

National Data

Country : Thailand

- Population : 63.121 million
- Area : 517,000 Square kilometers
- Total road length : 212,060 kilometers
- No of registered vehicles : 26.417 million (mainly motorcycles :
16.425 million)

Road safety facts

Year	Number of accidents	Death
2002	91,623	13,116
2003	104,642	14,446
2004	124,530	13,766
2005	122,040	12,858
2006	111,035	12,069
2007	101,487	12,691

Source : Royal Thai Police

Accident Cost in 2007

Dead 11.10 million baht

Disabled 12.50 million baht

Severely injured 300,000 baht

Slightly injured 150,000 baht

Total accident cost 249,290.550 million baht

Factors related to accident

3 types of factors involved in crash causation

- Vehicle factors (e.g. brakes , tyres)
- Environmental factors (e.g. weather , road surface , roadside objects)
- Human factors (e.g. speed ,fatigue , alcohol , drugs)

Study of road accident causation

- Conducted in ten provinces in 2002 by King Mongkut University
- Findings :
 1. more than one factor involved
 2. human factor (95.62 %)
 3. Vehicle factor (27.54 %)
 4. environmental factor (21.56 %)

Risky driver behavior

- Driving over speed limit
- Drink drive
- Safety belt
- Helmet
- Running the red light

Why do drivers violate traffic law?

- Lack of driving skill
- Lack of knowledge
- Lack of civic responsibility
- Attitudes on the result of violation

Effective traffic policing

- At least 10% of total police resources devoted
- Most ASEAN countries devote 3-5 %
- Brunei , Malaysia and Singapore are good examples

Factors affecting the effectiveness of traffic law enforcement

- Equipment
- Training
- Respect
- Understanding accident patterns by detailed analysis of accident data
- Targeting high – risk road users at the times and locations that accidents occur

What to do under limited resources

- Focus efforts on low – cost but extremely effective enforcement areas which do not require expensive equipment or special vehicles (e.g. motorcycle helmets , seat belts)

Road safety enforcement aim

“ Reduce the incidence , severity and cost to the community of road accidents ”

- Professional development of traffic police is important to capacity building for road safety in each country

Capacity building

Ingredients :

- Country commitment to enhance traffic police professionalism
- Program tailored to police , community and cultural needs
- Implemented through local police in
“ train – the trainer “ programs
- Program supervised and quality controlled
- Focus – to raise the skill , status , capability of police in their law enforcement role
- Sustainable and transferable to other police and internal country programs

General themes of program

- Understanding crash statistics – types, frequency, locations, high risk areas, high risk times
 - Fatalities, injuries, crash damage
 - Costs - community financial and human – medical treatment, rehabilitation, injuries, deaths, trauma
 - Police costs-resources, rescue, investigation, court cases, litigation

LEADING TO:

Understanding - the real causes of crashes

- how enforcement saves lives?

An awareness of preventative measures

Understanding “strategic” enforcement

- Knowledge & planning makes the difference
- Setting challenging objectives
- Identifying targets & setting performance measures
- Identifying the best preventative measures & best detection measures/strategies
- Understanding the mix between education, enforcement and publicity
- Appreciating the mix between targeted enforcement with random enforcement
- Providing a meaningful deterrent threat to offending drivers/riders
- The perceived risk of being caught must be high

Perception : ANYWHERE/ANYTIME

Enforcement Model

Multiplying enforcement effectiveness

“General” deterrence vs “specific” deterrence

1. Increasing police visibility
2. Repeating enforcement operations often
3. Strict and consistent enforcement
4. Publicising enforcement activities

Overcoming possible barriers/obstacles

Such as:

- Limited police resources, inadequate training and ineffective strategies?
- Competing police priorities? e.g. Crime control
- Complacency in enforcement? Does it matter?
- Police officers sympathetic to drivers/riders?
- Inadequate or ineffective policing capability?
- Corruption and unfair enforcement tactics?

and

Planning how to overcome each one

To make a difference in enforcement:

10 critical components

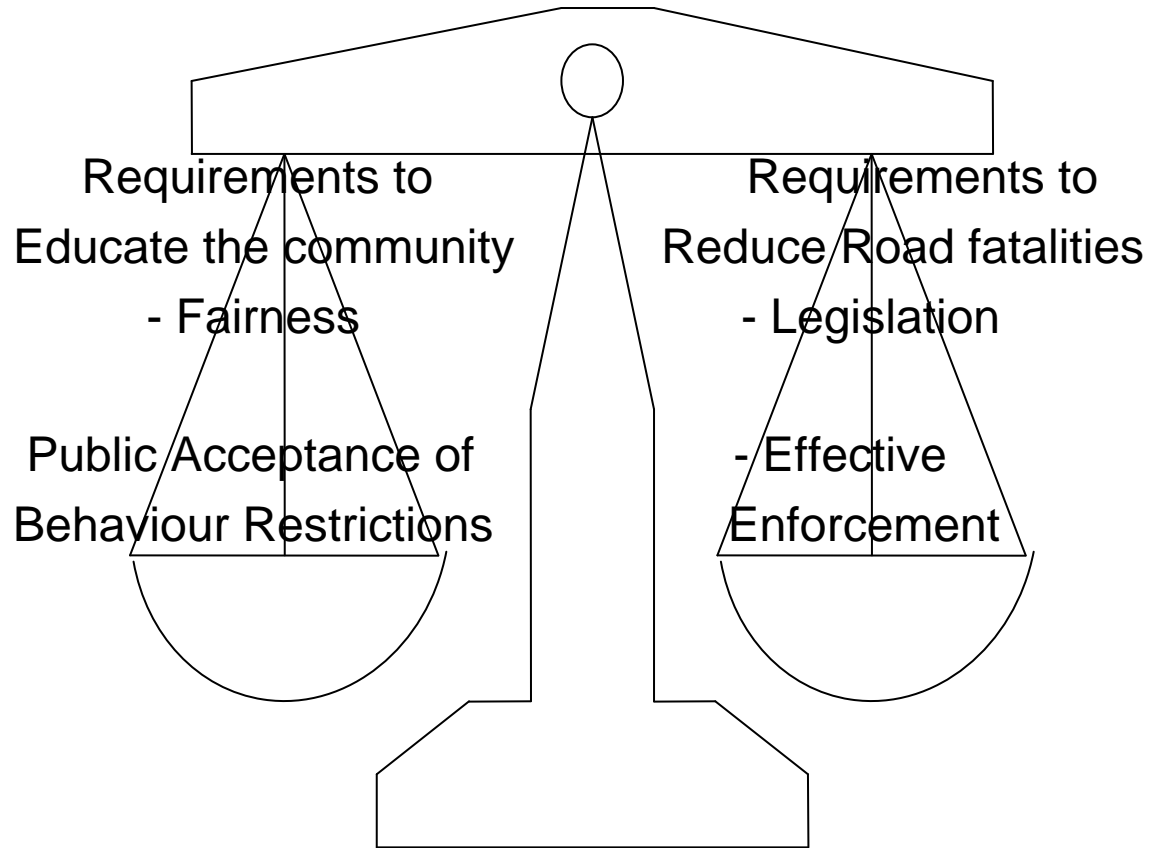
1. Knowledge of the REAL causes of crashes and injuries
2. Strengthening of current partnerships - and building new ones
3. Working strategically with the community
4. Strengthening the traffic policing “strategic” plan
5. More effective use of the media by police
6. Police to take an active role in community education
7. Ensuring police officers have the appropriate training
8. Using limited resources and equipment more effectively
9. Making operational planning more effective
10. Measure, evaluate and publicise successes

Key Strategies:

Community Policing

- Actively demonstrate police leadership
- Community consultative road safety committees/councils-
 - * engaging the community to gain support
 - * Identifying and assessing the barriers together
 - * Listening to any ideas, suggestions, opinions
 - * Actively working with the community to solve local problems
 - * Developing the best messages, developing action plans
 - * Establishing realistic targets. Providing feedback
- Using local role models, prominent citizens, sporting heroes to deliver the message
- Developing community surveys to determine community opinions
- Strengthening other institutions responsible for road safety

Building capacity through: Education & Enforcement



Summary

- Traffic police must focus their attention on preventing road accidents
- A well-trained, efficient organization adequately equipped with modern equipment and vehicles
- Concentrate on moving offenses and unsafe driver behavior