SECTION «B»

III - THE MAJOR ACTORS FROM PUBLIC AND PRIVATE SECTORS TO PROMOTE ROAD SAFETY
One Click Can Change Your Future. Belt UP
Road traffic injuries (RTI) are an important international public health problem and facing it is a major requirement for sustainable development.

Road crashes form the leading cause of death to people between 1 and 40 years old in most countries. Road traffic injuries are the leading cause of death due to injury, and according to the global burden of disease study, the ninth leading cause of all deaths. By 2020, WHO projected that Road Traffic Injuries (RTI) will account for about 2.3 million deaths, with 90% of these occurring in the less motorized countries (LMC)” and rise to 3rd most significant burden of diseases.

While it is ultimately the responsibility of the individual to drive safely, there is also a role for many groups and organizations both public and private, to provide the tools that will help road safety.

Transportation is constantly changing and the volume increasing continuously. This report shows YASA conviction that the responsibilities must be shared. This will include in addition to that of the drivers, that of the car manufacturers, road and highway builders, town planners, lawmakers, judges, police, teachers, insurance companies, first-aid worker, doctors, psychologists, media, motor clubs, as well as victim associations. The objective of the present report is to define the role of the major actors and the kinds of roles they can adopted to prevent road traffic related injuries:
1. LEGISLATORS

The influence of legislation has been one of the strongest forces at work for traffic safety in most high-income countries. The desires of people for education of young drivers in high school and as expressed by their legislators helped provide compensation for injured people, and made provisions for many more safety measures to protect all persons. In most high-income countries, legislative acts to create safer conditions are a direct result of many other forces such as the safety organizations, universities and media. “Seat belt legislation is one of the most important public health measures of modern times”. This was the conclusion in 1988 in “Strategies for accident prevention” for the U.K. (HMSO, 1988). The seat belt was introduced in 1971 in the Netherlands, in 1975 in Sweden and by 1983; this law was passed in most high-income countries. After around three decades, most low-income countries passed the seat belt law under the influence of the road safety movements in these countries. In the Gulf, the seat belt started to be mandatory in the 2001-2002.

Traffic crashes dilemma had created a variety of legal issues, especially in the potential liabilities in activities surrounding the use of automobiles and other motor vehicles. Individuals and organizations are usually aware that the ownership, maintenance, or use of a motor vehicle creates a serious liability exposure, but they often do not appreciate the complexity of magnitude of this exposure. This section will deal briefly with the special factors affecting the finding of negligence and liability in automobile crashes, the financial responsibility requirements that governments have imposed upon drivers to protect innocent victims of their negligent acts.

The law clauses penalizing negligence still play the most-important role in automobile liability. Negligence relating the use of vehicles normally depends upon a jury’s decision as to certain questions of fact: (1) Did the defendant fail to have the vehicle under proper control? (2) Did the defendant fail to exercise proper lookout? (3) Did the defendant operate the vehicle at an excessive speed? An affirmative answer to any one of the three above questions will result in finding the defendant negligent. The owner of a vehicle, however, cannot be concerned only about his or her own driving habits and liability to meet the above negligence tests. Liability may also exist under certain conditions in the use of the owned automobile when someone operates it other than the owner.
2. COUNTRY PRESIDENTS

They have a major role in raising road safety on the national political agenda. One of the most successful presidents in doing that was President Jacques Chirac who started in 2002 very serious nationwide efforts to promote road safety in France. John F. Kennedy, the US President of 1960-1963, said: “Traffic accidents are one of the greatest, perhaps the greatest of the nation’s public health problems.”

Dr. Thomas Klestil, the Federal President of the Republic of Austria, said in welcoming guests to the Seventh World Conference on Injury Prevention and Safety Promotion:

As Federal President of the Republic of Austria I have accepted with pleasure the patronage of the “Seventh World Conference on Injury Prevention and Safety Promotion” to be held in 2004 in Vienna.

For many years, I have followed attentively the international scientists in this field, which are reflected in meetings and congresses in Austria. In addition, I am glad that the relevant issue of risk and injury prevention will be discussed in Vienna. Our modern world, which-through communication and technology has made life much easier for us, has unfortunately also lead to a multiplication of the risks and threats with which we have to live, a fact too little noticed and inadequately investigated so far. It has thus also become increasingly necessary to analyze the wide realm that has opened itself in the field of risk prevention. I hope that the result of this World Conference will contribute to making questions of safety and injury prevention a central issue, thus reducing the risks faced by human beings.

3. REGIONAL, PROVINCIAL GOVERNMENTS AND LOCAL AUTHORITIES

The development and implementation of safety programs are also one of the Major the responsibility of the local community. Planning and development of a road safety campaign can often be done on a national basis. The actual program must be implemented by people in the community. If leadership does not exist at the local level, all educational programs except simple public information announcements will be poorly developed, if at all. In order to have an effective traffic safety program, the community leaders must take an active part in the program.
Community leaders are in a position to determine which programs are most effective and to estimate the best time to start them. They will be able to present the program in a manner that will be acceptable to a majority of the people.

The WHO model for safe communities is one of the most important tools to measure safety in communities. This concept started from Sweden, and it reached worldwide recognition in most high-income countries.

4. POLICE OR INTERNAL SECURITY FORCES (ISF)

The Judicial Prosecution Institutions have also a major crucial role in promoting road safety. After hard time due to security reasons, Lebanese ISF launched an enforcement campaign from 15 September 2008 to enforce traffic legislation in Lebanon. These efforts should be sustainable in order to have considerable positive effects. The presence of proper and modern traffic legislation is crucial for the success of ISF in enforcing traffic rules and regulations.

Mr. Serge MACKOWIAC, national prosecutor (France), emphasizes a difficulty in getting a simple message across in daily life: road delinquency really is delinquency. The fact is that the messenger is his own target. Policemen, judges and elected officials never identify with thieves or swindlers, but they sometimes identify with drivers violating the regulations. Moreover, he recalls that the weapon of the crime, the car, is a symbol of social success, and that the majority of the violators of traffic regulations, very highly socialized, are utterly unaware of their social danger.

5. EDUCATIONAL INSTITUTIONS

Formal education in the schools and mass education of the public have both played important roles in the development of the accident prevention movement. Since accidents result from human failures, there is a need for education and training in safe practices in nearly every type of human endeavor.

Justin Okot, the Chairman of the National Road Safety Council of Uganda, said: “If road safety education could be introduced into primary
schools in Uganda it would be the single most important contribution to road safety ever seen in this country.” Educational institutions, in the developing countries, should raise the priority of safety education and play their role in changing behavior of the upcoming generations.

Also, in most high-income countries, colleges and universities prepared and disseminated many safety publications that contributed to the development of safety education. These publications include reviews of doctoral level and other research projects at these institutions in addition to many promotional safety materials that have been used to the advantage of accident prevention work.

In high-income countries, universities and research centers work together in joint research and programs that targets to study and analyze accidents and prevention. Many books and researchers from different institutions in different countries join efforts and experiences in their common work. Many institutions in developing countries fail to work together, because they have a tendency to be attracted by Western Institutions. These institutions should continue learning from the developed countries, but they must share their experiences with their counterparts in the developing countries.

6. MINISTRY OF EDUCATION
The planning of safety education experiences into the school curriculum should involve many sectors of the school and community.

Many persons can contribute materially to the program. Bringing persons from these sectors into the planning stages of the instructional program will lead to broader, more meaningful experiences and create wider acceptance of the safety curriculum. These groups should include teachers, pupils, and representatives of community agencies and organizations interested in the objectives of safety education.

In Lebanon, there is law enacted in 1996, that organize the school transport system. In September 2008, the new Lebanese minister of education MP Bahia Hariri formed a committee that presented a draft for a decree that targeted to apply this law, which was not enforced during 12 years. YASA (www.yasa.org) and Lassa (www.lassanet.org) were active in presenting this draft.
The school bus should be designed to protect passengers from impact. The floor is raised, the window glass is shatterproof, and strengthened reinforcement along the sides of the bus.

The school bus should be equipped with flashing lights and stop arm that warn motorists that the bus is about to stop to load or unload students, and, School bus drivers should receive special training and licensing, rigorous examinations and must maintain a good driving record.

All buses emission systems should be built according to safety standards and inspected on regular basis to make sure no pollution reaches students and drivers.

Buses should be uniform in light and color (like bright yellow) to make them very visible.

7. SCHOOL BUS DRIVERS

School bus drivers should be given special care. They are considered professional drivers as they earn their living from the driving job.

However, when it comes to safety, it turns to be a different story.

Each one of them carries tens of students of different ages whom he must return to their parents safe. Hence, his responsibility is ten times more than that of the private driver. He should consider securing his passengers’ safety as top priority. On the other hand, it is the officials and school owners’ responsibilities to promote safe school bus drivers.

This can be achieved through getting them undergo continuous driver improvement programs.

The following overview outlines a school bus driver’s daily responsibilities for ensuring the safety of the school vehicle.

Every day, before taking a school bus onto the road, and while driving, the school bus driver is responsible for making sure that the bus is in safe operating condition. To do so, the driver must complete a “circle Check”: a through stationary and operating inspection of the vehicle, both inside and out. The vehicle must be maintained in safe
operating condition and meet all regulations.

The daily trip inspection includes specific outside items. These are:

- Alternating lights, headlights, directional signals, parking and clearance lights.
- Windshield and wipers,
- Engine compartment: fluid levels, wiring, belts and hoses,
- Tire (retreads are allowed on rear wheels only)
- Exposed wheel nuts, lugs and studs,
- Exhaust system for leaks,
- Directional, stop tail and clearance lights,
- Emergency exit,
- Alternative lights, rear,
- Rear windows (for cleanliness),
- Entrance door,
- Body condition, for sharp edges,
- Fuel system (for leaks),
- Sign (for cleanliness and legibility).

8. RESEARCH
A major problem in low-income countries is the reliance on international research that does not always match with the local and community’s needs. Universities and research centers can help to initiate and assist a cadre of national and local professionals from a variety of fields (public health, medicine, engineering...). Those professionals can study and evaluate the local needs and produce efficient results if they are able to maintain the independence of their research. In most low-income countries, there is a major problem that researchers are usually recruited and employed by public agencies, which are usually not willing to support independent research that may criticize the performance of these public agencies.

9. MEDIA
Media should stress that road traffic safety is synonymous with public safety in everyday life. Control of road danger is trailing behind controls imposed on other sectors where there is a potential danger - i.e. shipping, aviation and railways. Ingrained habits prevent the use of road
safety applications of devices used in other transport systems - such as advanced technologies - to enhance safety and codes of good conduct. To change this, a new culture for road safety is required and the media can play a vital part in bringing this about. It should also be emphasized that traffic regulations are instituted for the safety of all and that they are the result of a careful process involving, consultation and consensus. Together with the media, people are already creating this new culture, which influences lawmakers/enforcers, road designers/builders and car manufacturers. Road traffic safety and the reporting of crashes should belong to the core curriculum of the schools of journalism and publicity of awards for safe driving, causes of crashes (fog, alcohol, drugs, etc.), crash analysis, enforcement (also technological advances), crash statistics and socio-economic costs of road crashes should be encouraged.

The public awareness to dangers on roads should be promoted continuously. While other risks of civilization, e.g. nuclear power or other means of transportation, get great attention by politically active people and journalists, this is not so for road-traffic, although clearly more people lose their life on the roads.

The press contributes a lot for educating the public on various phases of safety. It is always the first group to be called upon to support safety campaigns. Television and radio channels are considered the most important media communication channel in providing safety education for the public and are required to provide a portion of their broadcast time in the interest of public service. Alfred P. Sloan said, “Radio and television have added a new dynamic to the nationwide effort to curb traffic crashes. Broadcasting has become a potent educational force for informed opinion and constructive safety action throughout the country”. Radio and television have supported many types of road safety campaigns. For example, in the East Mediterranean Arab countries, YASA International (www.yasajordan.org www.yasasyria.org) and many ministries of transport (www.mot.gov.sy) and Interiors, had organized many radio and television programs that are based on road safety themes. In all countries, publicity campaigns are important, particularly when laws are introduced, in order to inform the vehicle users. This has been the case in most developed countries where it can be assumed that there is a high level of knowledge concerning traffic safety issues. To keep this knowledge, media is a strong partner in the sustainability of
road safety campaigns. Shock as a permanent condition is, however, a contradiction in itself. With increasing saturation it becomes difficult to attract any attention whatsoever by shock methods.

10. MOTORING ASSOCIATIONS

Motorcycle instructors and associations have a basic role to do for safety education. One agency in the United Kingdom declared:

We propose to develop the compulsory basic training course for all learner riders and possibly introduce different courses for different types of motorcycles. We shall work closely with motorcycle instructors, safety experts and rider organizations to get the training package right.

11. THE MILITARY

The armed forces represent in most countries one of the largest employers. The individuals involved in various job tasks also make the military a source of numerous RTI with a higher rate of deaths compared to others. Therefore, the various branches of the armed forces must do many efforts to reduce their mortality rate that is caused by road traffic crashes. This should start by declaring publicly and in the military magazines the number of killed and injured due to RTI and to set short-term and long-term targets to decrease the burden of RTI.

In Lebanon, YASA has established a strong partnership with the Lebanese army from 1998. This partnership was important in promoting safety cooperation. The Lebanese army is successful in enforcing strictly the traffic rules and regulations on their own vehicles.

The Norwegian army has decided that they want to decrease the number of crashes where soldiers are involved. The Norwegian Public Roads Administration, Telemark, has on several occasions been visiting the Royal Norwegian Air Force School of Transport to run the video and talk with the guys there. The Royal Norwegian Army’s Transport Officer now works on a concept for the rest of the army. Unfortunately, most military leaders in developing countries are not aware about their role in purchasing safe vehicles for the military and are rarely engaged in declaring publicly their willingness to reduce RTI.
12. RELIGIOUS LEADERS

Religious Leaders have also a crucial role in Safety Awareness. His Holiness Pope John Paul II said in the World Remembrance Day for Road Traffic Victims in November 17, 2002:

Every year, this Sunday invites us to remember road traffic victims. While especially praying for the Lord to welcome in His love all those who tragically died in a road accident, I entrust to the tenderness of the Madonna the numerous injured people, often permanently disabled, as well as their families and I appeal to the solidarity of all. Finally, I fervently demand all drivers to show respect for others, accepting to drive in a careful and responsible way.

Although religious leaders have a major role to do in order to promote safety awareness, very few are aware of this role. It is greatly needed that road safety experts and practitioners do their best to convince religious leaders in promoting safety awareness.

13. DRIVER TRAINING SCHOOLS

In most industrialized countries, driver training is seen as a necessary requirement in the quest for a driving license or permit.

Therefore, the driver training school should provide world-class driver’s training that sets a new standard in traffic safety and education.

The school facility should be designed in accordance with the highest quality standards, and should be equipped with advanced training means used by employees who should be of the most competent human resources. The normal approach for a driver training school is to follow a syllabus that covers sufficient elements to enable the student to pass the license test. Ideally, the syllabus and the training should aim to prepare learner drivers for all actual potential hazards and situations on the road and not just those tested by the examiner at the time of the test, and it is evident that most candidates are concerned only about learning enough, just to pass the test.

The driver training school is considered successful only if it could make of the student driver, a person of good driving skills and of better driving behavior, and this by itself, would make an enormous difference in reducing the number of road casualties as driving is an acquired
and demanding skill that takes years to master. Moreover, the driver training schools should teach the new driver the right attitude towards speeding, other road users, alcohol, drugs and fatigue, all in compliance with today’s road conditions. In addition, the driver training schools should stress on the fact that teaching how to drive and survive does not stop when the candidate passes the driving test and gets his driver’s license.

In advanced countries, the driving license is given to the new driver as a temporary and conditional one. The permanent license is issued to him after he completes about one year of safe driving. Safe driving is as much about attitude as about ability to control the car. Driver training should not only introduce safe driving, but should reinforce it throughout training, and this is what an efficient driver training school ought to be.

There are numerous basic essentials for the safe and efficient operation of a motor vehicle the student driver should learn, among the most salient of these, are skill, alertness, foresight, good judgment and knowledge of road safety. The driver training schools have a major role to prepare well-trained drivers to know the potential risks are likely to be faced on roads, install in youngsters the right attitudes towards road safety, and guide learner drivers to take a more structured approach to learning, not just to pass the test.

14. DRIVER’S LICENSE EXAMINATION

The driving test is considered one of the most important means of road safety improvement. The more serious, professional and transparent the driving test is, the more effective road safety efforts are. The seriousness and professionalism of the theoretical and practical driving examiners poses seriousness and professionalism on driving schools and hence, better new drivers and safer roads.

Moreover, the transparency of the driving test stops corruption such as bribes and driver’s license trade. As a result, the student driver will find no way but study and work hard to get his driver’s license.

An effective theoretical or practical driving test can be achieved only by experienced well-trained instructors. The testing procedures should be professionally prepared and executed.
15. DRIVING INSTRUCTORS

Governments must ensure that people advertising themselves as driving instructors are qualified to do so. In order to receive a qualification, they must have successfully completed a training course organized by the appropriate authorities and be qualified to drive vehicles of the type in which they wish to instruct. The driving instructor should have in passion a specialized training manual that tells him what to do and what to say in the theoretical part of the training, and a check list to follow during the practical training, and at the time of the test. Once qualified, their names should appear on a register of driving instructors and they are then entitled to charge for driving lessons.

Moreover, the driving instructor should always be acquainted with the latest road safety procedures in order to keep pace with the fast advancing technology. However, it is not essential that only qualified driving instructor instruct learners.

Driving instructors should have the ability to impart practical and theoretical knowledge to their students. As well as the obvious skills in driving the vehicles and giving demonstrations of techniques where appropriate, they should be conversant and comfortable with classroom procedures and be good communicators. It should always be remembered that a competent driver does not necessarily make a good driving instructor, but a competent driving instructor must always be a good driver.

16. HEALTH CARE PROFESSIONALS

Doctors, nurses, and other medical, emergency, and health care professionals can also add their unique perspective to road safety. They can use their experience, knowledge, and professional reputations to educate state legislators, the media, patients, and the general public about the various dangers traffic such as not buckling up, drinking and driving, and not using child restraints properly.

To achieve better road safety, the health sector has to integrate its policies with transport and safety policies. This sector has to improve emergency and rescue services especially for the vulnerable and the poor. It has to develop sustainable training programs at regional and national level for improving first aid knowledge and trauma
care management. Finally, the health sector should encourage and strengthen partnerships with the transportation sector, NGO’s and the insurance sector.

17. CIVIL SOCIETY ORGANIZATIONS

Groups such as Advocates for Highway and Auto Safety, Colleges of Emergency Physicians, Academies of Pediatrics, Coalitions for Traffic Safety, International Association of Chiefs of Police, and Network of Employers for Safety Products, Parent Teacher Association, Transportation engineers and others can provide valuable technical assistance and resources. They can build constituent efforts and partnerships, advocate strengthened laws and increased enforcement, and provide better road safety education.

Important key players in road safety are non-governmental organizations. These organizations have emerged to fill in gaps in the response to the increasing number of road traffic deaths and injuries as well as the resultant health, economic and social consequences. There are many voluntary organizations working actively for road safety in many countries.

In Lebanon, there is many Civil Society Organizations working to promote road safety. For example, YASA (www.yasa.org) started from 1996, the Lebanese Association for School Safety Awareness (LASSA) (www.lassanet.org) was launched in 2005, the LASIP (www.lasip.net) and Zeina Hauch Foundation which was launched after the tragic death of Zeina Hauch in a tragic traffic crash.

18. BUSINESS ENTERPRISES

Many businesses already have made major contributions toward increasing road safety, from local businesses to major international corporations. They should provide more support for safety laws by implementing, for example, seat belt use policies and programs for their employees and their families. Many enterprises communicate road safety messages to their employees and customers. Business enterprises are respected by country legislatures, community governments, and private citizens, and wields influence in determining legislative, economic, and commercial priorities. Business can promote the “healthy habit” through a wide variety of strategies and
is an essential partner in collective road safety efforts. More business enterprises should join in coalitions with other businesses and national organizations to advance road safety education, legislation, and enforcement. In most developing countries, business enterprises form a cornerstone of the scarce funding available for road safety campaigns.

19. COMMERCIAL ADVERTISING

Advertising is a powerful tool and this is recognized in most countries. There has been too much speed-dominated car advertising. This kind of commercial advertising is irresponsible and stimulates youth to behave in a dangerous way. Advertisers can do more to encourage responsible, safe and considerate behavior among road users. Early initiatives to influence vehicle advertising were taken in Germany, Switzerland and Austria. In 1988, the European Conference of Traffic ministers moved in the direction of greater internationality.

It pronounced itself against aggressive advertising, which trivialized the actual risks involved. It adopted a resolution, which included the commitment of the ministries of all European participants to initiate steps to limit all advertising, which was detrimental to safety.

In Lebanon, many commercial advertising with negative impact on safety had been launched by few companies, and they have been banned by the directorate of general security after lobbying from YASA.

20. ASSESSMENT OF SAFETY FEATURES IN NEW VEHICLES

People buying new or used vehicles must be aware of the safety specifications in the vehicle. Most consumers in developing countries are not aware about the safety performance of vehicles, while in developed countries consumers rely on New Car Assessment Programs (NCPAs) that subject new vehicles to crash tests in order to rate their performance in case of traffic crashes. NCPA are considered as an evaluation of the safety performance of the new vehicles and of their manufacturing companies. The first NCPA was set up in 1978 in the United Sates, followed by Australian and European versions in the nineties. Research has shown that NCPAs were relatively successful in estimating safety specifications according to safety stars for each vehicle.
21. VEHICLE INSPECTING AGENCY

In most developed countries, the role of the vehicle inspectorate is to prevent road accidents from happening and to protect drivers and passengers when an accident occurs, by checking that vehicles are roadworthy and through other road safety enforcement measures.

Its work should include:
1- Supervising all vehicles (Cars, buses, coaches, trucks and trailers).
2- Checking that the operators of heavy trucks, buses and coaches are meeting their license conditions.
3- Cooperating with the police in a program of spot checks on heavy commercial vehicles and their drivers to check licenses, hours, and roadworthiness and vehicle weights.
4- Checking and certifying the safety standards of imported vehicles
5- Inspecting vehicles as part of accident investigations
6- Considering with manufacturers the reports of safety defects.

22. THE EMERGENCY UNITS

In most developed countries, the rescue team may be at the place of the accident within 10 minutes in cities and 20 minutes in suburban areas. The duties of the team of medical or paramedical personnel, is to stabilize the vital functions of the victim for the transport to the hospital (and not performing surgical operations).

It is important that the team performs on the spot a preliminary diagnostic in order to direct the patient to the appropriate hospital.

23. VEHICLE MANUFACTURERS AND IMPORTERS

The motor industry is highly competitive and operates worldwide. Unless there is a consumer or other demand for a safety feature, safety is unlikely to be offered. Better information on safety is now available, and as consumers become better informed, they start to choose vehicles with a better safety record, especially in developed countries. If this continues, the motor industry should be encouraged to provide further improvements.

This is an exciting time: modern technology is constantly pushing back the frontiers of vehicle design and offering innovative approaches to age-old problems. These new technologies are already delivering
many improvements to new vehicles. In the next few years we expect to see vehicles that are intelligent in their own right, helping to avoid accidents and to protect road users.

Despite all the aforementioned improvements to the design, manufacture and quality of new vehicles, many cars are subject to a safety-related recall by the manufacturer during their lifetime.

There seems to be a worrying trend of car recall during the last decade. Most vehicle manufacturers can do more to halt this increasing trend of recalls in order to avoid defects that are causing undesired crashes and casualties before the first recall.
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