



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

Risk Factor Crash Course

Speed management

2016



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Program**

Welcome to
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PROGRAM**

1. **Helmet use**
2. **Drunk driving**
3. **Speeding**
4. **Seatbelts**
5. **Child Restraints**
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Evaluation and questions

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2016

Slow Down @ School Zone

An observation & intervention pilot survey

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2016





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Slow Down @ School Zone

An observation & intervention pilot survey

- BACKGROUND:
 - Speeding & Fatalities
 - Road traffic injury of Chinese Children
- Survey Objective & Method
- Survey Diagram
- Survey Executive
- Survey Results
- Conclusion & Discussion



Background

Speeding & Fatalities:

- Speed has been identified as a key risk factor in road traffic injuries ^[1].
- Excess speed is defined as exceeding the speed limit, driving at a speed unsuitable faster for the prevailing road and traffic conditions such as 50km/h at school zone ^[1].

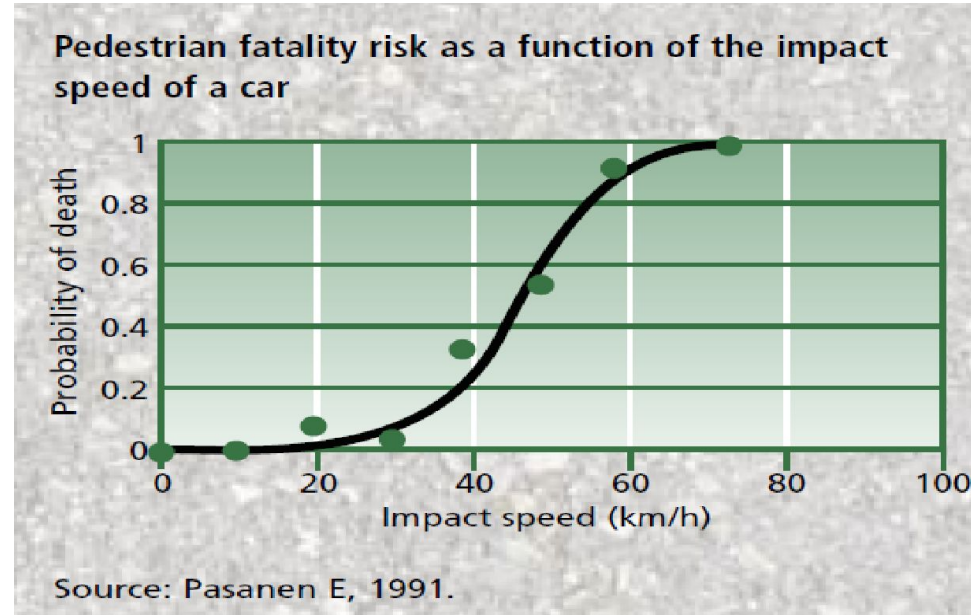
[1] World Report on Road Traffic Injury Prevention, WHO, World Bank, 2004



Background

Speeding & Fatalities:

- Speed affects traffic collisions and injury
 - The higher the speed of a vehicle, the shorter the time for a driver to stop and avoid a crash ^[1].
 - An increase in average speed of 1 km/h results in a 3% higher risk of a crash involving injury, with a 4–5% increase for crashes that result in fatalities ^[1].
- Pedestrians have been shown to have a 90% chance of survival when struck by a car travelling at 30 km/h or below, but less than 50% chance of surviving an impact at 45 km/h. Pedestrians have almost no chance of surviving an impact at 80 km/hr ^[1].



School Zone Speed Limitation

An Observation Pilot Survey

Speed limitation:

- Limit to 30km/h as a way of traffic calming in areas with high pedestrian concentration^[3].
- Children's cognition: children under 11 are less able to make safe decisions on the road.^[3]

[1] World Report on Road Traffic Injury Prevention, WHO, World Bank, 2004

[2] Global Status Report on Road Safety 2015 WHO

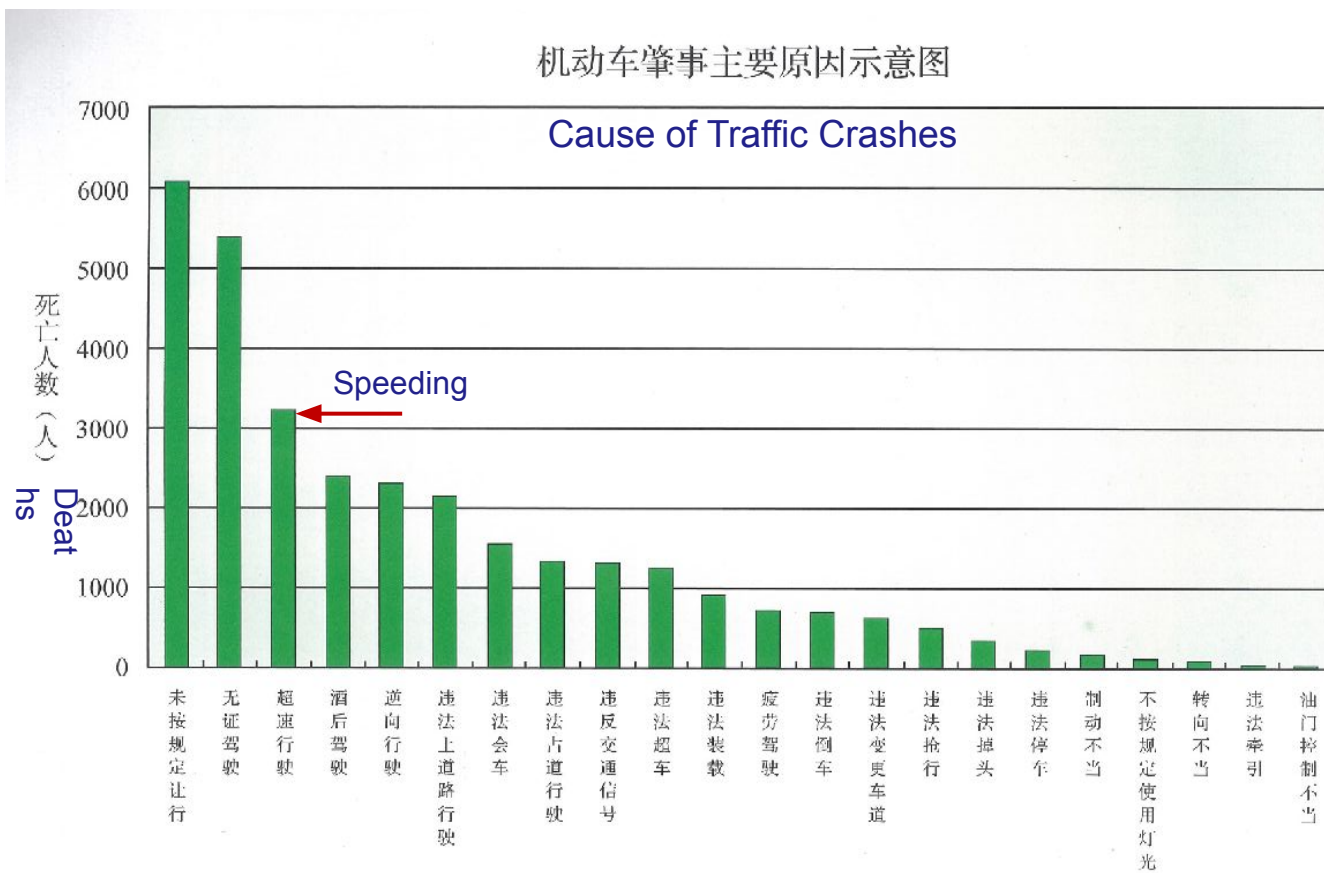
[3] Global Status Report on Road Safety 2013 WHO

[4] World Report on Child Injuries, WHO & UNICEF, 2008.



Background

Speeding in China: No 3 causes of Traffic Crashes ^[1]



[1] Road Traffic Accidents –annual report 2014 Traffic Administration Bureau of the Ministry of Security of China

Background

China children go to and from school



- In 2013, nearly 20,000 children aged under 18 were injured from road traffic accidents. ^[1]
- Around 70% students walk to and from school in China. ^[2]
- 86.5% Students walk to and from school in Shanghai Huamu Community ^[3]
- Chaos at school gate during on & off school time is a common issue for schools in China.

[1] Chinese Children road traffic injury report --- China CDC

[2] 20 city walkability check result, Safe Kids, 2004-2011

[3] Baseline survey in Shanghai Huamu Community, jointly released by Safe Kids & Shanghai CDC, 2007

School Zone Speed Limitation An Observation Pilot Survey

OBJECTIVE:

Exploring a measure to enhance the speed limit signage visibility in school zone and could be used friendly by schools.

METHOD:

- Data review of RTA in communities of Shanghai
- Meeting with the community and school to feasible observation plan and a friendly signage for schools
- Observation at the three school zones



School Zone Speed Limitation

An Observation Pilot Survey

SURVEY DIAGRAM

Baseline Speed

Know the speed of motor-vehicles entering the school zone by observation



Intervention Tool

Notice “school zone” and “Speed limit” information to motor-vehicles drivers 50meters away before entering the school zone.



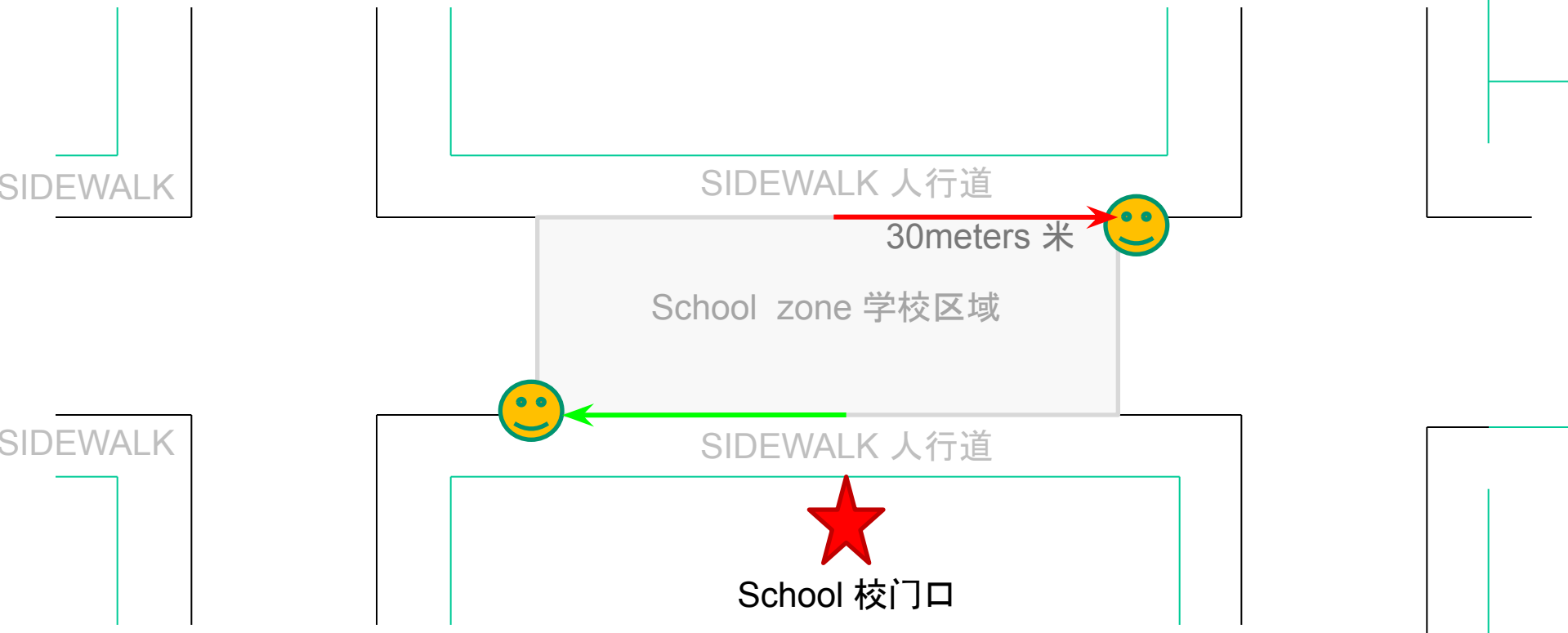
Evaluation

know the speed of motor-vehicles entering the school zone with the intervention tool by observation.

School Zone Speed Limitation

An Observation Pilot Survey

OBSERVATION SETTING POINTS



3 schools in Shanghai Huamu Community involved

School Zone Speed Limitation An Observation Pilot Survey

OBSERVATION IMPLEMENTATION



1. During on & off school time, each observation took 30 min
2. Job allocation: one for speed test & observe the vehicle type; one for record

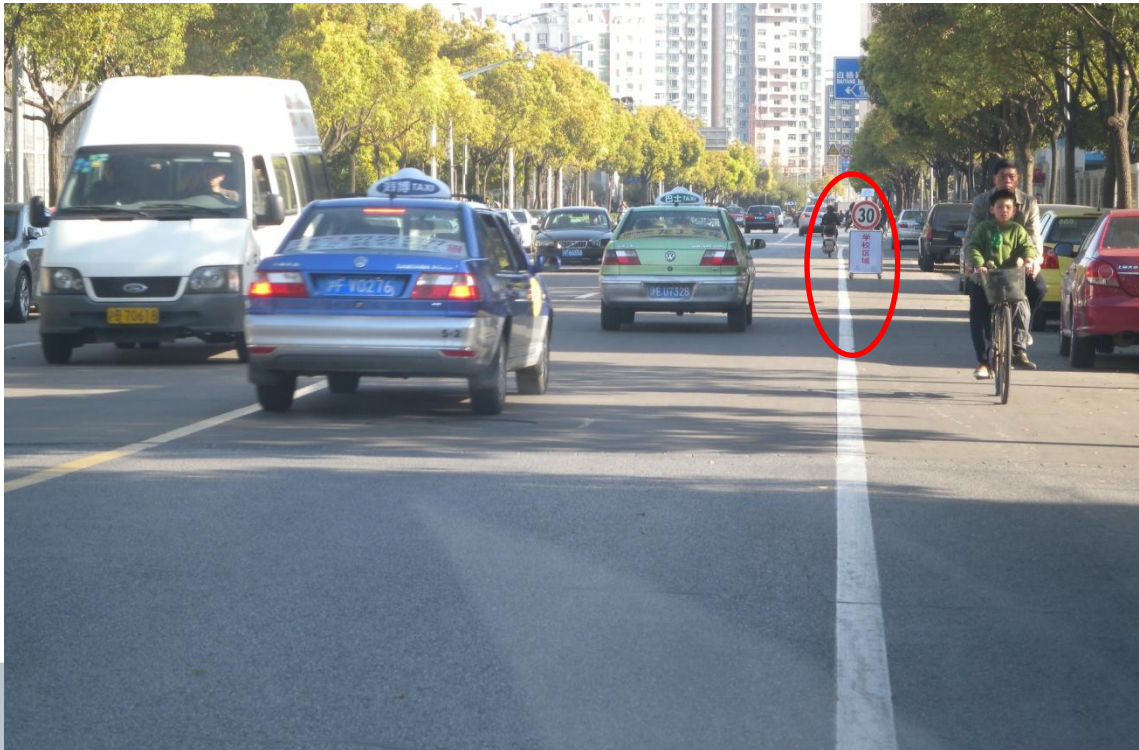
观察员姓名: _____		观察员: _____		学校: _____		日期: 2011 年 ____ 月 ____ 日		时间: ____ 点 ____ 分 ____ 秒		今日观察员状态: _____	
序号	车速 km/h	机动车类型				序号	车速 km/h	机动车类型			
		摩托车	小型车	大型车	面包车			摩托车	小型车	大型车	面包车

School Zone Speed Limitation

An Observation Pilot Survey



INTERVENTION TOOL

Increase visibility with flashing light, notice “Speed Limit” & “School Zone” 50 meters before entering the school zone



School Zone Speed Limitation An Observation Pilot Survey

KEY FINDINGS

	Baseline	With intervention	+/- %
Vehicle/time observed	2107	2060	-
Over limited speed vehicle/time observed	947	599	- 35.30% 
Far-over limited speed vehicle/time observed	316	185	- 40.13% 





School Zone Speed Limitation

An Observation Pilot Survey

CONCLUSION & DISCUSSION

1. The intervention tool helped reduce 1/3 over speed vehicle/time.
2. Even better with traffic enforcement.
3. The intervention tool only used during on & off school time.
4. The intervention tool is easy to manage on a daily base.
5. Cons of the survey pilot: only record the vehicle speed at entering the school zone.
6. More... 更多讨论

** The survey was led by Safe Kids China Team, Fannie Wang and Monica Cui.*



Thank you

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www.safekidschina.org



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Thank you

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