Road Safety Education and Campaign Project

Road Safety Education and Campaigning project is one of the projects under EU funded Traffic Safety Improvements programme implemented as a mechanism to ensure a series of precautions are taken to improve the road safety conditions . The overall objective of this project is to contribute to the road safety studies by helping the community understand the factors that cause road accidents and to raise awareness on this issue.

The services in the context of this project:
In accordance with the results of the communication strategy and training needs analysis conducted within this project,

* To disseminate information about the factors causing traffic accidents,
* To provide an understanding of the traffic rules to reduce these accidents,
* To contribute to the capacity building of stakeholders via training programmes to implement targeted and efficient campaigns on traffic safety enhancement.

The project is being implemented in cooperation with the Traffic and Transportation Services Commission and its Sub-Committee on Education, Research and Awareness. In addition, media sector, many public, private and civil society organisations are among the stakeholders of the project.

During project period we will be meeting you with brochures, posters, radio spots, TV programmes. You are invited to follow us from the web-site below, the social media networks and even to participate as a volunteer.

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What you risk in exchange of the time you gain by fast driving is your life. Do not ignore the danger you cause while you take this risk. Promise to obey the speed limits and save your life as well as ours.

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Don't let high speed get you far from life

Roadway Safety Education and Campaigning Project

"EU works for you"

Vehicle Speed and Traffic Accidents

Available data indicates that 93 per cent of traffic accidents in the world occur due to human-induced reasons. In our community on the other hand, this rate was 98.86 per cent in 2009. Among the human-induced accidents, those due to excess speed consist 25.87 per cent according to 2009 data. On the other side, most of the drivers involved in accidents think that it was the opposite side's fault that caused the accident. This is common everywhere in the world.

A good driver must be able:

* to control the vehicle keeping in mind the vehicle's size and capabilities,
* to detect and timely react to the road conditions, traffic signs and environmental conditions,
* pay attention to the road, traffic and other drivers' and pedestrians' likely behaviour.

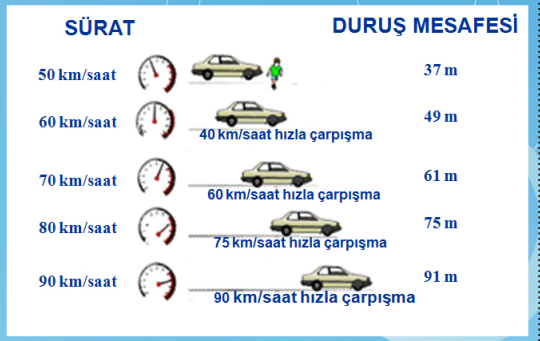
It is very critical that in order to prevent road accidents a driver should adjust speed properly to have a full control of the vehicle and minimize the risk of fatality or injury. Studies indicate that significant deviation of driving speed from the average required by the road conditions, too fast or too slow both raise the risk of accident. While driving at a high speed, such risk increases exponentially. This statistics should be kept in mind: every 5 km/h speed increase doubles the accident risk.

Consider two cars with the same braking capability, travelling in the same direction, one car travelling at 50 km/h and the other overtaking at 60 km/h. In this scenario suppose that a child runs onto the road when the two cars are side by side.

Assume the reaction time is 1.5 seconds (average reaction period for drivers) and equal for both drivers. Let's also assume that the tyre conditions are identical and coefficient of road friction is 0.6 for both cars. The distance to stop following brake is 16.4 m for the car travelling with 50 km/h speed and 23.6 m for the car travelling with 60 km/h. Adding the distance that will be travelled during the reaction time, the car travelling with 50 km/h comes to a stop at 37.2 m and the other car with 60 km/h speed, at 48.6 m. The difference, which is slightly more than 10 m, may cause the child to get seriously injured or a fatal impact.

Let's assume the child was 38m far from the vehicles as he ran on to the road. The car travelling with 50 km/h speed stops just on time, however the other car with speed 60 km/h hits the child at 40 km/h, and this speed may cause fatality. It is obvious that in risky conditions going above the speed limits set by the regulators, even by 10 km/h, may result in coming face to face with a disaster as a result of an accident. If, instead of hitting a child, the car hits a tree or a wall, then the car's kinetic energy, which is proportional to the mass of the car and square of the impact velocity ($E=1/2mV^2$) will be dissipated resulting in damage of the car.

It is clear that driving a very heavy vehicle means more metal to absorb this energy, but there is also more energy to be absorbed.



When driving in a bend road a force, which is directly proportional with the mass and square of the velocity of your car and indirectly proportional to the diameter of the turn, acts on your car. This is called centrifugal force and increases with the sharpness of the turn. When you start a turn with a higher speed than appropriate, due to the centrifugal force and the steering control becoming handful, risk of skidding increases.

Fast driving is known to be risky, but its danger is ignored. Over 90 per cent of all drivers, attempted at least once driving over speed limit, but for most of them this has become a habit.

Obeying the speed limits and proper driving for the road conditions will protect you and those around. Considering the above information, what you risk in exchange of the time you gain by fast driving is your life. Do not ignore the danger you cause while you take this risk. Promise to obey the speed limits and save your life as well as ours.