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Strategic Planning for Road Safety in Denmark

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The presentation

Focus on the special Danish Road Safety experiences

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



Denmark

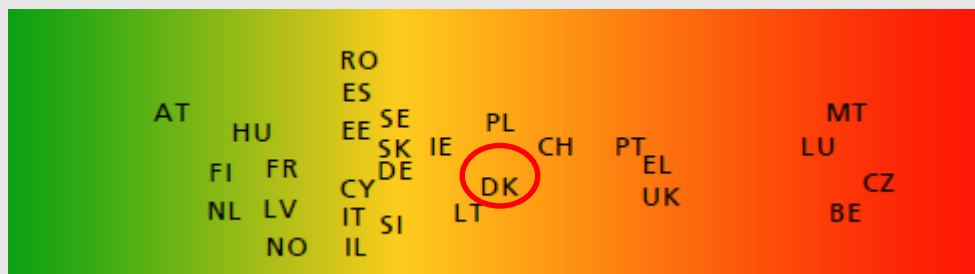
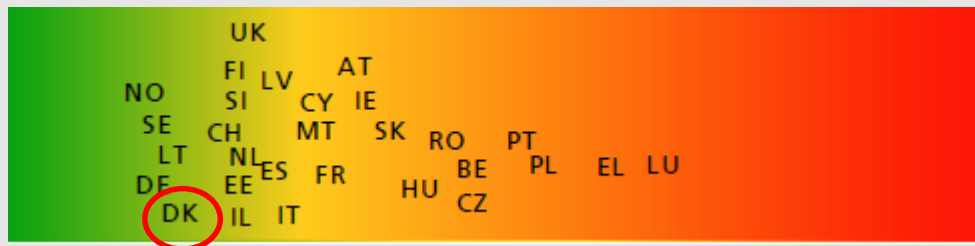
- Scandinavian country
- Population 5,4 million
- 43.000 square kilometers
- Highest point 200 m above sea level
- 5 regions
- 12 Police districts
- 98 municipalities
- Many cyclists – almost every Dane owns a bicycle

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?



Performance of Road Safety Strategy Management

1. Strategy
2. Implementation – policy
3. Monitoring and updating

Denmark have improved strategy and management in The new Road Safety Action Plan 2013 - 2020

The Road Safety Commissions Strategy and Action Plans

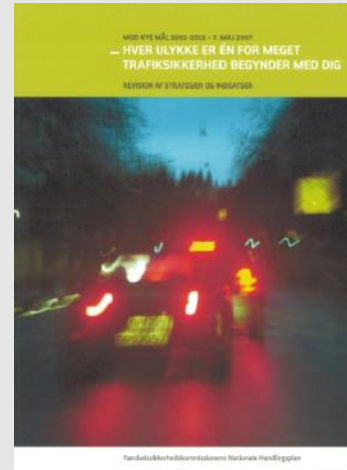
1988-2000



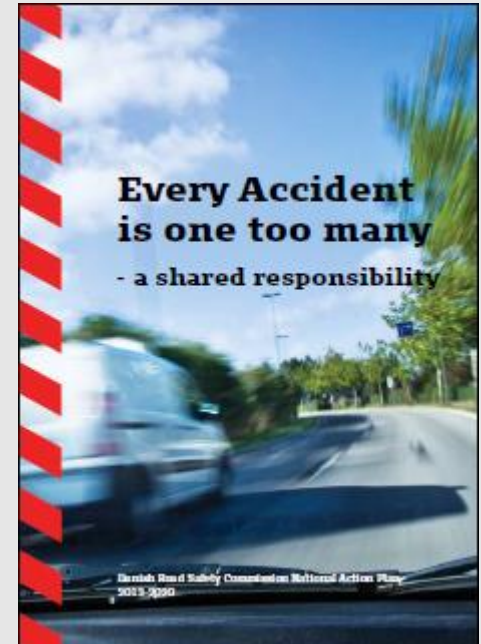
2001-2012



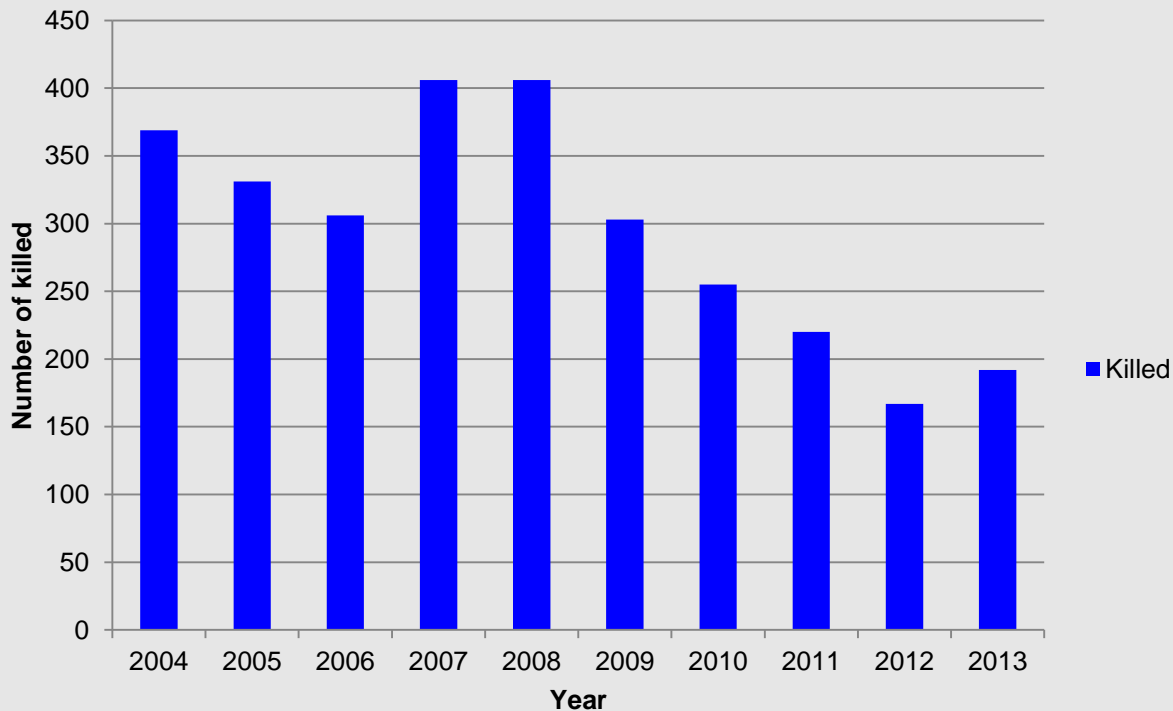
2006-2012



2013-2020



Direction and goals for Road Safety in Denmark since 1988



Killed in traffic in Denmark 2004-2013

Target 2020:

Max 120 killed

Max 1000 severely injured

Max 1000 slightly injured



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*



Always focus and priority of areas with high road safety potential - 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



Legislation

- **Increased sanctions on speeding and drunk driving**
- **Penalty point system**
- **Improved police control**
- **Special rules for young drivers**
- **Increased fines**



Road Safety Management

Main intervention areas has combined

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

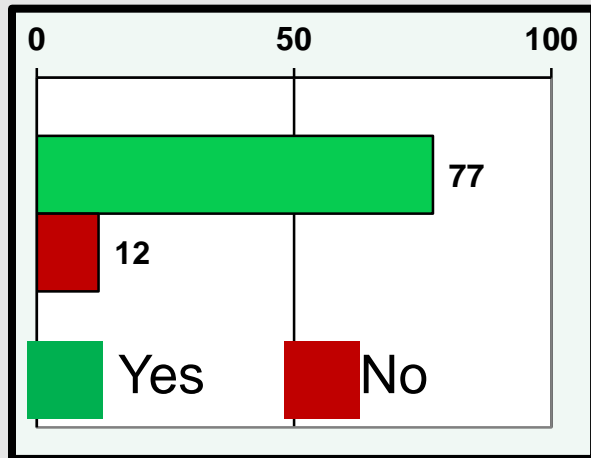


Close cooperation and coordination between key players

- 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
- Rumble grooves on two lane rural roads
- Center guardrails





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



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 article is titled "Ung kvinde dræbt i voldsom ulykke" (Young woman killed in violent accident) and is dated 13 Dec 2013. The sub-headline reads "En 20-årig kvinde er blevet dræbt i en voldsom færdselsulykke i Nordjylland" (A 20-year-old woman has been killed in a violent traffic accident in North Denmark). The author is Camilla Cornelius, and the photo credit is to Steffen K Frandsen. The main image shows a severely damaged red car on a road with emergency responders. A large red play button is overlaid on the image, indicating a video player. Below the image, there is a video player with a progress bar at 00:00. The article text begins with "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." and continues with details about the accident and the driver's status.

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



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



Road Safety Action plan 2013-2020 important improvements

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

English version:

<http://www.faerdselssikkerhedskommissionen.dk/sites/kombelt.dev2.1508test.dk/files/filer/Danish%20National%20Action%20plan%202013-2020%20%E2%80%9CEvery%20Accident%20is%20one%20too%20many%20%E2%80%93%20a%20shared%20responsibility.pdf>

Conclusions



- It is legal to steal ideas – 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





Thank you for your attention

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