

In This Issue:

- All Wales Christmas Anti Drink Drive Campaign • New Look For SCPs •Bikeability
- Drink Drive Fatalities Fall •Ford MyKey • Road Accident Investigation • Protection in the Back • Strapping Yarns • PACTS Report – Behave Yourself
- Blueprint for 2010-2020 •Textecution

All Wales Christmas Anti Drink Drive Campaign



At the launch of this Christmas' Welsh Assembly Government and Police anti drink drive campaign in Caernarfon, the family of Amanda Coulton of North Wales, who was tragically killed by a drink driver, gave a personal account of how it has affected them.

And North Wales Police, representing the four Welsh police forces, launched the annual drink drive crackdown with a stern warning to motorists out over the festive period; "We will take robust action if you are caught drinking and driving."

Last year 19,554 drivers were breathalysed on the roads of Wales during the Christmas campaign and 587 of those tested positive.

Ieuan Wyn Jones, Deputy First Minister and Minister for the Economy and Transport, launched the campaign and said: Although only a small minority of motorists continue to flout the drink-driving rules, this minority of irresponsible drivers still accounts for one sixth of all road deaths in this country. I ask these drivers to consider the potentially devastating effect that their behaviour may have on innocent victims, and stop being utterly thoughtless.

The Deputy First Minister also presented the four regional winners of the Road Safety Wales Anti Drink Multi Media competition, in which young people were invited to deliver an anti drink drive message in the medium of their choice. View the winners [here](#).

New Look For SCPs in Carmarthenshire

School Crossing Patrols across Carmarthenshire have got a new hi viz look. Drivers will be seeing red – as well as fluorescent yellow so there will be no excuse for not seeing them.

The new issue uniforms to School Crossing Patrols, is part of a major drive by the County Council to keep children safe outside school gates. From the end of this month the Patrols will wear two-toned coats of red and yellow instead of the traditional all yellow coats.



The new uniforms are complemented by reflective chevrons on the body and on the arms of the coat.

County Road Safety Manager Keith Griffiths said "School Crossing Patrols play an important and key role in ensuring that children cross the roads safely on their way to and from school. He said: "These colourful uniforms will make them more visible to motorists.

"The red incorporated in the design will help drivers see Patrols in low light or sun glare and help distinguish lollipop men and women from other people wearing fluorescent jackets."



working for cycling



sports council wales
cyngor chwaraeon cymru



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



CTC, The UK's National Cyclists' Organisation has appointed Gwenda Owen as Cycle Training Development Officer to facilitate the rolling out of Cycle Training National Standards in Wales. This post is funded by the Welsh Assembly Government and supported by the Sports Council for Wales and will allow Gwenda to work with Local Authorities and other cycle trainers to vastly increase training capacity throughout Wales.

'Since starting in October I have been heartened by the enthusiasm towards the introduction and development of this new way of teaching cycling. I have been travelling around Wales by bike and train talking to those currently involved in cycle training and look forward to working with Road Safety Teams, cycling officers and independent trainers. The funding allows for bursaries to support the training of 110 new instructors and to develop instructor training provision throughout Wales. We will be providing details of the bursary application process and training provider development shortly. If anyone wants to contact me in the meantime please contact me by one of the means below '

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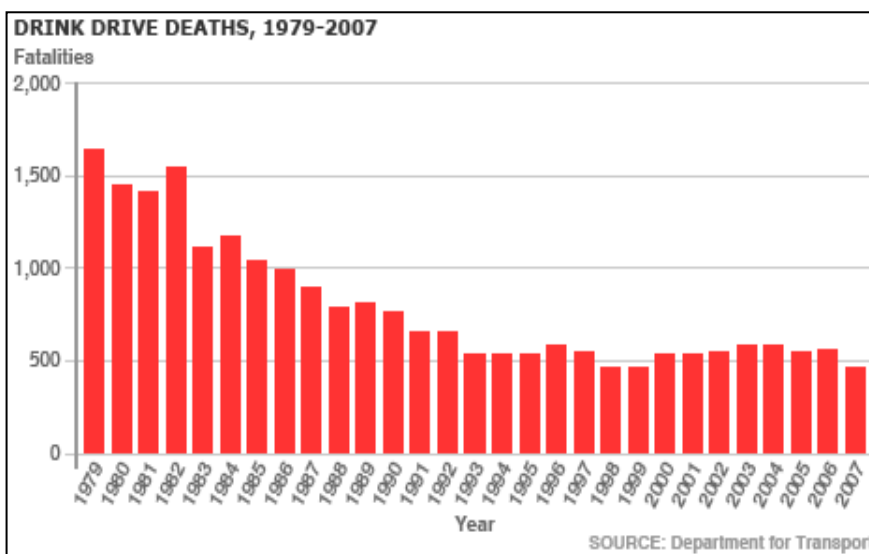
www.ctc.org.uk/

Drink Drive Fatalities Fall

The number of people killed by drinking and driving has fallen by almost a fifth, government statistics reveal.

Latest figures from the Department for Transport show fatalities were down 18% - from 560 in 2006 to 460 in 2007.

The number of serious injuries also fell, from 1,970 in 2006 to 1,760 in 2007 - a fall of 11%.



But an increase in more minor incidents saw the total number of drink and driving deaths and injuries rise by 220 cases a year to 9,620 - a 2% increase. The number of fatalities is now lower than it has been since 1999.

Transport Minister Rosie Winterton said: "Drink driving ruins lives. That is why it is such good news that the number of people killed or seriously hurt in this way fell.

"But any death or injury caused by a drink driver is one too many, and we will continue our efforts to tackle this serious issue."

She added: "Thirty years of government campaigns and enforcement work by the courts and police are having a positive effect, but we can always do more."

Ford MyKey

Cars could soon come with parental controls that limit what younger drivers can do with a vehicle.

Developed by Ford, the MyKey system limits a car's top speed, how loud its stereo can be and sounds warnings if seatbelts are not being worn. Ford will introduce the controls on some US makes of car that are due to debut in 2009/2010.

Warning tones

The main element of the MyKey system is to limit the top speed of a car to 80mph.

Ford says other options allow parents to limit the volume on the car stereo and make the car sound a continuous alert if drivers and passengers are not wearing a seatbelt. Other options will let parents decide if warning tones should sound if a car goes faster than 45, 55 or 65 mph. The car giant said the system built on the ID chips it already used in car keys to hamper car theft.

"It's making use of existing technology, and through the magic of software, we're able to build features on top of the features we already have," said Jim Buczkowski, Ford's director of electronic and electrical systems engineering. www.ford.com



Road Accident Investigation



There is a wide range of accident investigation procedures and protocols in place across Europe for investigating road accidents. However, as countries work towards meeting both their own road safety targets and those set by the European Commission, it might be possible that these existing investigations are no longer entirely suited to facilitating the decision making processes of road safety policy-makers or practitioners.

Current practices for dealing with road accidents are quite different from those for aviation, rail and maritime accidents, as is the legislative framework regarding such investigations. Currently no comparable requirements or clearly formulated objectives exist for the organisation of transparent and independent road accident investigation.

The report '[Recommendations for Transparent and Independent Road Accident Investigation](#)' aims to address the issue.

Protection in the Back

Toyota has developed an SRS (Supplemental Restraint System) rear window curtain shield airbag to protect rear passengers' heads in the event of a rear-end collision.

The innovative airbag deploys from the roof lining above the rear window in the form of a curtain-like barrier. Together with the headrests, the airbag minimizes impact to the head from a colliding vehicle or parts of the hit vehicle, thus helping to reduce the severity of injuries. Its use in the soon-to-be launched "iQ" ultra-compact four-seater is expected to approximately double the car's rear passenger head protection performance.



www.toyota.com

[Strapping Yarns: Why People Do and Do Not Wear Seatbelts](#) is a road safety research report which provides a better understanding of the usage of and attitudes towards seat belts among the population at large.

The first phase of the work programme investigated who does and who does not wear a seat belt, on what occasions and began to describe why. The second phase of the research programme involved a qualitative series of workshops with members of the public. The third phase of the project quantified the key findings of phases 1 and 2 with a questionnaire survey of 2,000 people.



The full report can be seen [here](#)

PACTS Report – Behave Yourself



The latest PACTS research report, 'Behave Yourself - Road Safety Policy in the 21st Century' is now available for download.

The report assesses how effective we have been in reducing casualties on the roads through behavioural change and whether lessons can be learnt from other policy areas such as smoking in public places, recycling and sustainable travel.

Key recommendations from the report include:

- The need to create a database of all advertising, educational and publicity campaigns at both national and local levels
- The need to involve the recipients of policy in the policy creation process
- The need to review the effectiveness of road safety advertising, especially in the use of highly emotive campaigns
- A call for a comprehensive peer review of the evidence base on speed and casualty and crash reduction
- The need for influential road safety advocates in the political and business spheres.

Commenting on the report, Robert Gifford, Executive Director, said "Politicians regularly and rightly call for behavioural change in road safety. Yet all too often we do not know how best to achieve this.

"Behaviours have changed on our roads. Since 1979, seatbelt wearing rates have risen through a mixture of advertising, in-vehicle design and enforcement. Over the last decade, the percentage of drivers not complying with the 30mph speed limit in free-flowing traffic has fallen from 70% to 49%. Behaviours can be changed and, as a result, road casualties can be reduced.

"However, there are some areas where we do not know enough. It is unclear how effective advertising is, especially when it focuses on the arousal of fear or emotion. Further reductions in casualties beyond 2010 will require us to be smarter in our work. A better understanding of how people behave and how we can help them to behave differently is vital if we are to achieve this."

Document: [Behave Yourself Final.pdf](#)



The European Transport Safety Council has published a blueprint for the EU's fourth Road Safety Action Programme 2010-2020.

With the 3rd Road Safety Action Programme coming to an end in 2010, ETSC suggests that in the next decade the EU aims at a 40% reduction of deaths across the EU and a 20% reduction of serious injuries in each member state. ETSC has also formulated a possible vision for the fourth Road Safety Action Programme: "Road Safety as a right and a responsibility"

View the blueprint [here](#)

Textecution

Reckless teenagers who use their mobile phones to send texts while driving could soon find Big Brother, or rather Big Parent, breathing down their necks.

A new service called Textecution uses a phone's in-built GPS system to detect how fast the handset is travelling. If the phone is moving quicker than 10mph, its messaging capability is immediately shut down. When the phone comes to a stop, for example at traffic lights or when parked, the driver is allowed to send texts again.

Textecution is one of several innovations resulting from growing concerns about drivers concentrating on their phones instead of on the road.

A report by the RAC Foundation last year found that texting behind the wheel impaired driving skills more than being drunk or high on drugs. Despite the danger, 48% of drivers aged 18-24 admitted breaking the law by texting while driving.

Textecution is a \$10 application that can be downloaded in Britain or America on Google's mobile phone platform Android. A parent registers their details with the service and installs it on their child's phone, so that its movements will then be tracked by satellite. If the child tries to text while travelling at more than 10mph, the phone screen says: "You are moving too fast to use this application."

Another solution, Key2SafeDriving, uses a key fob and is more restrictive still. The system, designed by researchers at the University of Utah, includes a device that encloses a car key. When in "driving mode", the phone cannot be used to make calls or send text messages, except for calling emergency numbers or those approved by parents. Incoming calls and texts are automatically answered with a message that says: "I am driving now. I will call you later when I arrive at the destination safely."

When the engine is turned off, the driver slides the key back into the device, which sends a "car stopped" signal to the phone, returning it to normal mode.

www.textecution.com



Contact The Editor

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