



Traffic Safety Culture



Traffic safety culture in three regions – examples of a new conceptual analysis

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14,3%

of motorcyclists don't use the helmet
in the city center



Powered two-wheeler helmet use

2/160

cars stopped in front of zebra crossings



Behavior of drivers in non-signalized crossings

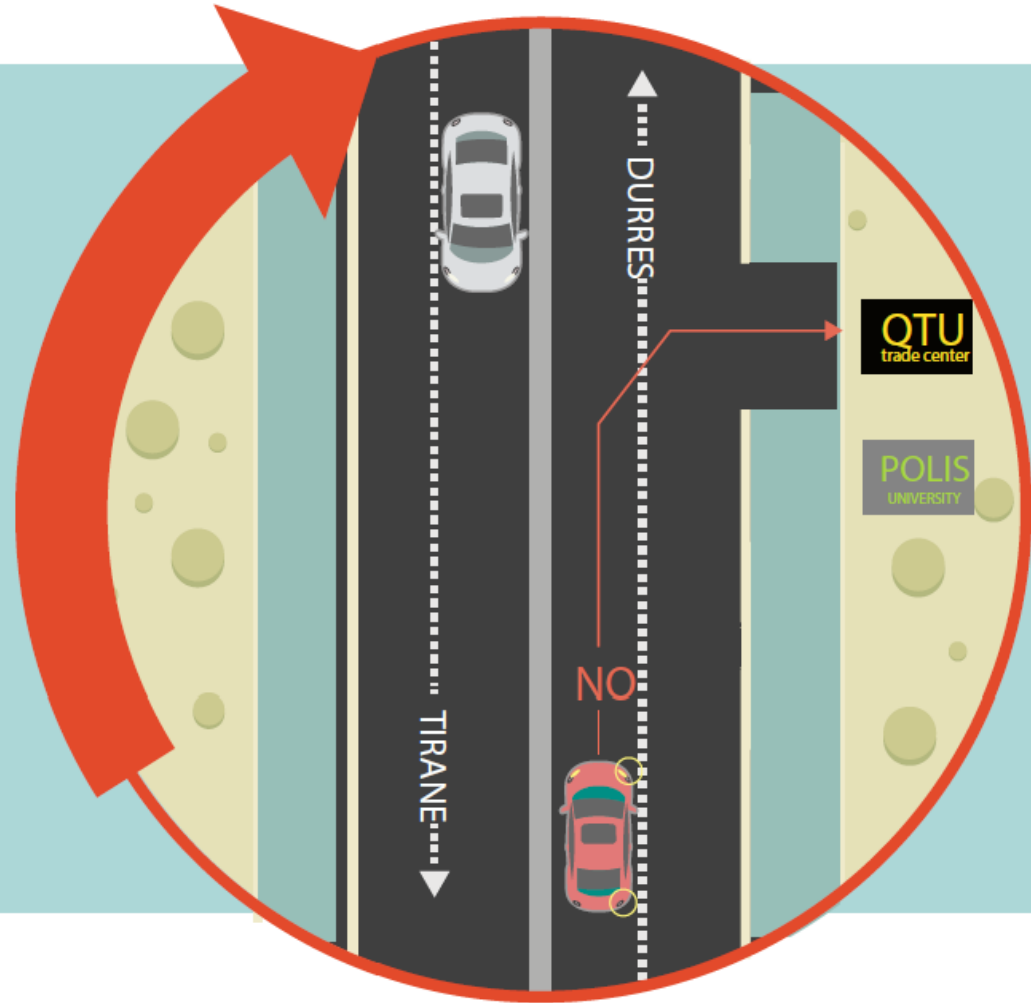
99,2%

of cyclists don't use the helmet in the city center



Bicycle helmet use

37,7%
of the cars don't
use indicator
when turning
or changing lanes

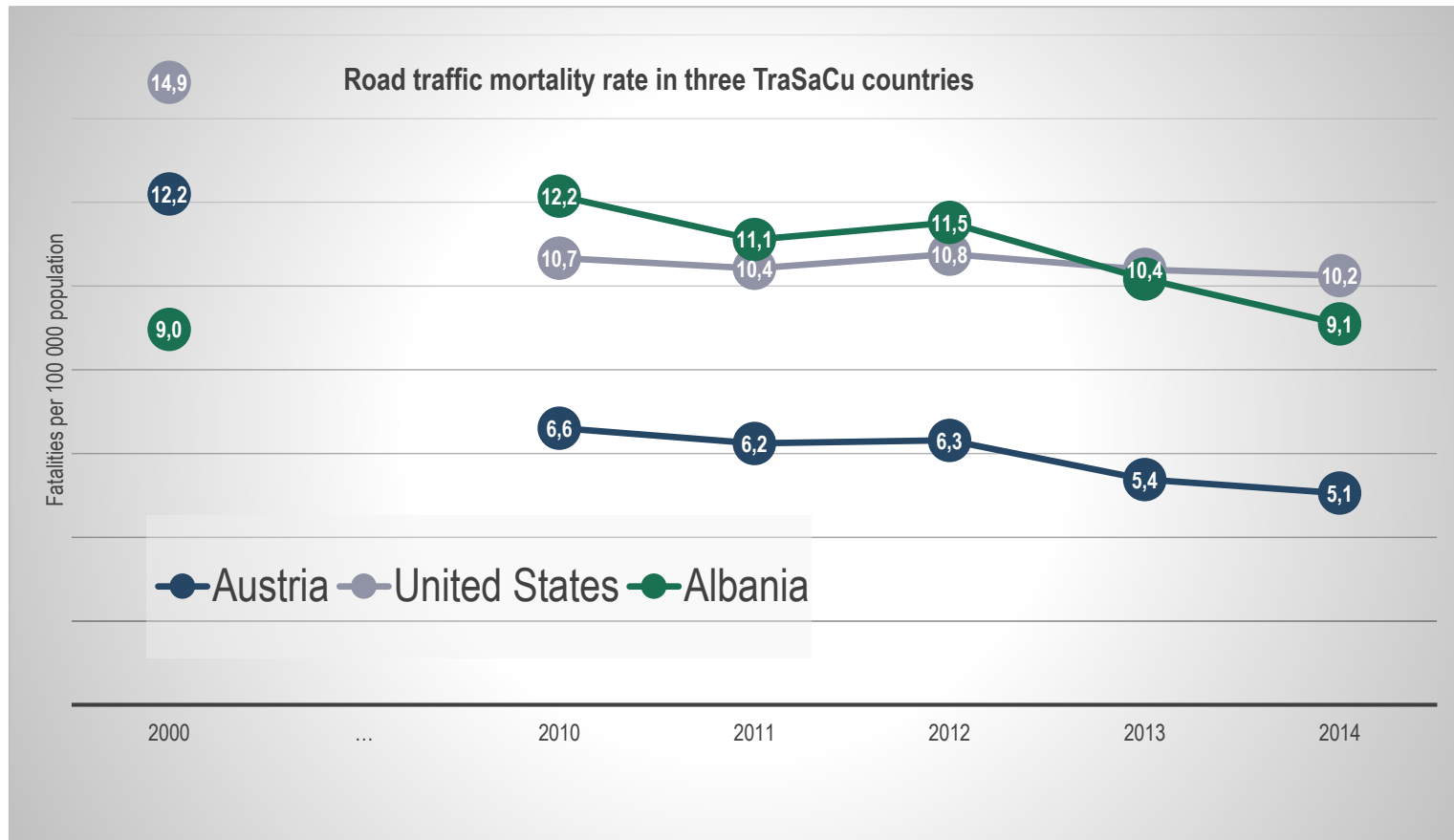


Indicator Use

Why Albania, Austria and Virginia?

- middle income vs. high income economy
- capitalistic vs. communist past
- short vs. long history of democracy
- Christian vs. Islamic background
- younger vs. older population
- long vs. short history of motorization
- strong vs. weak civil society (in the area of road safety)
- precautionary vs. liability approach to safety
- poor vs. acceptable road safety indicators

Safety outcomes - unlikely parallels



Road safety policy and legislation

	Albania	Austria	U.S.A.
Existence of a road safety lead agency	Yes	Yes	Yes
Existence of a national road safety strategy	Yes	Yes	Yes
Availability of funding for national road safety strategy	Fully	Partially	Partially
Existence of national speed limits	Yes	Yes	Yes
Adaptation of national speed limit at a local level	Yes	Yes	Yes
Existence of a national drink-driving law	Yes	Yes	Yes
Definition of drink-driving by BAC	Yes	Yes	Yes
Existence of a national seat-belt law	Yes	Yes	Yes
Applicability of seat-belt law to all occupants	Yes	Yes	No
Existence of a national child-restraint law	Yes	Yes	Yes
Existence of a national Motorcycle helmet law	Yes	Yes	Yes
Applicability to drivers and passengers	Yes	Yes	No
Vehicle standards - Seat-belts	Yes	Yes	Yes
Vehicle standards - Child seats	No	Yes	Yes
Vehicle standards - Pedestrian protection	No	Yes	No



Enforcement of road safety laws

	Albania	Austria	U.S.A	Canada
National speed limit law	6	7	-	6
National drink-driving law	5	8	-	7
National motorcycle helmet law	4	9	-	10
National seat-belt law	7	6	-	8
National child restraint law	3	8	-	8
Sum of scores	25	38	-	39



Road user behaviour



FIA GOLDEN RULES I WANT TO BE SAFE

	Albania	Austria	U.S.A
Seat-belt wearing rate - driver	24 %	87 %	84 %
Seat-belt wearing rate - passenger	16 %	86 %	70 %
Children using child restraints rate	14 %	45 %	91 %
Motorcycle helmet wearing rate - rider / co-rider	18 % / 18 %	95 % / 95 %	63 % / 46 %
Average of rates	18 %	82 %	71 %

我希望安全
我承诺：

系好安全带
所有乘客的安全都是我的责任

遵守交通法规
法规的目的是保护我们每一个人

遵守限速
汽车是铁做的，但行人和儿童不是

清醒驾驶
酒或服药时，我将成为公路的危险因素

保护我的孩子
保他们安全地坐在汽车安全椅上

集中注意力
电话和发文字短信将置我于危险中

PAY ATTENTION
calling and texting make me dangerous

STOP WHEN I'M TIRED
getting there late is better than not at all

WEAR A HELMET
motorbikes and bicycles don't protect my head

BE COURTEOUS AND CONSIDERATE
respect other drivers

当我疲劳时停止驾驶
迟到好过永远到不了

佩戴头盔
摩托车和自行车无法保护我的头部

保持礼貌和体谅
尊重其他驾驶员

照顾我的车辆
我不希望杀死任何人

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FIA 全力支持联合国道路安全行动十年



Road user behaviour – TraSaCu Road Side Observations

	Albania Urban / Rural	Austria Urban only
Drivers wearing seat belt	90 %	91 %
Front passengers wearing seat belt	40 %	93 %
Back passengers wearing seat belt	0 %	85 %
Children in restraint seat	14 %	90 %
Using indicator while turning / while changing lanes	61 % / 50 %	
Cars stopping for pedestrians at zebra crossings	1 %	
Pedestrians crossing at red light	51 %	
Motorcycle helmet use - driver	86 % / 91 %	
Bicycle helmet use	1 % / 17 %	

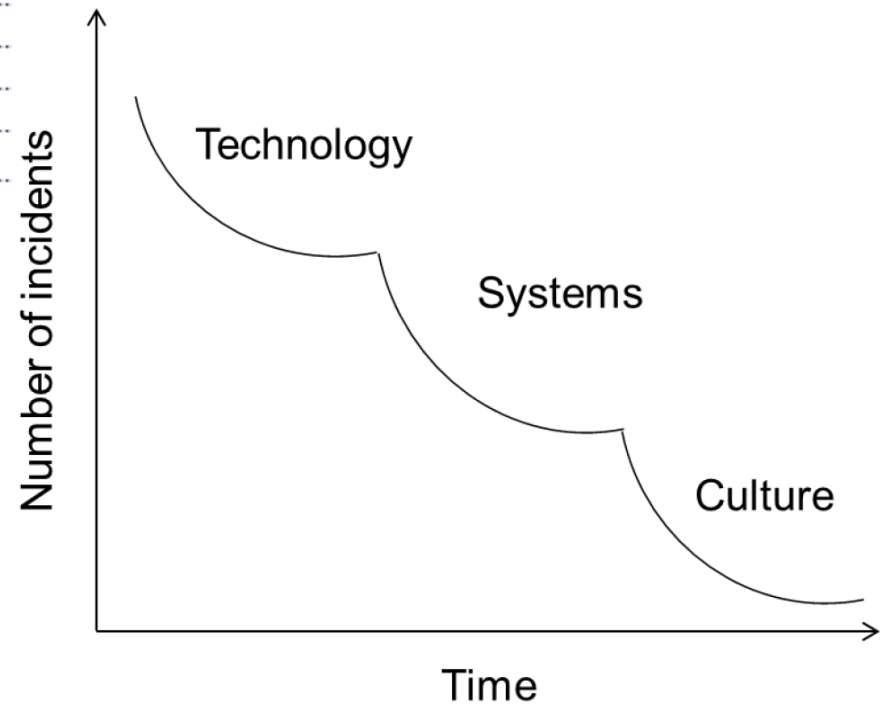


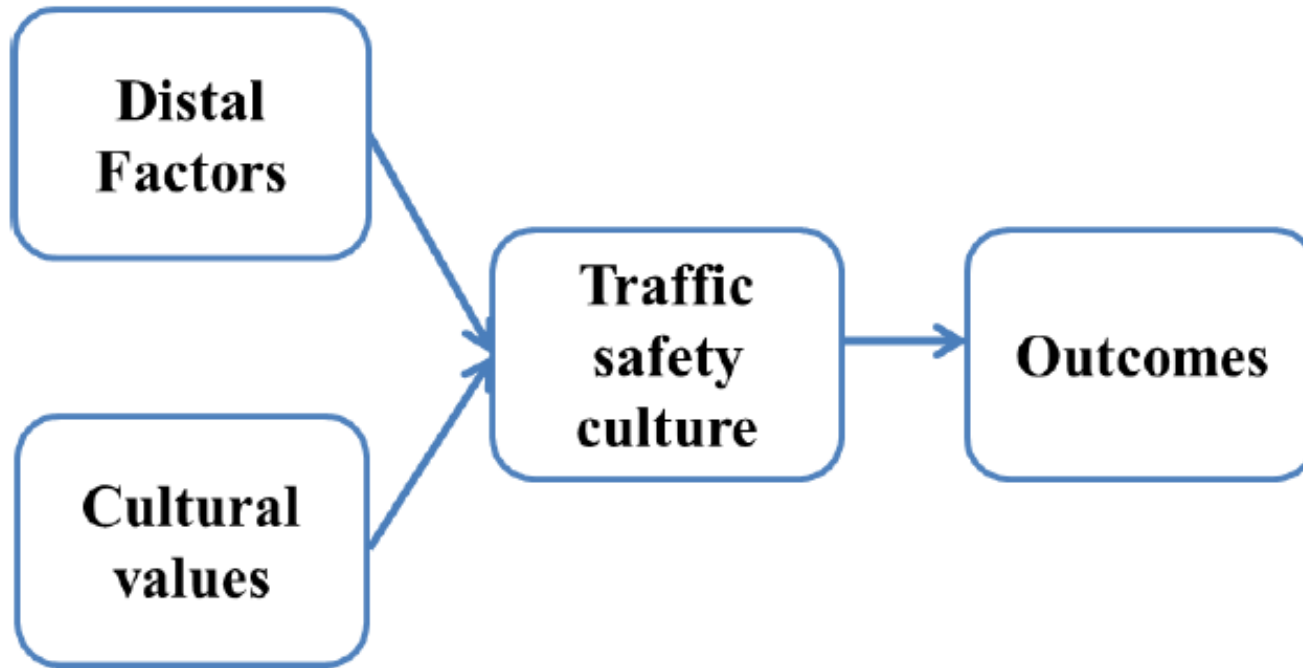
Bicycle helmet use

- * During a 6 hour observation , out of 1205 cyclists that were counted, only 10 WERE using a helmet
Location : City Center / Eden Park

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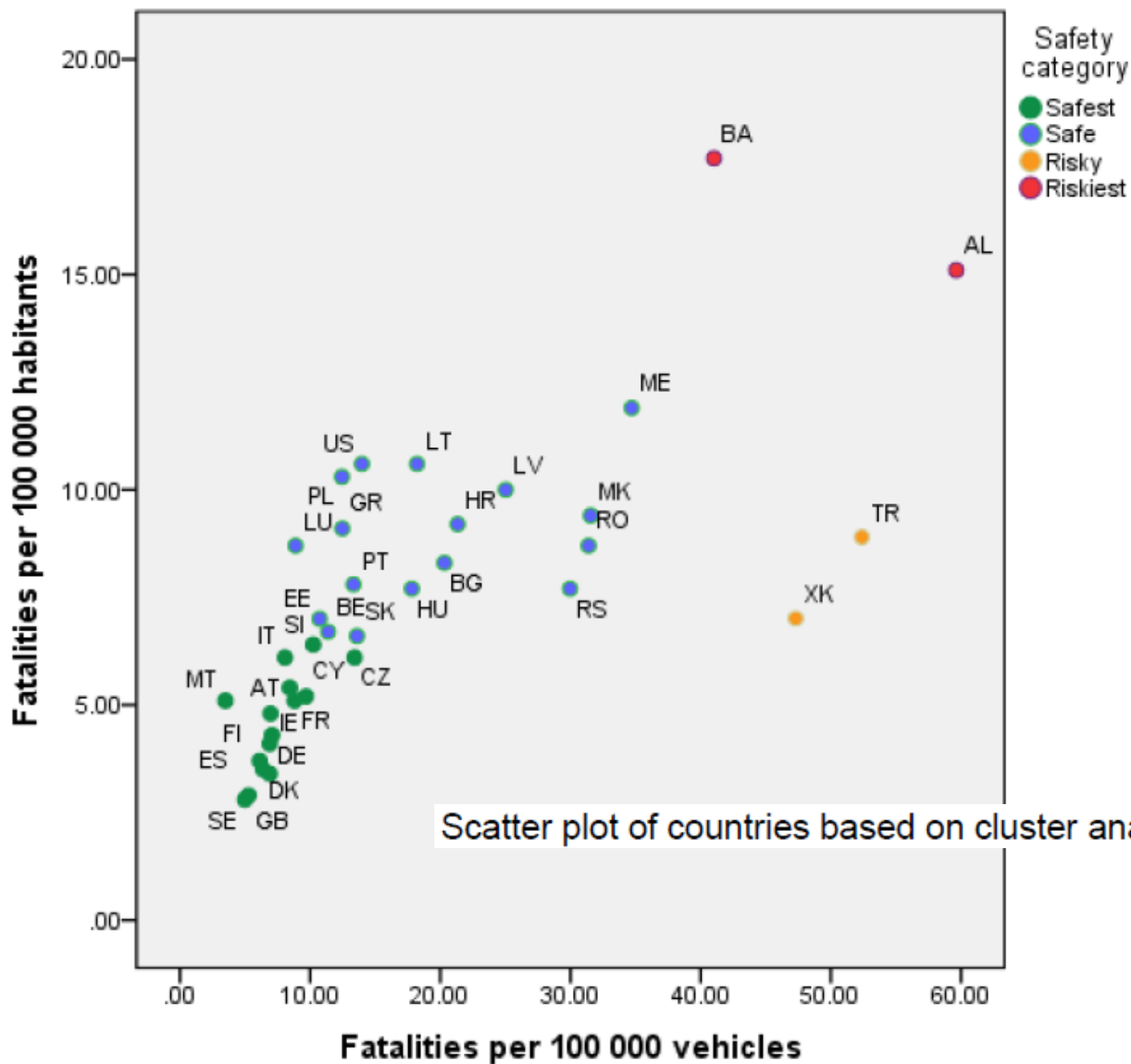
Simplified presentation of the TaSaCu safety culture model

An ecological and functional framework

In **Albania**, all of the four functional dimension of a well-established safety culture are blocked. Safety relevant values still have to be produced (e.g. by research), taken serious by government, must be institutionalized in driver training and must be internalized by road users.

Austria has a much more developed safety culture, especially in terms of research and driver training. However, traffic safety is not prioritized by politicians nor have drivers a safety first mentality.

Virginia is the most advanced safety culture in terms of integration of the values structure with politics and the dimension of information, knowledge and learning. However, there still are problems with situational awareness and perception, especially with the acceptance of non-motorized (vulnerable) road user groups.



Scatter plot of countries based on cluster analysis

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Country Reports

Deliverable D2.2



Shkurtimi, Eranda Janku, Timo Lajunen,
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Final

31/10/2016

Public



Welcome !

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The cultural approach to road safety research perspective which has emerged recently, especially in the context of the TraSaCu project brings together expertise in engineering (vehicle safety, road design, traffic planning) as well as in the sciences of human action (psychology, ergonomics, etc.) in order to develop a comprehensive framework of traffic safety culture. This approach is closely linked to practical work in road safety as well as for academic research. The project has received funding from the European Union Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 645690. Find out more about the TraSaCu project through this webpage!



★ Featured 👤 TraSaCu Administrator 📁 information

6th IRTAD Conference: Better Road Safety Data for Better Safety Outcomes

📅 21. August 2017

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