

**Hellenic Research and Educational Institute  
for the Road Safety and the Prevention  
& Reduction of Traffic Accidents, “Panos Mylonas”**



**“R.S.I. actions on prevention of road crashes  
for children and youth”**

**Vassiliki Danelli-Mylona, President RSI**

*Athens, October 2015*

# Road Traffic Injuries a Global Problem

**1,24 million road users** are fatally injured each year

## Road Traffic Crashes:

- **1<sup>st</sup>** cause of death for the ages **15 – 29**
- **2<sup>nd</sup>** cause of death for the ages **5 – 14**
- **3<sup>rd</sup>** cause of death for the ages **30 – 44**

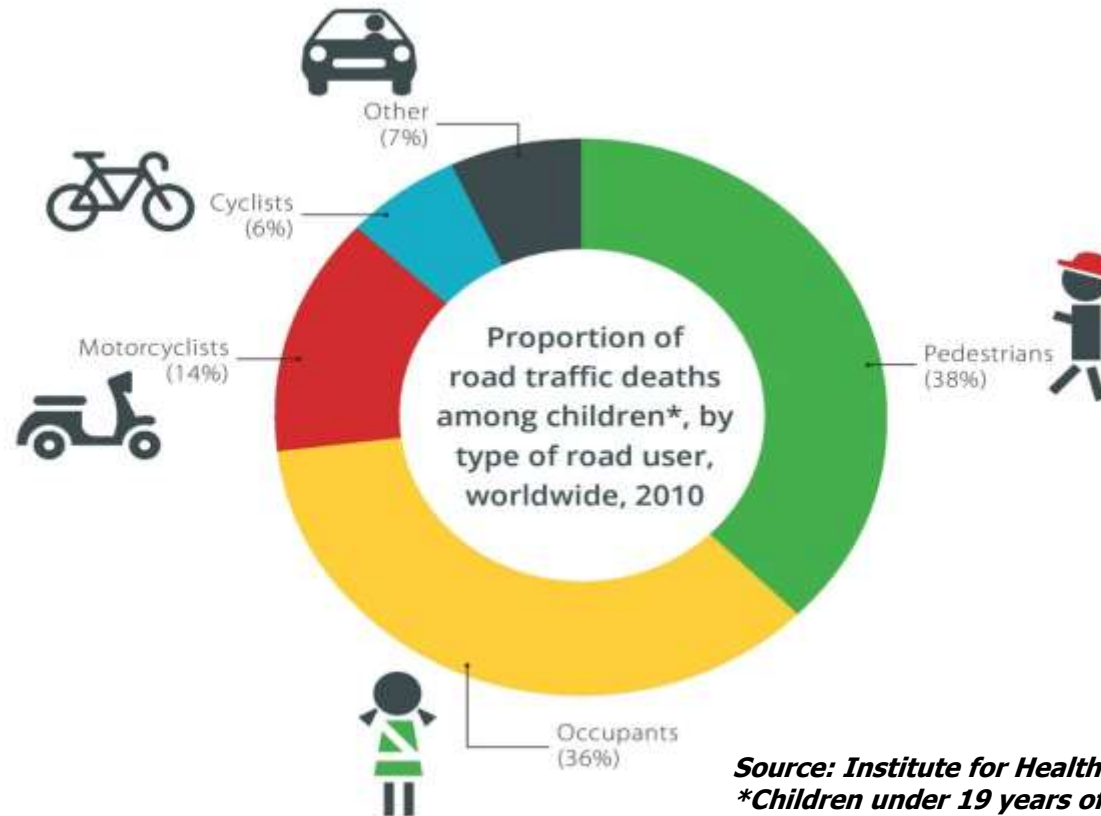
Source: World Health Organization (WHO)

# Children in Danger

Rank#	5-9 years	10-14years	< 15-17 years
1	Diarrhoeal diseases	HIV/AIDS	<b>Road traffic injury</b>
2	Lower respiratory infections	Diarrhoeal diseases	Self-harm
3	Meningitis	<b>Road traffic injury</b>	Interpersonal violence
4	<b>Road traffic injury</b>	Lower respiratory infections	HIV/AIDS

*Source: World Health Organization, Global Health Estimates, 2014*

# Children in Danger



**Source: Institute for Health Metrics and Evaluation, 2010**  
**\*Children under 19 years of age**

# Socioeconomic Inequalities and Road Traffic Injuries

The chance of dying in a road traffic crash depends on where you live



Road traffic fatalities per 100 000 population



**World Health Organization**

**Global status report on road safety 2015**

[www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2015/en/](http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/)





# 3rd UN GLOBAL ROAD SAFETY WEEK 2015

## #SaveKidsLives Campaign



[www.ioas.gr](http://www.ioas.gr)

# 10 strategies for keeping children safe on the road



**Control speed**



**Reduce drinking and driving**



**Use helmets for bicyclists and motorcyclists**



**Restrain children in vehicles**



**Improve children's ability to see and be seen**



**Enhance road infrastructure**



**Adapt vehicle design**



**Implement graduated driver licensing**



**Provide appropriate care for injured children**



**Supervise children around roads**

Source: WHO / Institute for Health Metrics and Evaluation, 2010 \*Children under 19 years of age

# Road Safety Institute R.S.I. "Panos Mylonas"

**The beginning...**



**...the end**



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# Road Safety Institute R.S.I. "Panos Mylonas"

Established on **May 12th 2005** after the tragic unfair loss of the 22 year old University student of Mechanical and Aeronautical Engineering and journalist, **Panos Mylonas**.

It is a non-for-profit Organization founded by:

- University Institutions
- Private Entities
- an Audit Company
- and individuals that were soon embraced by a large number of agencies and volunteers

# Strategic Pillars & activity areas

## Concerning:

### 1. General Policy on Road Safety

Contribution to the adoption of the Safety Infrastructure Management Directive (**Directive 2008/96/EC**) - Coordination of work among stakeholders, systematic registration, analysis of data and evaluation of road safety measures

### 2. Driver's behaviour

Education & Information to improve driver compliance with laws, better protection of vulnerable users, campaigning nationwide

### 3. Infrastructure

Implementation of international best practices and treatment of high risk sites

# Keys Areas to be addressed

- **Integrated Road Safety Strategy**  
requiring strong political will and active Civil Society Organizations
- Adoption of **Safe system approach**  
No road death is acceptable  
Legislation & Road Safety enforcement  
Ultimate responsibility of those designing & operating the road transport system  
Forgiving road environment
- Developing a **Road Safety Culture**  
related to values, attitudes and the behavior of all road users, the community, decision makers & Government

# Effective Road Safety Programs & measures for Greece

- Road safety education and campaigns
- Traffic enforcement including speed controls, controls for seat belt, helmet and child restrain use, alcohol controls and mobile use controls.
- Road Safety Audit
- Speed management systems in the urban and the rural road network
- Identification of hazardous locations and implementation of countermeasures
- Improvement of post-crash care

# Priority to Youth

- **High mortality rates** of young people (especially the ages 15 to 20)
- High rates of **delinquent behavior** in adolescence
- High school students: **most vulnerable for drinking and driving**
- **Difficulty controlling emotions and managing stressors**
- **Less activation of several brain regions**  
( frontal - prefrontal cortex, parietal and cingulate)
- Ideal group for **primer prevention** and **reducing involvement in traffic violations**



# Investing in traffic Education is a matter of life

**Developing Educational programs for Road Safety addressing the needs of specific age groups.**

- ✓ **Focusing on vulnerable road users children / students, diasabled**
- ✓ **Adolescents / Youth**
- ✓ **Adults**
- ✓ **Elderly drivers**
- ✓ **Professional drivers**

# Educational programs for all age groups



**«AVENUE for Traffic Safety»**  
for occupational health & safety

**«In traffic with safety»**  
for primary school education

**«Be a knight of Road Safety»** for primary school education



**«Cycling in Safety»**  
for primary school education



**«Do it Right»** for secondary school



**«Hermes»**  
for young traffic offenders and their families



# Adopting Positive Role Models starting early...



# Knight Eugene

## The Road Safety Hero for children's safety

### Program "Be a knight for Road Safety"

- Introduces children to the world of **Road Safety** and **Traffic Safety Culture**.
- a **positive role model** for responsible and safe behavior on the road.
- Kids learn in a pleasant way to **protect themselves as pedestrians, cyclists or passengers** while in a car or the public transport.





# Knight Eugene

## The Road Safety hero for children's safety

### Program "Be a knight for Road Safety"

- To **protect** their safety and **recognize** and **prevent risks** in the road environment.
- To **respect** the Road Code rules
- To respect life and develop **values** and **attitudes** on responsible, safe and courteous behavior.





# In Traffic with Safety

## Program for primary school students

- **Experiential learning**

- Students learn how to protect themselves as a **pedestrian**
- Recognize the **risks** on the street and learn how to avoid them
- Designed by experienced paedagogos, child psychologists and road safety experts.

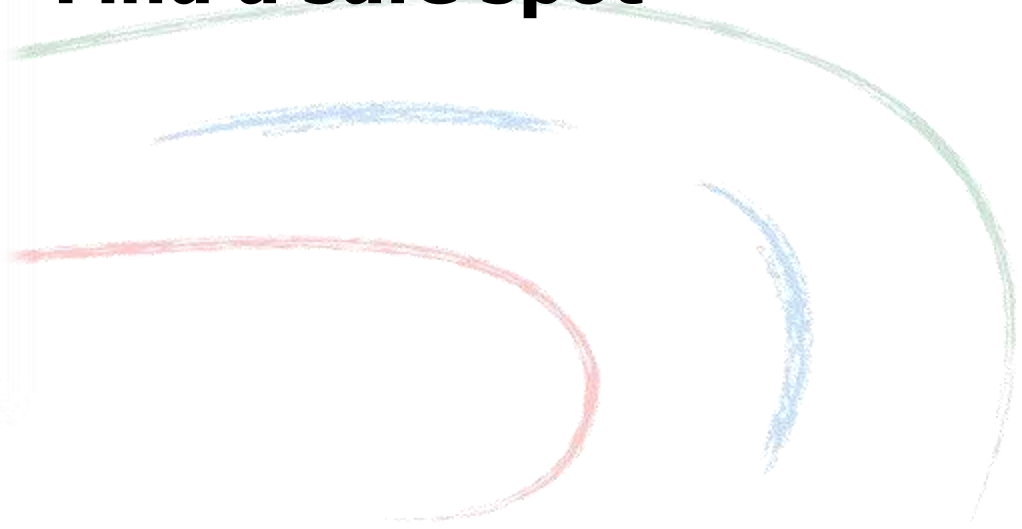


# In Traffic with Safety



## 1. Think!

**Find a safe spot**



# In Traffic with Safety



**2. Stop!**  
**...at the pavement**

# In Traffic with Safety



**3. Keep your eyes and ears open!**

**Always**

# In Traffic with Safety



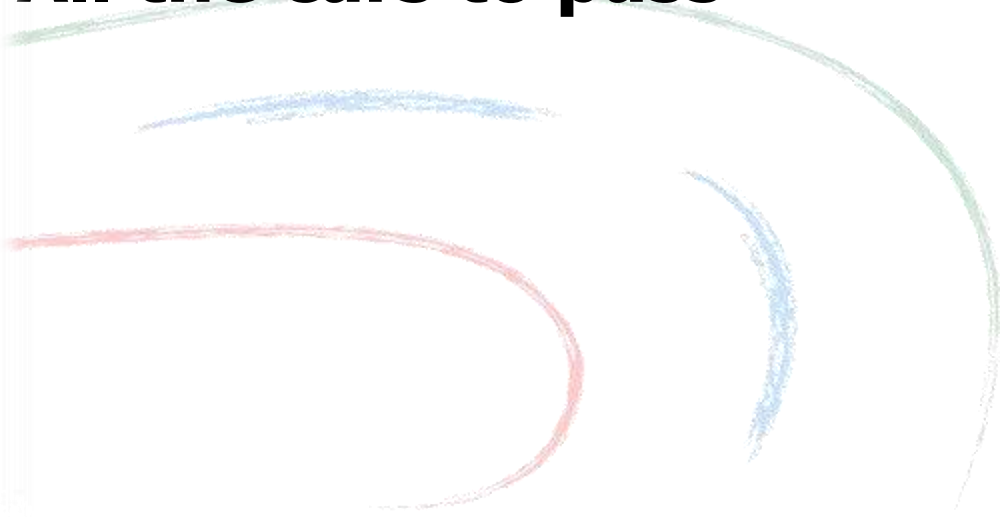
**4. Look!**  
**Left Right Left**



# In Traffic with Safety



**5. Wait!**  
**All the cars to pass**



# In Traffic with Safety



**6. Cross the street carefully!**

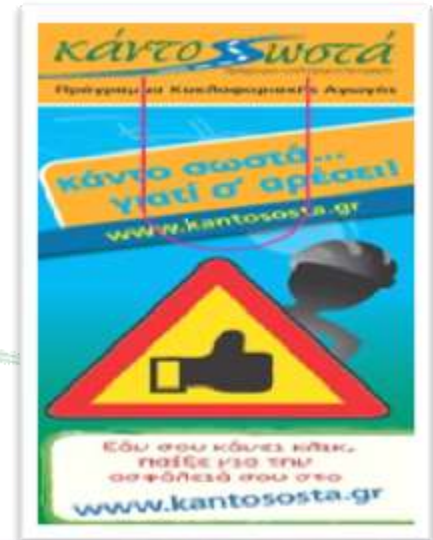
**Don't run...**

**Don't go slowly...**

# Educational programs for teenagers and young people

## “Do it Right!”

- For secondary school students
- Informing and sensitizing teenagers about speeding, seat belt and helmet wearing, drink-driving etc
- Evaluate through an online questionnaire



## “Ermis”

- Program for **young traffic offenders**
- In collaboration with the Juvenile Court



# AVENUE for traffic safety

(Actions for **V**ulnerable, **E**lderly, **N**ovice drivers and road **U**sers in Europe )  
Developing the Model

Centres for road safety and actions for citizens, examples of best practices

National Nest



Local Nest



Mobile Nest



**European project  
for Traffic Safety  
coordinated by RSI  
2010 - 2013**



Ranking 1st in the  
evaluation by the Experts  
Committee  
of the European  
Commission



# NEST technical implementation



Driving Simulator



Alcohol goggles



Reflective materials



Distracted driving game



Roll Over car



Belt Sledge



Collision weight



Reaction test



# Educational Programs for all Age Groups

## 2009 - 1<sup>st</sup> Semester 2015



**79.978** pupils of Primary School



**44.536** students of High School



**455** Juvenile offenders of traffic regulations and their families



**5.521** adult drivers in corporate companies



**> 7.000** Soldiers, Officers and Executive members of Military Units



[www.ioas.gr](http://www.ioas.gr)



# Educational Programs for all Age Groups



**Every day 4 people  
die due to traffic crashes**



**Every day *R.S.I.*  
"Panos Mylonas"  
trains 213 people**

# Scouting for Global Road Safety

«4<sup>th</sup> Greek Scout Jamboree»  
@Kamena Vourla, 2010

«22<sup>nd</sup> World Scout Jamboree»  
@Sweden, 2011

«14<sup>th</sup> Canadian MOOT»  
@Canada, 2013

«1<sup>st</sup> World Scout Education Congress»  
@Hong Kong, 2013

«23<sup>rd</sup> World Scout Jamboree»  
@Japan 2015



# Scouting for Global Road Safety

## 23<sup>rd</sup> Jamboree meeting in Japan, 2015





# Scouting for Global Road Safety

## Research on Road Safety Attitudes Among Youth

### 23<sup>rd</sup> World Scout Jamboree ( 28.07-08.08 2015) Japan

The main research objectives of the questionnaire were to track the perceptions and attitudes of **"underage drinking"**, **"drinking and driving"** as well as issues concerning **traffic culture** in general. The results will lead to the development of intervention and prevention programs based on cross cultural issues and references to other countries



# Scouting for Global Road Safety

## Research on Road Safety Attitudes Among Youth

**Pilot study** for road safety attitudes and beliefs

**Qualitative and quantitative research** to academic standards (survey, case studies, questionnaires & interviews)

**Workshop and educational programs**

**Focus groups** (Scouts were asked about their perceptions, opinions, beliefs, and attitudes towards road safety)

**Interactive groups** (Scouts were free to talk with other group members about their road safety experiences of their countries)

**Lectures and training** from road safety experts



# Scouting for Global Road Safety

## Holding hands event

- One boy and one girl from each country hold hands for Road Safety
- Support message and video from UN's Secretary General Special Envoy for Road Safety Mr Jean Todt





# Awareness campaigns

## Kids and Road Safety



## Main Causes of traffic incidents



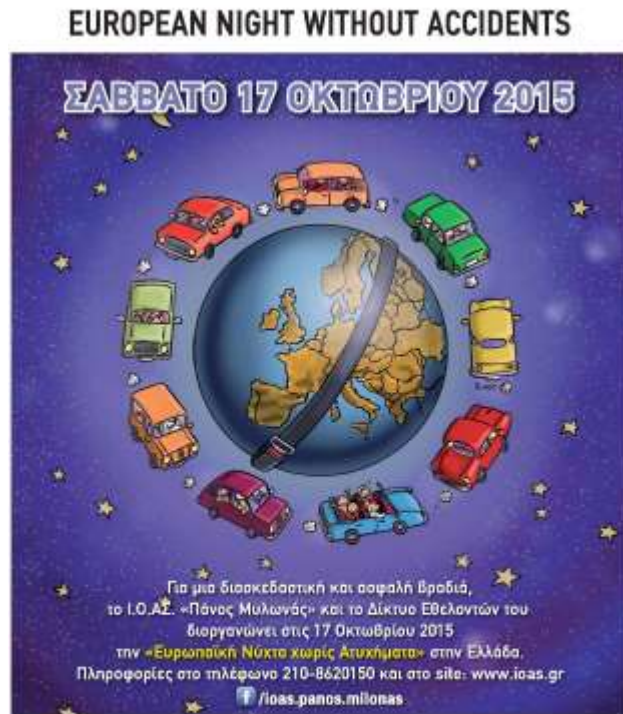
## Summer and Winter Campaigns



## Aggressive driving & distraction of attention



# European Night Without Accident 2015



**9<sup>th</sup>** Year

**25** Greek Cities

**30** Night Clubs

More than **400** Volunteers

Over **2.500** young people  
participated

[www.ioas.gr](http://www.ioas.gr)

# European Night Without Accident 2015



***"Everybody is having fun,  
one is not drinking"***

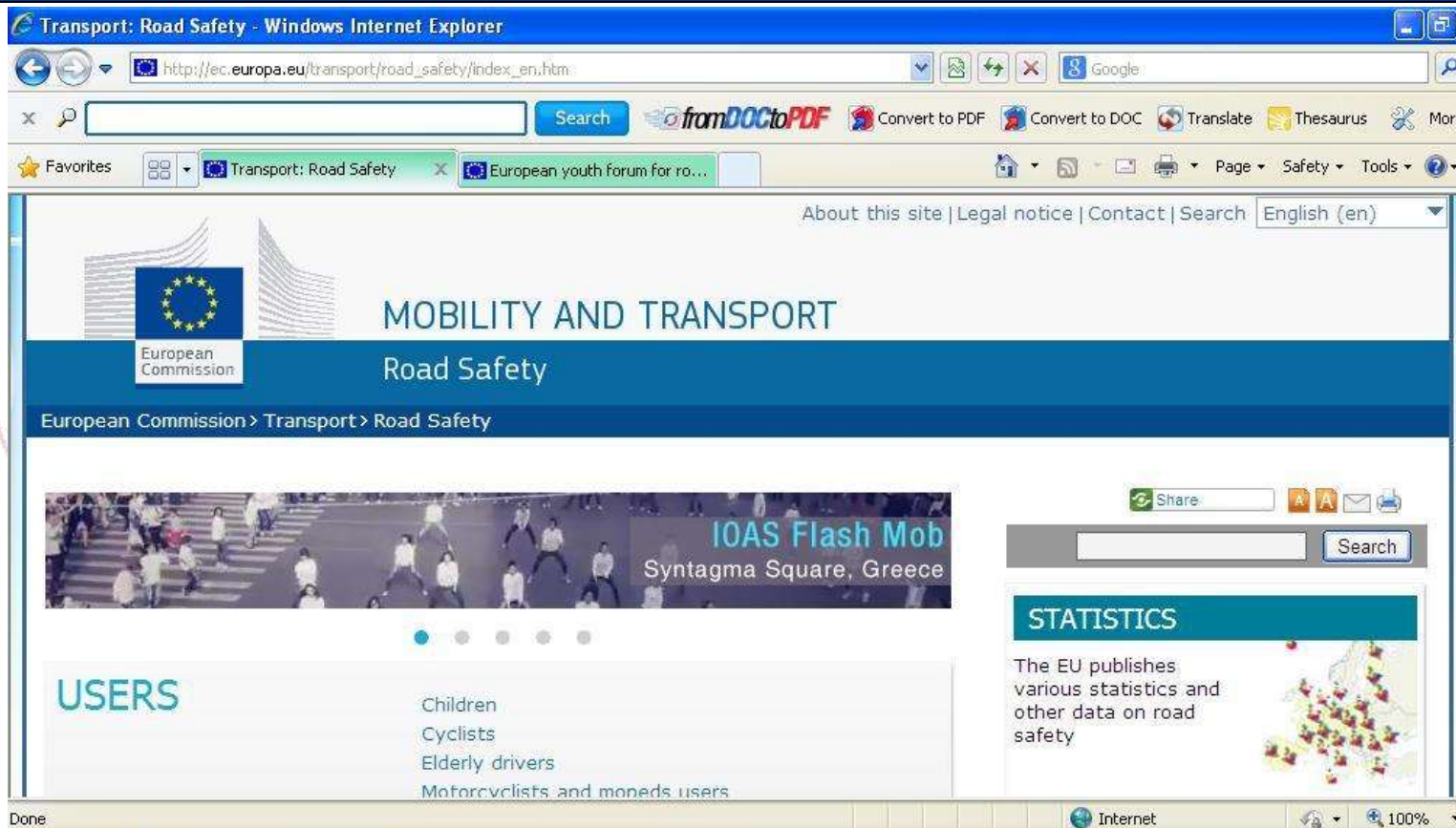


# Flash Mob "STOP Road Crashes" @Syntagma Square



[www.ioas.gr](http://www.ioas.gr)

# Flash Mob "STOP Road Crashes" @Syntagma Square



[www.ioas.gr](http://www.ioas.gr)



# Infrastructure

## Kastella (Evia) School Crossing

- Request to IOAS (R.S.I.) by students' parents association
- Approval of study & implementation in collaboration with the local Authorities & Ministry of Public Works





# Infrastructure

## Kastella (Evia) School Crossing



# Road Safety Institute R.S.I. "Panos Mylonas" Quality & Transparency

- **R.S.I. is certified that** applies a quality Management System as per standard:  
**ISO 9001:2008** for Quality Management  
**ISO 14001:2004** for Environmental Management  
**ISO 39001:2012** for Road traffic safety Management  
**ISO 29990:2010** for Educational Programs
- Awarded with **European Citizen's prize** by the European Parliament
- **Audit** by SOL Certified Public Accountants S.A.



# Let...

***"... the tragic loss of a young man with values, respect for people and love for life, be the beginning of the active participation for NO MORE deaths on the roads."***

**Let's work together to make our roads safer**

***Road Safety is a matter of Education,  
Culture and Development***

# Thank You!



ΒΡΑΒΕΙΟ ΕΥΡΩΠΑΙΟΥ ΠΟΛΙΤΗ

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