

KEEPING SCIENCE AT THE HEART OF ROAD SAFETY

MAPFRE's Foundation experience



Dr. Julio Laria del Vas

Área de Seguridad Vial
FUNDACIÓN MAPFRE



FUNDACIÓN **MAPFRE**



Created in 1975 by **MAPFRE GROUP**

Purposes

- To improve the quality of people`s life.
- To encourage a wider appreciation of culture, arts and humanities.
- To promote training and research in topics related to insurance and retirement planning.
- To improve the economic, social and cultural conditions of the most disadvantaged people and sectors of society.
- To promote the safety of people and their assets, with a special focus on road safety.**



- **Education and awareness activities (both physical and digital)**
- **Support to national and international (ETSC) projects**
- **Road Safety Advocacy**



Children (0-8 years)



Kids (9-14 years)



Young (15-25 years)



Adults (25-65 years)



Elderly (+ de 65 years)

Road safety international activities



1. Argentina:
Educational activities for children.
Programs: Companies and doctors
Institutional Colaboration: EISEVI
Research: Vehicle factor

2. Brasil:
Educational activities for children
Programs: Companies and Senior Citizens
Research: Road Education in Brasil

3. Costa Rica:
Educational Activities for young people
Research: Costa Rican Drivers

4. Chile:
Educational activities for children and young people
Programs: Children Car Seats

5. Colombia:
Educational activities for children and young people
Research: Pedestrian behaviours and accident risk
Institutional colaboration

6. Ecuador:
Educational activities for children
Programs: Companies

7. Philippines:
Educational activities for children

8. Guatemala:
Educational activities for children
and young people

9. Honduras:
Educational activities for children
Institutional Colaboration

10. Malta:
Media program

11. Mexico:
Educational activities for children
and young people

12. Nicaragua:
Educational activities for children

13. Panama:
Educational activities for young people
Programs: Children Car Seats and companies

14. Puerto Rico:
Educational activities for children

15. Paraguay:
Educational activities for children
and young people

16. Peru:
Educational activities for children
Programs: Road Safety in companies

17. Portugal:
Educational activities for children
and young people
Programs: Children Car Seats , Companies and
Senior Citizen

18. Dominican Republic:
Educational activities for children
and young people
Institutional Colaboration

19. El Salvador:
Educational activities for children
Media program

20. Turkey:
Program: Companies
Media program

21. Uruguay:
Educational activities for children
Programs : Companies

22. Venezuela:
Media program

Ciencia

- Conocimiento cierto de las cosas por sus principios y causas.
Conjunto de conocimientos obtenidos mediante la observación y el razonamiento, sistemáticamente estructurados y de los que se deducen principios y leyes generales

Política

- Arte, doctrina u opinión referente al gobierno de los estados
- Actividad de los que rigen o aspiran a regir los asuntos políticos

Source: www.rae.es

Cuatro cosas no pueden
esconderse durante largo tiempo:
la ciencia, la estupidez, la riqueza
y la pobreza

Averroes

Teoría de la Compensación del Riesgo

- El único factor que puede producir cambios duraderos en el número de accidentes y a largo plazo son los *cambios en la intensidad del deseo de la población de disfrutar de una mayor seguridad.*

Cuanto más fuerte sea el deseo de prevenir accidentes más decididas y contundentes serán las medidas cuya puesta en marcha resultará aceptable.

Gerald Wilde

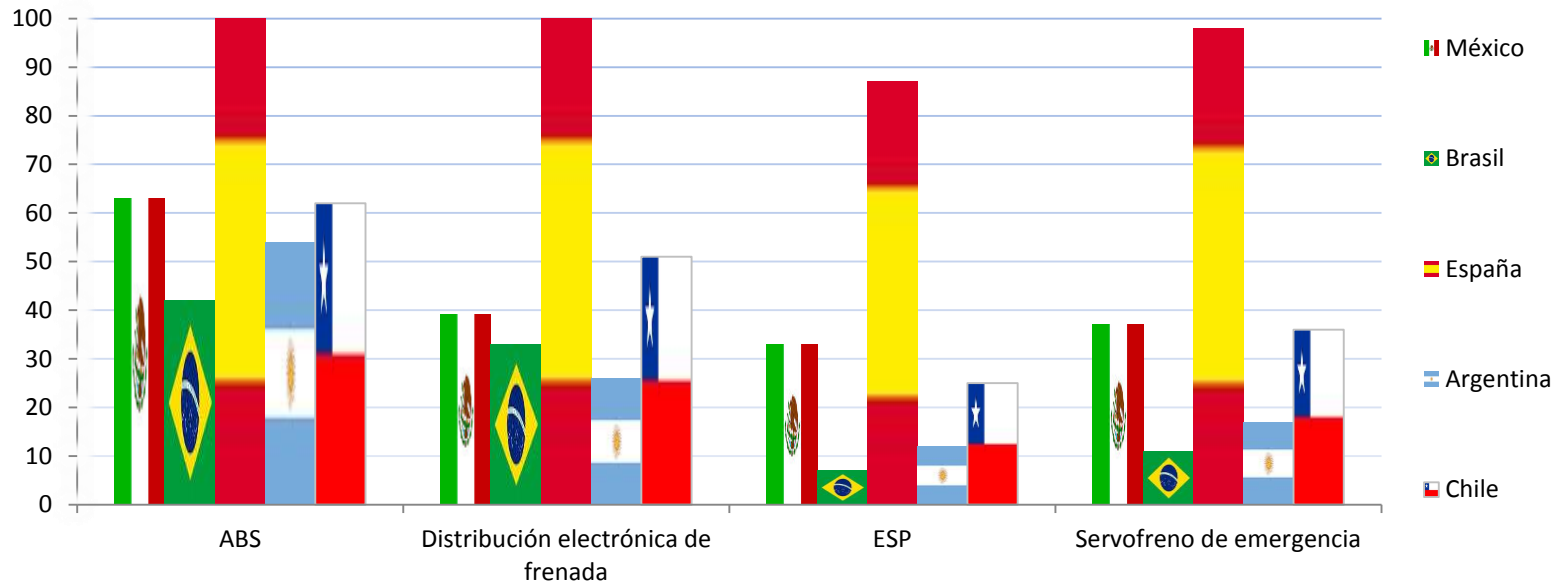
Based on research data and outcomes

- **Identify road safety problems**
- **Prioritize road safety problems**
- **Identify solutions**
- **Prioritize solutions**
- **Evaluate solutions**

Explain “how to” and “why”

- **Research**
- **Dissemination → explain the goals**
- **Training**
- **Resources**
- **Dialogue → understand the needs**

- **In-house research**
- **Regional**
- **National**
- **European**
- **International**



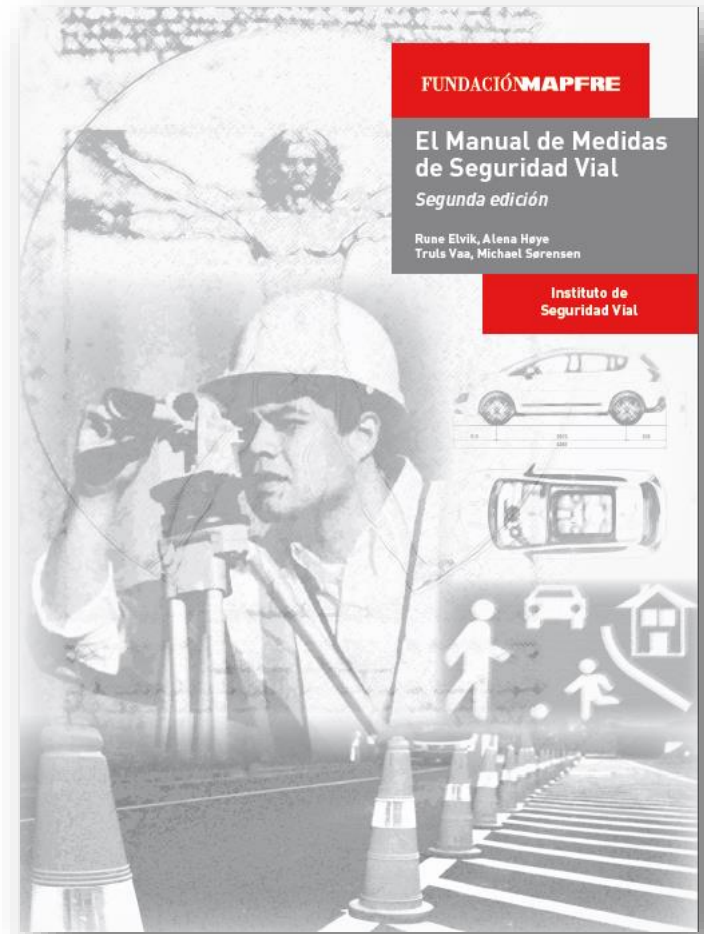
- An average of 15 years in “installing” the research outcomes in cars
- PIVE (Fleet renewal scheme based on CO₂ and consumption)

- **Vehicle safety equipment**
- **Use of child safety seats**
- **Viability of child safety seat legislation in LAC**
- **Road and street infrastructure: the elderly road user perspective**
- **Elderly pedestrian crashes**
- **Cyclist head injuries and helmet effectiveness**
- **Needs in the post-crash response (pillar V) in LAC**



- **Technical/scientific publications (online)**
- **Workshops, seminars, roundtables, lectures, conferences, congresses, webinars...**
- **Press releases (as amplifier and education means)**
- **Ensure that we reach the entire population**

- **Seminars**
- **Press releases**
- **Online repository of studies, resources...**
- **Translations**
 - **Spanish version of the “Handbook of Road Safety Measures” ... and a new version in Portuguese being prepared**



Dissemination in MAPFRE Found.

The flyer features logos for ETSC (European Transport Safety Council), FUNDACIÓN MAPFRE, Dräger Foundation, BIV-BSR, DVRA (Deutscher Verkehrssicherheitsrat e.V.), and European Agency for Safety at Work. The PRAISE logo (Work-Related Road Safety) is also present. The text invites to a seminar on Thursday 12th June 2014, 9:00 – 13:00 at Euskalduna Conference Centre, Avenida Abandoibarra, 4-48011 Bilbao. An agenda table is provided below.

Managing Occupational Road Risks

Thursday 12th June 2014, 9:00 – 13:00

*Euskalduna Conference Centre
Avenida Abandoibarra, 4-48011 Bilbao*

Agenda

08:30	Coffee and registration
09:00-09:30	Welcome
	Basque Country Government , Josu Zubiaga Nieva, Deputy Consellor Mapfre Foundation , Julio Laria, Director General, Road Safety Institute ETSC , Antonio Avenoso, Executive Director
09:30-10:45	Overview of the PRAISE project Ilyas Daoud , Project Manager, ETSC Work Related Road Safety Risk Management – First Themat Jesús Mondus , Head of Research, Road Safety Institute, Mapfre Foundat Work Related Road Safety in the Basque Country

FUNDACIÓN MAPFRE

Jornada Técnica - Workshop

Madrid, 17 de diciembre de 2014
Salón de Actos
Pº de Recoletos, 23 - Madrid

La seguridad de las furgonetas:
situación actual y propuestas de acción

Van safety: current situation and proposal for action

- **Road Safety courses in upper education**
- **Number of MS and PhD degrees in Road Safety: Vehicle Safety, Road Design, Human Factors...**
- **Vocational training (training for professionals)**
- **Enormous opportunity to make in-house research in companies with the objective of reducing work-related crashes (ISO 39001)**

- **Road Safety Inspections**
- **Road Safety Plans**
- **Road Safety in the classroom**
- **Teaching techniques for road safety trainers**
- **Advanced course on Road Safety**
- **Road safety in the work environment**
- **Prevention in Road Safety through Health**

Resources:

- Human
- Budget (€)
↓
- Goal prioritization
- Institutional coordination
- Collaboration

From Science to Policy

Science

Leadership

Dialogue

Priority goals

Social & technical acceptability

Opportunities

Negotiations

Institutional coordination

Policy



ANDALUCIA

La Policía Local puede ya aplicar la nueva Ley de Tráfico con multas más duras

26/10/2014 2:14:02

B. LÓPEZ Prohibidos los sistemas de detección de radares. Ésta es otra de las novedades que traen los cambios en la ley. Y, ojo, porque la DGT advierte de que el uso de esta protección es obligatoria también en parques o para bicis con ruedines.



ANDALUCIA

Los puntos de Málaga donde los radares te pueden «cazar»

09/10/2013 8:09:13

FRANCISCO JAVIER FLORES Estos dos detectores de velocidad se sumarán a los 19 ya existentes en la provincia, según los datos de la DGT.

NACIONAL

Los nuevos radares de tramo, a la caza del conductor acelerado

10/01/2012 1:47:06

S. E. La DGT se encargó de recordar ayer que finalizaba la moratoria, dado que estos tres nuevos radares empezaron a funcionar el pasado 9 de diciembre.



ANDALUCIA

La DGT frena la implantación de los nuevos radares de tramo

03/01/2012 1:44:18

MARTÍN LAÍNEZ En Andalucía existen en la actualidad dos radares de tramo.



SEVILLA

Más radares y revisión de las vías para prevenir accidentes

08/09/2011 1:27:15

FERNANDO CARRASCO Igualmente, se aumentará la presencia de radares, tanto fijos como móviles y, asimismo, se cambiarán varios de ellos de ubicación, instalándolos en los lugares donde se ha producido un mayor número de accidentes.



ANDALUCIA

Más de 110 radares y 18 helicópteros en el Gran Premio de España

29/04/2010 0:00:00

ABC. SEVILLA La Dirección General de Tráfico (DGT) pondrá en marcha, desde la tarde de hoy y hasta la noche del próximo domingo, 113 radares fijos en tramos peligrosos de Andalucía, 600 agentes de la Agrupación de Tráfico de la Guardia Civil, 1.800



CORDOBA

Más de la mitad de puntos negros de las carreteras carecen de radar

23/08/2009 0:00:00

J. P. CÓRDOBA Llama la atención que precisamente en las tres últimas carreteras, de competencia autonómica, en las que sí existen radares han desaparecido los puntos negros que la DGT incluía en su estadística de 2007.



SOCIEDAD

Una asociación de automovilistas denuncia que la DGT aplica incorrectamente los márgenes de error de los radares

07/09/2013 0:00:01

ABC La norma denunciada establece que el error medio tolerado en los radares fijos puede alcanzar un desfase de 3 kilómetros en la velocidad del vehículo, pudiéndose elevar a 7 en los radares móviles.



MOTOR

La DGT compra 16 nuevos radares por 1,1 millones de euros

03/02/2014 16:37:40

ABC.ES Mientras, la Agrupación de Tráfico de la Guardia Civil cuenta con alrededor de 250 radares móviles



MOTOR

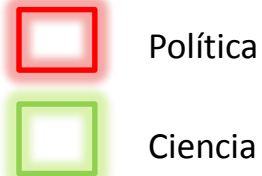
Los radares denunciarán incumplimientos de la ITV

13/11/2013 18:02:45

La DGT, según su responsable de normativa, se fija por objetivo erradicar la ilegalidad en la cadena de valor del vehículo, como alusión directa a terminar con las redes fraudulentas de venta y mantenimiento de vehículos.

From Science to Policy

- **Source:**
Handbook of Road Safety Measures (Elvik et al.)



El conocimiento es aquello necesariamente verdadero (episteme)

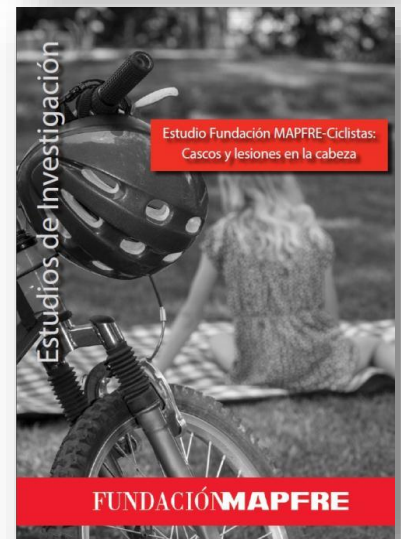
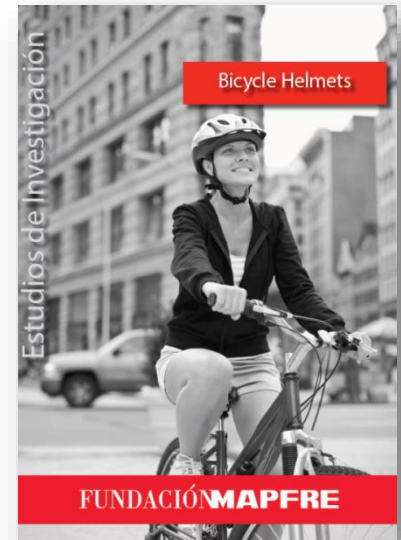
En cambio, la creencia y opinión ignoran la realidad de las cosas, por lo que forman parte del ámbito de lo probable y de lo aparente.

El conocimiento científico no debe ser válido desde el punto de vista lógico, sino también debe ser probado mediante el método científico o experimental.

Platón

Practical case 1: use of science in the urban cyclist helmet debate in Spain

- **An initiative of DGT**
- **Then:**
 - **The injury-perspective**
 - **The healthy living style perspective combined with the “denial” position (it wouldn’t have been ethical otherwise)**
- **No one was able to reconcile both positions**
- **At the end, a compromise decision was taken: up to the age of 16 years**



Practical case 2: change in BAC limits in Centro America in 2014?

- Early in 2014, it was proposed to raise the BAC limit with the intention to “motivate commercial drivers”
- MAPFRE Foundation quickly reacted and sent a note summarizes key pieces of “science”
 - Organización Panamericana de la Salud (2010). *Beber y conducir: Manual de seguridad vial para decisores y profesionales*. Washington, D.C.: OPS, © 2010. ISBN: 978-92-75-33125-5 (http://www.who.int/roadsafety/projects/manuals/alcohol/drinking_and_driving-spanish.pdf dirección de internet consultada por última vez el 27 de noviembre de 2013).
 - Elvik, R., Høy, A., Vaa, T. y Sørensen, M. (2013). *Manual de Medidas de Seguridad Vial*. Título original: *The Handbook of Road Safety Measures*. Second Edition. Instituto de Economía del Transporte, Oslo (Noruega). Segunda edición en castellano editada por FUNDACIÓN MAPFRE (actualmente en imprenta). ISBN: 978-84-9844-448-3.
 - Consejo Europeo de Seguridad en el Transporte (2012). *Alcohol y conducción: hacia la tolerancia cero*. Bruselas Bélgica. Título original: *Drink Driving: Towards Zero Tolerance*. European Transport Safety Council (ETSC) (http://www.etsc.eu/documents/Drink_Driving_Towards_Zero_Tolerance.pdf dirección de internet consultada por última vez el 27 de noviembre de 2013).

El proyecto fue paralizado

Is all science trustworthy?

A Frank Statement to Cigarette Smokers

RECENT REPORTS on experiments with mice have given wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings.

Although conducted by doctors of professional standing, these experiments are not regarded as conclusive in the field of cancer research. However, we do not believe that any serious medical research, even though its results are inconclusive should be disregarded or lightly dismissed.

At the same time, we feel it is in the public interest to call attention to the fact that eminent doctors and research scientists have publicly questioned the claimed significance of these experiments.

Distinguished authorities point out:

1. That medical research of recent years indicates many possible causes of lung cancer.

2. That there is no agreement among the authorities regarding what the cause is.

3. That there is no proof that cigarette smoking is one of the causes.

4. That statistics purporting to link cigarette smoking with the disease could apply with equal force to any one of many other aspects of modern life. Indeed the validity of the statistics themselves is questioned by numerous scientists.

We accept an interest in people's health as a basic responsibility, paramount to every other consideration in our business.

We believe the products we make are not injurious to health.

We always have and always will cooperate closely with those whose task it is to safeguard the public health.

For more than 300 years tobacco has been used for recreation, and enjoyment to mankind. At one time those years critics have held it responsible for the disease of the human body. One by one they have been abandoned for lack of evidence.

Regardless of the record of the past, if smoking today should even be suspected as a cause of disease is a matter of deep concern to us.

Many people have asked us what we as a public's concern aroused by the recent experiments:

1. We are pledging aid and assistance to the all phases of tobacco use and health. This will of course be in addition to what is contributed by individual companies.

2. For this purpose we are establishing a joint committee consisting initially of the undersigned, known as TOBACCO INDUSTRY RESEARCH BOARD.

3. In charge of the research activities of the scientist of unimpeachable integrity and addition there will be an Advisory Board selected in the cigarette industry. A group of scientists from medicine, science, and education will be on this Board. These scientists will advise us on its research activities.

This statement is being issued because we are entitled to know where we stand on it and we intend to do about it.

TOBACCO INDUSTRY RESEARCH COMMITTEE

5400 EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

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Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/zkph0129>

www.journaloftheoretics.com/Editorials/Vol-1/e1-4.htm

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Journal of Theoretics Vol.1-4

Oct/Nov 1999 Editorial

Smoking Does Not Cause Lung Cancer

(According to WHO/CDC Data)*

By: James P. Siepmann, MD

Yes, it is true, smoking does not cause lung cancer. It is only one of many risk factors for lung cancer. I initially was going to write an article on how the professional literature and publications misuse the language by saying "smoking causes lung cancer"^{1,2}, but the more that I looked into how biased the literature, professional organizations, and the media are, I modified this article to one on trying to put the relationship between smoking and cancer into perspective. (No, I did not get paid off by the tobacco companies, or anything else like that.)

Is all science trustworthy?

www.climate-change-guide.com/evidence-of-climate-change.html

scienceandpublicpolicy.org

SPPI

Science & Public Policy Institute

Science based policy for a better world.

MOST RECENT

- [Response of Fish to Ocean Warming](#)
- [Additional Grounds for Rejecting Biofuels](#)
- [The Global Medieval Warm Period](#)
- [Growth Rates of Old Versus Young Forest Trees](#)
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NEW BOOK OUT!

[The Many Benefits of Atmospheric CO₂ Enrichment](#)

Response of Fish to Ocean Warming
Written by Staff
Tuesday, 11 November 2014 09:07
According to the IPCC, CO₂-induced global warming will be net harmful to the world's marine species. This summary examines this hypothesis for various fish species, presenting evidence in opposition to the IPCC's point of view.

Add this page to your favorite Social Bookmarking websites

[Read more... \[Response of Fish to Ocean Warming\]](#)

Future challenges (topics)

- **How to translate research into policy**
- **Evaluation (in particular in education/training/awareness...)**
- **International joint activities**
- **Barrier identification and solutions**
- **Road user acceptability of measures**
- **Synergies with other policies: health (care and promotion), environment, transport, education...**
- **Spanish leadership of research:**
 - **References in the “Handbook of Road Safety Measures”**
 - **TOI – 1963**
 - **SWOV – 1970**
 - **Consejo Danés para la seguridad vial - 1969**

- **Leadership with examples:**
 - Active and passive safety systems
 - Good practices
- **Support to R&D (to show “it can be done”)**
- **Public procurement**

Future challenges (other aspects)

- **Increase the dialogue between actors: the “is anyone there?” feeling...**
- **Research quality metrics. We should measure the quality of research (quality stamp)**
- **Pedagogy for politicians**
- **Reinforcement of the dialogue**
- **Avoid complacency / fatalism**
- **Greater visibility of DGT research programme**
- **Greater transparency and dissemination of the research findings**
- **Be careful of the “experts”**

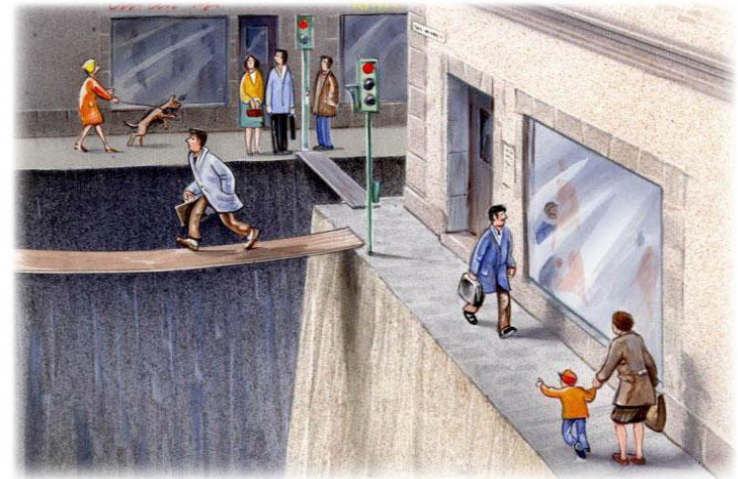


European Transport Safety Council

The end of the way: Zero Vision / Goal

1. Nadie puede resultar fallecido ni sufrir graves secuelas
2. La seguridad es un **PRE**requisito irrenunciable de la movilidad
3. El enfoque tiene que ser sistémico: persona, vehículo, vía, entorno...

Source of the drawings: SNRA



Thank you very much for your attention



www.fundacionmapfre.org