Save LIVES

Every year an estimated 1.25 million people die because of road traffic crashes, and millions more are injured. The World Health Organization has synthesized evidence-based measures that can significantly reduce road traffic fatalities and injuries.

The result is **Save LIVES**: a package of 6 strategies to reduce injuries and deaths from road traffic crashes.

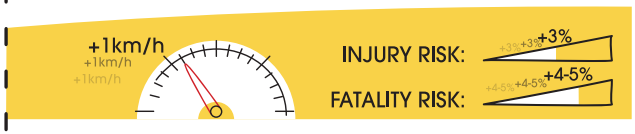
The components of the **Save LIVES** package are: **S**peed management, **L**eadership, **I**nfrastructure design, **V**ehicle safety standards, **E**nforcement of traffic laws and **S**urvival after a crash.

This flyer summarizes **SPEED MANAGEMENT** – one of the six strategies of the **Save LIVES** road safety package.

SPEED MANAGEMENT

FACTS

The faster a vehicle is moving on the road, the more likely it is to be involved in a crash. Every 1km/h increase in speed results in a 3% increase in crashes resulting in an injury and a 4-5% increase in fatal crashes.

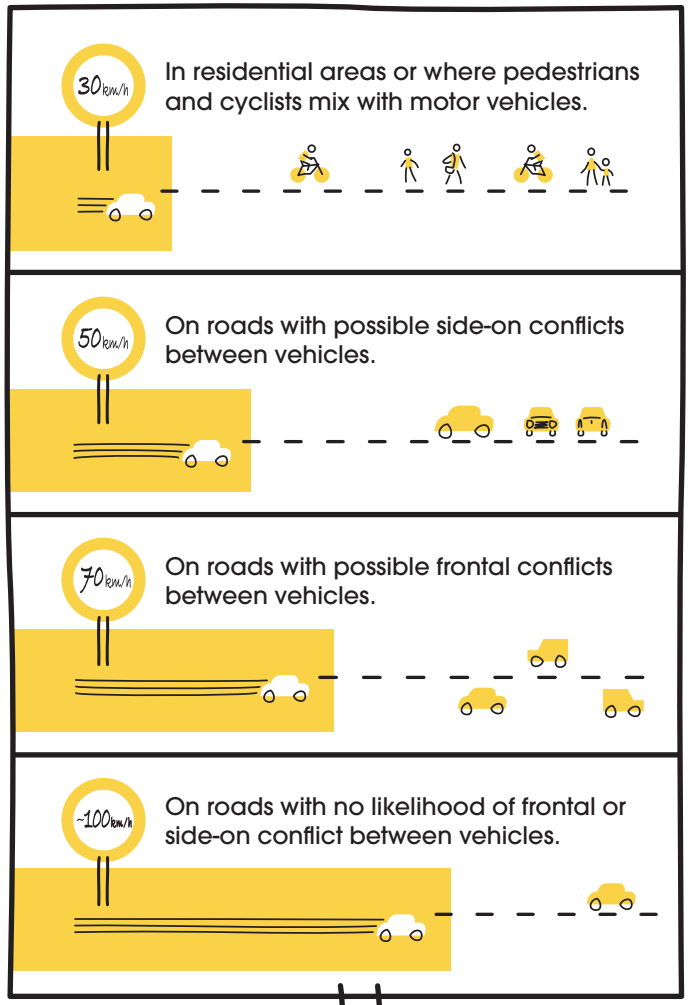


SOLUTIONS

1 Set speed limits

Speed limits are used to inform the public of the appropriate driving speed on a road. They should be set according to the function of the road; made visible; communicated to the public and enforced.

- **Enforcement of speed limits:** Local and national laws and regulations should clearly indicate the consequences of violating speed limits. These can include financial penalties, demerit points on a driver's license and in the case of serious infractions, suspension of the license.
- Using speed cameras to record violations – and identity perpetrators – is the most effective deterrent. Cameras may be fixed, hand-held or installed in unmarked police cars.



www.who.int/violence_injury_prevention/publications/road_traffic/save-lives-package/en/

World Health Organization

2 Design roads to calm traffic

Several approaches to road design will prompt drivers to reduce their speed.

- **Urban design:**
  The best option is a traffic-calming scheme that combines measures including roundabouts, road narrowing, speed bumps, chicanes (artificially created curves in the road) and rumble strips. If a broad overall scheme is not possible, even minor changes can make a difference.

- **Low-speed zones:**
  Creating special low-speed zones in areas heavily used by pedestrians reduces road traffic injury. These measures are especially important around schools and hospitals, for example. School zones should also include signalized crossings for children.

- **Rural and urban expressways:**
  Only permit higher speeds on motorways with safe roadsides, median separation and intersections that separate vehicles of different sizes travelling at different speeds in different directions.

3 Install in-vehicle technologies

Intelligent speed assistance technologies help drivers decide how fast they should go by tracking their vehicle's speed. Most systems are satellite-guided digital road maps into which speed limits have been coded. Different models may provide these features:

- A warning to drivers when they exceed the speed limit.

- A link to the vehicle's controls that allow the driver to respond or override.

- A system that controls the vehicle's speed without an override option.

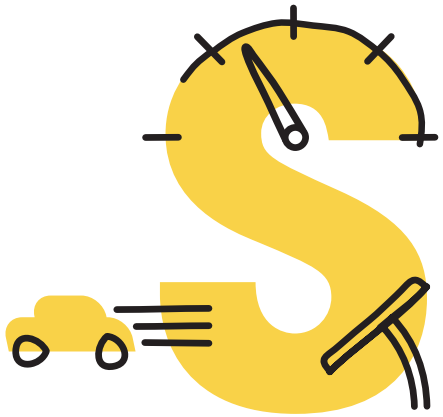
The 2030 Agenda for Sustainable Development includes a target to reduce road traffic deaths and injuries by 50% by 2020. This is an ambitious goal that can be achieved only if we work collaboratively to build a culture of road safety.

BENEFITS

In addition to reducing road traffic fatalities, injuries and related socioeconomic costs, speed management can lead to better overall health in a society by:

- Increasing walking and cycling by making the environment safer and more inviting.

- Reducing air and noise pollution.



How well is your country managing speed?

Assess your country's speed management strategy with the tool provided in the appendix of the package.

SPEED MANAGEMENT

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