

KEEPING CHILDREN SAFE IN TRAFFIC



CHILDSAFE ROAD SAFETY SEMINAR

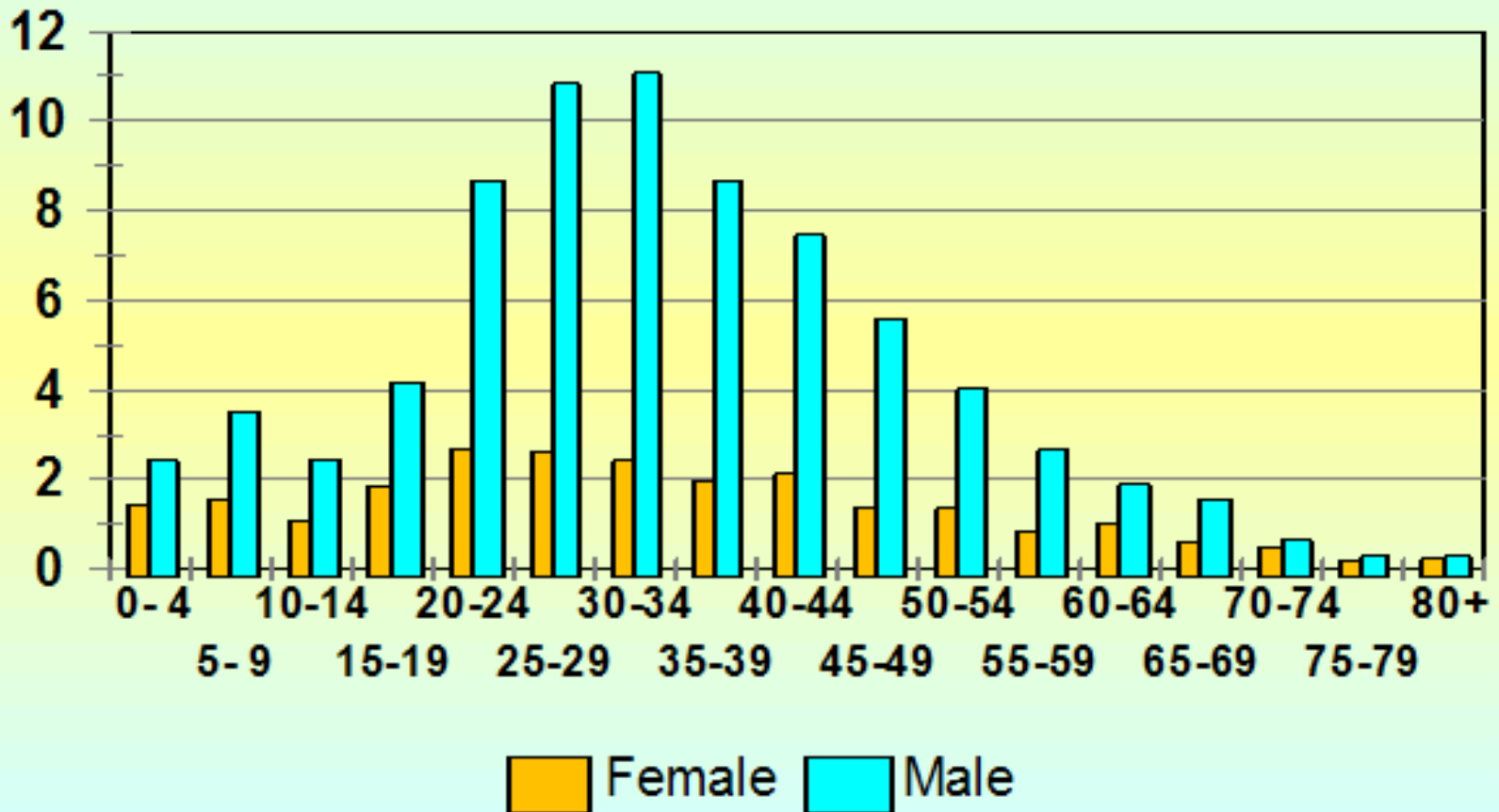
25 AUGUST 2010

WHO WORLD REPORT:

- Children account for 21% of all road traffic injury related deaths worldwide
- Low-and middle-income countries account for 93% of child road traffic deaths
- Child RT mortality rates per 100 000 population:
 - Europe: 5.2
 - Americas: 8.7
 - Africa: 19.9

SOUTH AFRICA ROAD TRAFFIC FATALITIES 2009

% of All Fatalities per Age Group



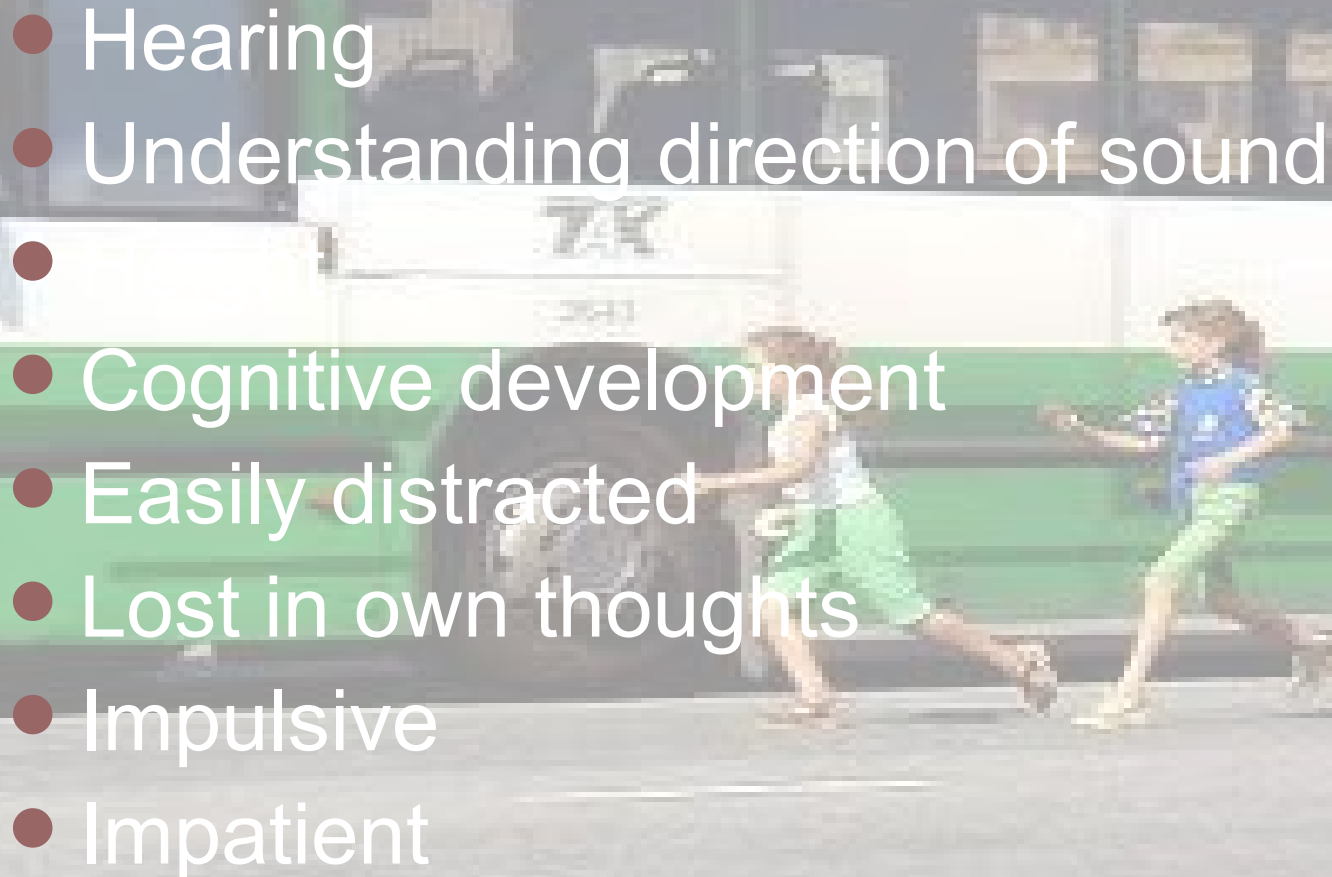
Crossing a busy street is a more difficult task than high school mathematics.

Prof. Carolyn MacGregor, University of Waterloo, Canada

TO CROSS A BUSY STREET YOU HAVE TO:

- Be aware of oncoming traffic
- Assess the speed of the traffic
- Judge how far away it is
- Judge estimated time of arrival
- Consider time available for crossing
- Compare the time available and time to cross

LIMITATIONS/CHALLENGES

- Hearing
 - Understanding direction of sound
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 - Cognitive development
 - Easily distracted
 - Lost in own thoughts
 - Impulsive
 - Impatient
- 
- A photograph of two young children running on a sidewalk in front of a school building. The child on the left is wearing a green dress and the child on the right is wearing a blue shirt and green pants. The school building has large windows and a sign that says 'ZAK'. The image is slightly blurred, suggesting motion.

DRIVERS

Drivers distracted by:

- Signs
- Increasing traffic
- Mobile phones

Focus of responsibility to be shifted more towards drivers

ENVIRONMENT

- Traffic calming
- Safe residential areas – traffic planning
- Speed reduction
- Safe access to schools
- Maintenance of road environment
- Examples:
 - Tshwane – Tsamaia road in Mamelodi
 - Eldorado park – Junior traffic training centres
 - R300 Cape Town
 - Sections on national highways - SANRAL

Measures

- Education – tailored to stage of development
- Training – aimed at pedestrian, driver, parents
- Publicity & awareness – directed at specific target audiences
- Examples
 - National road safety education programme
 - National debating competition
 - SANRAL community development programme
 - GRSP ZA community programmes

CONCLUSION

- Life is full of risks
- Remind children of the risks
- Watch out for your own and other children
- Build environments that are more forgiving
- Drivers need to drive as if pedestrians do not see them