

# Public Health and Safety Community



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# Traffic Accident

- According to the WHO, in 1990, Road Traffic Accidents (RTAs) were the 9th leading cause of death, in 2020, they are projected to rise to the 3rd leading cause of death.
- RTAs are the leading cause of death for people between the ages of 10 and 24.

# Road Accident Problem

- More than 1.2 million people are killed in Road Accidents, worldwide , every year.
- One child is killed in Road Accidents, every three minutes in the World.
- For low-income countries RTAs can cost the GDP 1-1.5%, annually.

# Cause of Accident

- Drunk driving
- No use helmet & seatbelt
- No respect traffic rule
- No skill driving
- No limit speed
- Unhealthy
- Mental Problem

# Cause of Accident

- Environmental & engineering hazards on the roads
  - Wet roads
  - Animals on the roads
  - **A small pool of water or a hanging branch of tree on roadsides can cause accident**
  - **No standard or old car**

# Road safety & Human factor

1. Campaign for reducing road deaths and serious injuries
2. Behavioral modification for safety.
  - : Limit Speed, don't drink drive
  - : Seat belt and helmet use
3. Created road safety school curriculum
4. Improved public awareness of the issue
5. Safety awareness should begin from childhood.  
If safety awareness is imparted at childhood, safety will be a habit.

# Road safety & Human Factor

- Education
- Enforcement
- Medical treatment
- Database
- Participation from stakeholders





# Road Safety & Human factor :

- Fleet safety programs, driver training will all help improve social emphasis on safe behavior
- Drive Safe for Life concern.
- Improved public awareness of the issue



# Road Safety & Human factor :

- Driving tests for issue of Driving license is to be made more stringent and foolproof.
- Periodic eye testing of old aged driving license holders.
- Raising of lower age limit for two wheeler and Heavy Vehicle license to 21.
- Continuing Campaign



# Road Safety & Road factor

- Humps should be clearly marked, to avoid accidents.
- Zebra crossings should be provided for pedestrians for safe road crossings at appropriate places.
- Footpaths and medians should be made mandatory for important roads.

# Road Safety & Road Factor

- Provision of small pilot humps few meters before humps can also be considered to ensure that humps are not left unnoticed.
- Elimination of obstructions on road sides, caused by unauthorised construction / road side sales.



# Road safety & Road factor

- Proper maintenance of roads.  
Permanent contracts / arrangements should be in place for maintaining all roads in good condition always a gutter is repaired in time it can save a life !!!
- Increasing visibility near curvatures.  
Sometimes even cutting of grass to increase visibility can help save many lives.

# Road Safety & Vehicle safety

1. Tamper proof speed controllers should be made mandatory for all heavy vehicles. New heavy vehicles should have built in tamper proof speed controllers.
2. School Buses should be painted with Bright Yellow color
3. Vehicle check up and standard concern

# Road safety and Environment factor

- Infrastructure
- Pedestrian crossing
- Cycle lane
- Traffic light
- Proper marking of roads and signals.





# Road Safety & Enabling factor

- Video / Computer Games that simulate Racing should be banned by Government OR discouraged by parents as it will develop racing habit in children.
- All sorts of Motor sports especially racing should be banned by government. Telecast of Motor Sports and Racing also should be banned.



# Road Safety & Enabling factor

- Racing and over speed / highly risky riding, driving by Heroes should not be filmed in cinemas and TV serials. Government should censor such scenes.
- Advertisement boards and other items that may obstruct visibility at junctions, curvatures and other parts of the roads should be removed immediately

# Road Safety & Enabling factor

- TV and other media should be effectively used for Public safety awareness.
- Scientific analysis of major accidents / accident prone areas.
- Restriction of speed at accident prone areas.



# Road Safety & Reinforcing factor

- Children below a certain age should not be permitted to do cycling in busy roads / roads where heavy vehicles are plying.
- Refreshment parlors should be made available at (say) every 50 / 100 k.m. on all national highways and truck / heavy vehicle drivers should be forced to refresh by having a face wash or by having a cup of tea / coffee.

# Road safety & Reinforcing factor

- Enactment of stringent traffic rules.
- Immediate suspension of license of those who are involved the accidents, at least until they prove that they are not guilty.
- Cancellation of license of those who make serious accidents.

# Road Safety & Reinforcing factor

- Reflectors should be fixed on Front and Back of Trucks and Lorries.
- Periodic review of accident statistics to understand the effect of actions taken. Corrective steps should be taken based on these reviews.
- Driving tests for issue of Driving license is to be made more stringent and foolproof.

# Road Safety & Reinforcing factor

- Road Safety Day / Road Safety Week should be observed in all Schools, every year. Competitions on Road Safety Tips, Slogans, Essay, Painting drawong etc should be conducted for various categories of students.

# Road Safety & Reinforcing factor

- Front and Back of Lorries and Trucks should be painted with bright Yellow color to increase visibility. This will help to prevent collisions while Lorries and Trucks are parked on roadside without parking lights switched on.



Thank you for your attention

