward VanLaar (TIRF). Absent: Rita Thomas (Nominee)

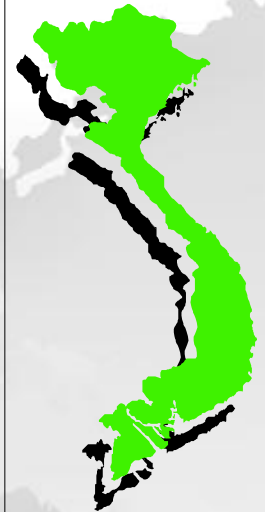


The Barry Sweedler Award is conferred upon one recipient each year to support their participation in the Alcohol Interlock Symposium.

Vietnam Road Safety Project



The Vietnam Road Safety Project (VRSP), funded by the World Bank (WB), is designed with the overall goal to reduce poverty and vulnerability by reducing the incidence and severity of road injuries and fatalities in Vietnam.



The World Health Organization (WHO) and the World Bank jointly issued the World Report on Road Traffic Injury Prevention on World Health Day 2004, a day dedicated by WHO to the improvement of global road safety. Implementing the report's recommendations has become a high priority for low and middle income countries. In Vietnam, the Gross National Income in 2007 was US\$790 per capita (WHO, 2008) and based on official figures, the road traffic risk is 15 fatalities per 100,000 inhabitants, however there is huge under-reporting since a fatality is only counted as such if someone in the collision dies at the scene.

The Vietnam Road Safety Project (VRSP), funded by the World Bank (WB), is designed with the overall goal to reduce poverty and vulnerability by reducing the incidence and severity of road injuries and fatalities in Vietnam. It is a 3 year project focused on 3 pilot corridors (not the whole country).

The project has three components: Institutional and Capacity Building, Demonstration and Awareness Campaign, Monitoring and Evaluation.

Institutional and Capacity Building program

In her role as Road Safety Strategy Manager, Mavis Johnson provides technical assistance and project implementation support to strengthen the management and technical capacity of many government partners. She is also responsible for preparing a performance-based national road safety strategy and investment plan for the longer term.

The project team comprises 20 international experts and 26 national experts who work closely with all project stakeholders.

There are 7 subcomponents:

- Black spot treatment program and road safety audits
- Vehicle inspection computer system upgrade
- Upgrading driver training and testing
- Traffic safety enforcement (including pilot test of electronic enforcement)
- Road user education and awareness campaigns
- Road safety education in schools
- Road accident emergency treatment

In addition a new National Road Accident Data System is under development.

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Progress

Despite some setbacks, Table 1 indicates that a general improvement is obvious in most areas. While the success in raising the numbers of motorcyclists wearing helmets looks impressive, sadly the quality of the helmets leaves much to be desired.

Table 1—Outcome indicators

Outcome indicators	VRSP implementation		
	Available Baseline	Current (Mar 2012)	Target (Dec 2012)
Accident rate per 100 million vehicle km;	8.5 (Oct 2009)	6.3	3.83
Fatality rate per 100 million vehicle km;	8.8 (Oct 2009)	5.4	3.96
Injury rate per 100 million vehicle km;	2.8 (Oct 2009)	3.3	1.26
% of traffic exceeding posted speed limits;	30 (May 2008)	37.7	15
% of motorcycle riders wearing helmets;	25 (Dec 2004)	97	100
% of motorcycle drivers licensed;	73 (Feb 2009)	97	100

Conclusions

Vietnam, much like many other countries in the region, has experienced a boom in motorized vehicles and urbanization, which combined with insufficient transport infrastructure, has created a serious problem in terms of road traffic accidents. All indications are that this trend is going to continue. The knowledge, understanding and compliance with traffic rules and regulations of road users are still at a low level.

Thirty-three million motorcycles were registered in 2010 and the Vietnam Registry forecasts that these numbers will grow to 40 million in 2014 and 49 million in 2020. In view of this extreme growth, motorcycles will continue to play an important role in traffic safety in the future and special attention has been given to this transport mode in the Vietnam road safety strategy, in terms of infrastructure, enforcement and road safety awareness campaigns.

Although road safety management has improved, it is still inconsistent and does not meet international good practice. All these issues have been taken into consideration in developing the next road safety strategy, VietnamRSP2.

Mavis Johnson
Canadian Road Safety Institute

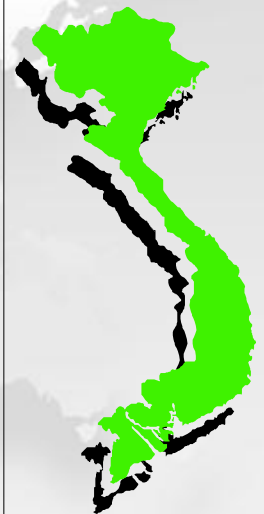


Vietnam, much like many other countries in the region, has experienced a boom in motorized vehicles and urbanization, which combined with insufficient transport infrastructure, has created a serious problem in terms of road traffic accidents.

Project de sécurité routière au Vietnam



Le Projet de sécurité routière – Vietnam (VRSP), financé par la Banque mondiale (BM), a été pensé en fonction de l'objectif global de réduction de la pauvreté et de la vulnérabilité en diminuant l'incidence et la gravité des blessures de la route ainsi que des décès au Vietnam.



L'Organisation mondiale de la santé (OMS) et la Banque mondiale ont publié conjointement le Rapport mondial sur la prévention des traumatismes dus aux accidents de la circulation lors de la Journée mondiale de la Santé 2004, une journée consacrée par l'OMS à l'amélioration de la sécurité routière mondiale. La mise en œuvre des recommandations du rapport est devenue hautement prioritaire pour les pays à faible revenu et à revenu intermédiaire.

Au Vietnam, en 2007, le revenu national brut était de 790 \$ US par habitant (OMS, 2008) et d'après les chiffres officiels, le risque routier est de 15 décès par 100 000 habitants. Cependant, il existe une importante omission dans les enregistrements puisqu'un décès n'est comptabilisé comme tel que si la personne impliquée meurt sur les lieux de l'accident.

Le Projet de sécurité routière – Vietnam (VRSP), financé par la Banque mondiale (BM), a été pensé en fonction de l'objectif global de réduction de la pauvreté et de la vulnérabilité en diminuant l'incidence et la gravité des blessures de la route ainsi que des décès au Vietnam. D'une durée de trois ans, le projet se concentre sur trois couloirs pilotes et non sur l'ensemble du pays.

Le projet comporte trois volets : renforcement des capacités institutionnelles, démonstration et campagne de sensibilisation, suivi et évaluation.

Programme de renforcement des capacités institutionnelles

En tant que directrice de la stratégie en sécurité routière, Mavis Johnson fournit une assistance et un soutien à la mise en œuvre du projet afin d'améliorer la capacité de gestion et la capacité technique de plusieurs des partenaires du gouvernement. Elle est également responsable de la préparation d'une stratégie nationale de sécurité routière liée à la prescription de résultats ainsi que d'un plan d'investissement à long terme.

L'équipe de projet est formée de 20 experts internationaux et de 26 experts nationaux qui travaillent en étroite collaboration avec tous les acteurs du projet.

Voici les sept sous-composantes :

- Programme de traitement des « points noirs » et audits de sécurité routière
- Contrôle technique de la mise à jour du système informatique des véhicules
- Amélioration de la formation et de l'évaluation des conducteurs
- Contrôle policier de la circulation routière (incluant un essai pilote d'un contrôle

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automatisé)

- Campagnes de sensibilisation et éducation à la sécurité routière des usagers
- Éducation à la sécurité routière dans les établissements scolaires
- Soins d'urgence à la suite d'accidents routiers

En outre, une nouvelle base de données nationale des accidents routiers est en cours de développement.

État d'avancement

Malgré quelques reculs, le Tableau 1 montre une amélioration générale évidente dans la plupart des champs. Même si le succès de l'augmentation du nombre de motocyclistes portant un casque peut sembler impressionnant, la qualité des casques, elle, laisse malheureusement à désirer.

Tableau 1—Indicateurs de résultats

Indicateurs de résultats	Mise en œuvre du VRSP		
	Référence de départ disponible	Actuel (Mars 2012)	Cible (Déc. 2012)
Taux d'accident par 100 millions de véhicules-km;	8.5 (Oct. 2009)	6.3	3.83
Taux d'accidents mortels par 100 millions de véhicules-km;	8.8 (Oct. 2009)	5.4	3.96
Taux d'accidents corporels par 100 millions de véhicules-km;	2.8 (Oct. 2009)	3.3	1.26
% du trafic excédant les limites de vitesses affichées;	30 (Mai 2008)	37.7	15
% des motocyclistes portant un casque;	25 (Déc. 2004)	97	100
% des motocyclistes détenant un permis de conduire;	73 (Fév. 2009)	97	100

Conclusion

Comme beaucoup d'autres pays de cette région, le Vietnam a connu une forte progression du nombre de véhicules motorisés ainsi que de l'urbanisation qui, combiné à des infrastructures insuffisantes, a entraîné de sérieux problèmes d'accidents de la route. Tout porte à croire que cette tendance va se poursuivre. La connaissance, la compréhension et le respect des règles de la circulation des usagers de la route sont encore à un niveau peu élevé.

Trente-trois millions de motos ont été enregistrées en 2010 et le Bureau d'immatriculation du Vietnam prévoit que ces chiffres augmenteront à 40 millions en 2014 et 49 millions en 2020. Compte tenu de cette croissance extrême, les motos contin-

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Comme beaucoup d'autres pays de cette région, le Vietnam a connu une forte progression du nombre de véhicules motorisés ainsi que de l'urbanisation qui, combiné à des infrastructures insuffisantes, a entraîné de sérieux problèmes d'accidents de la route.

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ueront dans l'avenir à jouer un rôle important en sécurité routière. C'est pourquoi une attention particulière a été apportée à ce mode de transport dans la stratégie de sécurité routière au Vietnam en matière d'infrastructures, de contrôle policier et de campagnes de sensibilisation en sécurité routière.

Même si la gestion en matière de sécurité routière s'est améliorée, elle est encore incohérente et ne répond pas aux bonnes pratiques internationales. Tous ces enjeux ont été pris en considération dans l'élaboration de la prochaine stratégie en sécurité routière VietnamRSP2.

Mavis Johnson
Canadian Road Safety Institute



Même si la gestion en matière de sécurité routière s'est améliorée, elle est encore incohérente et ne répond pas aux bonnes pratiques internationales.



Costa Rica, a middle income Central American country with a population close to 5 million people, has a traffic accident mortality rate of around 15 per 100.000 inhabitants, a little below the Latin American average, but almost 3 times greater than higher income countries.

Road Safety Overview in Costa Rica



Résumé: Comparativement aux pays plus riches, le Costa Rica a un taux plus élevé de décès dus aux accidents de la route, mais de nombreux efforts ont été effectués pour réduire ce taux. Des campagnes efficaces de sécurité routière et des nouvelles initiatives comme l'utilisation de radars photo pour contrer les excès de vitesse, un nouveau laboratoire sur la sécurité routière, ainsi qu'un nouveau Code de la route, vont contribuer à une culture de la sécurité routière, améliorant ainsi la qualité de vie des Costaricains.

Costa Rica, a middle-income Central American country with a population close to 5 million people, has a traffic accident mortality rate of around 15 per 100,000 inhabitants, a little below the Latin American average, but almost 3 times greater than higher income countries. In 1979, the Costa Rican Road Safety Council (COSEVI) was created to guide road safety actions and policies among stakeholders, promoting common goals and targets. Political issues and budget restrictions have complicated the efforts in decreasing traffic accident rates.



In terms of road safety campaigns, one of the most successful ones in the last ten years has been the use of seatbelts, a campaign supported by the FIA Foundation and developed mainly by COSEVI. A heart icon with a fastened seatbelt was designed for this campaign, and according to the final report, the driver seatbelt wearing rates went from 24% to 82%, over a period of 1 year. Motorcycle helmet campaigns have also been very successful.

There are currently some important road safety initiatives ran by COSEVI and Traffic Police. Automatic speed photo radar enforcement is about to start, covering the main spots on highways and roads with higher fatality rates, including some schools. Traffic police officers are now using hand-held devices for traffic accident reports, in order to improve crash data collection.



Automated speed photo radar enforcement in Costa Rica

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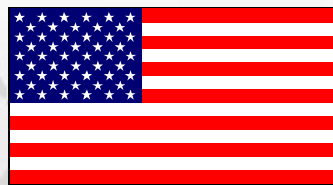
Regarding new technology, the Transportation Infrastructure Program (PITRA) of the National Laboratory of Materials of the University of Costa Rica (LanammeUCR) has a highly qualified Road Safety team, focusing on applied research projects, specifications and road safety manuals for the country, Road Safety Audits, courses and training, and a new Road Safety Lab.



New road traffic legislation is finally in force, introducing important changes regarding enforcement, sanctions, blood alcohol levels, driver training, road safety education and others, aiming to foster a road safety culture in the country, enhance the quality of life of Costa Ricans and commit to the Decade of Action for Road Safety.

Javier Zamora
LanammeUCR, University of Costa Rica

Association of Transportation Safety Information Professionals



Résumé: L'Association of Transportation Safety Information Professionals (ATSIP) est un organisme international à but non-lucratif, basé aux États-Unis, dont la mission est de favoriser le développement et le partage des procédures systémiques et des outils ainsi que de promouvoir le professionnalisme dans le domaine des données routières. En 2009, l'ATSIP est passée de sous-comité au sein du National Safety Council (NSC) à une association professionnelle autonome. L'adhésion est ouverte à tout professionnel œuvrant dans les domaines de la collection, la gestion et l'analyse de données en sécurité routière.

The Association of Transportation Safety Information Professionals (ATSIP) is a nonprofit U.S. based international organization with a mission to further the development and sharing of traffic records system procedures and tools, as well as to promote professionalism in the field of traffic records. In 2009 ATSIP migrated from a sub-committee under the National Safety Council (NSC) to a stand-alone professional association. Membership is open to any professional working within the areas of traffic safety data collection, management, and analysis.

ATSIP has an Executive Board of elected officers, composed of members from the

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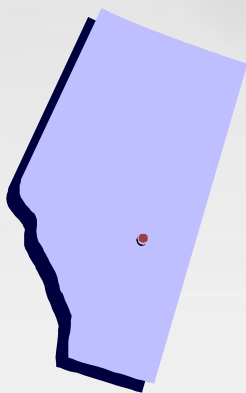
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various regions of the United States, liaisons from federal agencies, and other national and international organizations. ATSIP's board also includes members-at-large who are responsible for projects reaching common goals, identifying problems and opportunities, setting goals, making action plans, and communicating officially with the executive board. Dr. Ward Vanlaar, a CARSP board member sits on ATSIP's board as a member-at-large.

Each year ATSIP hosts the Traffic Records Forum. As the largest conference in the world of its kind, the Traffic Records Forum brings together professionals who are involved in all aspects of collecting, managing, and using traffic records/highway safety data to help save lives. The program varies from year to year based on current trends and needs, and additional training sessions provided by other agencies are typically scheduled during the Forum. This year, the Forum took place in Biloxi, Mississippi, October 28-31. The Forum has its own website and can be accessed at www.trafficrecordsforum.org. Information about the Forum as well as links to previous Forums are available through this site.

In 2013, for the first time, ATSIP will host a Special Session of the Traffic Records Forum in conjunction with Edmonton's fifth International Conference on Urban Traffic Safety in Edmonton, April 28th – May 2nd. This Special Session is hosted in collaboration with Edmonton's Office of Traffic Safety (OTS) and co-hosted by the Traffic Injury Research Foundation (TIRF). The theme of this Special Session is "Data Integration: Linking Data to Help Save Lives". A call for abstracts has been issued for the Special Session. For more information, go to: www.trafficsafetyconference.com.

Ward Vanlaar
Traffic Injury Research Foundation



In 2013, for the first time, ATSIP will host a Special Session of the Traffic Records Forum in conjunction with Edmonton's fifth International Conference on Urban Traffic Safety in Edmonton, April 28th – May 2nd.



Road safety videos from around the world

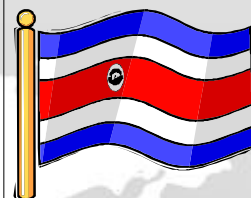


Governments and road safety groups around the world are doing a lot of promotion on safe and responsible driving. Here is a very small sample of what is done elsewhere.



Education

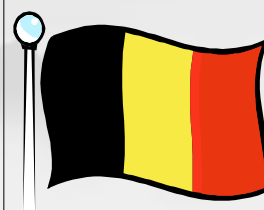
The Costa Rican Road Safety Council has created the “Brigada Vial”, which is a cartoon Road Safety Squad including road safety superheroes. This cartoon is used to educate children about road safety, mainly situations that apply to their lives. One of the videos



explains that highways are dangerous and pedestrians should cross at designated areas. It can be found at: <http://www.youtube.com/watch?v=ciTOHoHvXAM>.

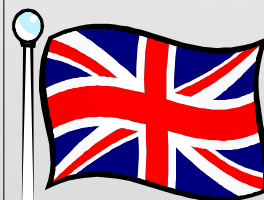
Texting and Driving

Responsible Young Drivers (RYD) promotes road safety and draws the attention to mainly young drivers asking them to demonstrate responsible driving. Their Belgium branch’s “Impossible texting and driving test” video has had more than 1.5 million hits: <http://www.ryd.be/en/index.php>



Seatbelts

The Department for Transport of the United Kingdom runs the THINK! campaign. THINK! provides road safety information for road users. Their aim is to encourage

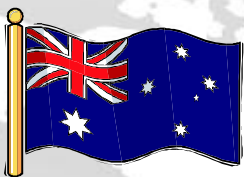


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(Continued from page 15)



safer behaviour to reduce the number of people killed and injured on UK roads every year. A few of their videos can be found on YouTube, including this one, promoting the use of seatbelts: <http://www.youtube.com/watch?v=OsHL30Z60kg>



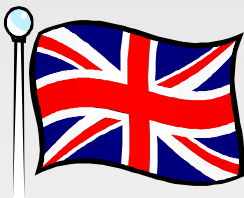
Speeding

The Transport Accident Commission (TAC) of the State of Victoria, in Australia has done a lot of promotional videos as part of their road safety campaigns, and most can be found on their website:

<http://www.tacsafety.com.au>. Here's the link to one that shows the impact of a 5 km/h speed reduction: http://www.youtube.com/watch?feature=player_detailpage&v=SuY_VHzKdjc



www.youtube.com/watch?feature=player_detailpage&v=SuY_VHzKdjc



Drinking and Driving

In November 2000, Northern Ireland's Department of the Environment launched an anti drink-drive campaign named "SHAME". This campaign ran for 5 years and carried the strap line NEVER EVER DRINK AND DRIVE, COULD YOU LIVE WITH THE SHAME? This campaign has since been replaced with a new one named "Just One", but one of the SHAME commercials was very powerful and was even adapted for use in other countries. Details regarding the SHAME campaign can be found at: <http://adfx.ie/cases/cases02/shame.pdf>



can be found at: <http://adfx.ie/cases/cases02/shame.pdf>

WARNING - this video is disturbing. It can be found at: <http://www.youtube.com/watch?v=TF16euYud6Q>

Josée Dumont
CIMA+

Le monde de la sécurité routière en vidéos



Partout dans le monde, les gouvernements ainsi que les organismes prônant la sécurité routière font la promotion de la conduite sécuritaire et responsable. Vous trouverez dans cet article quelques vidéos publicitaires réalisées ailleurs dans le monde.

Éducation



Le Conseil de sécurité routière costaricain a créé la « Brigada Vial ». Il s'agit de dessins animés dans lesquels des super-héros font la promotion de la sécurité routière auprès des enfants, tout particulièrement dans le cas de leurs déplacements courants. Une de ces vidéos explique les dangers que présente

le fait de traverser une autoroute. Vous pouvez la voir en cliquant sur le lien suivant : <http://www.youtube.com/watch?v=ciTOHoHvXAM>.

Texter et conduire

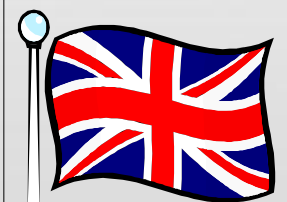
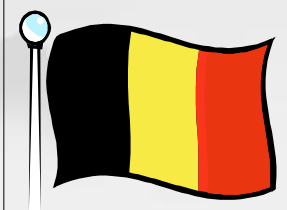
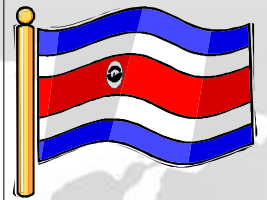
L'organisme Jeunes conducteurs responsables (Responsible Young Drivers – RYD) fait la promotion de la sécurité routière auprès des jeunes conducteurs afin de les sensibiliser aux dangers de la route. Leur division belge a réalisé une vidéo qui a été vue plus de 1,5 millions de fois sur YouTube : <http://www.ryd.be/en/index.php>.



Ceintures de sécurité

Le ministère des Transports de la Grande-Bretagne a créé une campagne de sensibilisation à la sécurité routière nommée « THINK! » (Pensez-y!). Cette campagne donne

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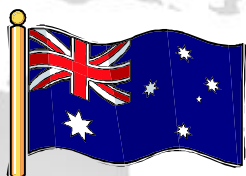


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de l'information et encourage les comportements responsables afin de diminuer le nombre de décès et de blessures dus à des accidents de la route. Plusieurs vidéos de cette campagne peuvent être vues sur YouTube, dont celle-ci, qui encourage le port de la ceinture de sécurité : <http://www.youtube.com/watch?v=OsHL30Z60kg>.

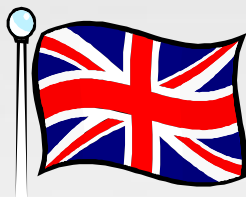
Vitesse



La Commission des accidents dans les transports (TAC) de l'État de Victoria en Australie a aussi réalisé un nombre important de vidéos publicitaires dans le cadre de leurs diverses campagnes de sécurité routière. La plupart de ces vidéos peuvent être vues sur leur site web : <http://www.tacsafety.com.au>. L'une de ces vidéos démontre la différence que peut faire une réduction de la vitesse de 5 km/h : http://www.youtube.com/watch?feature=player_detailpage&v=SuY_VHzKdjc.



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Conduite en état d'ébriété

En novembre 2000, le ministère de l'Environnement de l'Irlande du Nord a lancé une campagne contre la conduite en état d'ébriété appelée « SHAME » (la honte). Cette campagne, qui s'est déroulée sur 5 ans, avait pour thème : « Ne conduisez

jamais, au grand jamais, en état d'ébriété. Pourriez-vous vivre avec la honte ? » Une autre campagne, appelée « Juste une », l'a suivie, mais l'une des publicités de la campagne SHAME était si saisissante qu'elle a été adaptée et diffusée dans d'autres pays. Pour plus d'informations sur la campagne SHAME, vous pouvez visiter le <http://adfx.ie/cases/cases02/shame.pdf>.

AVERTISSEMENT : la vidéo est saisissante, voire dérangeante. Pour la voir, cliquez sur le lien suivant : <http://www.youtube.com/watch?v=TF16euYud6Q>.

Josée Dumont
CIMA+

Ibero-American Road Safety Congress

Résumé: Le Congreso Iberoamericano de Seguridad Vial (CISEV) est devenu le forum multidisciplinaire de sécurité routière le plus en vue de l'Ibéro-Amérique, qui comprend l'Amérique Latine, l'Espagne et le Portugal. Son premier congrès fut tenu au Costa Rica en 2008, puis en Argentine en 2010 et le troisième a eu lieu cette année 2012 en Colombie. Le CISEV est devenu une réussite grâce à l'échange d'information sur les expériences en sécurité routière, aux discussions sur les projets de recherche technique, et à la promotion d'une plus grande collaboration entre les professionnels de la région.

In 2006, the Ibero-American Road Institute (IVIA, in Spanish) emerged as an initiative to create a collaboration network in the region devoted to road infrastructure and road safety.

IBEROAMÉRICA POR LA SEGURIDAD VIAL

In 2006, the Ibero-American Road Institute (IVIA, in Spanish) emerged as an initiative to create a collaboration network in the region devoted to road infrastructure and road safety. With founding members from Costa

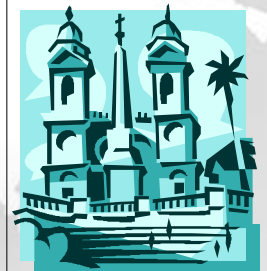
Rica, Spain, Brazil, Portugal, Peru and Mexico, the headquarters were established in Madrid, Spain. In 2007, conversations between the Costa Rican, Mario Arce, co-founder of the institute, and members of IVIA in Spain, including its current director Jacobo Díaz, envisioned the idea of the first Ibero-American Road Safety Congress (CISEV, in Spanish), which took place in San José, Costa Rica in 2008; indeed a very successful event gathering 400 professionals from 24 countries to discuss road safety from a multidisciplinary perspective. The second congress was held in Buenos Aires, Argentina, in 2010, with a participation of over 1,000 people from 23 countries.

The third Ibero-American Road Safety Congress took place last June in Bogotá, Colombia. Some of the goals of this congress were to exchange information on road safety experiences among the nations, discuss technical and applied research projects, and promote the strengthening of collaboration between professionals on this field. The 150 papers presented included topics on institutional and legal framework of road safety, photo radar, vulnerable road users, safer vehicles, driver education, road safety policy, road infrastructure, road safety audits, older road users, risk perception,

psychological aspects, police enforcement, post-accident emergency and medical services, and many others. In addition to the technical sessions, discussion panels also took place on topics such as the Decade of Action for Road Safety, worldwide and regional road safety strategies.



Exhibitor booth at third Road Safety Congress



(Continued on page 20)

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With over 800 participants from 19 countries, the successful congress closed with the signing of the "Declaration of Bogotá", addressing the most important needs of Latin America in road safety and the challenges that the region is currently facing. Miguel Peñaloza, Minister of Transport of Colombia, summarized these challenges at the closing ceremony in "the humanization of the roads". In 2014, Mexico will proudly be hosting the fourth congress.

Javier Zamora
LanammeUCR, University of Costa Rica

How does Canada compare to other countries in terms of road safety?

Data provided in the *Global Status Report on Road Safety 2009*, published by the World Health Organization, presents a ranked list of 178 countries in terms of their fatality rate per 100,000 population. It should be noted that some of the countries are quite small (e.g. Marshall Islands) and have a correspondingly limited road network. As well, other countries did not release data on fatalities (due to traffic collisions) therefore they are not included in the tables below. Where does Canada rank? Canada is the 25th country with the lowest fatality rate amongst the 178 countries listed. More information can be found at:

http://www.photius.com/rankings/road_traffic_deaths_country_rankings_2009.html

Table 1: Countries with the highest traffic death rate (per 100,000 population)

Rank	Country	Rate per 100,000 population	Reported number of traffic deaths
1	Eritrea	48.4	81
2	Cook Islands	45.0	6
3	Egypt	41.6	15983
4	Libya	40.5	2138
5	Afghanistan	39.0	1779
6	Iraq	38.1	1932
7	Angola	37.7	2358
8	Niger	37.7	570
9	United Arab Emirates	37.1	1056
10	Gambia	36.6	54



Eritrea has the highest traffic death rate in the ranked list of 178 countries worldwide.

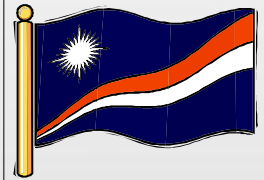
Table 2: Countries with the lowest traffic death rate (per 100,000 population)

Rank	Country	Rate per 100,000 population	Reported number of traffic deaths
169	Japan	5.0	6639
170	Norway	5.0	233
171	Switzerland	4.9	370
172	West Bank & Gaza Strip	4.9	188
173	Netherlands	4.8	791
174	Singapore	4.8	214
175	Uruguay	4.3	145
176	Malta	3.4	14
177	San Marino	3.2	1
178	Marshall Islands	1.7	1

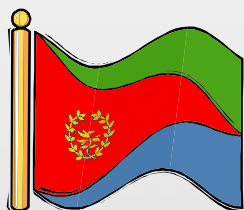
Jeff Suggett
Associated Engineering

Comment le Canada se compare aux autres pays en matière de sécurité routière?

Les données fournies dans le Rapport de situation sur la sécurité routière dans le monde 2009, publié par l'Organisation mondiale de la Santé, présentent une liste par ordre d'importance de 178 pays en fonction de leur taux de mortalité routière par 100 000 habitants. Il est important de noter que certains de ces pays sont assez petits (par exemple, les Îles Marshall) et qu'ils ont conséquemment un réseau routier peu étendu. Par ailleurs, d'autres pays n'ayant pas publié de données sur les décès (dus à des collisions routières), ils ne sont donc pas inclus dans les tableaux ci-dessous. À quel rang le Canada se classe-t-il? Le Canada est le 25e pays avec le plus faible taux de mortalité parmi les 178 pays répertoriés. Des informations supplémentaires sont disponibles à l'adresse suivante : <http://www.photius.com/rankings/>



Marshall Islands has the lowest traffic death rate in the ranked list of 178 countries world-wide.



L'Érythrée a le taux de décès routiers le plus élevé du trafic décès dans la liste de classement des 178 pays à travers le monde.

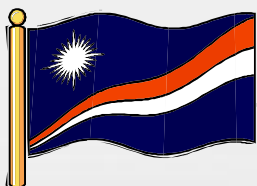
Tableau 1 – Pays avec le plus haut taux de mortalité routière (par 100 000 habitants)

Rang	Pays	Taux par 100 000 habitants	Nombre de décès routiers
1	Érythrée	48,4	81
2	Îles Cook	45,0	6
3	Égypte	41,6	15 983
4	Libye	40,5	2 138
5	Afghanistan	39,0	1 779
6	Irak	38,1	1 932
7	Angola	37,7	2 358
8	Niger	37,7	570
9	Émirats arabes unis	37,1	1 056
10	Gambie	36,6	54

Tableau 2 – Pays avec le plus bas taux de mortalité routière (par 100 000 habitants)

Rang	Pays	Taux par 100 000 habitants	Nombre de décès routiers
169	Japon	5,0	6 639
170	Norvège	5,0	233
171	Suisse	4,9	370
172	Cisjordanie et bande de Gaza	4,9	188
173	Pays-Bas	4,8	791
174	Singapour	4,8	214
175	Uruguay	4,3	145
176	Malte	3,4	14
177	Saint-Marin	3,2	1
178	Îles Marshall	1,7	1

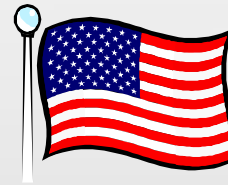
Jeff Suggett
Associated Engineering



Îles Marshall a ont le taux de décès routiers le plus faible taux de décès dans le tra c de la liste de classement des 178 pays à travers le monde.



Michigan Vehicle Collision Avoidance



Last August the small city of Ann Arbor, Michigan, saw the beginning of a ground-breaking trial of "smart cars" on the public road network.

Résumé: L'Institut de recherche en transport de l'Université du Michigan (UMTRI) se lance dans la nouvelle phase d'un projet de recherche sur les véhicules motorisés. Les véhicules faisant partie du projet sont dotés de technologies sans fil leur permettant de communiquer entre eux. Les messages ainsi envoyés permettront peut-être un jour d'éviter des collisions.

Last August the small city of Ann Arbor, Michigan, saw the beginning of a ground-breaking trial of "smart cars" on the public road network.

The highly regarded University of Michigan Transportation Research Institute (UMTRI), in partnership with the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA), is overseeing the largest real-world trial of connected vehicle technology ever attempted.



Connected vehicles can help prevent collisions at busy intersections.
Source: U.S. Department of Transportation

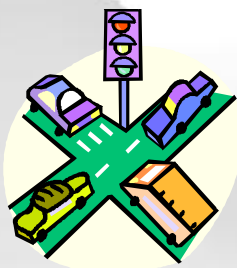
Some 3,000 vehicles of all types, including passenger cars, commercial trucks and transit buses, have been equipped with wireless communication devices that will allow the vehicles to communicate with each other and with other similarly equipped highway infrastructure such as traffic signals and other potential conflict areas such as curves and intersections.

Two slightly different types of collision avoidance technology are under investigation throughout the trial. The first involves vehicle-to-vehicle (v2v) communication, transmitting data such as vehicle position, speed and direction. The second introduces the technology to highway infrastructure objects (v2i) and enables the vehicle to communicate with its surroundings.

In the U.S., motor vehicle collisions are a leading cause of fatalities for people in the 4 to 35 year old range, at a cost of some US \$240 billion in terms of medical expenses and lost time at work. Researchers believe that the ability for vehicles to "talk" to each other, and recognize fixed hazards in the driving environment, has the potential to reduce the number of crashes involving unimpaired drivers by as much as 80%.



The system works by continuously monitoring all the data received from the environment and other vehicles, and alerting drivers to a potential crash situation – such as a nearby vehicle suddenly braking, making an unexpected lane change or merging manoeuvre.



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The system works by continuously monitoring all the data received from the environment and other vehicles, and alerting drivers to a potential crash situation – such as a nearby vehicle suddenly braking, making an unexpected lane change or merging manoeuvre. The system provides a visual or audible warning inside their vehicle and drivers are expected to act on the warning provided.

The trial in Ann Arbor, largely using volunteers from the local community, will not only test the effectiveness of the technology, but also allow valuable feedback to be gained from users of the systems in real life situations. In order to enable widespread introduction of such systems certain obstacles would need to be overcome, such as federal and state budget constraints, consumer resistance to technology that tracks their location and uncertainty about where liability would rest if a system failed to prevent a collision.

While these concepts seem futuristic, it is worth considering some of the features that are being introduced in today's vehicles: back-up cameras that provide audible and visual assistance, systems that provide warning of cross traffic, for example when approaching an intersection or backing out of a space with limited visibility and cars that can parallel park at the push of a button with no driver input.

The results of this intriguing experiment are eagerly awaited, and particularly to see if any measurable road safety benefits can be achieved.

Brian Gillingham
D.A. Watt Consulting

European Transport Safety Council

Résumé

Le Conseil européen de sécurité dans les transports (ETSC) est une organisation indépendante à but non-lucratif, dont le siège social est à Bruxelles, qui vise à réduire le nombre de fatalités et blessures dans les transports en Europe. Les intérêts de cette organisation couvrent une large gamme de thèmes liés à la sécurité routière, y compris des aspects très importants comme les distractions au volant, la conduite avec les facultés affaiblies, et les antidémarrageurs avec éthylomètre.

The European Transport Safety Council (ETSC) is a Brussels-based independent not-for-profit organization dedicated to reducing the numbers of deaths and injuries in transport in Europe. Founded in 1993, ETSC provides an impartial source of expert advice on transport safety matters to the European Commission, the European Parliament, and Member States of the European Union. It maintains

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its independence through funding from a variety of sources including membership subscriptions, the European Commission, and public and private sector support for various activities.

ETSC seeks to identify and promote effective measures on the basis of international scientific research and best practice in areas which offer the greatest potential for a reduction in transport crashes and casualties. It provides factual information in the form of scientific reports, fact sheets and newsletters in support of high safety standards in EU harmonization together with best practice and transport safety research. ETSC also organizes several conferences annually, including the European Transport Safety Lecture, Road Safety Performance Index (PIN) Conference and the European Transport Safety Lunches.

Since 1993, ETSC has brought together more than 150 internationally renowned experts from across EU Member States to forge consensus about research-based safety priorities. With the support of the ETSC Secretariat, this pool of independent experts has produced over 20 reviews with recommendations for action to ETSC's Main Council. Other actions include requests for advice from the Secretariat. Dr. Ward Vanlaar, a CARSP member, who used to work for the Belgian Road Safety Institute before he moved to Canada and started working for the Traffic Injury Research Foundation (TIRF), still serves as an expert to ETSC. Through this relationship TIRF and ETSC collaborate frequently on such important issues like distracted driving, impaired driving and alcohol ignition interlock devices.

Earlier this year, Antonio Avenoso, ETSC's executive director was a featured speaker at the international Driven to Distraction conference, co-hosted by TIRF and the Canadian Automobile Association (CAA). Mr. Ilyas Daoud, a Project Officer at ETSC also served as a presenter at TIRF's 13th International Alcohol Interlock Symposium, an event about breath testing devices attached to a car's starter system to prevent the car from being started when a pre-set level of alcohol is detected in the breath sample provided by the driver of the vehicle. Mr. Daoud was the recipient of the 2012 Barry Sweedler Award at the interlock symposium (see also article on the International Alcohol Interlock Symposium in this edition). In March this year, Ms. Robyn Robertson, TIRF's President and CEO participated in one of ETSC's Safe and Sober Transport Lunches and gave a presentation on interlock programs for offenders. For more information about ETSC and its activities, go to: www.etsc.eu

Ward Vanlaar
Traffic Injury Research Foundation



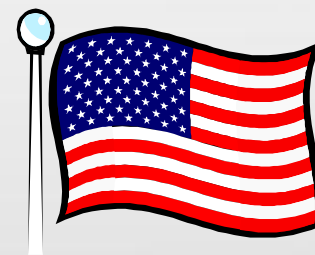
Antonio Avenoso, Executive Director of ETSC at the International Driven to Distraction Conference, Toronto, March 1st, 2012

ETSC seeks to identify and promote effective measures on the basis of international scientific research and best practice in areas which offer the greatest potential for a reduction in transport crashes and casualties.



The Association for the Advancement of Automotive Medicine (AAAM) was founded in 1957 by six practising physicians who were involved with a Medical Advisory Committee of the Sport Car Club of America.

Association for the Advancement of Automotive Medicine



Résumé: L'Association for the Advancement of Automotive Medicine (AAAM) a débuté ses activités en se centrant sur un sport (course automobile) et a progressé pour devenir une voix importante quant à la sécurité de tous les automobilistes.

The Association for the Advancement of Automotive Medicine (AAAM) was founded in 1957 by six practising physicians who were involved with a Medical Advisory Committee of the Sport Car Club of America. Initially, AAAM stood for American Association for Automotive Medicine, and membership was limited to physicians. In 1964 it changed its bylaws to admit members who were not physicians, to acknowledge the critical roles of engineers and other non-physicians in the prevention and management of traffic crashes and injury. In the 1990's it changed its name, reflecting its reach beyond US borders, drawing members from Canada, the United Kingdom, France, Australia and elsewhere.

This October, the AAAM held its 56th annual conference in Seattle, Washington. The themes of each session ranged from Injury Biomechanics (papers such as "An in-depth study of abdominal injuries sustained by car occupants in frontal crashes", from Loughborough University in the UK) to Heavy Duty Vehicles (papers such as "Analysis of fire truck crashes and associated firefighter injuries in the United States", from Virginia Tech). Next year (the 57th annual meeting) will be held in Quebec City, on September 22-25, 2013.

In addition to serving as a forum for the communication of research results, the AAAM has taken a very pro-active role in the development of injury scaling. The Abbreviated Injury Scale (AIS) is an anatomical-based coding system created by the Association for the Advancement of Automotive Medicine to classify and describe the severity of specific individual injuries. The AIS was first introduced in 1971, and the AAAM assumed responsibility for its continued development in 1973. The most recent version (AIS 2005, Update 2008) took five years to develop, and involved work by experts in the US, Canada, Australia, New Zealand and several European countries. The AIS has been recognized as a standard for the collection of data on injury and injury severity around the world, and translated into many languages.

For more information on the AAAM, please visit www.aaam.org.



AAAM
Association for the Advancement
of Automotive Medicine

Evaluating Safety on a Mining Haul Road in Tanzania



IBI Group was asked to help an international heavy mining company address some safety and operational issues related to the haul road at one of its mines in Tanzania.

Résumé: Le Groupe IBI a récemment eu comme tâche d'examiner une route de transport minier en Tanzanie et de développer un ensemble de recommandations pour y améliorer la circulation ainsi que la sécurité. Pour accomplir cette tâche, l'équipe a dû collaborer avec le client ainsi qu'avec la population locale afin de développer des solutions qui sont appropriées aux conditions locales ainsi qu'aux motivations, perceptions et attitudes de la population locale.



Every so often in this industry, we are presented with the opportunity to undertake truly unique and unfamiliar assignments. In early 2012, that is what happened when IBI Group was asked to help an international heavy mining company address some safety and operational issues related to the haul road at one of its mines in Tanzania. Of course we jumped at the opportunity, knowing full well that it would be challenging and often trying.



Mine haul road in Tanzania with truck carrying mine tailings.

The problem, as it was presented to us, involved the IBI Group team investigating and developing a set of recommendations to improve the operations and safety of a mining haul road, which just happen to run right through the middle of a community of approximately 70,000 people, crossing several important local and regional roads. Despite a period of relatively positive relations between the local

community and the mine operators, a couple of unfortunate incidents involving local traffic and heavy mining equipment had recently resulted in increased pressure to improve haul road operations and safety for all users.

It wasn't long after we arrived at the mine site following roughly 36 hours in transit, including the most harrowing cab ride of my life, that we realized how little our previous experience would help us on this assignment. Fortunately, the client was committed to making real improvements, and they willingly put in the time to bring us up to speed on the challenges that they face on a daily basis. In addition, they helped us understand the motivations, perceptions, and attitudes of the local people. We had one of the most informative experiences when we were allowed to ride along

(Continued on page 28)

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with the drivers of the heavy mining equipment, who also happened to be residents of the local community, as they made a round trip of the haul road.

In the end, the assignment turned out to be a truly collaborative exercise. The client and the local people were able to provide us with the necessary understanding of the issues, and we were able to apply our knowledge of transportation principles to develop or build upon ideas that will actually improve the manner in which haul road and local traffic interact. In a lot of ways, we had to go back to first principles to develop practical countermeasures that could be implemented within this particular context. For example, since there were noted challenges with traffic controls compliance and enforcement, we made several recommendations, including self-enforcing measures (e.g., physical deflections), measures designed to better inform user decisions (e.g., improved sightlines), strategies to make desired behaviours more convenient than undesirable behaviours (e.g., improved formal crossings), and targeted public education (e.g., key safety messages communicated through various media). In addition, we were also able to help the client identify potential issues that could result from planned mine expansion.



Traffic warning messages are painted on a rock rather than a sign to prevent them for being stolen and sold as scrap metal.



Size of mine haul truck compared to typical vehicle.



Speed humps made of 'dirt' have been used to slow traffic.



In the end, the assignment turned out to be a truly collaborative exercise.

Matt Colwill
IBI Group

Road Safety in India

Résumé: La situation des accidents de la route en Inde est devenue sérieuse due à la croissance accélérée du taux de motorisation dans les dernières années et à un réseau routier inadéquat pour faire face au trafic. Il y a, en moyenne, un décès par 3,5 accidents de la route. Le ministre du transport routier et des autoroutes, à travers sa politique nationale de sécurité routière, a agressivement fait la promotion de la sécurité routière à partir d'une approche multidirectionnelle.

Trends in Road accidents, Injuries and Fatalities

The accident situation in India is serious because of the rapid growth in motor vehicle use in the past few years and the inadequacy of road network to cope with the traffic. The mixed traffic conditions prevailing on the roads in India make the matter much worse. Expansion in the road network, surge in motorization and rising population contribute towards increasing numbers of road accidents, injuries and fatalities. During 2011, a total of 497,686 road accidents were reported by all States/Union territories (UTs) as shown in Figure 1. Of these, about 24.4 per cent (121,618) were fatal. The number of persons killed in road accidents was 142,485 (i.e. an average of one fatality per 3.5 accidents). The proportion of fatal accidents in total road accidents has consistently increased since 2002 from 18.1 per cent to 24.4 per cent in 2011. The severity of road accidents, measured in terms of persons killed per 100 accidents, has also increased from 20.8 in 2002 to 28.6 in 2011. The share of various vehicle categories in total road accidents is given in Figure 2.

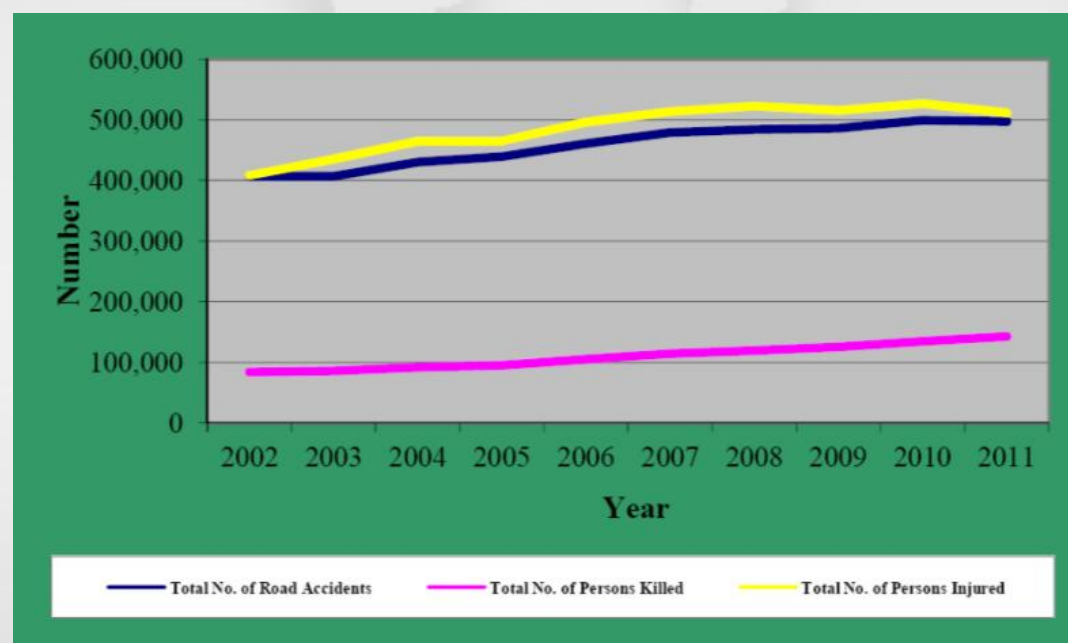
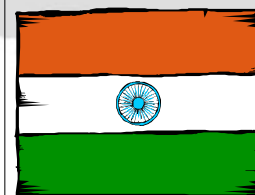


Figure 1 Total Number of Road Accidents during 2002-2011

(Continued on page 30)

The accident situation in India is serious because of the rapid growth in motor vehicle use in the past few years and the inadequacy of road network to cope with the traffic.



The Ministry of Road Transport and Highways has taken several steps to improve safety for road users.

(Continued from page 29)

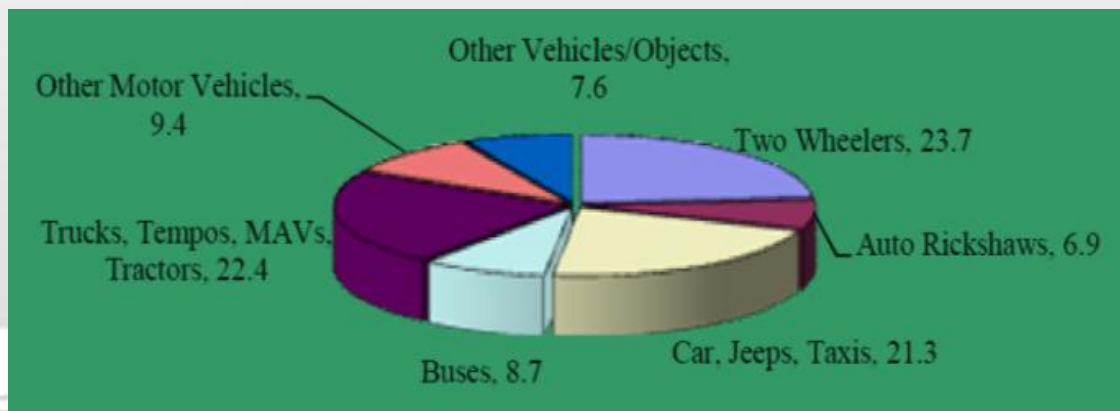


Figure 2 Percentage share in total accidents by vehicle categories

Recent Road Safety Initiatives by the Government of India

The Ministry of Road Transport and Highways has taken several steps to improve safety for road users, as follows:

- The Government has already approved a National Road Safety Policy. This Policy outlines various policy measures such as promoting awareness, establishing road safety information data base, encouraging safer road infrastructure including application of intelligent transport, enforcement of safety laws, etc.
- The Government has constituted National Road Safety Council as the apex body to take policy decisions in matters of road safety.
- The Ministry has adopted a multi-pronged strategy to address the issue of road safety based on four E's of Road Safety: Education, Enforcement, Engineering (roads as well as vehicles); and Emergency Care.
- Road safety has been made an integral part of road design at the planning stage.
- Road safety audit of selected stretches of National Highways/Expressways.
- Establishment of driving training institutes.
- Tightening of safety standards of vehicles like helmets, seat belts, power-steering, rear view mirror.
- Publicity campaigns on road safety awareness.



Dr. P. Vedagiri
Indian Institute of Technology
Bombay, India

23rd Canadian Multidisciplinary Road Safety Conference

The 23rd Canadian Multidisciplinary Road Safety Conference will be held in downtown Montreal from May 26th to May 29th, 2013. Registration and a welcome cocktail reception starts on Sunday May 26th.

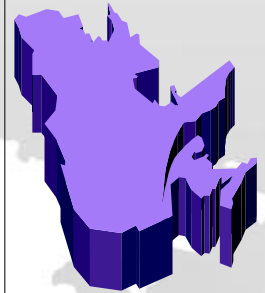
The conference is to be held at the Hyatt Regency Hotel (centre-ville) where a block of rooms is reserved for attendees.

This year, the conference is hosted by l'Équipe de sécurité routière de l'École Polytechnique de Montréal and is sponsored by CARSP.

There is some space available to exhibitors which will be attributed on a first come first served basis.

As usual the Dr. Charles H. Miller award will be given to the authors of the best scientific paper that is presented at the conference

The 23rd Canadian Multidisciplinary Road Safety Conference will be held in downtown Montreal from May 26th to May 29th, 2013.



A Parisian New York or Vice Versa?



Montreal is a spirited, bold and complex mix of contrasts that completely defies comparison.

Sure, Montreal's renowned duality of Old World charm infused with North American energy lies at its very heart; however, it is the plurality of cultures that really makes this metropolis tick. It doesn't matter where you go on the island; every neighborhood is different and everyone stars in their own Oscar-worthy screenplay. Montreal is as romantically traditional as it is cutting-edge innovative, as cosmopolitan dynamic as it is small-town friendly.

Yet despite this diversity, an underlying homogeneity exists in this vibrant population who collectively and confidently "live and let live"—and do it well.

After spending some time here, you'll notice that without the complex mix of flavors—ethnicity, culture, language, ideas, cuisine, you name it—warm camaraderie and sheer joie de vivre, anywhere else just seems bland.

(Source : Tourisme Montréal)

La 23^{ième} conférence se tiendra au centre-ville de Montréal du 26 au 29 mai 2013.



23e Conférence canadienne multidisciplinaire en sécurité routière

La 23^{ième} conférence se tiendra au centre-ville de Montréal du 26 au 29 mai 2013. L'enregistrement et le cocktail de bienvenue auront lieu le 26 mai.

La conférence aura lieu à l'hôtel Hyatt Regency (centre-ville) où un bloc de chambre est réservé pour les participants.

Cette année la conférence est organisée par l'Équipe de sécurité routière de l'École Polytechnique et est parrainée par l'ACPSE.

Des espaces d'exposition, en nombre limité, seront disponibles. Ces espaces seront distribués sur la base du premier arrivé premier servi.

Comme à l'habitude, le prix du Dr. Charles H. Miller sera décerné aux auteurs de la meilleure communication scientifique présentée à la conférence.

Un Paris new-yorkais ou un New York parisien?



Montréal une ville pleine de contrastes à la personnalité bien trempée.

Bien sûr, le charme du vieux continent et l'effervescence du Nouveau Monde sont tramés à même la fibre de la cité, mais c'est l'amalgame des cultures qui donne à Montréal son cachet si particulier.

Chaque arrondissement de l'île possède son caractère, son allure et son histoire. Montréal romantique, Montréal hyper-techno : la polyvalence lui sied à merveille. À la fois intimiste et cosmopolite, elle est résolument ouverte sur le monde.

Malgré une diversité assumée, les habitants de la métropole partagent une valeur commune : la soif de vivre et de laisser vivre, et ils le font très bien.

L'heureux mélange de saveurs, de coutumes, de langues, de cuisines insuffle à Montréal une aura de fraîcheur et d'audace qui n'existe nulle part ailleurs. Venez, vous verrez!

(Source : Tourisme Montréal)

Survive This!

*Résumé: Lors de l'émission "Daily Planet" du canal Discovery, on a récemment pu voir un court reportage sur les tests de collision entre véhicules du Centre d'essais pour véhicules automobiles de Transports Canada à Blainville, Québec.
(Visionner-le: <http://watch.discoverychannel.ca/#clip781916>)*

On October 11, 2012, Discovery Channel's Daily Planet program ran a segment on vehicle-to-vehicle crash testing involving personnel from Transport Canada and PMG Technologies in Blainville, Quebec.

This "Behind the Scenes" episode featured Suzanne Tylko, Transport Canada's Chief of Crashworthiness Research, and Alain Bussières, President of Research/Development/Engineering at PMG Technologies.



Alain Bussières and Suzanne Tylko

The show featured the recent upgrades that have been made to Transport Canada's Motor Vehicle Test Centre that allow motor vehicles to be crashed into each other instead of simply having a single vehicle impact a rigid barrier. As Suzanne explained this provides an opportunity to better understand what happens to motor vehicle occupants in a real-world collision.

The painstaking details of the setup procedures, for both the vehicles and the crash test dummies, were shown, together with an indication of how information is captured from the test using on-board data acquisition systems and multiple cameras. The procedure for towing the vehicles into the staged collision, and the

(Continued on page 34)

The show featured the recent upgrades that have been made to Transport Canada's Motor Vehicle Test Centre that allow motor vehicles to be crashed into each other instead of simply having a single vehicle impact a rigid barrier.



(Continued from page 33)

method of releasing the tows just prior to impact, were also demonstrated.

An actual crash test shown in the film, involved a pickup truck travelling at 71 km/h and impacting a

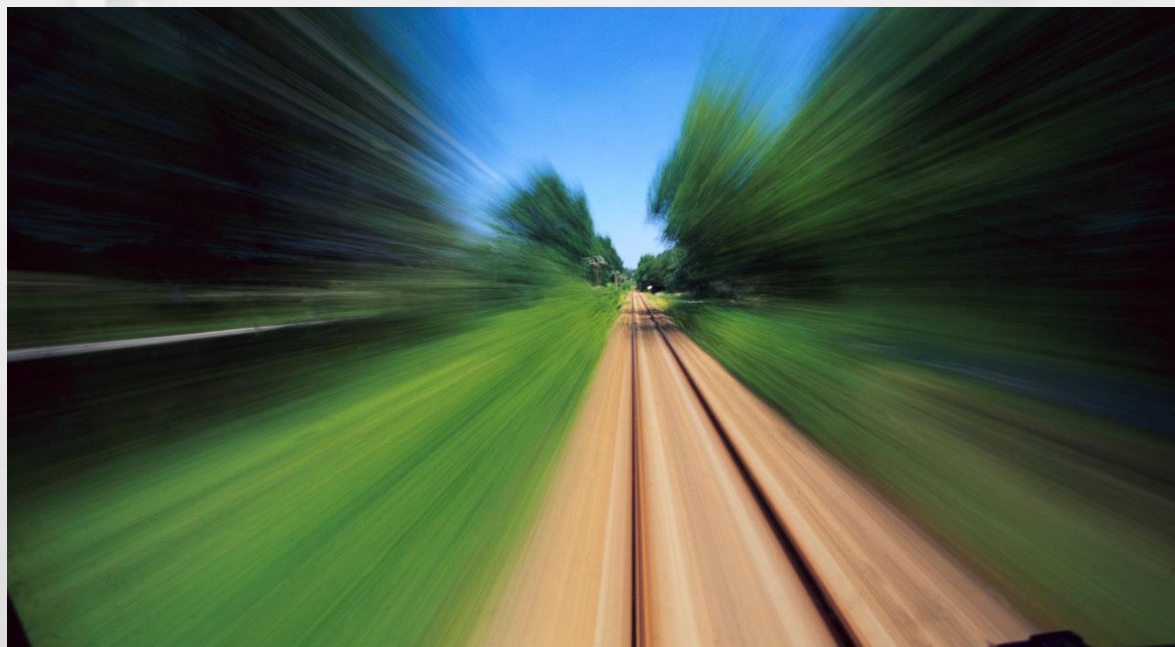
hatchback travelling at 56 km/h. As the narrator described the scene: "It's a little bit shocking but, around here, this is success!" The bottom line was that this Canadian research was being conducted to "make everyone riding in a vehicle as safe as humanly possible."

View the on-line video of the television broadcast at: <http://watch.discoverychannel.ca/#clip781916>

Alan German
Road Safety Research



An actual crash test shown in the film, involved a pickup truck travelling at 71 km/h and impacting a hatchback travelling at 56 km/h.



CARSP members honoured by TAC

Résumé : Deux membres de l'ACPSE (M. Gerry Forbes et Dr. Eric Hildebrand) ont été honorés pour leur travail en sécurité routière par l'Association des Transports du Canada lors du banquet de la conférence annuelle de l'association à Fredericton.

Transportation Association of Canada (TAC) announced the winners of the 2012 Canadian Transportation Awards (CTAP) at a banquet at their annual conference in Fredericton in October. Two awards were given to CARSP members for their work in road safety.



Gerry Forbes is presented the Transportation Person of the Year award by New Brunswick Minister of Transportation and Infrastructure, Claude Williams, and TAC President, Doug McNeil

The coveted Transportation Person of the Year award is given to an individual who has assumed a leadership role contributing to the improvement or advancement of the transportation industry. This year's recipient is Mr. Gerry Forbes, President and Chief Engineer of Intus Road Safety Engineering Inc., for his active contributions to the advancement of road safety for more than 20 years.

The Award of Academic Merit is given to an individual who has made a long-term contribution to the advancement of academic research and to the development of transportation leaders of the future.

Dr. Eric Hildebrand Professor of Civil Engineering at the University of New Brunswick is this year's recipient, in recognition of his long-term contribution to the advancement of the academic field and to the development of future leaders in transportation. He has supervised over 20 Masters and Ph.D. students in transportation engineering, spawning a new generation of transportation professionals cultured in road safety.



Dr. Eric Hildebrand is presented the Award of Academic Merit by New Brunswick Minister of Transportation and Infrastructure, Claude Williams, and TAC President, Doug McNeil

Jeff Suggett
Associated Engineering

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Acknowledgements

This issue of The Safety Network was produced through the contributions of the following individuals:

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- ◇ Nancy Bergeron—Transport Canada, Ottawa, ON
- ◇ Sarah Blades—Canadian Road Safety Youth Committee, Halifax, NS
- ◇ Mary Chipman —University of Toronto, Toronto, ON
- ◇ Josée Dumont —CIMA+, Burlington, ON
- ◇ Harold Faw—Trinity Western University, Langley, BC
- ◇ Alan German —Road Safety Research, Ottawa, ON
- ◇ Brian Gillingham —D.A. Watt Consulting, Calgary, AB
- ◇ Elizabeth Heinz — Insurance Corporation of British Columbia, Nanaimo, BC
- ◇ Pierre-Olivier Sénéchal — Société de l'assurance automobile du Québec, Québec, QC
- ◇ Jeff Suggett – Associated Engineering, St. Catharines, ON
- ◇ Ward Vanlaar — Traffic Injury Research Foundation, Ottawa, ON
- ◇ Javier Zamora—LanammeUCR, University of Costa Rica, Costa Rica

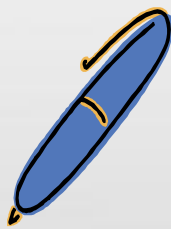
Guest Contributors

- ◇ Matt Colwill —IBI Group, Toronto, ON
- ◇ Mavis Johnson—Canadian Road Safety Institute, Vancouver, BC
- ◇ Dr. P. Vedagiri— Indian Institute of Technology, Bombay, India



Next issue

The theme of the next issue of the Safety Network will be focused on Canadian university research. If you have any articles of interest on this topic, please forward them to Jeff Suggett (info@carsp.ca) by January 22nd, 2013. Articles should be between 300 – 500 words and accompanying pictures/graphics are encouraged.



Prochain numéro

La prochaine édition du Réseau-Sécurité portera sur la recherche universitaire canadienne. Si vous avez un article sur le sujet ou êtes intéressés à en écrire un, vous êtes invités à envoyer vos contributions à Jeff Suggett (info@carsp.ca) avant le 22 janvier 2013. Les articles devraient avoir entre 300 et 500 mots, et des photos ou graphiques les accompagnant sont les bienvenus.