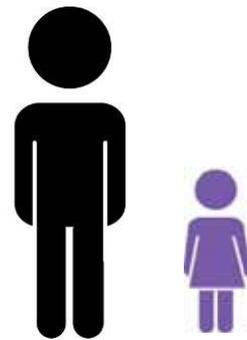# Road traffic injuries among under 25s

- Worldwide, road traffic injuries are the **leading** cause of death among 10-24 year olds.

- Every day an estimated 1,049 young people (under 25 years old) die on the world's roads

- Every year nearly 400 000 young people are killed in a road traffic crash.

1	Road traffic injuries
2	HIV/AIDS
3	Lower respiratory infections
4	Self-inflicted injuries
5	Violence
6	Tuberculosis
7	Drownings
8	Fires
9	War
10	Leukaemia

Gender

- Males are at higher risk for road traffic fatalities than females,

- Young males are much more likely to speed, drink-drive, and are less likely to use seat-belts and motorcycle helmets.

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Types of road users affected

- High-income countries: drivers and passengers of cars

- Low- and middle-income countries: vulnerable road users (pedestrians, cyclists, people on public transport)

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Why are young people at risk?

The needs of young road users has not been prioritized in many countries. The following should be taken into consideration:

– Roads that pass near schools/residential areas

– Setting speed limits

– Bicycle lanes

– Children's play areas

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Sharing road space

In low- and middle-income countries pedestrians and other vulnerable road users often share road space with motorized users.

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Development and inexperience
Young children

- Children are not just little adults.

- Reproducing safe adult strategies does not protect them sufficiently.

- Various developmental factors make the task of protecting children more complicated:

  - Limitations of size

  - Limitations of vision

  - Limitations of hearing

  - Limitations of attention

  - Limitations of judgement

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Development and inexperience
Adolescents and young adults

- Adolescents may adopt behaviours that increase their risk of a road traffic crash.

- Inexperience among adolescents and young adults makes them less safe when driving a car or a motorcycle than older drivers.

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What can be done?

Plan roads taking into account the needs of children and young adults.

Put in place a general road safety plan.

Include specific interventions for children or young road users.

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Interventions that make roads safer for young road users

- Safer road environment – e.g. footpaths, pedestrian crossings.

- Parental guidance

- Reducing exposure of young drivers – e.g. graduated driver licensing (GDL) systems.

© A. Villaveces

Addressing some of the principal risk factors

Interventions can be put in place that are targeted at youth and address the following risk factors:

- Helmets
- Alcohol
- Seat-belts
- Child restraints
- Conspicuity

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Helmets

In many low- and middle-income countries, particularly in Asia, most road traffic deaths are among motorized two-wheelers.

Wearing a helmet reduces the risk of death by almost 40% and the risk of severe injury by 72%.

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Helmets: what can be done?

- Legislating and enforcing helmet use

- Introducing a helmet standard

- Providing child-sized helmets

- Subsidising the cost of helmets

- Increasing public awareness about the benefits of helmet use

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Drink-driving

- Alcohol consumption
  - increases the chances of a crash occurring
  - increases the severity of an injury
  - increases the chance that death will occur.

- Young drivers are already at higher risk of a crash, alcohol consumption increases this.

- Teen-age drivers are 5 times more likely to have a <u>fatal crash</u> compared with drivers over 30 years of age **at the same level of BAC.**

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Drink-driving: what can be done?

- Setting and enforcing BAC limits that are lower for young/novice drivers is effective at reducing crashes.

- Restricting the availability of alcohol to young drivers – e.g., through taxation and pricing mechanisms.

- Setting a minimum legal drinking age.

Sur la route, vous êtes plein...de bon sens!

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Speed

- In many countries, speed is the main risk factor for road traffic crashes – often contributing to as many as one-third of all crashes

- A 5% increase in speed leads to an increase of about 20% in fatal crashes.

- Speeding is much more likely to be a cause of a fatal crash if the driver is under 25 years.

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Speed: what can be done?

- Setting and enforcing speed limits is effective at reducing road traffic crashes

- Traffic calming is effective at slowing traffic down in areas where there are a lot of children (for example, with designated pedestrian crossings).

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Conspicuity

Conspicuity means being visible on the road.

Not being seen is a major reason for collisions on the road.

Vulnerable road users are at increased risk of reduced visibility, and even more so if they are small in stature, as children are.

© O. Kobusingye, WHO

Conspicuity: what can be done?

For pedestrians
- Retro reflective materials on clothing, backpacks
- Reflective clothing

For cyclists
- Wheel reflectors, bicycle lamps
- Reflective clothing

For motor-cyclists
- Day-time running lights –reduce crash rates by up to 29%.
- Reflective clothing, light coloured helmets.

© Drive Alive

Child restraints

Infant and child seats:
- Reduce deaths among infants by up to 70%

- Reduce deaths in children, aged 1-4, by 54%

Booster seats:
- In 4-7 year olds, booster seats reduce severe injuries by up to 59%

Often limited use because of costs or size of the family makes their use impractical.

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Child restraints: what can be done?

- Enforcing laws on child restraint use is effective at increasing their use.

- Increasing use by making child seats more affordable, e.g. lending schemes.

- Increasing public awareness in the community

© NCIPC, CDC

Seat-belts

Non-use of a seat-belt is a major risk factor for road traffic deaths/injuries among all vehicle occupants.

Wearing a seat-belt reduces the risk of being ejected from a vehicle and suffering serious or fatal injury by 40-65%.

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Young drivers and front-seat passengers are least likely to use seat-belts compared with older drivers or other passengers.

Seat-belts: what can be done?

- Introducing and enforcing a mandatory seat-belt law is effective at increasing and maintaining seat-belt use.

- Ensuring that vehicles are fitted with appropriate seat-belts is important if laws on wearing are to be complied with.

- Seat-belt public awareness campaigns may be focused on young people.

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Emergency medical services

The deaths and injuries that occur as a result of road traffic crashes can be reduced by strengthening a country's emergency medical services.

This includes pre-hospital care, hospital care and rehabilitation.

A visit to the accident and emergency department after a road crash is often a young person's first encounter with a hospital and may be an intimidating experience.

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EMS: what can be done?

Emergency care vehicles need to be equipped with supplies and medical devices for children as well as for adults

Emergency medical staff need to be trained on how to evaluate and manage injured children.

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First UN Global Road Safety Week 23-29 April 2007

Aim and objectives

- Raise awareness about the impact of road traffic injuries, highlighting the risks for young road users;
- Promote action on key factors with a major impact on preventing road traffic injuries.
- Slogan: 'Road safety is no accident'

ROAD SAFETY IS NO ACCIDENT

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Drink-driving

Conspicuity

Helmets

Speed

Seat-belts

World Youth Assembly for Road Safety

- Key global event
- Takes place on 23-24 April 2007
- At Palais des Nations, Geneva
- Young delegates from 100+ countries will participate in mock General Assembly
- Adopt a Youth Declaration on Road Safety
- Exchange ideas on implementation in countries
- Ceremony for victims of road traffic crashes

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Second Global Road Safety Stakeholder's forum

- Meeting of road safety stakeholders
- Representatives from governments, United Nations agencies, civil society, foundations and the private sector
- One day meeting on 25 April 2007
- Palais des Nations, Geneva, Switzerland
- Objective is to share perspectives and ways to advance road safety efforts around the world.

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Finding out more..

For more information please see:

www.who.int/violence_injury_prevention/ road_traffic/en/

www.who.int/roadsafety/week/en/index.html

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