



La Prévention Routière
Internationale

International Symposium on Communication Technologies and Road Safety

“Distraction in Traffic: The Dutch Case”

Joop Goos, PRI President

La Prévention Routière Internationale PRI
International Road Safety Organisation

Abu Dhabi – United Arab Emirates
26&27 November 2014



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of Lives.

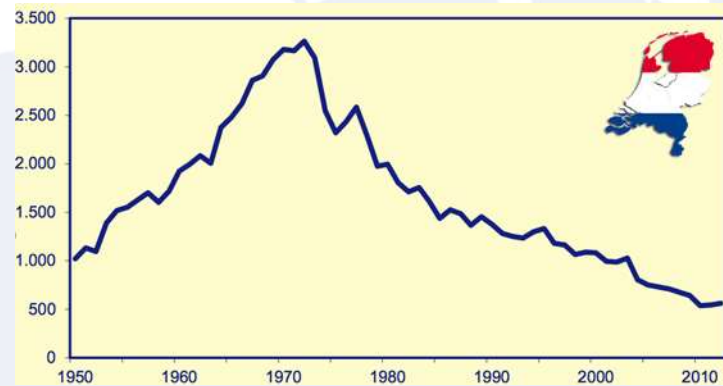
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DUTCH ROAD SAFETY POLICY

- Started in the Seventies
- Based on accidents
- Very successful



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DUTCH FIGURES

- 1972: 3.460 traffic deaths
- 2013: 570 traffic deaths
- In 40 years: decrease of 83,5%
- Serious injuries in 2013: 20.000



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DUTCH ROAD SAFETY POLICY

- 1972: Strong political decisions
- Special Road Safety Directorate as Lead Agency
- National RS Plan + Targeted Program
- Allocation of Budgets
- Measures (seatbelts, alcohol, speeding, etc.)
- Decentralization
- Road Safety Network (Authorities, NGOs, research institutes, business community)
- Dutch Traffic Safety Association & Youth Organization
“TEAM ALERT”



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DUTCH APPROACH SUCCESSFUL: WHY?

- Tenacity and Perseverance
- Vision of Sustainable Safe System
- Constant Priority and Evaluation
- Shared Responsibility



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BUT.....

- Success in the past is no guarantee for the future !
- Most effective measures already taken
- New challenges
 - Drugs (in combination with alcohol)
 - Fatigue
 - Distraction (car drivers, cyclists and pedestrians)



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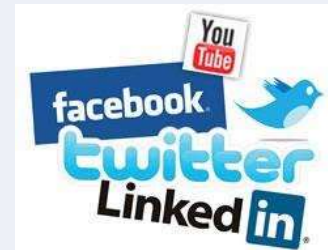
DUTCH FACTS ABOUT DISTRACTION

- 8 million Dutch has a smartphone; 50% of them are using their cell in traffic
- 50% Dutch cyclists read messages while cycling and 35% send messages
- Risk of an accident is 25 times higher when car drivers are texting
- Use of smartphone in traffic causes in Netherlands dozens of fatalities and hundreds of injuries
- 1 out of 3 car drivers uses sometimes their smartphone for e-mail and social media



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DISTRACTION AND RISKS

- Mentally (thoughts to the message/music)
- Visually (looking at the screen)
- Physically (steering with one hand)
- Auditory (distraction by ringtones, voice, sound)



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DISTRACTION AND CONSEQUENCES

- Longer reaction time = Longer breaking distance
- TRL 2011: 0.4 seconds longer = 5m (50km/h), 11m (100km/h) and 14m (130km/h)
- Not paying attention for 3 seconds:
At 50km/h: 42 meters; At 120km/h: 100 meters





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DUTCH POLICY RELATED TO DISTRACTION

- Hand held use is prohibited. Fine: 220 Euro
- Hands Free is allowed if not leading to unsafe behavior (art.5: general safety article)
- Points in Point System
- Policy of Discouragement for pedestrians and cyclists
- Driver Education and Advanced Training
- Education at (secondary) schools
- Communication Campaigns and Police Enforcement



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INCLUSIVE COMMUNICATION CAMPAIGN

- Initiative of Ministry of Infrastructure & Environment
- Team with many players/stakeholders
- Dutch Traffic Safety Association: fleet owners, telecom providers, local actions with volunteers
- Automobile Club: publicity in magazines and website
- Youth Organization: programs at secondary schools, actions through social media, local actions
- Provinces/Municipalities: posters, bill boards, publicity in local newspapers
- Telecom Providers: online and social media
- Police: Enforcement and intensive controls during campaign



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ROLE OF MINISTRY IN CAMPAIGN

- Coordinator and providing umbrella
- Online/viral campaign/Game
- TV spots/Radio campaign
- Billboards along the highways
- Dynamic Information Portals above the highways
- Free Publicity



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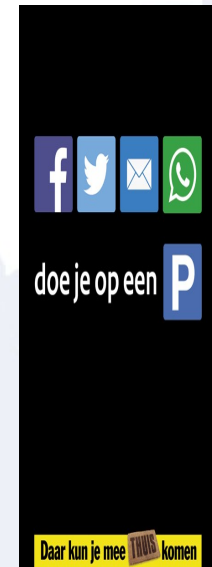
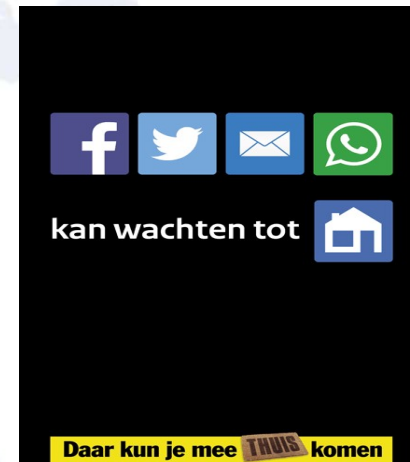
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PARTS OF THE CAMPAIGN

- Billboards



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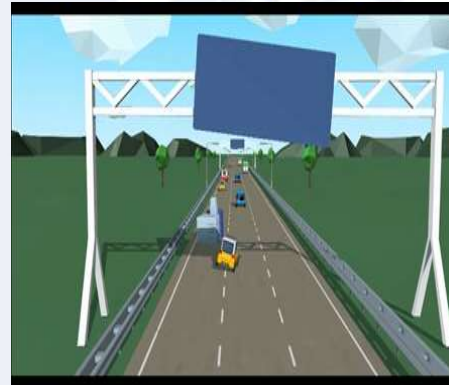
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PARTS OF THE CAMPAIGN

- Online/Viral Campaign/Game



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PARTS OF THE CAMPAIGN

- TV Spots



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THE TV AND ONLINE SPOTS



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RELATED TV COMMERCIALS

- Liz Marks Texting & Driving Story
- <http://youtu.be/t7911kgJJZc>
- From One Second to the Next
- <http://youtu.be/Xk1vCqfYpos>
- The surprisingly dangerous history of the selfie
- <http://youtu.be/RBDtnw4-O9I>



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SHOKRAN!

QUESTIONS?

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