Actions to improve drivers' safety behavior - SafeBehave -

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The SafeBehave Initiative

➢ Overview
  • Research projects that deal with campaigns focusing on driver behaviour and road safety

➢ Scope
  • To engage the community and assist change unsafe traffic behaviour

➢ Projects
  • Scientific support for actions to improve drivers' safety behaviour in Greece
  • EU Road Safety Exchange
Background

- Road safety campaigns consist of purposeful attempts to inform, persuade, and motivate a population to change its behaviour to improve road safety, using organised communications.

- It is difficult to isolate the effect of the campaign component from the effects of the measures the campaign is combined with.

- Between a huge number of road safety campaigns, only a fraction of such campaigns are formally and thoroughly evaluated.

- Campaigns should focus on the key safety risk factors (speed, drink-and-drive, distraction, seat belt and helmet use).
Driving behaviour

- **Human factors** are the basic causes in 65-95% of road accidents.

- Human factors involve a large number of specific factors that may be considered as accident causes, including:
  - Driver **injudicious action** (speeding, traffic violations etc.)
  - **Driver error** or reaction (loss of control, failure to keep safe distances, sudden braking etc.)
  - Behaviour or **inexperience** (aggressive driving, nervousness, uncertainty etc.)
  - **Driver distraction** (mobile phone use, conversation with passenger etc.)
  - **Driver impairment** (cerebral diseases, alcohol, fatigue etc.)
Interamerican project (1/2)

➢ Title
  • Scientific support for actions to improve drivers' safety behaviour in Greece

➢ Project partners
  • National Technical University of Athens, Department of Transportation Planning and Engineering
    www.nrso.ntua.gr
  • Interamerican Insurance Company
    www.interamerican.gr

➢ Duration of the project
  • 24 months (January 2018 – December 2019)
Interamerican project (2/2)

**Objective**
- Improve the behaviour of Greek drivers through targeted road safety campaigns

**Methodology**
- Collection and processing of Road Safety Data
- Identify Priority Risk Factors
- Development of Recommendations/Measures
- Dissemination actions
  - Press releases
  - Posts in social media
  - Articles in blog
  - Workshop
Exchange project

- **Title**
  - The EU Road Safety Exchange

- **Project partners**
  - European Transport Safety Council (ETSC) ([etsc.eu](http://etsc.eu)) for the European Commission DG Move
  - National Technical University of Athens, Department of Transportation Planning and Engineering to support activities for Greece

- **Duration of the project**
  - 36 months (January 2019 – December 2021)
Exchange project

- **Objective**
  - Support improved institutional capacity and exchange of knowledge and best practice on road safety topics between EU Member States

- **Methodology**
  - A series of twinning activities whereby leading EU road safety professionals exchange effective road safety strategies and policies
  - Activities include:
    - Thematic workshops
    - Webinars
    - Study visits
    - A best practice seminar
Social Impact / Future Challenges

- **Road Safety campaigns** shall support in arguing for and introducing measures that lead to rapid and tangible road safety benefits, as well as engaging in long term structural improvements.

- **Formal evaluation** of road safety campaigns is necessary in order to quantify the effect and the effectiveness of the action.

- **The ultimate goal is the development of Road Safety Culture** through:
  - Enforcement
  - Education
  - Training
  - Redesign of road infrastructure
  - Effective technology
Actions to improve drivers' safety behavior

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