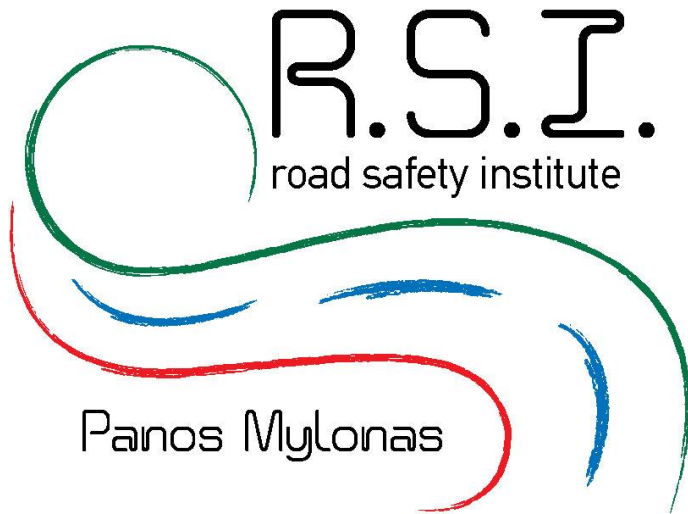

Hellenic Research and Educational Institute for the Road Safety and the Prevention & Reduction of Traffic Accidents "Panos Mylonas"



Youth and Road Safety in Greece: RSI Actions and Initiatives

Vassiliki Danelli - Mylona

President of BoD

12.06.2017

Road Traffic Injuries a Global Problem

Road Traffic Injuries world wide are the:

1st cause of death for ages **15 – 29**

2nd cause of death for ages **5 – 14**

3rd cause of death for ages **30 – 44**

Source: World Health Organization (WHO)

3000 ADOLESCENTS DIE EVERY DAY

Nearly all these deaths
are preventable.

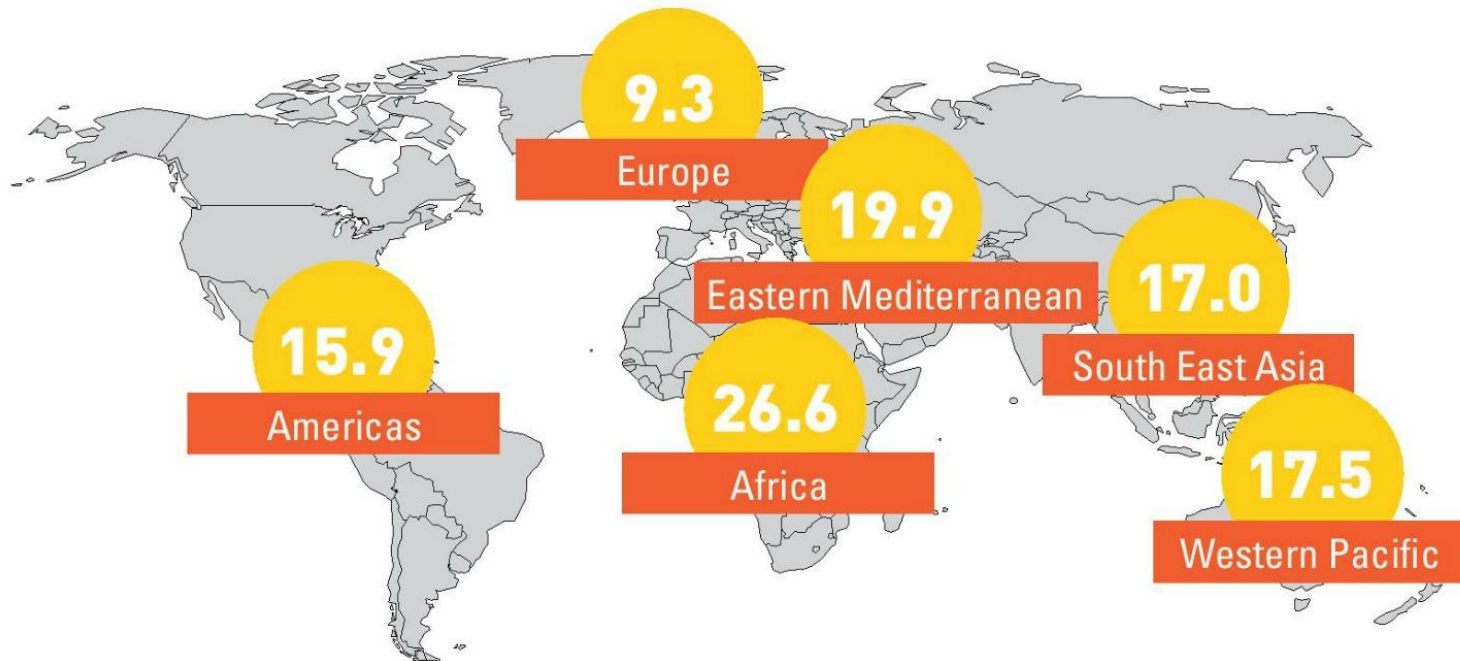
Top 5 causes of death in adolescents aged 10-19 years

- 1 Road traffic injuries
- 2 Pneumonia*
- 3 Suicide
- 4 Diarrhoeal diseases
- 5 Drowning

*Includes other lower respiratory tract infections



The chance of dying in a road traffic crash depends on where you live



Road traffic fatalities per 100 000 population

Road Safety in Greece

According to official data

2 people die daily on the roads...

3 are left with a permanent disability

Greece 2016 statistics*

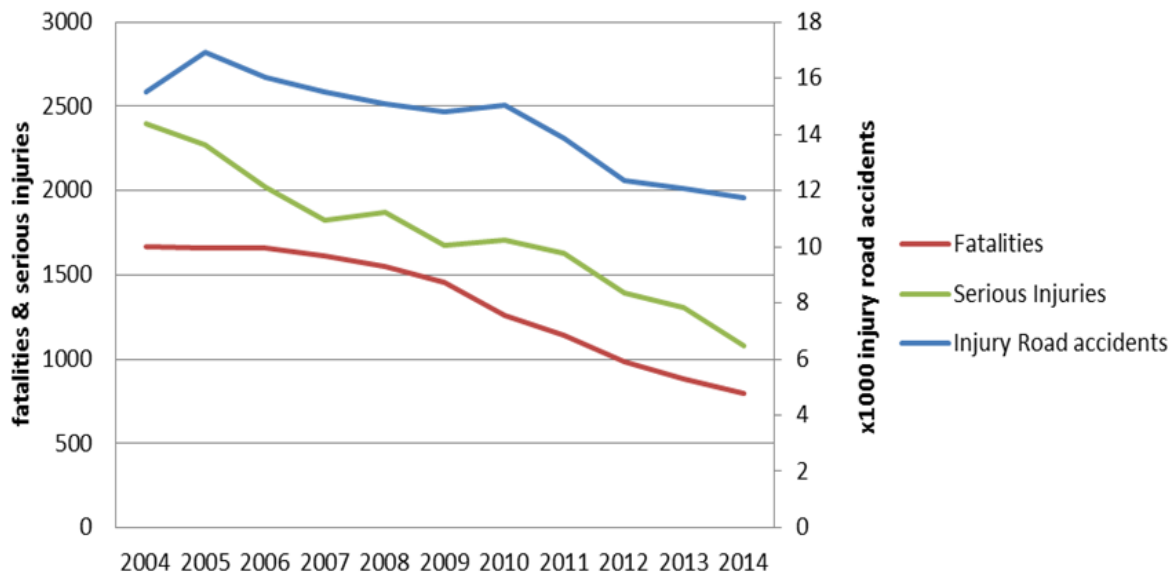
807 fatalities

13.850 serious and slight injuries

11.439 Injury road accidents

Road Safety in Greece

Road fatalities, serious injuries and accidents, Greece, 2004-2014

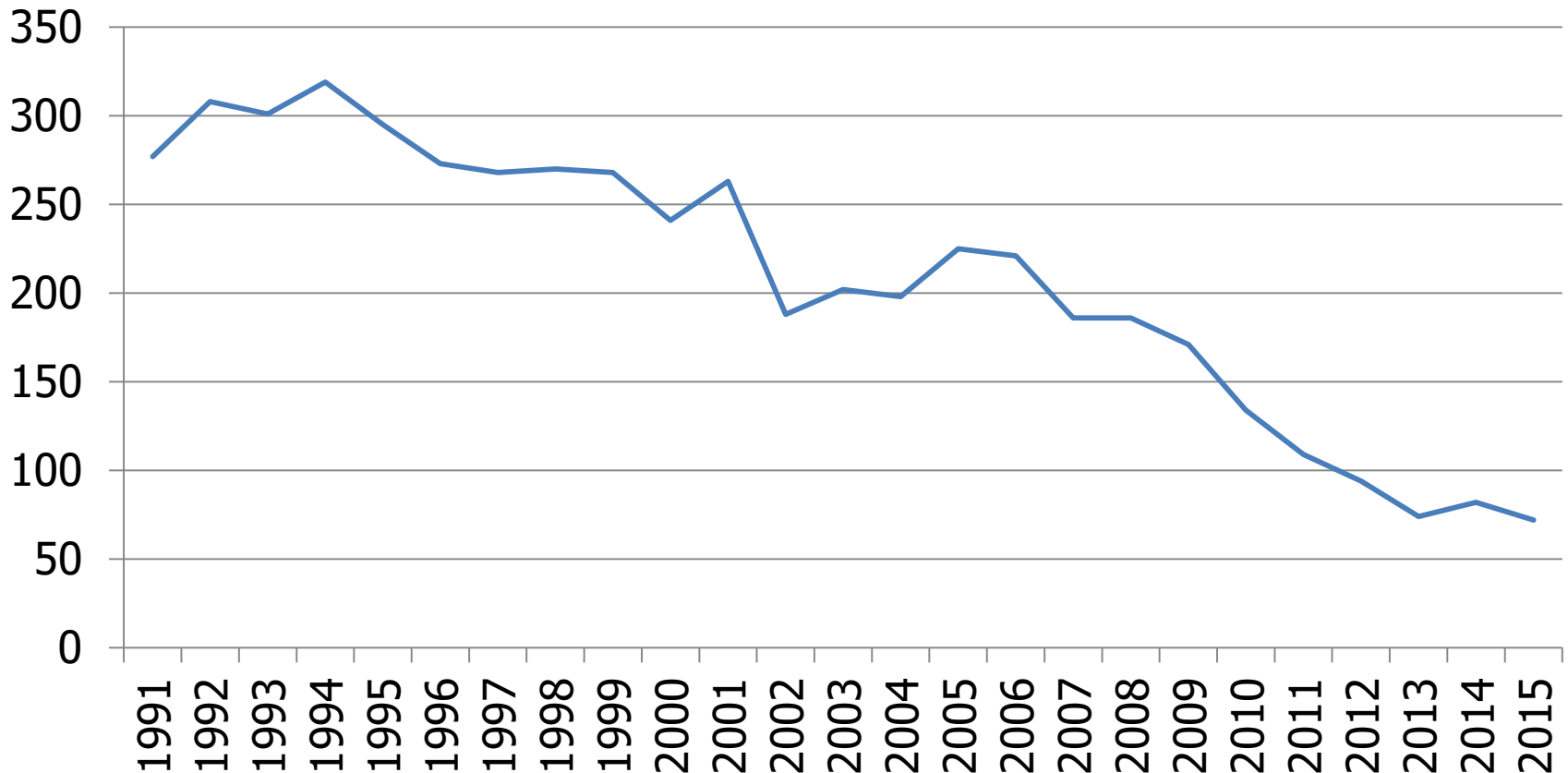


- Road fatalities have decreased by **53%** during the decade 2006-2016
- According to provisional data, in 2016 there were 807 road deaths, an **1.7%** increase compared to 2015.

RSI “Panos Mylonas” has completed **12 years** of continuous action committed to the prevention of road traffic crashes and the development of safe road traffic behavior.

Young Drivers Fatalities in Greece 1991-2015

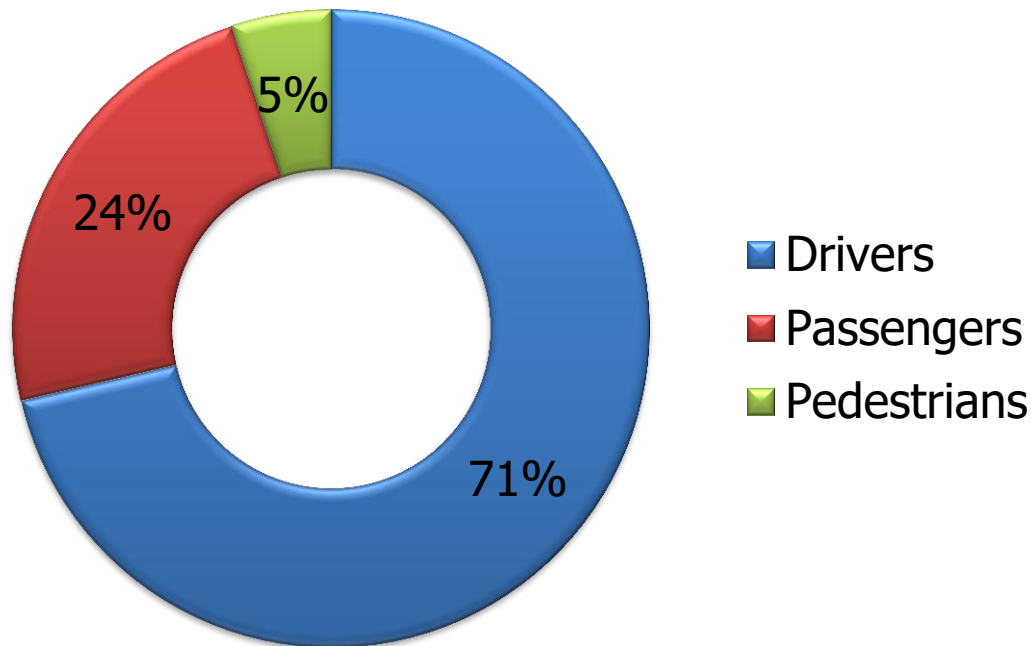
Fatalities in Greece young drivers 18-24 years old



Source: ELSTAT processing: NTUA – Road Safety Observatory

Fatalities of young people in Greece (2015)

Fatalities per type of road user 15-34 y.o. (Greece 2015)



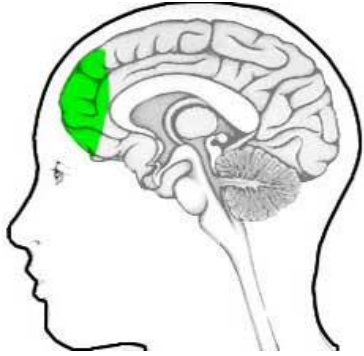
The largest proportion of fatalities among young people 15-34 years old refers to **drivers** (71%)

8 of 10 deaths refer to men road users.

Male drivers aged **15-24 y.o. account for 15%** of male driver fatalities.

Source: ELSTAT processed: NTUA – Road Safety Observatory

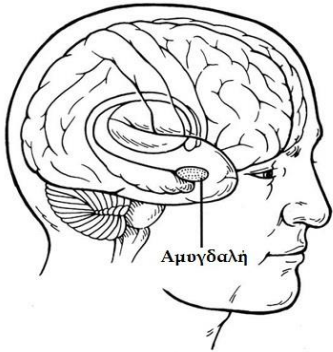
Risky behavior of teenagers



Prefrontal lobe

- The prefrontal lobe and the amygdala are two key points that regulate the individual's behavior in everyday life.
- The prefrontal cortex which is associated with problem solving and decision-making is not fully developed in adolescents.
- Particularly in boys its maturation is slower than 2 years compared to girls.

The brain's amygdala is responsible for intense emotions, stimulation, and intense activity during adolescence.



The result of these processes?
Risky behaviors
Reduced self-control capacity

Scientific Literature

«"Brain areas responsible for memory, attention, learning and problem solving are very well developed in pre-school age and adolescence"» (Kandel, Eric R, 2000).

"The intense stress and punishment may stop the growth of new nerve cells in the brain resulting to significant disruptions to the learning capacity of young people"(Van der Borgh K, 2005)

A crucial factor is the creation of a supportive environment where parents, educators and specialists will contribute to the implementation of **effective traffic education programs for children and young people.**

R.S.I. "Panos Mylonas"

The beginning...



...the end



R.S.I. "Panos Mylonas"

OUR VISION

RSI to act as reference Organization and force of power and inspiration for **"a world without road crashes."**

MISSION

- To increase Society's awareness for traffic safety culture and safe behavior of road users
- To support the Government and stakeholders to act for the prevention of traffic crashes

Awards & Membership

- ✓ UN ECOSOC Consultative Status for Road Safety Issues
- ✓ Awarded with the Europeans Citizen's award by the European Parliament
- ✓ Honored by the Swedish Government for the initiation of the idea of ISO 39001:2012 for Road Traffic Safety Management
- ✓ Member of the European Transport Safety Council (ETSC)
- ✓ Member of Commission Expert Group on Motor Vehicles
- ✓ National contact point for the European Road Safety Charter (ERSC)
- ✓ Member of the National Road Safety Council (ΕΣΟΑ)



ECOSOC
United Nations



SWEDEN



Strategic Pillars & Areas of Activity

1

General Policy on Road Safety

2

Road User's behavior

Education & Information to improve driver compliance with laws, better protection of vulnerable road users, campaigning nationwide

3

Infrastructure

Implementation of international best practices and treatment of high risk sites

General Policy on Road Safety

- ✓ Develop European & International Partnerships.
- ✓ Promote Road safety issues to the Greek Parliament and individual committees
- ✓ Interventions, submission of plans and proposals for improvement of the Road Safety Legislation.
- ✓ Support for the adoption of the Directive (2008/96 / EK) on the Safety Management of Road Infrastructure and the improvement of the coordination of public bodies.
- ✓ Harmonize RSI strategy with EU regulations and directives and the UN decade of action
- ✓ Establishing a scholarship in memory of Panos Mylonas.

General Policy on Road Safety

An integrated strategy for road safety requires strong political will and active civil society organizations

- **Adoption of the Safe System Approach**
- **0 fatalities on the road**
- Enforcement of Road Safety legislation
- Absolute responsibility of those who design and operate road safety systems
- **Forgiving Road Environment**

The development of traffic safety culture is related to the values, attitudes and behavior of all road users, the community, decision-makers and the Government.

General Policy on Road Safety



ΒΟΥΛΗ ΤΩΝ ΕΛΛΗΝΩΝ

Recommendations to the
**Special Permanent
Committee on Road Safety
of the Hellenic Parliament**
focusing on young people and
enforcement.

AVENUE for traffic safety

(Actions for **V**ulnerable, **E**lderly, **N**ovice drivers and road **U**sers in Europe)

National Nest



Local Nest



Mobile Nest



**European project
for Traffic Safety
coordinated by RSI
2010 - 2013**



Ranking 1st in the
evaluation by the Experts
Committee
of the European
Commission

AVENUE Mobile NEST in Greece

AVENUE for Traffic Safety Mobile NEST 2012-2015

Experiential
training for
> 200.000
citizens,
in open events
in 84 cities



Message received from more than 3.500.000 citizens

AVENUE Mobile NEST in the World

AVENUE for Traffic Safety

Mobile NEST 2012-2015

- ✓ **Albania**
- ✓ **Bulgaria**
- ✓ **Canada**
- ✓ **Hong Kong**
- ✓ **India**
- ✓ **Japan**
- ✓ **Sweden**
- ✓ **Switzerland**



Educational programs for all age groups



«In Traffic
with Safety
»
for primary
school education



«Be a knight
of road
safety »
for primary
school education



«AVENUE
for Traffic
Safety»
for occupational
health and safety

«Cycling
in Safety »
for primary
school education

«Hermes»
for young traffic
offenders and
their families

«Do it right»
for secondary
school education



Traffic Safety Education Event in Zappion Hall

(09-16/12 2016)

Traffic Safety : Education & Culture



RSI 'Panos Mylonas'
Representation of the European Commission in Greece

Under the auspices of the Greek Parliament



ΒΟΥΛΗ ΤΩΝ ΕΛΛΗΝΩΝ

Road User behavior & Education: Programs for young people



ΕΘΝΙΚΟ & ΚΑΠΟΔΙΣΤΡΙΑΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ΙΑΤΡΙΚΗ ΣΧΟΛΗ



Cooperation with the Faculty of Medicine
(University of Athens) for the education of
medical students on Road Safety Issues



Information programs for the Armed Forces and
Productive Schools and Training Centers and
Security Bodies

Road User behavior & Education: Programs for young people

Ermis project in cooperation
with the Greek Courts and the Juvenile
Services in the framework of reforming
measures

Agreement with the Ministry of Justice,
Transparency and Human Rights to
tackle juvenile delinquency in road
safety

The agreement aims:

- Educate, inform and raise awareness
in young people
- Develop skills for safety on the road



«HERMIS» Part I: Theory. Discussion with traffic victims



«HERMIS» Part II: Practice. Mobile NEST equipment

Προσομοιωτής ανατροπής
(roll over car)



«HERMIS» Part II: Practice. Mobile NEST equipment

Προσομοιωτής πρόσκρουσης
(belt sledge)



«HERMIS» Part II: Practice.
Mobile NEST equipment

Προσομοιωτής μέθης
με τη χρήση
ειδικών γυαλιών



«HERMIS» Part II: Practice.
Mobile NEST equipment

Προσομοιωτής
οδήγησης





78.455 Primary School Pupils



50.411 High School Students



507 Juvenile offenders of traffic regulations and their families



8.364 employees and executives of private companies



21.370 Soldiers, Officers and Executive members of
Military Units

Awareness Raising Actions for Youth 2016



More than **150** actions in
collaboration with **48**
Municipalities for the
awareness-raising and
training of **14.740**
young people up to 30
years old.

Scouting for Global Road Safety

RSI "Panos Mylonas" initiating the project, organized joint activities in close collaboration with Scouts of Greece, Scouting Ireland, UNECE and WOSM

- ✓ «**22nd World Scout Jamboree**», Sweden, 2011
(Workshops attended by 5.000 Scouts, Holding hands event for Road Safety - 140 countries)
- ✓ «**14th CANADIAN MOOT**», Canada, 2013
(Training adult leaders)
- ✓ «**23rd World Scout Jamboree**», Japan, 2015
(Scouts from 84 countries participated in the RSI workshops in the Global Development Village)



Scouting for Global Road Safety



Scouting is an Educational Youth Movement and the largest youth organisation on the planet
with

36 Million members in 161 countries

www.ioas.gr

Activate citizens and organizations



«National Road Safety Week»



«Night Without Accidents»

Blood bank for traffic incidents



Pit Stop for Road Safety



«Clean Up Safety Day»

Pin Project



Activate young citizens



Clean Up Safety Day

Traffic signs cleaning campaign With the participation of:

- *Volunteers*
- *Municipalities*
- *Secondary Schools*
- *Traffic Police*

***Clean Signs
Safer Roads***

Activate young citizens



European Night without Accidents

10th Year

27 Greek Cities

29 Night Clubs

More than **480** Volunteers

Over **2.500** young people participated

With the valuable contribution of the
Greek Traffic Police.



Activate young citizens

European Night without Accidents

*Everybody is having fun,
One is not drinking...
...the designated driver*



Activate young citizens

**ΟΛΟΙ ΟΔΗΓΟΥΜΕ
ΟΛΟΙ ΚΙΝΔΥΝΕΥΟΥΜΕ**



**ΔΩΣΕ ΛΙΓΟ ΑΙΜΑ
ΣΩΣΕ ΜΙΑ ΖΩΗ, ΜΠΟΡΕΙΣ!**



Blood bank for traffic incidents

Supporting the R.S.I. blood bank for traffic incidents with two blood donation events.

- Young Volunteers
- Korgialenio - Benakio Hospital
- State Hospital of Nikaia, Athens
- STASY – OASA (Athens Public Transport SA)
- Under the auspices of the Ministry of Transport

Activate young citizens

Blood bank for traffic incidents



483 Blood Donators
422 Blood Units



***All of us are driving,
All of us are in danger!***

Cycling Athlos



Cycling Athlos I Athens– Thesaloniki.
Dedicated to Road Safety and Environment

Cycling Athlos II Peloponnese Round trip.
Dedicated to Road Safety and Culture



Awareness Campaigns

CHILDREN AND ROAD SAFETY



MAIN CAUSES OF TRAFFIC INCIDENTS



SEASONAL CAMPAIGNS (WINTERS, EASTER, SUMMER ETC)



AGGRESSIVE DRIVING & DISTRACTION OF ATTENTION

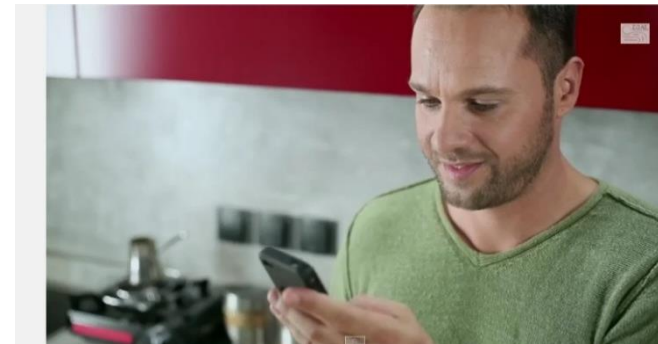


Awareness Campaigns

Role Models



Distraction



Speeding

...πριν λίγο καιρό
 δεν έκοψα
 ταχύτητα...

Η ΤΑΧΥΤΗΤΑ
 ΕΙΝΑΙ ΚΥΡΙΑ
 ΑΙΤΙΑ ΘΑΝΑΤΟΥ
 ΚΑΙ ΣΟΒΑΡΩΝ
 ΤΡΑΥΜΑΤΙΣΜΩΝ
 ΣΤΟ ΔΡΟΜΟ

Save Lives
 #SlowDown

FIA ROAD SAFETY GRANT PROGRAMME
 AA
 I.O.A.S.
 ΕΛΛΗΝΙΚΗ ΠΟΛΙΤΙΚΗ ΑΣΦΑΛΕΙΑ
 ΕΥΡΩΠΑΪΚΟ ΚΕΝΤΡΟ ΑΣΦΑΛΕΙΑΣ ΟΔΩΝ
 ΣΕ ΣΥΝΕΡΓΑΣΙΑ: ΠΟΛΙΤΙΚΗ ΑΣΦΑΛΕΙΑ ΑΘΗΝΩΝ
 HELLASTRON
 Αρχή για Μέλλον

Drink Driving

Υπάρχει μια διαχωριστική λωρίδα που μας χωρίζει από το θάνατο. Μην οδηγείς όταν έχεις μεθ!

I.O.A.S.
 ΤΡΑΙΝΦΟ
 ΕΥΡΩΠΑΪΚΟ ΚΕΝΤΡΟ ΑΣΦΑΛΕΙΑΣ ΟΔΩΝ

www.iogas.gr

Flash Mob "STOP Road Crashes" @Syntagma Square



RSI Media Presence 2016

facebook



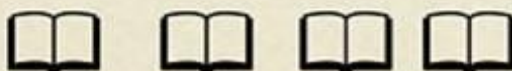
5.534 likes ↑

sites &
blogs



1.848 αναφορές

έντυπα



369 δημοσιεύματα

καταχωρήσεις



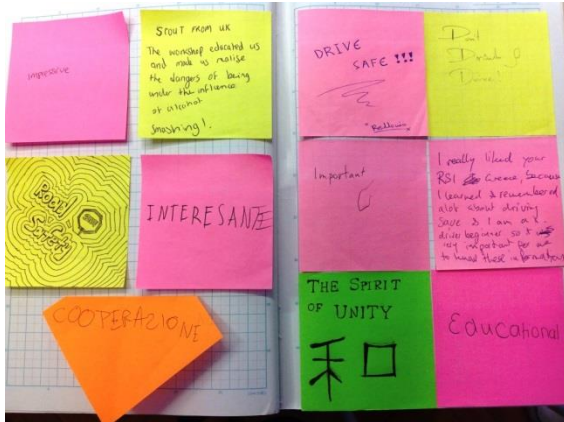
28 καταχωρήσεις

καμπάνιες



8 καμπάνιες
στα ΜΜΕ

Research



- **2015-2016:** International research «**Research on Youth Attitudes**»
- **2015-2016:** European research project **TRASACU (Traffic Safety Culture)** www.trasacu.eu
- **2012-2013:** «**Stress and drivers personality characteristics in relation to aggressive driving in Greece**»
- **2008-2009:** «**Views of the Greek Drivers on the Causes of Traffic Accidents**»
- **2007-2008:** European research «**Courtesy on the road**»

"Road Safety Attitudes Among Youth"

23rd World Scout Jamboree:
(28.07-08.08 2015) Japan

Research for the UN Convention concerning **Road Safety Attitudes Among Youth**

**23rd World Scout Jamboree
(28.07-08.08 2015) Japan**

The main research objectives of the questionnaire were to track the perceptions and attitudes of **"underage drinking"**, **"drinking and driving"** as well as issues concerning **traffic culture** in general. The results will lead to the development of intervention and prevention programs based on cross cultural issues and references to other countries



ROAD SAFETY - A COMMON GOAL

"Let the tragic loss of a young man with values, respect for people and love for life, be the beginning of the active participation for NO MORE deaths on the roads."

Let's work together to make our roads safer

***Road Safety is a matter of Education, Culture
and Development***

Thank you !



A while ago... / the CAA _ RSI Panos Mylonas #SlowDown campaign video

https://www.youtube.com/watch?v=u9m9s_OCX80

IOAS Flash Mob @Syntagma Square, Greece - Official video

<https://www.youtube.com/watch?v=w9InMqN6Vq8>

Road Safety Institute "RSI" "Panos Mylonas" celebrates 10 years of action <https://www.youtube.com/watch?v=mf-a1jb-sdA>

Greetings from International Personalities in the field of Road Safety for the celebration of 10 years of action

<https://www.youtube.com/watch?v=KVNqE4NnsFI>
