

Report

# Road safety status in Poland

## Report on Activities for Road Safety For 2010 and Recommendations For 2011 *(summary)*



NATIONAL ROAD  
SAFETY COUNCIL

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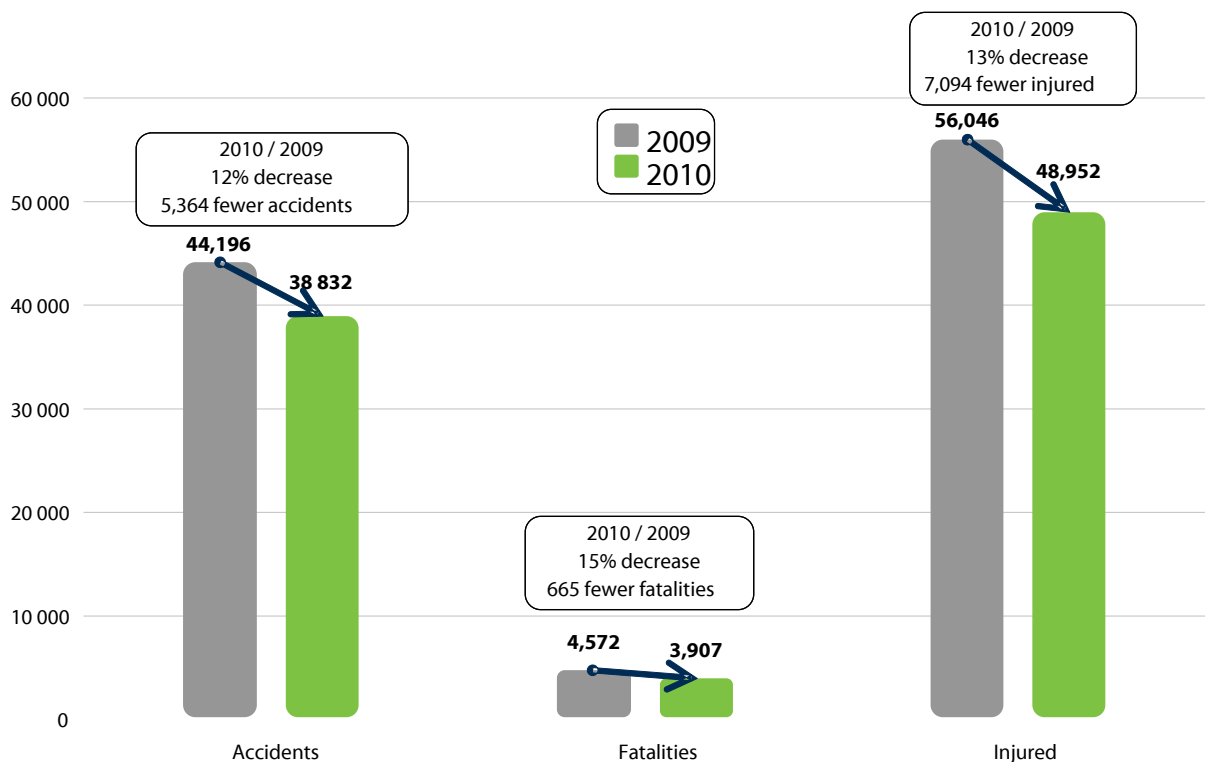
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# 1. Status of Traffic Safety in Poland: Statistics<sup>1</sup>, Reasons of Accident, and Analysis of Accidents' Structure

In 2010, there were **38,832** road accidents in Poland with **3,907** fatalities and **48,952** injured. 416,075 collisions were reported with the Police. As compared to 2009, this means:

- **5,364 fewer accidents** (- 12.1%);
- **665 fewer fatalities** (- 14.6%);
- **7,094 fewer injured** (- 12.7%);
- **34,306 more collisions** (+ 9%).

*Traffic safety status in Poland in 2010*



Road accidents are most frequently caused by:

- **vehicle drivers - 79%** (30,628) of accidents;
- **pedestrians - 11%** (4,427) of accidents;
- **other (passengers, shared guilt, other reasons) - 10%** (3,777) of accidents.

The most frequent reasons of accidents caused by drivers include:

- **failure to adapt speed to driving conditions - 30%** (9,222) of accidents;

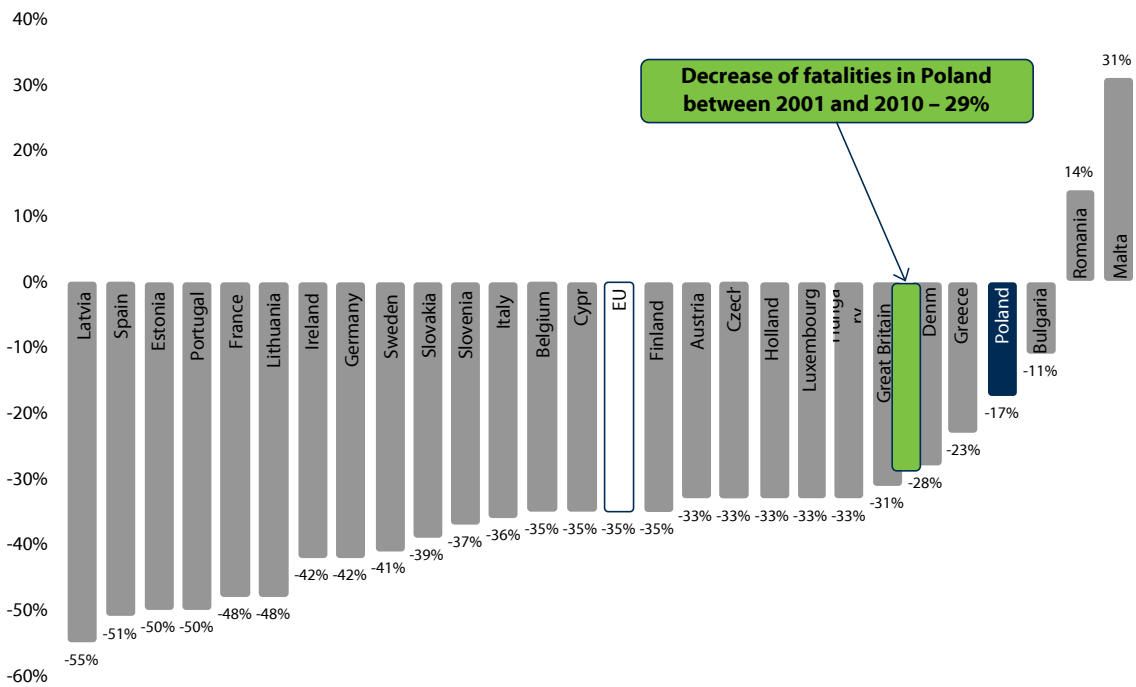
<sup>1</sup> Accident data source: Traffic Police Headquarters, Department of Prevention and Analyses

- **failure to observe the right of way - 25%** (7 750) of accidents;
- **improper conduct towards a pedestrian (improper crossing of zebra crossings and failure to yield the right of way to a pedestrian) - 14%** (4 266) of accidents.

As compared to other EU states, the situation on Polish roads continues to be a source of concern. Unfortunately, in spite of significant percentage, with 29% decrease in the number of fatalities between 2001-2010, Poland is at the bottom of the list of states that have achieved positive results. After 9 years of implementation of the 3<sup>rd</sup> Traffic Safety EU Programme, only 9 states were close to reaching the 50% decrease. The best results and decrease in fatalities exceeding 40% were achieved in France (-48%), Portugal (-50%), and Spain (-51%), i.e. the states where the system of automatic surveillance of speed limits was introduced. The European Union as a whole is relatively far away from completion of the target that has been set. The decrease in the number of fatalities for the Union was 35% between 2001 and 2009.

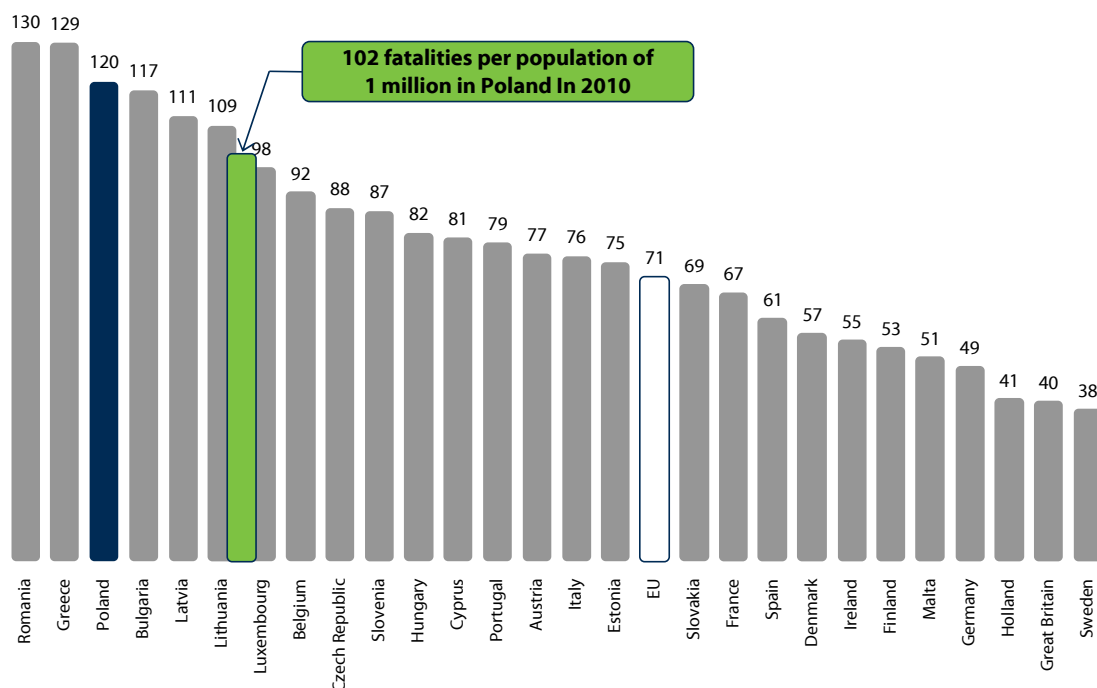
The threat of being killed in a car accident to Poles is still the highest one in Europe, nearly twice as high as the average for the European Union and over three times as high as in Sweden, Great Britain, or Holland.

*Change in the number of fatalities on roads in 2009 as compared to 2001 in EU states\**



\* Data source: European Commission Directorate-General for Mobility and Transport, CARE database

*Threat to residents (number of fatalities per 1 million population) in EU states in 2009\**



## 1.1. Speed

Statistical data on road accidents, national and international research results, numerous accident and road disasters reports indicate that excessive speed is the main reason of road risks.

### 1.1.1. Statistics and Analysis of Reasons

In 2010, there were 9,222 road accidents resulting from failure to adapt speed to traffic conditions. 1,117 people died in these accidents and 13,099 were injured. The largest number of speed-related incidents occurred in built-up areas (54.3%), however, a larger number of people (62.1%) were killed in non built-up area.

*Road accidents caused by excessive speed and their effects by occurrence area in 2010*

Area	Accidents	%	Fatalities	%	Injured	%
non built-up	4,217	45.7	694	62.1	6,215	47.4
built-up	5,005	54.3	423	37.9	6,884	52.6
<b>Total</b>	<b>9,222</b>	<b>100.0</b>	<b>1,117</b>	<b>100.0</b>	<b>13,099</b>	<b>100.0</b>

The most frequent accidents were as follows: vehicle roll-over (18.2% of all incidents), hitting a tree (17.9%), and head-on collisions (16.4%).

*Types road accidents caused by excessive speed in 2010*

Type	Accidents	%	Fatalities	%	Injured	%
Vehicle roll-over	1,683	18.2	115	10.3	2,365	18.1
Hitting a tree	1,649	17.9	371	33.2	2,224	17
Vehicle head-on collision	1,517	16.4	204	18.3	2,657	20.3
Vehicle rear collision	1,334	14.5	65	5.8	1,823	13.9
Vehicle side collision	806	8.7	112	10	1,228	9.4
Hitting a pole, traffic sign	535	5.8	63	5.6	674	5.1
Hitting a pedestrian	457	5	71	6.4	482	3.7
Hitting a protective barrier	248	2.7	31	2.8	312	2.4
Accident with a passenger	231	2.5	23	2.1	346	2.6
Hitting a stationary vehicle	186	2	17	1.5	241	1.8
Hitting a whole, bump, hump	13	0.1	2	0.2	20	0.2
Hitting a an animal	4	0	1	0.1	4	0
Hitting a railway barrier	3	0	0	0	3	0
Other	556	6	42	3.8	720	5.5
<b>Total</b>	<b>9,222</b>	<b>100.0</b>	<b>1,117</b>	<b>100.0</b>	<b>13,099</b>	<b>100.0</b>

As far as age groups of speed incident perpetrators are concerned, the largest group as compared to the entire population (7.8%) is between the age of 18-24 year. 43% of accidents they caused were the result of failure to adapt speed to driving conditions and their severity is confirmed by 58% of total fatalities. This is a group of people characteristic for lack of vehicle driving experience and skills and it is highly prone to bravado and risk.

As far as vehicle type is concerned, most accidents were caused by passenger vehicle drivers that are most frequent on Polish roads, then truck drivers, and motorcyclists.

The majority of fatalities in accidents caused by failure to adapt speed to traffic conditions, apart from passenger car drivers and passengers, occurred among motorcyclists and their passengers (9.5%) as well as pedestrians (7.7%).

*Road accidents by road users caused by excessive speed in 2010*

Type of user	Fatalities	%	Injured	%
Moped riders	12	1.1	336	2.6
Pedestrians	86	7.7	547	4.2
Cyclists	26	2.3	202	1.5
Bus users	2	0.2	218	1.7
Tractor users	4	0.4	30	0.2
Users of other vehicles	5	0.4	88	0.7
Motorcycle riders	106	9.5	522	4.0
Emergency vehicle users	0	0.0	10	0.1
Truck users	37	3.3	501	3.8
Passenger car users	839	75.1	10,602	80.9
Tram and trolley bus users	-	-	43	0.3
<b>Total</b>	<b>1,117</b>	<b>100.0</b>	<b>13,099</b>	<b>100.0</b>

### 1.1.2. Actions

In order to decrease threats resulting from frequent failure to observe speed limits, in 2010 Police forces conducted extensive control actions as a part of national campaign (operations "SPEED") as well as on the local level. Police officers used speed radars, video recorders, and speed cameras. Police surveillance was supported by Road Transport Inspection (Inspekcja

Transportu Drogowego, ITD), and on the local level - by municipal police forces. In order to spread the knowledge of the subject of influence of speed on traffic threats, numerous educational-informational campaigns were conducted.

## 1.2. Alcohol

Alcohol has been considered as the main reason of road accidents for many years. The opinion survey ordered by the European Union indicates that as many as 94% of European Union population considers drunk driving as the most important problem of mobile society. In Poland, as many as 97% of population think that alcohol is the largest problem on our roads.

As compared to other states, Poland is distinguished by very rigorous legal solutions. The permitted alcohol contents in driver's blood is 0.2‰. In most of EU states<sup>2</sup>, the limit is 0.5 ‰, and in Great Britain and Malta - even 0.8‰. The threat posed by drunken drivers in Poland is lower than the EU average. Fatalities in accidents with participation of drunken drivers of passenger cars, trucks, and motorcycle riders account for 9% of the total, while the European average is 12% of all fatalities. In as many as 13 states, this index is higher than in Poland. Data reveal that the frequently repeated statement that we are unable to manage the problem of alcohol in traffic is inadequate. When compared to the other countries, the situation in Poland is not bad, although it appears from comparison of Police activity that the number of alcohol tests conducted by Police forces on roads is significantly lower than in other states and amounts to 47 tests per population of 1,000 and is one of the lowest in Europe<sup>3</sup> (in Finland - 385, in Sweden - 287, in Slovenia - 200, in Hungary - 130). However, the current number of inspections and other activities have resulted in significant decrease in threat.

The number of accidents and accident fatalities caused by drunk drivers and pedestrians indicates that the Polish society, although it condemns drunk accident perpetrators, still does not have sufficient knowledge of negative influence of alcohol on human organism.

### 1.2.1. Statistics and Analysis of Reasons

In 2010, drunk road users participated in 4,524 road accidents (11.6% of the total number of accidents), resulting in 455 fatalities (11.6% of total fatalities), and 5,620 injured (11.5% of the total number of injured).

As compared to the previous year, **the number of drunk people participating in road accidents has decreased significantly** - by 822 people (-15.4%).

Drunk people participated in road incidents most frequently on last days of the week: Sundays (20.5%) and Saturdays (20.4%). Undoubtedly, this was influenced by the fact that the end of the week, free days, favour social life and parties where alcohol is drunk. Generally, the number of drunk traffic participants increases on these days.

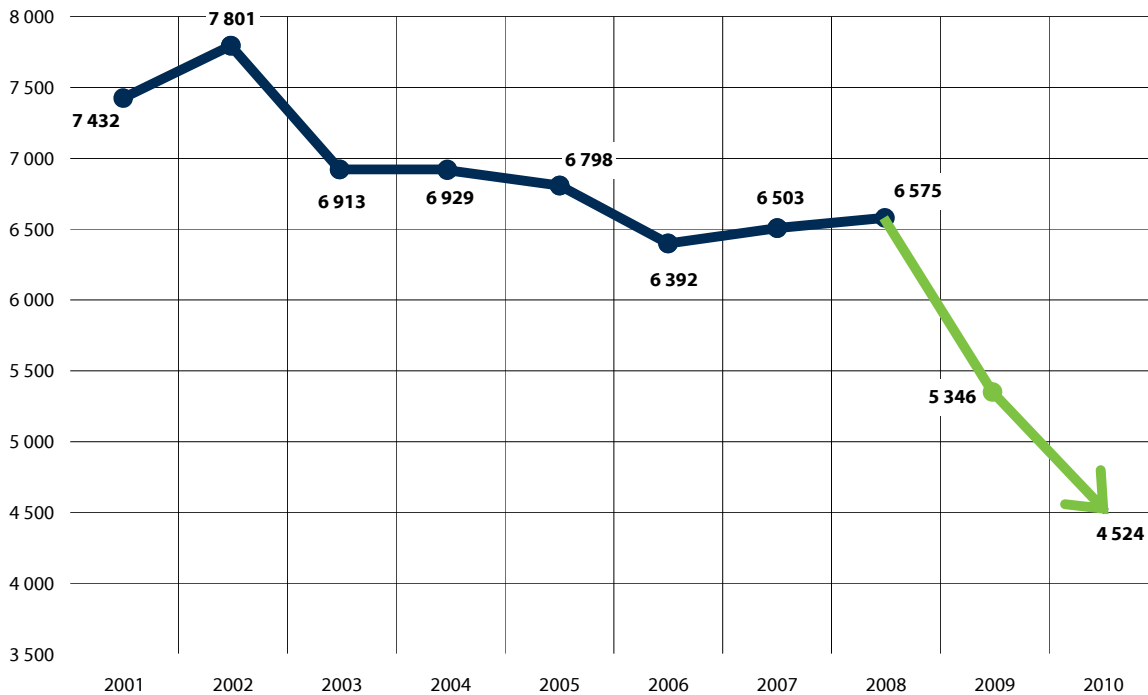
During the day, the climax falls on the range between 05.00 p.m. and 11.00. p.m. In 2010, drunken people participated in 2,101 accidents between these hours which accounts for 46.4% of all accidents with their participation. 238 (51.6%) people were killed in these accidents and 2,443 (43.4%) were injured. The hour distribution of accidents with participation of drunk people corresponds to the general tendency of their occurrence. In the climax hours, a man was killed in every 9<sup>th</sup> accident.

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<sup>2</sup> DG MOVE: [ec.europa.eu/transport/road\\_safety/observatory/doc/alcohol\\_rules.pdf](http://ec.europa.eu/transport/road_safety/observatory/doc/alcohol_rules.pdf)

<sup>3</sup> PIN Flash n.16 Tackling the three main killers on the roads - A priority for the forthcoming EU Road Safety Action Programme ETSC May 05, 2010

Number of drunken people participating in road accidents between 2001 and 2010



In 2010, drunken traffic participants caused 3,486 accidents (8.9% of the total number) in which 352 people (9%) were killed and 4,397 (8.9%) were injured. The largest group of drunken accident perpetrators was the one of vehicle drivers. They caused 2,455 accidents killing 248 people and causing injuries to 3,419. In relation to the general number of accidents caused by drivers, drunken ones accounted for 8%. As compared to 2009, **the number of accidents caused by drunken drivers decreased significantly** - by 552 (-17.9%).

Drunken drivers caused most accidents due to failure to adapt speed to traffic conditions, failure to give right of way, and due to driving on the wrong side of the road.

As far as the age of perpetrators is concerned, attention should be drawn to the age group of 18-24 years of age (7-year range) where the significant percentage of accidents caused by driving under the influence of alcohol occurred as compared to the group of 25-39 years of age where the range covers 15 years.

Drunken drivers (of motor vehicles and bicycle riders) caused most accidents in summer months, particularly in August. It is caused by the fact that this is a holiday season, there is a larger liberty, there are more events (also outdoor).

### 1.2.2. Actions

The Police Headquarters organised and supervised the national campaigns entitled operations "ALCOHOL AND DRUGS" aiming at elimination drunk drivers or drivers under the influence of substances similar to alcohol from traffic. There were 6 national campaigns of this type.

Apart from police preventive-inspection campaigns, educational-informational campaigns in this scope were also conducted (described in more detail in Chapter 6). These aimed at changing behaviour of traffic participants. These were campaigns during which one could experience, among other things, how dangerous it was to drive under the influence of alcohol and what the consequences could be.

### 1.3. Road

Police Headquarters data indicate that errors related to road solutions as the only reason of a road incident occur in 2-3% of accidents, and as one of 3 reasons in 28-34% of accidents. Traffic safety is primarily affected by solutions that force calming of traffic (speed decreasing), “forgiving” road surroundings (energy-absorbing barriers, infrastructure susceptible to impacts, etc.), adapting road geometry to its features and traffic speed as well as designing roads to be friendly to all traffic participants, i.e. also to pedestrians and cyclists.

*An example of calming the traffic  
– a “Dutch town” in Puławy*



#### 1.3.1. Statistics and Analysis of Reasons

In 2010, the vast majority of accidents - 27,836 - occurred in built-up area (71.7%). These resulted in 1,812 fatalities and 33,364 injured. Outside built-up area, 10,996 accidents occurred (28.3% of the total). They resulted in 2,095 fatalities and people 15,588 injured among traffic participants.

*Road accidents in 2010 and their effects by occurrence area*

Area	Accidents		Fatalities		Injured	
	Number	%	Number	%	Number	%
Built-up	27,836	71.7	1,812	46.4	33,364	68.2
Non built-up	10,996	28.3	2,095	53.6	15,588	31.8
<b>Total</b>	<b>38,832</b>	<b>100.0</b>	<b>3,907</b>	<b>100.0</b>	<b>48,952</b>	<b>100.0</b>

In spite of the fact that majority of accidents occurred in built-up area, more people were killed in result of accidents that occurred in non built-up area. The reason can be found in the fact that drivers drive faster in non built-up areas drivers, often more than one person is killed in a single car, and it takes much longer for medical emergency services to reach the scene of the accident.

21,370 accidents (55%) occurred on straight sections of roads causing 2592 fatalities (66.3%) and 25,932 injured people (52.9%). Another particularly dangerous spot are road crossings with right of way - 1,065 accidents (28.5%) happened there killing 570 people (14.6% of the total) and causing 14,207 (29%) injuries to people.

The main reasons of accidents on straight road sections include:

- failure to adapt speed to driving conditions - 5,069 accidents;
- failure to yield the right of way - 2,593 accidents;
- improper conduct towards a pedestrian - 2,200 accidents;
- improper overtaking - 1,458 accidents;
- failure to maintain safe distance between vehicles - 1,335 accidents.

The main reasons of accidents on crossroads with right of way include:

- failure to yield the right of way - 4,962 accidents;
- improper conduct towards a pedestrian – 1,791 accidents;
- failure to adapt speed to driving conditions - 1 003 accidents.

The main reasons of accidents on curves include:

- failure to adapt speed to driving conditions - 2 878 accidents;
- driving on the wrong side of the road - 189 accidents;
- improper passing - 176 accidents;
- improper overtaking - 164 accidents.
- improper conduct towards a pedestrian - 956 accidents;

*Road accidents in 2010 and their effects by accident occurrence*

Incident Location	Accidents		Fatalities		Injured	
	Total	%	Total	%	Total	%
Road	<b>31,233</b>	80.4	<b>3,250</b>	83.2	<b>40,297</b>	82.3
Pedestrian crossing	<b>3,482</b>	9.0	<b>196</b>	5.0	<b>3,518</b>	7.2
Road shoulder	<b>1,306</b>	3.4	<b>214</b>	5.5	<b>1,693</b>	3.5
Embankment, ditch	<b>850</b>	2.2	<b>104</b>	2.7	<b>1,188</b>	2.4
Pavement, way for pedestrians	<b>555</b>	1.4	<b>25</b>	0.6	<b>587</b>	1.2
Property access	<b>330</b>	0.8	<b>22</b>	0.6	<b>395</b>	0.8
Car park, square	<b>208</b>	0.5	<b>6</b>	0.2	<b>208</b>	0.4
Public transport stop	<b>181</b>	0.5	<b>8</b>	0.2	<b>210</b>	0.4
Tramway crossing, rail tracks	<b>154</b>	0.4	<b>20</b>	0.5	<b>237</b>	0.5
Road for bicycles	<b>178</b>	0.5	<b>1</b>	0.1	<b>184</b>	0.4
Bridge, viaduct, fly-over, tunnel	<b>125</b>	0.3	<b>17</b>	0.4	<b>158</b>	0.3
Railway crossing – unguarded	<b>59</b>	0.2	<b>18</b>	0.5	<b>77</b>	0.2
Railway crossing – guarded	<b>32</b>	0.1	<b>15</b>	0.4	<b>27</b>	0.1
Area between lanes	<b>50</b>	0.1	<b>2</b>	0.1	<b>60</b>	0.1
Emergency connection between lanes on dual carriage-	<b>27</b>	0.1	<b>2</b>	0.1	<b>34</b>	0.1

*Road accidents in 2010 by type of road*

Type of Road	Accidents		Fatalities		Injured		
	Total	%	Total	%	Total	%	
Freeway	<b>274</b>	0.7	<b>28</b>	0.7	<b>401</b>	0.8	
Express road	<b>142</b>	0.4	<b>37</b>	0.9	<b>185</b>	0.4	
With two one-way lanes	<b>5,147</b>	13.3	<b>349</b>	8.9	<b>6,376</b>	13.0	
Road	One-way	<b>1,103</b>	2.8	<b>32</b>	0.8	<b>1,274</b>	2.6
	Two-way, one-lane	<b>32,166</b>	82.8	<b>3,461</b>	88.6	<b>40,716</b>	83.2

## Road Accidents and Their Effects on Main Roads in Poland

In Poland, 274 accidents occurred on freeways, the length of which was 859 km as of the end of December 2010, killing 28 people and injuring 401.

### *Road Accidents and Their Effects on Freeways*

Road No.	2009			2010		
	Accidents	Fatalities	Injured	Accidents	Fatalities	Injured
A 1	19	1	31	23	6	40
A 2	47	3	80	50	7	69
A 4	162	33	259	192	15	282
A 6	2	-	3	7	-	8
A 18	7	6	10	2	-	2

As of December 31, 2010, the total length of national roads in Poland was 18,571 km. The total of 9,855 accidents (25.4% of all accidents) occurred on these roads, with 1,495 fatalities (38.3% of total fatalities), and 13,023 injured (26.6% of the total injured). The accident index per 100 km is 53.

6,497 accidents occurred on provincial roads, the total length of which is 28,466 km, with 830 casualties and 8,673 injured.

### 1.3.2.Actions

In order to put a limit on road threats, road authorities completed a number of investments that consisted in the following:

- construction of ring roads in towns (11 ring roads of total length of 58 km);
- construction of pavements and pedestrian-bicycle routes;
- creation of safe crossings for national roads;
- reconstruction of crossings, construction of roundabouts;
- construction of light signals;
- erection of posts for speed cameras.

**The Programme of Elimination of Black Spots on Local roads.** In 2010, the programme of liquidation of dangerous spots on self-government roads was completed. It was executed by the Office of the National Road Safety Council. Thanks to funds from loans granted by the World Bank and European Investment Bank, the total of 397 investments were completed between 2005 and 2010. The execution of the programme was divided into four issues, covering the following periods: 2005, 2006/2007, 2008/2009, and 2010. The total value of all investments was originally estimated to be PLN 410 million. Finally, the total expenditures exceeded PLN 468 million. In 2010, 19 investments were completed of the total value of PLN 31.2 million and re-funds amounted to PLN 9.2 million.

Numerous actions aiming at improvement of safety on national roads were conducted by the General Directorate for National Roads and Highways (GDDKiA) which continued in 2010 the **“Roads of Trust” Programme** that started in 2007. Starting from 2008, the programme replaced all previous traffic safety programmes such as: the separated programme of construction and reconstruction of pavements, selected programme of reconstruction of crossing, or selected programme of elimination of particularly dangerous spots on roads. In result of the change of GDDKiA’s attitude towards traffic safety, single engineering actions were replaced by systematic engineering actions executed on the entire road routes with the highest number of fatalities. These actions were linked with Police campaigns in the scope of social communication.

In accordance with §12 clause 5 of the Ordinance of the Minister of Infrastructure of September 23, 2003, on detailed conditions of road traffic management and executing supervision over road management (Journal of Laws No. 177 item 1729), the authority managing the traffic is obliged to inspect, at least every 6 months, the correctness of application, execution, functioning, and maintenance of all traffic signs and light signalling devices, sound signalling devices, and traffic safety devices located on roads managed by the given authority. In order to satisfy this obligation, GDDKiA divisions, conduct inspections (together with Police officers) on the managed road network observing frequency required by the Ordinance. A report is drawn up after each inspection that constitutes the basis for instituting actions aiming at liquidation of revealed defects.

Police and Road Transport Inspection (Inspekcja Transportu Drogowego, ITD) had a significant contribution in improving the quality and safety of road infrastructure. In particular province, district, and municipal units, police officers:

- provided opinions on permanent and temporary traffic organisation (approximately 1,000 opinions per each Provincial/County/Municipal Police Headquarters);
- submitted their own proposals concerning: marking out pedestrian crossings, additional lighting for pedestrian crossings and road crossing, construction of bust stop bays, construction of pavements outside built-up areas at the route from a bus stop to a pedestrian crossing, construction of walking-bicycle routes at the border of the road strip, marking out location for vehicle inspection by Police, ITD, and other services;
- participated in traffic safety commissions and developed letters of interventions.

ITD conducted numerous inspection of weight and dimensions of vehicles. These actions significantly limit degradation of road surface which is much faster destroyed as a result of traffic of overloaded or oversized vehicles. Detailed information on ITD actions is presented in Chapter 4.

## 1.4. Vehicle

It appears from research that the vehicle, its equipment and technical condition are a reason of a road incident in approximately 2% of accidents, and one of 3 reasons in 8-12% of accidents. The vehicle's active safety system has an influence on whether the accident is going to occur, while the passive safety system affects accident effects and severity of passenger injuries. The current legal status concerning obligatory technical overhauls and inspections of technical condition conducted on-site by Police forces and ITD constitute an effective system.

Technical solutions applied in cars are a domain of car manufacturers that compete with each other by submitting their cars to safety tests and fight for the highest ranking in consumer opinion polls, e.g. Euro NCAP. Solution commonly used in the past decade, including safety systems in vehicles, such as safety belts, air bags, or systems preventing blocking of the brakes (ABS, Anti-lock Brake System) have become a common, often obligatory vehicle equipment. Advanced electronic technologies (Intelligent Transport System - ITS) currently offer a large potential that may significantly decrease threats.

More than 90% of all accidents occur as a result of human errors made in a complicated road situation. Modern technologies create conditions for using driver-assist systems in difficult situations by detecting danger on the road and introducing systems that help avoid a collision (accident). These solutions constitute the eSafety System.

eSafety systems, however, are mainly present in modern cars and nearly 70% cars in Poland are still over 10 years old. Thus, the factors that influence car safety are traditional systems (ABS, ESP, air bags, etc.) but vehicle technical condition and proper, common use of (or failure to use) safety belts and child protection devices continue to be the most important safety factor.

### 1.4.1. Statistics and Analysis of Reasons

According to the data by the Polish Central Statistical Office, as of the end of 2009 there were 22,024,697 motor vehicles registered in Poland, including 16, 494,650 passenger cars, which accounts for nearly 75% of the total number of register vehicles.

Due to the fact that the roads are mainly used by passenger cars, most accidents are caused by their drivers (76.9%). Truck drivers account for the second largest group (7.8%). A large number of accidents are caused by cyclists (5.2%).

*Road Accidents in 2010 by Perpetrator Vehicle*

Perpetrator vehicle		Accidents	%	Fatalities	%	Injured	%
Bicycle		1,588	5.2	140	5.3	1,519	3.7
Moped		869	2.8	59	2.2	947	2.3
Motorcycle		990	3.2	152	5.8	1,051	2.6
Passenger car		23,559	76.9	1,933	73.4	32,342	79.4
Bus	Public transport	308	1.0	12	0.5	477	1.2
	Other	102	0.3	5	0.2	202	0.5
Truck	without trailer	1,526	5.0	148	5.6	1,977	4.9
	with trailer	868	2.8	144	5.5	1,180	2.9
Agricultural tractor		146	0.5	18	0.7	198	0.5
Slow-speed vehicle		15	0.1	-	-	17	0.1
Tram, trolley bus		52	0.2	2	0.1	103	0.3
Vehicle carrying dangerous materials		3	0.0	1	0.0	3	0.0
Emergency vehicle		19	0.1	3	0.1	37	0.1
Other vehicle		112	0.4	7	0.3	133	0.3
Undetermined vehicle		471	1.5	9	0.3	525	1.3

In 2010, vehicle technical condition was the reason of 66 road accidents, resulting in 13 fatalities and 87 injured. The most frequent reasons was light defects (50%) and tyre defects (18.2%).

Moreover, there were 94 accidents resulting from technical inefficiency not caused by drivers causing 6 fatalities and 124 injured.

*Road Accidents in 2010 due to Vehicle Technical Inefficiency*

Technical defect	Accidents		Fatalities		Injured	
	Total	%	Total	%	Total	%
lighting defects	<b>33</b>	50.0	<b>6</b>	46.2	<b>41</b>	47.1
tyre defects	<b>12</b>	18.2	<b>2</b>	15.4	<b>20</b>	23.0
brake system defects	<b>13</b>	19.7	<b>3</b>	23.1	<b>18</b>	20.7
steering system defects	<b>6</b>	9.1	<b>1</b>	7.7	<b>7</b>	8.0
other defects	<b>2</b>	3.0	<b>1</b>	7.7	<b>1</b>	1.1
<b>Total</b>	<b>66</b>	<b>100.0</b>	<b>13</b>	<b>100.0</b>	<b>87</b>	<b>100.0</b>

### 1.4.2. Actions

Inspection of vehicle technical condition is a duty of Police and ITD. Actions in this scope executed by ITD, apart from punishments, are of preventive nature and lead to increase in awareness of transport companies and drivers offering road transport services (detailed information in Chapter 4). The "TRUCK" and "BUS" operations consisting in inspecting truck and bus technical condition were executed several times nationally and locally (see Chapter 3 and 4).

The Border Guard officers are also entitled to inspect technical condition of vehicles. Competences of these units in the scope of inspecting road traffic result from the Law on Border Guard and the Law on Traffic. Border Guard officers are entitled to stop vehicles and perform other activities in this scope. The Guard has nearly the same rights as the Police resulting from article 129 of the Law on Traffic. Last year, officers of border control stations did not let over 31,500 vehicles enter the country due to bad technical condition and other cases of violation of the Law on Traffic.

## 2. Main Changes in Regulations Concerning Traffic Safety in 2010 and Their Purposes

### 2.1. Traffic Law and Executive Acts

- **The Law of October 29, 2010 on amending the Law on Traffic and some other Laws (Journal of Laws No. 225, item 1466).**

This Law, called the “**speed camera Law**” during legislation procedure introduces a range of changes aiming at creating the Centre of Automatic Traffic Supervision in ITD structures that will remotely serve speed cameras and ultimately also other devices that automatically record traffic offences (e.g. crossing a junction on the red light). To a limited extent, speed cameras may also be still served by commune and municipal police.

### Traffic Supervision System

**S**upervision over traffic is mainly performed by: Police, ITD with participation of Municipal/Commune Police, State Fire Department, Military Gendarmerie and Board Guard (actions by ITD are described in detail in Chapter 4).

Traffic Departments of Provincial Police Headquarters have supervised traffic 24 hours a day with participation of the maximum number police officers and use of the entire expert device. As a part of supervision, police officers have revealed offences committed by vehicle drivers and by pedestrians.

The intensified controls were conducted as a part of such operations as:

- **“SPEED”** - actions aiming at enforcing the existing speed limits from drivers - 70% of the controlled vehicles exceeded legal speed;
- **“ALCOHOL AND DRUGS”** - actions aiming at elimination of drivers under the influence of alcohol or similar substances – 1.78% of controlled drivers were under the influence of alcohol and 1.74% - similar substances;
- **“TRUCK”** - actions aiming at elimination of irregularities related to road transportation;
- **“BUS”** - actions aiming at elimination of irregularities related to transporting people, in particular children and youth;
- **“SAFETY BELTS”** - actions aiming at inspecting the use of safety belts and proper children transportation;
- **„VULNERABLE TRAFFIC PARTICIPANTS”** - actions aiming at safety of pedestrians and bikers and observing traffic regulations;
- **“SAFE WEEKEND”** - actions aiming at assuring safety and order in heavy traffic conditions in weekend periods;



- **“SAFE SUMMER/WINTER VACATION”** - actions conducted on the local level;
- **“SAFE ROAD TO SCHOOL”** - actions conducted on the local level;
- **The National Safety Experiment campaign - “Weekend without Fatalities”** - intensified inspections by the Police and ITD officers during the common campaign conducted between August 06 – 08, 2010.

## **3. Road Transportation Safety**

In order to improve people transport safety, including in particular children and youth, ITD conducts the national "Safe Coach" campaign. The inspections are conducted throughout the year, however, they are intensified during summer and winter holidays. This campaign contributes to the significant improvement of coach travel safety. Moreover, it develops the awareness of the necessity to provide decent transportation and to satisfy all safety requirements provided for by legal regulations, both among carriers and drivers as well as coach passengers. It appears from the results of these inspections that technical condition of vehicles has been improving year by year and the number of violations committed by drivers and carriers has been decreasing.

### **3.1. Control of Observing Vehicle Driving Time Standards, Compulsory Breaks and Rest of Drivers**

Regulations concerning vehicle driving time, breaks in driving and rest of drivers that minimise the risk of causing an accident due to fatigue of professional drivers are treated as one of main elements that influence road transportation safety.

As a part of execution of the task consisting in decrease of the number of fatigued drivers participating in traffic, road traffic inspectors control driving time registers during each road inspection and check if the drivers observe driving time standards, compulsory breaks and rests. Approximately 70% of encountered violations referred to drivers' failure to observe regulations on vehicle driving time and compulsory breaks and rests. The most frequent violation is illegal shortening of daily rest time, extension of driving time without the necessary break and daily driving time.

### **3.2. Control of Regulations in the Scope of Transporting Dangerous Goods on Roads**

Control of observing legal regulations in the scope of transporting dangerous goods on roads by carriers is another issue of particular importance for traffic safety that ITD officers pay special attention to. Inspections by ITD officers in this scope include checking whether a given product is allowed to be transported on roads, whether the given vehicle used for transportation of the product is suitable, and whether appropriate type of packaging has been used as well as checking equipment and instructions for drivers in case of emergency.

The systematic decrease of the percentage of inspection of vehicles carrying dangerous products that end with revealing of violation of provisions of ADR Contract has been observed for the last 6 years. Improvement in observing regulations in this scope results from both systematic inspections conducted by inspection authorities as well as from supervision performed in bodies that participate in execution of road transport by advisors on safety in road transport of dangerous substances.

### **3.3. Elimination of Technically Faulty, Improperly Marked and Equipped Vehicles from Traffic and Preventing Road Degradation Process by Controlling Truck Weight and Axle Load**

Technical condition of vehicles that are used also has a significant influence on traffic safety. Due to the above, during each inspection, officers check the technical condition of a vehicle in

terms of satisfying the requirements specified in Traffic Law. The state of road infrastructure has undeniable influence on traffic conditions and safety. Thus, by checking weight, axle load, and dimensions of vehicles, ITD has a double influence on traffic safety.

From 2007, i.e. from the time of systematic increase in the number of inspections in this scope, we have observed an slight but systematic decrease of percentage of vehicle parameter inspections that lead to discover violations of law regulations.

## 4. Preventive and Educational Campaigns

**P**reventive and educational campaigns are conducted at both central and local level. They aim at developing safe attitudes and behaviours in traffic as well as at popularisation of using personal and vehicle safety equipment. These actions are conducted as a part of traffic safety campaigns, training courses, mass events, distribution of educational materials, distribution of traffic safety devices. They refer to various areas of safety and are directed at various groups of traffic participants. It is also the task of central and regional institutions to initiate local actions and provide financial and material support in conducting these actions. In 2010, preventive and educational campaigns were directed at various groups of traffic participants. On the local level, child safety campaigns were the most frequent ones.

### 4.1. Drivers and Passengers

#### 4.1.1. Learning to Drive

Driving lessons were conducted in two areas:

- Training courses for candidates for drives of particular driving licence categories in driver training centres.
- Training courses for drivers conducted by authorised centres, including:
  - voluntary training courses aiming at improvement of driving skills, for instance driving in special conditions, “winter driving schools”;
  - compulsory training courses for drivers offering transportation of people and goods;
  - training courses for drivers executing special assignments, for instance a training for school bus drivers.

To assure high level of training in the scope of learning to drive, training courses for instructors are organised. In 2010, the **“Increase of Competence of Driver Training Centres Staff”** project co-financed by the EU funds as a part of the Operational Programme “Human Resources Development” was organised. The purpose was to train 5 thousand employees of driver training centres, mainly driving instructors, in terms of quality of training courses for prospect drivers and drivers.

At the central and local level, various contests aiming at improvement of drivers in the scope of safe driving were organised, for instance **“Contest for the Best Driver of the Polish Military Forces”**. Driving instructors also participated in the **“Instructor of the Year 2010”** national contest.

The Motor Transport Institute (Instytut Transportu Samochodowego, ITS) developed the **“Driver 50+” educational pack** meant to be used in driving centres offering training for B-category driving licence (so-called amateur drivers) in order to enable this group of drivers to drive a car as long as possible without posing any risk in traffic or - if necessary - to help make a responsible decision on limiting or completely ceasing to drive a car.

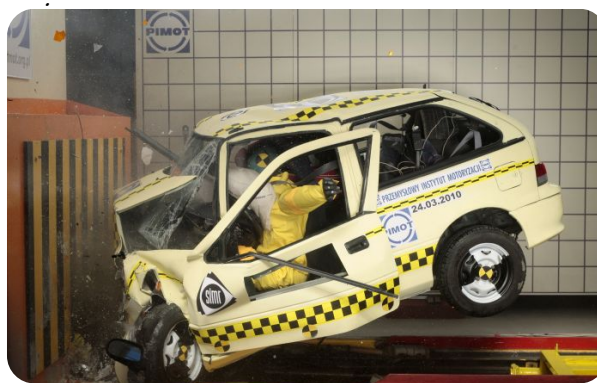
#### 4.1.2. Re-education

Provincial Traffic Centres offer training courses for people who violate traffic regulations, the so-called „training courses for penalty points”. Participation in such a training allows drivers to limit the number of points by 6 penalty points. The training is conducted by police officers, psychologists, traffic safety experts. Apart from the lectures, films presenting results of road accidents are displayed. Moreover, lectures on traffic safety are given in correctional institutions for perpetrators of road accidents. **It appears from available figures (9 provinces) that over 10,000 drivers violating traffic regulations were trained in 2010.**

In 2010, a range of informational-educational activities were completed that aimed at improving the awareness of vehicle drivers and passengers in the scope of the most frequent risks present on Polish roads. These actions condemned inappropriate behaviours as well as indicated the way to follow not to become a perpetrator or victim of a road accident. The most important actions in this scope include:

**“Speed Kills. Switch On Thinking”** campaign devoted to speed and conducted by the Secretariat of the National Road Safety Council. The purpose of the campaign was, among other things, to draw attention to the problem of threats related to speeding, igniting a public discussion on what to do to make the decrease in the number of road accidents a permanent tendency, to expose stereotypical thinking on reasons of accidents, creating a social movement of non-acceptance for excessive speed, using and promoting the “Switch On Thinking” slogan. The conference inaugurating the “Speed Kills. Switch On Thinking” campaign accompanied by a spectacular presentation of a crash of a car with passengers aboard against a hard obstacle at the speed of approximately 80 km/h took place on March 04, 2010. The presentation was one of a few research trials in Europe at the vehicle

*Elements of “Speed Kills. Turn Your Thinking” cam-*



speed exceeding 70 km/h and was developed by the Automotive Industry Institute (Przemysłowy Instytut Motoryzacji, PIMOT) in cooperation with the Student Scientific Circle SIMR of Warsaw Technical University.

The campaign was nationwide, it was broadcasted on the television, radio as well as advertised with outdoor advertising tools. It was also strongly present on the Internet. The campaign was accompanied by PR activities.

On April 01, 2010, another stage of this public campaign began. The campaign was presented on the Internet between April 01 and May 06, 2011. At the same time, a non-standard outdoor advertising creation appeared on the back of city buses in Poland's largest cities, among others, in Warsaw, Łódź, Gdańsk, Poznań, Katowice, Kraków, and Wrocław. The campaign was accompanied by the "GPS" spot also displayed on LED big-screen displays in Warsaw underground train stations.

Through extensive media actions and the campaign planned for high traffic intensity related to the beginning of spring, Easter holidays long weekend at the beginning of May, drivers were called to "take their foot off the accelerator" in an attempt to assure their own safety and safety of their families and other traffic participants. The campaign was executed using the following channels:

- posters and their exhibition on back of city buses in the following cities: Warsaw, Łódź, Gdańsk, Poznań, Katowice, Kraków, and Wrocław;
- promotion of the campaign in Internet portals with particular consideration for automobile websites;
- Internet mini-service and advertising forms necessary to release the campaign;
- graphic contest for elementary school children entitled "Speed kills. Turn Your Thinking On" where KRBRD also funded prizes;
- 10-second TV spot and 10-second radio spot entitled: "GPS";
- a poster entitled: "The Funeral" for bus-back advertising. The advertisement was displayed throughout April 2010 on 52 buses in 7 cities: Kraków, Łódź, Poznań, Gdańsk, Katowice, Warszawa, Wrocław;
- participation of Secretariat of KRBRD in "Car Shows" where the message of the campaign was propagated as a part of promotional actions related to traffic safety and a range of actions accompanying the second release of the campaign.

Between September 15 - October 10, 2010 the "Speed Kills. Turn Your Thinking On!" social campaign was presented on Polish Radio 2. Based on the target group composed of drivers aged 18-49, national radio stations were selected that broadcasted the 10-second spot 131 times. This edition of the campaign also included communication via Facebook. This portal is currently the most dynamically developing community. It offers the most interesting possibilities of dialogue with users and is currently the most popular community of the widest range.

- **The "Do Not Test Speed on Your Family. Turn Your Thinking On!" social campaign** conducted by KRBRD Office in relation to vacation period and holiday travels. The campaign was executed using the following channels:

- Internet - the campaign was conducted between June 26 - July 11, 2010 by tar-

*Poster accompanying the "Do Not Test Speed on Your Family. Turn Your Thinking On!" campaign*



geted advertising on selected websites (so-called localisers which select routes to holiday destinations) to target group of drivers aged 18-49;

- radio spot;
- advertising media on petrol stations in: Bytom, Chorzów, Czeladź, Dąbrowa Górnicza, Gliwice, Jaworzno, Katowice, Sosnowiec, Kraków, Łódź, Poznań, Szczecin, Gdańsk, Gdynia, Pruszcz Gdański, Warszawa, and Wrocław;
- cell phones - advertising based on the Bluetooth™ technology (modern form of marketing communication enabling the cell phone consumer to be reached directly when the consumer is nearby or passes by the point of sale - among others, a shopping mall, cinemas, restaurants, etc.).

■ **The “I’m Safe. I Don’t Ride With a Drunken Driver!” social campaign** started in August 2010. The 4<sup>th</sup> release of the campaign was organised by the Academy of Fine Arts in Warsaw and Adah Advertising advertising agency. Billboards and citylights in Poland’s largest cities displayed posters that won the graphic contest directed mainly at students of artistic schools. Campaign organisers assumed that a properly designed poster would force drivers to think and protect them from thoughtless behaviour. The winners were selected by the jury composed of famous representatives of the Polis poster school. The campaign went on until mid-August. In 2010, the patrons were: KRBRD, Ministry of Infrastructure, Capital City Police Headquarters and Partnership for Traffic Safety. Media patrons were: TVP2, Radio VOX.

■ **the “European Night without Accident” campaign** conducted by KRZYŚ Foundation and Belgian “Responsible Young Drivers” foundation in cooperation with KRBRD and other partners. The 7<sup>th</sup> release of the “European Night without Accident” took place in all EU states on October 16, 2010. The purpose of this international project was to limit the number of drunk drivers on roads. Last year’s campaign was possible, among other things, thanks to commitment of over 180 volunteers who were present in 50 clubs in 25 Polish cities: Warszawa, Rzeszów, Katowice, Opole, Olsztyn, Szczytno, Mrągowo, Nidzica, Gdańsk, Sopot, Kościerzyna, Bartoszyce, Kraków, Bydgoszcz, Szczecin, Kielce, Wrocław, Częstochowa, Mielec, Lublin, Gliwice, Zabrze, Bytom, Rybnik, and Wałbrzych. During the night, volunteers persuaded drivers to show responsibility and refrain from drinking alcohol to drive their friends safely home. Campaign participants, as a symbol of joining the campaign, would wear a blue wrist band that stood for a declaration stat-

*Poster of the “European Night without Accident”*



ing that the holder would not drink alcohol. Upon leaving the club, people with wrist bands could be tested on the breathalyser and drug testing device. Responsible drivers were awarded with gifts. On the other hand, people with alcohol sensed in exhaled air were encouraged to leave their car and use alternative transport. The campaign was supported by the European Commission, Motor Transport Institute and Polish spirits industry. Media patrons: Radio ESKA, Wirtualna Polska, TVS, and TVP Kielce.

- The **“I Drive I Am Sober” campaign** initiated by father Piotr Brząkalik, Chaplain of Sobriety of Katowice Archdioceses. The Ministry of Infrastructure and KRBRD were partners of the following release of the “I Drive I Am Sober” campaign. The purpose was, among other things, to draw attention to the problem of threats related to drunk driving, igniting a public discussion on what to do to make the decrease in the number of road accidents a permanent tendency, to expose stereotypical thinking of reasons of accidents, promoting the idea of a thinking driver and particular attention to the problem of “drunk drivers” as one of the most frequent reasons of road accidents in Poland. The “I Drive I Am Sober” campaign was to make everybody aware of the fact that traffic safety improvement in Poland may only occur when awareness of all traffic participants has been changed and drivers understand that an accident is a consequence of our personal decisions. As a part of the campaign, the film spot was made dedicated to sobriety behind the wheel. The “I Drive I Am Sober” spot promoted sober driving, consequent and persistent in relation to standards present in all Europe. The effectiveness of the campaign consisted in referring to human freedom and related responsibility, to deliberation, need for respect and group affiliation. The Ministry of Infrastructure and KRBRD Office were partners of the “I Drive I Am Sober” campaign (2010 release). The 2010 release of „I Drive I Am Sober” campaign was realised with the slogan “Sobriety Across Borders”. The Ministry of Infrastructure supported the “I Drive I Am Sober” campaign already between 2006 - 2009.
- The **“You’re Perpetrator, You’re a Victim” informational-educational campaign.** The campaign was based on messages of a semi-documentary nature that focused on the reasons of the most tragic accidents and their consequences. They showed that life with a stigma of a road killer means loneliness, social ostracism, work problems, often imprisonment, and also large psychological burden. The idea of the “You’re Perpetrator, You’re a Victim” campaign was to genuinely involve the audience. A bad example becomes a good model since it lets us analyse errors that can be avoided. Such stories are to act as a warning to discourage the audience from irresponsible behaviour on the road. This is why the latest education models use these patterns. One of them is the experimental EU programme called “Module Close To”. The idea was derived from programmes of fighting drug and alcohol addiction and those related to AIDS where addicted or HIV-positive individuals tell the story of their drama to the others, especially their peers. The same method, called peer-to-peer, was used in training future drivers. The “Module Close To” examines influence of presentation of the story of road accident perpetrators on attitudes and behaviour of other drivers. The project, planned for 2007-2011, is joined by 11 European states and Poland is represented by the Traffic Safety Centre of the Motor Transport Institute in Warsaw. The informational-educational campaign realised in 2010 with the slogan “You’re Perpetrator, You’re a Victim” based on the assumptions of the “Module Close To”

turned out - in the opinion of the jury of the prestigious Golden Eagles contest - the best social campaign of 2010.

- **The “Declaration of a Thinking Driver”** campaign conducted during vacation on the Polish Radio concert tour as a part of 20 open-air events of the **“Summer with Radio”** series. As a part of the campaign, members and partners of KRBRD promoted the “Declaration of a Thinking Driver”. People signing the declaration declared that they would not drive after alcohol.

#### *Sobriety Declaration*



- They managed to gather 10,000 signatures. The entire declaration of 12x2 metres was presented at the final concert in Ostróda and was later displayed, among other things, in Warsaw and Łódź. The purpose was to, among other things, draw attention to problem of threats posed by speeding or drunken driving, the necessity to use reflective materials and helmets by bikers, creating a social movement of non-acceptance for excessive speed. Extensive actions conducted during the “Summer with Radio” events, gathering thousands of audience every year, guarantee reaching a vast group of road users and allow to act for the benefit of improving their awareness concerning responsible behaviour on roads and observing traffic regulations, in particular during such a sensitive period as vacation. During the “Summer with Radio” events, KRBRD Office put up a promotional KRBRD stand and conducted various informational and educational campaigns in the scope of traffic safety.
- **“Sailors of Roads - Stryków Junction” Road Festival campaign** joined by KRBRD Office by means of serving the KRBRD information stand. The festival was held between July 24 - 25, 2010 in Stryków as an initiative related to traffic safety and widely understood “road culture”. The project was joined by the Police as well as other uniformed services that conducted contests of, among other things, safe driving or knowledge of traffic regulations. The Road Festival is organised in cooperation with Stryków Self-Government Authorities, Zgierz County Authorities, with participation of the Łódź Province Voivod under the auspices of Łódź Province Mayor.
- **“Safe Holiday”** picnic held on June 27, 2010 in Rzeszów. During the picnic, organised by Euro-Regional Association of Social-Economic Initiatives (Euroregionalne

Stowarzyszenie Inicjatyw Społeczno - Gospodarczych), campaigns were conducted to improve driving safety on Podkarpacie region roads. Among other things, contests in knowledge of traffic regulations and medical emergency rescue shows were organised at the picnic.

- **happening by the Higher School of Social Rehabilitation PEDAGOGIUM (Wyższa Szkoła Pedagogiki Resocjalizacyjnej PEDAGOGIUM)** held on June 26, 2010 (the first day of vacation) on 4 main exit routes from Warsaw. The purpose of the happening was to create an aware and well-mannered traffic participant who respects traffic regulations and rights of other traffic participants. The campaign was supported by Police Headquarters. The strategic - creative campaign entitled "Do Not Test Speed on Your Family. Switch On Thinking" was used during the happening.

#### 4.1.3. Safety Belts and Child Safety Seats

Actions were conducted in two ways: during regular Police operations and through campaigns, actions, media. During various events, devices that allow to actively participate in road incident simulations were used, among other things, a crash simulator and rollover simulator, made available by the Motor Transport Institute. The purpose of organising shows with the use of simulators is to persuade traffic participants to always use safety belts, both drivers and passengers on the front and rear seats. Simulators show the significance of properly buckled up belts in a crash and rollover. During safety campaigns and actions, leaflets on the necessity of using belts in a vehicle were distributed. Educational actions conducted in this respect included:

- **18<sup>th</sup> Finals of the Great Orchestra of Christmas Charity (WOŚP)** in which **Secretariat of KRBRD** participated on January 10, 2010. During the Finals, one could understand the legitimacy and necessity to use and properly fasten safety belts in rollover simulator under supervision of KRBRD and Motor Transport Institute representatives and.

*Rollover simulator at the 18<sup>th</sup> finals of the Great Orchestra of Christmas Charity*



- **"Taxi with a Child Seat"** campaign the next release of which **took place from April 20** until August 31 2010 in Łódź and was initiated by Liberty Direct insurance company and conducted with three taxi corporations. The purpose of the campaign is to improve safety of children traveling in taxis and to educate their parents and caretakers on safe manners of transporting the youngest ones. Patrons were KRBRD, Automotive Industry Institute and Mayor of Łódź. 130 child seats 130, information materials, and stickers informing of the campaign throughout four months were handed over during the campaign. Contests organised by local media were also very popular. Child seats could be won in the 3-day contest in *Polska Dziennik Łódzki* newspaper on [www.lodz.miastochildren.pl](http://www.lodz.miastochildren.pl) website. On October 26, 2010, the city of Lublin joined the group of cities where a taxi with a child seats appropriate for the child's weight and height could be ordered. The 10<sup>th</sup> release of the event was joined by four Lublin taxi corporations. As a part of the programme, corporations in Lublin received over 70 cradles and seats for the youngest passengers. The group of honorary Patrons was joined by the Mayor of Lublin.

■ **The National Safety Experiment campaign - "Weekend without Fatalities"**

conducted on August 6-8, 2010 the purpose of which is to develop bases of care for traffic safety and thus decrease in the number of accidents, among other things, by promoting rules of using safety belts, informing of consequences of improper distribution of cargo in a car and how a car can behave on hot asphalt, guidance concerning safe transportation of a surfing board or a bicycle, how to effectively rest on long travels, etc. Guests of picnics organised as a part of the campaign had an opportunity to try their skills on computer driving simulators, including a model of truck and bus, they also experienced a rollover. There were crash platforms, obstacle courses with alcogoggles, bicycle towns and go-kart tracks. Medical rescue personnel were teaching first aid while transport psychologists - how to manage stress and stay calm during an accident. In order to exercise cooperation in crisis situations, road services, Police, fire fighters, and Air Ambulance rescue personnel took part in a simulation of pile-up on a freeway. The event took place on August 07, 2010 in Stryków on A2 freeway near Łódź. The National Safety Experiment was organised by GDDKiA, and its partners included KRBRD, Police Headquarters, Air Ambulance and General Road Transport Inspection. The honorary auspices over the event were assumed by the Minister of Infrastructure.

■ **"I Always Buckle Up"** kindergarten campaign conducted in Warmińsko-Mazurskie province to promote using safety belts in cars of parents driving their children to kindergartens.

*Pile-up simulation in Stryków  
on A2 freeway near Łódź  
(s: www.drogizaufania.pl)*





## 4.2. Children and Youth

### 4.2.1. Learning to ride a bicycle and moped

Actions in the scope of learning to ride a bicycle mainly referred to **organisation of training courses and exams to obtain the bicycle and moped driving licence**. They were conducted by traffic safety teachers with Police participation in traffic towns or in schools. Several tens of thousands of bicycle and moped driving licences were issued.

**Traffic towns** are the primary places where education and exams are organised. In places where such towns are already existing, local institutions finance activities that are conducted there. Numerous local initiatives concerning construction of new traffic towns are also conducted and financed or co-financed by Provincial Traffic Centres. In 2010, The Ministry of Internal Affairs and Administration started the project entitled **“We Build Traffic Towns”** as a part of the Operational Programme “Infrastructure and Environment”. Some regional institutions use mobile traffic towns that reach rural school that do are not able to use closed facilities for bicycle or moped riding lessons.

**Traffic safety instructors** could participate in training courses offered by education authorities and Provincial Traffic Centres.

As a part of improving bicycle riding skills, elementary school children participated in the **“National Traffic Safety Tournament for Elementary School and Junior High School Students”** in the form of regional, county, and province qualifiers and the finals.

**The following institutions** were involved in organisation of educational activities related safe bicycle riding:

- **central level** - KRBRD Office, Ministry of National Education, Ministry of Internal Affairs and Administration, Police Headquarters, Polish Automobile Association;
- **local level** - schools, Police, Provincial Traffic Centres, Departments of Education, Municipal Police, Regional Boards of Polish Automobile Association and other social organisations and non-government institutions.

Moreover, the following **non-standard (interesting) actions** propagating safe bicycle riding were conducted:

- **“Safely to Your Destination on Your Bike”** started on May 30, 2010 in the Olympic Centre of the Polish Olympic Games Committee in Warsaw. The campaign was started in with participation of laureates of the contest for self-government units as a part of the government programme of limiting crime and asocial behaviours **“Safe Together”** for the design of *traffic towns*, entitled **“We Build Traffic Towns”** who were presented prizes. As a part of the campaign’s beginning, there was a parade of bikers and invited guests on the streets of Warsaw to Park Agrykola where a family picnic took place to celebrate the International Childs Day. The Ministry of Internal Affairs and Administration, Police Headquarters and Warsaw’s Town Hall organised the event entitled **“Warsaw for Children”**. The **“Safely to Your Destination on Your Bike”** campaign is organised by the Ministry of Internal Affairs and Administration and Police Headquarters every year starting from 2008, and KRBRD Office participated in substantive preparations for this year’s release of the event. Actions were directed at bikers in order to improve their awareness on threats that they face on roads and develop a habit of respecting legal regulations in traffic. The purpose of the campaign was to draw bikers’ attention to the fact that their safety largely depends on themselves and to provide them with knowledge on the necessity to use bikes equipped with all elements necessary for a safe ride. A mobile traffic town operated in Park Agrykola and held, among other things, such events as: bicycle driving licence exams and contests on bicycle obstacle courses as well as shows of equipment used by Police, Border Guard and State Fire Department (among other things, police ATVs and motorcycles). Children taking the bicycle driving licence exam during the picnic received special reflective packs from KRBRD. Moreover, KRBRD presented educational materials on its stand and the Polish Red Cross familiarised children with rules of first aid. The main attractions included: opportunity to ride police horses and shows of border guard and fire department dog training. All drivers could check their skills on driving simulators prepared by ITS. Police officers of Capital City Police Headquarters marked bicycles free of charge.
- **“Solidarity” mini bicycle race** during which KRBRD promoted traffic safety. Particular parts of the race took part between June 27 - July 4, 2010 in Łódź, Kleszczów, Radomsko, Bełchatów, Skarżysko-Kamienna, Kielce, Jasło, Krosno, Lesk, and Jarosław. The race accompanied the annual the International **“Solidarity”** Bicycle Race and was organised in four age categories:
  - kindergarten - below 7 years of age;
  - junior elementary school - 7-8 years of age;
  - medium elementary school - 9-10 years of age;
  - junior high school - 11-12 years of age.
- **“MAZOVIA XC in BEMOWO”** which one of the largest mass bicycle events in Poland. The competitors included - apart from professional cyclists - amateur cyclists and the

youngest students of cross-country biking. The campaign was largely organised with unprotected traffic participants in mind, enthusiasts of bicycles and healthy competition. This is a family event attended by, among other things, pupils of national team coach Andrzej Piątek with led by Maja Włoszczowska. As a part of promotional actions, KRBRD Office popularised using reflective materials and traffic safety rules among visitors. Participation in this action was a part of the campaign "Fashion for Reflective Elements" and the part of KRBRD Office operations that aims at promoting bicycles as a means of transportation, sports, and recreation.

- **"Cyclical Holiday"** that took place between June 12-13, 2010. KRBRD Office conducted promotional actions as a partner of the bicycle event entitled: "Cyclical Holiday" that took place in Łódź, Kraków, Brzeg, Wrocław, Szczecin. The purpose of the "Cyclical Holiday" is, among other things, education in the scope of using reflective elements by bikers and common use of helmets. The event was addressed to children and adults. The programme included, among other things, contests on traffic regulations, Kindergartener Race, free service for bikers. A comprehensive informational campaign was conducted during the events in each town. It concerned biker safety and examples of good and bad practices were presented.
- Other bicycle events:
  - "Safely to Your Destination on Your Bike" - biker parades in various cities and towns in Poland attended by authorities, sportsmen;
  - "European Car-Free Day - Masa Krytyczna - Car-Free Konin";
  - Bicycle Race of Ślęza communes;
  - Safe Vacation on Bike in Podlaskie province;
  - Safe Vacation on Bike in Lubuskie province.

#### 4.2.2. Reflective elements

Promotional campaigns aimed at making children and their parents aware of the necessity to wear reflective elements on the road. Over half a million of reflective elements were distributed in Poland in 2010 (vests, tabs, flexible bands, stickers, caps, mascots, jackets). These were distributed during national and local events such as campaigns, training courses, contests, discussions, meetings, tournaments, parish fairs, traffic safety fairs in kindergartens and schools.

Among numerous informational-educational activities conducted in this scope, the most important ones in 2010 included:

- **"Fashion for Reflective Elements. Turn Your Thinking On" social campaign** that was organised by KRBRD Office in the autumn-winter season. This is a particularly difficult period for vulnerable traffic participants due to early dusk and worse weather conditions that are often a reason of road accidents involving pedestrians,

*Spot - "Let the Driver See You. Wear Reflective elements Turn Your Thinking On"*



bikers, children, elderly people. A special 30 - second spot entitled **“Let the Driver See You. Wear Reflective elements. Switch On Thinking”** was broadcasted between December 10-12, 2010 on TV. The spot was broadcasted on regional and local TV, and the target is to reach international TV stations. The broadcasts took part in the week preceding Christmas. This very strong campaign was distinguished from among other promotional messages and reached over 70% people of the target group, i.e. over 23 million viewers thanks to 1,005 broadcasts on stations that assure the best and the widest reach to destination group. High frequency of broadcasts assured a high level of remembering the message. Broadcasts of the spot were strengthened by information of appropriate profile provided by TV stations.

As a part of campaign, a range of activities were conducted, among other things, educational campaigns in schools combined with fun games on safety on the road and necessity to wear reflective elements. These actions were directed at children aged 7 -10 but also to teachers and parents. Classes were conducted in the number of one lesson by experts on traffic safety. Actions were conducted in 20 elementary schools in 10 locations in Poland.

On December 09, 2010, in Hala Spodek in Katowice, as a part of the campaign, the National Traffic Safety Centre organised the event addressed at elementary school pupils from the Śląskie province. The Ministry of Infrastructure, KRBRD Office promoted the message of the **“Fashion for Reflective Elements. Turn Your Thinking On”** public campaign. Thanks to participation in the above mentioned event, the Ministry of Infrastructure reached approximately 8 thousand children with the campaign’s message. Provincial Police Headquarters in Katowice was a partner in the event.

*“Fashion for Reflective Elements. Turn Your Thinking On” campaign in Katowice’s Hala Spodek*



Moreover, KRBRD joined the public campaign entitled **“Safe Together”** conducted on October 21, 2010 by Warsaw’s Trams Co. (Spółka Tramwaje Warszawskie) under the auspices of the Mayor of Warsaw, Ministry of Infrastructure, KRBRD, and the Capital City Police Headquarters with the **“Fashion for Reflective Elements”** campaign. The tram stop hall held, among other things, the workshop for approximately 400

children, together with a show of reflective materials. Warsaw Tram Traffic Supervision instructors and police officers of Traffic Department of the Capital City Police Headquarters informed in road safety rules. Instructors of S12 Warsaw High Altitude Group performed a show on first aid. An experiment was conducted during the show to make the children aware of how reflective elements work and why they should wear these. Children participating in the game could win prizes in the form of bicycle helmets, reflective packs, and other elements increasing their safety while on the road.

- **18<sup>th</sup> Finals of the Great Orchestra of Christmas Charity (WOŚP)**, attended by KRBRD Office on January 10, 2010. Apart from activities described in clause 6.1.3., reflective elements for traffic participants were also presented. KRBRD, with the help of GDDKiA, handed over 7 thousand copies of "Colour Code of a Young Biker" to the WOŚP Foundation. WOŚP volunteers distributed there among children from schools participating in the Foundation's Programme on first aid. The participants of the annual race of diabetic patients were equipped with "Switch On Thinking" vests and reflective elements.

#### **Total number of distributed reflective materials - over half a million pieces.**

#### **4.2.3. Safety Belts and Child Seats**

Actions aiming at promotion of using safety belts in cars were executed, among other things, by educational programmes, road inspections by Police, fairs, campaigns, and meetings with kindergarteners and older children in schools with the use of films, educational materials, shows, etc. Apart from activities described in clause 6.1.3. directed at vehicle drivers and passengers, activities directed at the youngest traffic participants and their parents were conducted. Inspections aiming at revealing and elimination of drivers not using devices meant to transport children and safety belts were conducted during national preventive actions in the scope of traffic safety. Re-education training courses for drivers violating traffic regulations also covered the subject of using children protection in a car.

- **National campaigns**
  - **educational programme** "Safe Road with SpongeBob's Advice";
  - **inspection by the Police:** "Safe Road to School", "Safe Weekend", "Safe Vacation", "Safe Winter Vacation", "Safe National Road".
- **Local campaigns**
  - "Traffic Safety with Ani Mru Mru Cabaret" - educational programme - Lubelskie province;
  - "Buckle Up and Take Your Foot off the Accelerator" - traffic safety educational programme - Podlaskie province;
  - "I always Buckle Up" - campaign to promote using safety belts in cars of parents driving children to kindergarten - Warmińsko-Mazurskie province;
  - "Child's Day - I Walk and Drive Safely" - Opolskie province;
  - "Mummy, I'm Safe" - Opolskie province.

Moreover, the KRBRD Office developed documentation and executed selection procedure of a consultant to conduct a social campaign promoting the use of safety belts and child seats. These campaigns will be financed from the loan from the World Bank - 3<sup>rd</sup> Road Maintenance and Rehabilitation Project 7384-POL and shall be conducted in 2011 r.

#### **4.2.4. Bicycle Helmets**

Bicycle helmets were promoted during all bicycle actions organised for children and youth by government and self-government administration bodies as well as non-government institutions. Participation in any events of this type was conditioned by wearing a helmet by all participants. Education on wearing helmets in combination with promotion of **"Fashion for Reflective Elements and Helmets"** resulted in increased interest among bikers and contributed to responsible bike riding. KRBRD Office purchased 2 thousand bicycle helmets (1,000 for children and 1,000 for youth and adults). Helmets were purchased for the needs of KRBRD Office activities related to the promotion of safety among bikers as unprotected traffic participants. They were to a large extent used during spring bicycle races accompanying the opening of the biker season - an action under KRBRD Office's auspices well as - or for prizes in the summer and autumn promotional-educational actions concerning traffic safety. Bicycle helmets are not a compulsory element of a biker in the Polish law and thus it is so important to make it a habit to wear one.

Among other activities in the scope of traffic safety the part of which was, among other things, to popularise the use of helmets by bikers, are the following:

- **Police actions and campaigns** - "Safe Vacation", "Safely to Your Destination on Your Bike";
- **contests:**
  - "National Traffic Safety Tournament for Elementary School and Junior High School Students", „National Traffic Safety Tournament for Special School and Special Schooling-Educational Centres Students”;
  - "I walk and Drive Safely in Europe" - Warsaw;
  - "Safely and Confidently with a Bike and on a Bike" - Dolnośląskie province;
  - "Always in a Helmet on my Bike" - Lubuskie province;
  - "I Learn to Live Safely" - Dolnośląskie province;
  - "Safety-Aware School" - Dolnośląskie province;
- **educational programmes;**
- **TV and radio programmes;**
- **Parish fairs.**

#### **4.2.5. Traffic Safety Training**

Traffic Safety Training aims at preparing children to safely participate in traffic. The purpose of traffic safety training is also to improve safety of the youngest traffic participants. Actions in this scope are executed by educational centres as well as a number of government, self-government administration bodies and NGOs.

In accordance with the schedule of introducing a “new” core curriculum in schools, traffic safety training is conducted in the first and second grade of elementary schools and junior high schools - as a part of *technical activities*. In accordance with the so-called “old” core curriculum (executed in grades three to six in elementary school and third grade of junior high school), traffic safety education is a part of *Technology* subject. There are inspectors in Education Departments in charge of traffic safety training. It is recommended that traffic safety training leaders are appointed in schools (this could be, for instance, PE or biology teacher). Their task would be to indicate to other teachers what should be included in a given subject in the scope of traffic safety and to coordinate issuing of bicycle driving licences.

The following tasks are executed in the scope of traffic safety training:

- providing knowledge as well as creating and maintaining skills necessary to properly participate in traffic;
- developing conditions for obtaining bicycle and moped driving licence;
- education for parents in the scope of traffic safety;
- cooperation with parents, self-government authorities, local communities, institutions and organisations acting for the benefit of traffic safety;
- assuring safe way to school.

In 2010, the following actions were conducted to support execution of the widely understood traffic safety training:

- training courses for teachers and school principals:
- training county traffic safety training leaders;
- teaching parents by principals of schools and centres during open meetings devoted to rules of safe use of public roads;
- creation of commune traffic safety centres;
- creation and providing teaching aids for traffic safety training studios;
- purchase of mobile traffic towns for elementary schools;
- execution of traffic town construction programme;
- participation of traffic police officers in educational classes;
- participation of traffic police officers, Provincial Traffic Centre employees, automobile clubs in conducting training courses and exams for bicycle and moped driving licence;
- organisation of traffic safety tournaments, qualifiers in classes, schools, inter-school, commune, province for the “National Traffic Safety Tournament for Elementary School and Junior High School Students” and “Youth Motor Tournament for Senior

*Traffic safety tournament in traffic town in Jaslo*



Highs Schools” and “National Traffic Safety Tournament for Special School and Special Schooling-Educational Centres Students”;

- execution of educational programmes in schools all over the country combined with distribution of educational materials;
- organisation and conducting educational contests in accordance with traffic safety training curriculum;
- organisation educational activities in the scope of traffic safety among children and school youth during semester holidays and during vacation.

#### 4.2.6. Publications

In 2010, numerous publications on traffic safety were released. They were meant for children and youth or people in charge of traffic safety training. They had the following form:

- **printed materials** such as: brochures, leaflets, educational materials for elementary school and junior high school students;
- **multimedia materials** such as: films, games, educational websites.

These materials were prepared by central institutions (such as KRBRD Office, Ministry of Internal Affairs and Administration, Police Headquarters) and local institutions (such as Provincial Traffic Centres, self-government and non-government organisations). They were distributed in schools and during campaigns, actions, fairs, and meetings with children, parents, and teachers. Materials were also available on websites of various institutions.

### 4.3. Pedestrians

Pedestrians are the most endangered group of traffic participants, they are the weakest on the road since they are not protected by a car’s body, safety belts, headrests, airbags and other devices that increase safety of car passengers. Children, elderly people, disabled people, and youth are particularly prone to the risk of accident in this group. Also, consequences of accidents involving all those people are much more severe than in other traffic participants. The problem should be a subject to numerous preventive and educational actions that aim at making all traffic participants aware of it and at creating appropriate behaviours on the road.

The actions executed in 2010 were of inspection and educational nature.

#### 4.3.1. National Campaigns

- **“Vulnerable Traffic Participants”** - a national action aiming at minimising the number of road accidents involving, among other, pedestrians was initiated by Police Headquarters. Offences by drivers and pedestrians were revealed during the inspection. Offences by drivers mainly referred to failure to yield the right of way to a pedestrian and illegal crossing zebra crossings.
- KRBRD, having received information on action plans of Provincial Traffic Centres in the scope of traffic safety for 2010, supplied reflective elements for pedestrians and bikers. It also supported departments of Municipal Police and Police as well NGOs all

over Poland that organised discussions, educational picnics and contests for the youngest ones.

#### 4.3.2. Local Campaigns

- Popularisation and distribution of reflective materials (tabs, bands, vests, eco-bags, leaflets on the necessity to use them), e.g. as a part of “Shine with Your Example on the Road”, “You Live Longer with Reflective Elements”.
- Execution of regional campaigns such as e.g. “Year of Pedestrian - Let’s Rescue Everyone - Another Step” that was executed since 2009 in Śląskie region.
- Distribution of leaflets on pedestrian safety during family fairs.
- Educational campaigns to propagate safe behaviours of pedestrians, their rights but also their obligations, the principle of limited trust and extended braking distance, especially in winter conditions.
- Execution of educational programmes for children as a part of traffic safety training.
- Discussions and contests for local communities, in educational centres, e.g. entitled “We Feel Like Living Safely”.
- Inspiring press articles on basic rules of safe behaviour of pedestrians, especially at the beginning of the school year or autumn-winter season.
- Broadcasting radio programmes.
- Conducting training courses for tour guides for pedestrians, school guards.

#### 4.4. Motorcyclists

##### 4.4.1. Learning to Ride

Riding lessons for motorcyclists were conducted in two areas:

- **training courses for candidates for riders** for A1 and A category in driver training centres;
- **training courses for drivers** conducted by authorised centres, including:
  - voluntary training courses aiming at improvement of skills of motorcyclists.

The Polish Automobile Association conducts special training courses related to improvement of motorcycle riding technique. Motorcyclists gain practical knowledge of how to ride a motorcycle safely in clubs associated in the Polish Automobile Association. One can start learning to ride a moped or motorcycle already at the age of 9.

##### 4.4.2. Re-Education

Motorcyclists who have collected penalty points, similar to other drivers, may take a training course as a part of re-education training for drivers violating traffic regulations. Such training courses are organised in Provincial Traffic Centres. Participation in a training course allows drivers to limit the number of points by 6 penalty points. Training courses are shared for drivers of all categories. There are no special re-education courses for motorcyclists.

#### **4.4.3. Promotion of Safe Behaviours on the Road**

A whole range of events for motorcycle enthusiasts are organised all over the country, such as races, picnics, fairs. At the beginning and at the end of the motorcycle season, there are motorcyclist conventions. They are organised by motor associations, automobile clubs, foundations. Bodies statutorily responsible for traffic safety as Police, scientific institutes are involved in organisation of such events. Rules of safe motorcycle riding are promoted during these events and results of unsafe behaviours are presented, also in the context of road incidents all over the country. Motorcycle events organised on roads often aim at presenting the safe behaviour of this group of traffic participants and drawing attention to threats related to motorcyclists being involved in traffic.

Media get involved in promotion of safe behaviours of motorcyclists. Production of the educational show entitled "Motomania" can serve as an example. It promotes rules of safe motorcycle riding and has been broadcasted numerous times on WTK cbe1 TV network in Wielkopolska region and in selected Polish cities.

#### **4.4.4. Research**

Motorcyclists are a group of traffic participants for whom the risk increased three times between 2006 and 2009. Statistic analyses indicate larger and larger threat to this group of traffic participants but do not allow for detailed determination of this phenomenon. Thus, in 2010, ITS and Capital City Police Headquarters began to execute the shared project whose purpose was to gather detailed information on circumstances of any road incidents involving motorcyclists that occurred in Warsaw in 2010. The analysis of collected data will allow for precise description of reasons and circumstances of accidents involving this group of traffic participants. The result of the analysis shall constitute the basis for preventive-educational activities aiming at improvement of motorcyclist safety.

### **4.5. Other Actions Related to Traffic Safety**

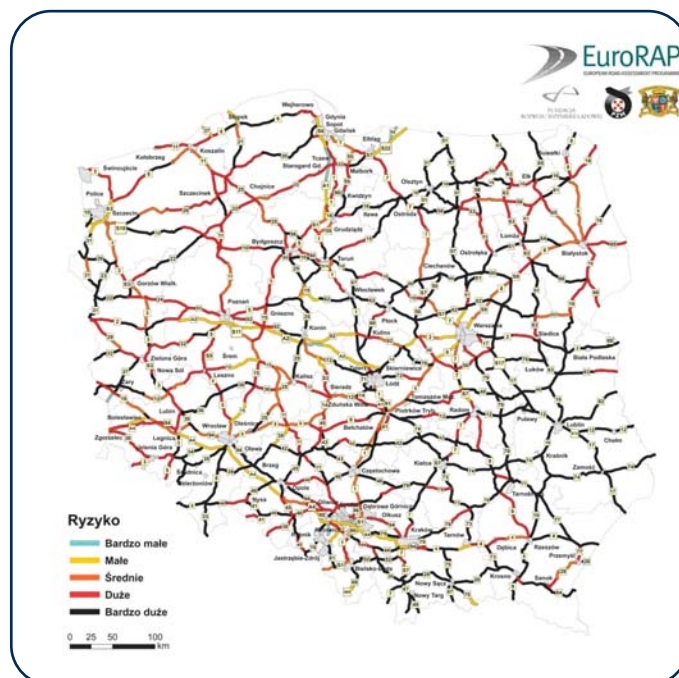
#### **4.5.1. First Aid**

Numerous actions of preventive-educational nature conducted in 2010 referred to first aid for road accident victims. Numerous Provincial Traffic Centres joined the activities aiming at popularisation and development of social road rescue movement. Popularisation of road rescue rules was also an extremely important element of activities of regional social associations and societies.

#### 4.5.2. Research Projects

- **“Driver 50+ Educational Pack”**-organiser: ITS - a detailed description of the project can be found in Chapter 6.1.1.
- **“EuroRAP”** - European Road Assessment Programme that enables independent assessment of the level of threat to health and life of traffic participants - organisers: Polish Automobile Association, Civil Engineering Development Foundation and Technical University of Gdańsk.
- **“DRUID”** - alcohol, drugs and medicines - a research of the phenomenon scale in Europe and developing recommendations for the European Union in the scope of EU policy towards threats posed by these substances in traffic. - organiser: ITS.
- **“SHLOW”** - European contests for students that consists in developing solutions in the scope of speed management - organiser: ITS.
- **“Dakota”** - improvement of the European system of gathering, processing, and making available of the data on traffic safety (gathering the entirety of research on traffic safety) - organiser: ITS.
- **“SAFE WAY 2 SCHOOL”** - developing assumptions for a safe “door-to-door” way to school with the use of intelligent transport systems - organiser: ITS.
- **“MODULE CLOSE TO”** – development and pilot use of an educational module for training of drivers that consists in confrontation of candidates for drivers with a road accident perpetrator - organiser: ITS.
- **“ERIC”** - development and pilot use of multimedia computer software for professional drivers (two subjects: fatigue and physics of driving) - organiser: ITS.
- **“SARTRE IV”** – the fourth release of the cyclical project by the European Union to examine attitudes and behaviours of drivers in Europe - organiser: ITS.
- **“SOL”** – activation of local communities in terms of actions improving traffic safety in their region by means of training courses and substantive support of traffic safety experts - organiser: ITS.
- **“ISEMOA”** – creation of guidebook on how to provide a better access of public domain and public transportation to people of restricted mobility - organiser: ITS.

*Individual Risk on National Roads in Poland between 2007 and 2009 by EuroRAP Programme*



- **“BESTPOINT”** – developing recommendations for the European Union on unification of penalty point system for drivers in Europe - organiser: ITS.
- **“ICARUS”** – examination of opinions, attitudes, and behaviours of young traffic participants (17 - 25 years of age) - organiser: Police Headquarters, ITS.

#### **4.5.3. Traffic Safety Observatories**

In 2010, construction of the **National Traffic Safety Observatory** began. It is financed by funds of the Operational Programme “Infrastructure and Environment”. The purpose of creating the Observatory is to improve the Polish system of gathering data on traffic safety by means of collecting data, conducting analyses, propagating the best solutions, indicating directions of further actions, spreading knowledge of traffic safety. The database created in this manner will allow to determine the scale of threats to particular categories of users and roads.

At the same time, in June 2010, the first stage of construction of **Warmińsko-Mazurskie Regional Traffic Safety Observatory** was completed.

## 5. International Cooperation

**In** 2010, extensive international cooperation was conducted. It was related to experience exchange, the best practices, common projects for improvement of traffic safety as well as generation of plans for the years to come.

**Participation in meetings of the Working Group of EU Council for Land Transportation on EU Council Conclusion.** One of the most important projects in 2010 that Secretariat of KRBRD was involved in was its participation in meetings of the Working Group of EU Council for Land Transportation on EU Council conclusion. The attempts to change regulations so that they reflect Polish interest related to the future of transport policy have been successful. These referred to the need of creating a coherent transport system in the entire European Union (which will be profitable to EU member state economies). Also, attempts to introduce a provision emphasizing the significance of construction of and development of road infrastructure for the benefit of traffic safety in EU Council conclusions have been successful.

**In 2010, Secretariat of KRBRD was also in charge of preparing the opinion of the Polish Government on COM Communication 389 (2010).** In July 2010, the European Commission adopted the 4<sup>th</sup> European Programme of Actions for Traffic Safety for 2011 - 2020 (COM communication (2010) 389). The main purpose of the Programme is to decrease the number of road accident fatalities by half in the next decade. In its communication, the European Commission specified the manner of completion of this ambitious intension. Polish Government in its official stance supported actions for traffic safety improvement and the general directions indicated in the above-mentioned communication.

**Participation in High Level Group on traffic safety operating in the European Union.** KRBRD Secretary General participated in the High Level Group on Traffic Safety on traffic safety that operates in the European Union. Members of the High Level Group include representatives of all EU member states. The meeting focused on the most important challenges that the European Commission and member states face. Guidelines for development of the new programme were prepared- the 4<sup>th</sup> EU Road Safety Action Plan. The 3<sup>rd</sup> EU Road Safety Action Plan (2001-2010) was assessed *ex-post*. The discussion covered reasons of accidents involving motorcyclists and road accidents in relation to work performed and manners of preventing accidents. The latest findings of experts on the influence of alcohol, drugs, and medicines on ability to drive a vehicle were also discussed.

**Participation of Secretariat of KRBRD and GDDKiA in the Polish-Swedish seminars on "Vision Zero".** In 2010, 2 Polish-Swedish seminars on traffic safety took place. Their purpose was to present the "Vision Zero" initiative and to exchange knowledge and experience in the scope of traffic safety solutions in Poland and Sweden. The following subjects were discussed: safety traffic participants – their training and education, designing roads, solutions in the scope of safety of children in traffic, traffic safety in the context of management and supervision and vehicle technology. The seminars were by the Swedish Road Administration, Embassy of Sweden, and the Office of Trade Consultancy at the Embassy of Sweden in Warsaw. KRBRD was the strategic partner of the project.

**Participation in the 3<sup>rd</sup> Road Safety Round Table for Central and Eastern Europe.** In September 2010, Secretariat of KRBRD attended the Third Road Safety Round Table for Central and Eastern Europe States. The Round Table is a cyclical meeting of public authorities traffic safety experts. The main subjects discussed at the meeting included: national traffic safety programmes for the following decade, safety of bikers in traffic, driving under the influence of alcohol (recovery programmes, manners of effective measurement) and speed management.

The Round Table was organised by the Slovene Traffic Safety Council in cooperation with the Austrian Traffic Safety Council.

**Organisation of events in relation to the inauguration of the Decade of Action for Road Safety 2011-2020 announced by the UN.** KRBRD Office was involved in work of the Initiative Group managed by MP Beata Bublewicz that organised inauguration of the Decade of Action for Road Safety announced by the UN in Poland. The General Assembly of the United Nations Organisation announced the period of 2011-2020 as the Decade of Action for Road Safety. The purpose will be to decrease the number of road accident fatalities in the global scale by intensification of actions conducted at the national, regional, and global level. On March 03, 2010, the UN Assembly debated on world traffic safety crisis. The resolution on world traffic safety improvement was adopted. Poland was of the signatories of the resolution.

**Co-organisation with the World Bank of the conference entitled “Are We on a Good Way? – on Traffic Safety in the Context of World Bank’s Report on Traffic Safety in Central and Eastern Europe”.** In March 2010, KRBRD and World Bank organised the common conference: „Are We on a Good Way?”. Two papers were presented at the conference – the report entitled **Confronting “Death on Wheels”: Making Roads Safe in Europe and Central Asia** on road safety in Europe and Central Asia, and a part of the report “Transport Policy Note for Poland” that contained the analysis of traffic safety management system in Poland and outlined manners of its improvement.

## 6. Sources of Financing

**In** Poland, there is no a single, uniform system of financing actions for the benefit of road safety. Sources of financing actions conducted in 2010 were as follows:

- state budget;
- EU funds (among other things, European Investment Bank);
- province and commune self-government budget;
- State Road Fund;
- World Bank;
- National Programme of Local Road Reconstruction;
- funds from NGO's and social organisations.

Projects in the scope of road safety improvement are financed most often by entities that organise or co-organise them. These are, among other things, public administration (government or self-government) bodies, Provincial Traffic Centres, non-government institutions, social organisations, private organisations.

Actions by WRBRD (Provincial Road Safety Council) mainly base on funds from Provincial Traffic Centres. Educational campaigns aiming at improvement of traffic safety are also co-funded by other members of Provincial Road Safety Councils, mainly including the following:

- province governor;
- voivod;
- Polish Automobile Association;
- automobile clubs;
- Department of Education;
- Fire Department.

Campaigns related to safety improvement conducted by road managing bodies were financed by the state budget, EU funds, self-government budgets and as a part of the National Road Fund or the National Programme of Local Road Reconstruction.

As a part of the specific provision, the amount of PLN 3 million is annually assured for execution of the government "Safe Together" programme of limiting crime and asocial behaviours to be spent for development of local communities. This amount is transferred to voivod budgets to be spent on tasks executed by NGOs and self-government bodies. Between 2007 and 2009, the total of nearly PLN 1.5 million was transferred for preventive projects in the scope of traffic safety. In 2010, 5 projects in the scope of traffic were selected for co-financing with the total amount of over PLN 405 thousand.

## 7. Status of Completion of GAMBIT 2005 Traffic Safety National Programme

In result of coordination of actions and consequent attempts to complete the assumptions of GAMBIT 2005 Programme, the following was achieved:

- permanent decrease of the number of road accidents and number of fatalities and injured unprecedented in many years;
- increase of social awareness in the scope of safe behaviour on the road;
- decrease of road incident costs;
- activation of self-governments, raising funds and channelling efforts to individual actions reducing traffic threats;
- development of cooperation between government administration bodies and self-governments and NGOs.

The following problems were encountered while executing the programme:

- lack of clear Programme leader;
- lack of systematic Programme management;
- lack of new (except for the first one – for 2006 - 2007) executive programmes;
- failure to determine financial needs of execution of particular actions in the following years of the accepted programme;
- insufficient involvement of KRBRD and WRBRD members;
- unsatisfactory cooperation between government and self-government bodies;
- insufficient social acceptance for actions for the benefit of traffic safety.

The most important obstacle in obtaining all GAMBIT Programme purposes, however, is the lack of stable traffic safety financing system, funds too scarce to complete particular actions.

## 8. Recommendations for 2011

- Creation of financing system for investments in road safety.
- Consistent continuation of awareness campaigns: education in the scope of traffic rules and promotion of safe behaviours on the road, with particular consideration for:
  - target groups: drivers in various age groups, vulnerable traffic participants in various age groups, including cyclists, children and elderly people;
  - problems: driving with speed unadjusted to traffic conditions, bravado, driving under the influence of alcohol, driving without safety belts fastened, failure to use reflective materials by pedestrians and bikers while moving on the road;
  - issues: speed camera system, new rules of training courses for drivers.
- Facilitating forms and channels of communication with the society in the scope of traffic safety, among other things, through the Internet (social media, "Traffic Law in Decisions of Administration Bodies" legal website, Intelligent Transport Systems, information-educational events, participation in actions organised by external partners).
- Promotion of alternative means of transportation: public transportation, P+R (Park and Ride), bicycles.
- Education of road managing bodies in the scope of traffic calming methods and means.
- Popularisation of traffic safety in university education curricula, for instance in law schools or study curricula for teachers.
- Successive implementation of road safety training in schools and other educational institutions.
- Activation of children and youth of up to 16 years of age, the youngest traffic participants, by means of contests, educational campaigns, traffic towns.
- Initiating cooperation and supporting various organisations involved in traffic safety improvement.
- Continuation of execution of Regional Traffic Safety Improvement Programmes and encouraging creation of such programmes up to the level of county and commune.
- Training courses for personnel in charge of traffic safety in institutions responsible for its state.
- Initiating legislative changes for the benefit of road safety improvement, among other things, the Law on traffic (expansion of availability of the Central Register of Vehicles and Drivers for research purposes).
- Initiating actions for development of bicycle policy – creation of social consensus and development of rules.
- Promoting good practices in the scope of traffic safety.
- Development of international contacts in order to gain knowledge, use experience and raise foreign funds for traffic safety improvement in Poland, through, among other things: organisation of study visits for foreign partners, development of programmes of cooperation with other states, providing foreign partners with information on traffic safety state and solutions used in Poland.

- Participation in preparations for the Polish Presidency in the EU in the second half of 2011 and involvement in its work, including participation in working of the EU Council and development of instructions for Polish representatives.
- Initiating our own actions and participation in events organised by road safety partners related to the Decade of Action for Road Safety 2011-2020 announced by the United Nations Organisation.
- Completion of the National Traffic Safety Programme for 2012-2020.
- Intensified inspection of vehicles transporting people in terms of eliminating transports with excessive number of passengers as well as information campaign for travellers encouraging them too use the services of proven, renown carriers.