

# Actions for **V**ulnerable, Elderly, Novice drivers and road Users in Europe – for Traffic Safety **AVENUE**

## National NEST centre of Greece

NEST (Networks & Education for Safety in Traffic)



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# The problem

- Of all the systems with which people have to deal every day, road traffic systems are the most complex and the most dangerous.
- Nearly 1.2 million people are killed in road accidents annually,
- No reliable estimate of the number of people injured worldwide in road accidents can be given.
- These figures will increase by about 65% over the next 20 years.
- Road traffic injuries are a major public health challenge that requires intensive efforts for effective and sustainable prevention.

# Situation in Greece

- **The bad news**
- During the last decade, Greece has shown the lowest level of road safety among the 15 older European Union (EU) countries, and one of the lowest levels among the 27 EU countries.
- This reflects insufficient effort from both the authorities and the population.
- Between 2000 and 2009, the 0-5 and 10-14 age groups showed an increase in the number of fatalities (respectively +6% and +40%).
- **The good news**
- The fatality rate (deaths per 10 000 vehicles) in Greece over the last ten years has progressively decreased, from 5.7 in 1996 (2.6 in the EU 27) to 2.3 in 2006 (1.5 in the EU 27) and to 1.8 in 2009, highlighting the vast potential for further improvement if a more systematic effort is made.

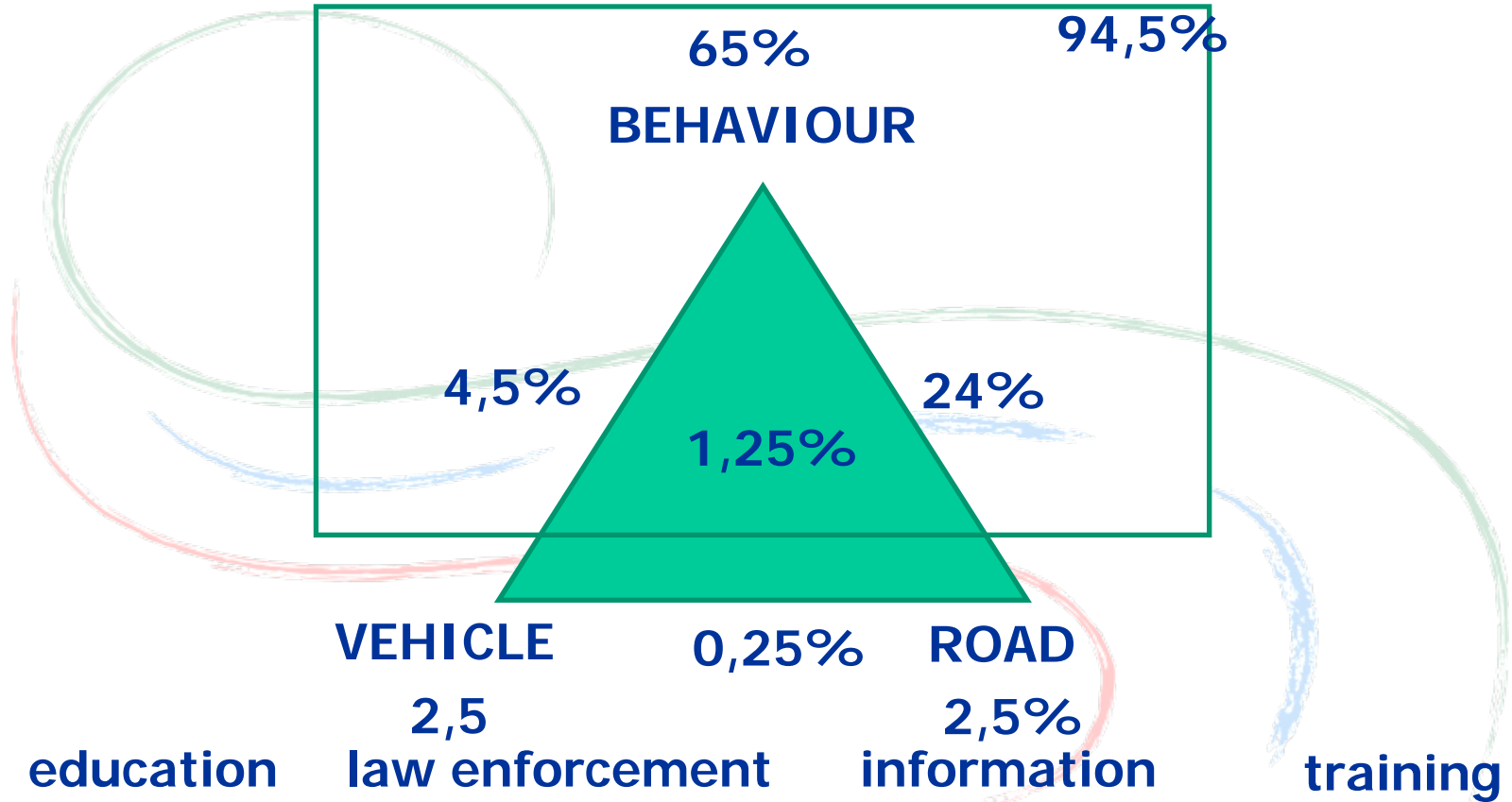
# Situation in Greece

- 8% of car drivers and 2% of PTW riders were observed using a mobile phone while driving.
- Accident risk for drivers under the influence of alcohol is 2.4 times greater than the risk for other drivers.
- The rate of seat belt use is 77% for the driver, 74% for the front passenger, and only 23% for rear seat passengers.
- The percentage of use of seat-belts by drivers is 72% in urban areas, 78% on rural roads, and 95% on motorways
- The age group the most at risk are young adults (21-24), who have a fatality risk twice as high as the general population.

# Road Safety in Economic Terms

- The low level of road safety in Greece, together with the significant reduction of road casualties during the last decade, indicates that there is great potential for further improvement.
- However, the unprecedented economic crisis does play a critical role for road safety in Greece.
- The crisis could mean
  - road safety measures are abandoned due to lack of resources.
  - Citizens don't maintain their cars properly
  - Lower highway speeds to reduce consumption
  - Higher speeds in urban areas due to low traffic
- Studies support that road accidents in Greece cost more than 2% of the annual GDP. Road safety could be Greece's fastest growing "Industry" since measures are actually developmental measures with greater ROI than any other potential investment right now.

# Safe Road System



# Looking for Best Practices

- Have searched all over Europe for Best-Practises
- Have visited Iceland (Icelandic Safety House), Germany (Deutsche Verkehrswacht), Belgium (Responsible Young Drivers), Poland (Motor Transport Institute) and other prominent centres for Road Safety
- Have formed a consortium of 9 European partners for joining efforts and implementing the NEST in the framework of the AVENUE project.
- Have developed our own innovative educational methodologies
- Have combined everything and adapted to suit the Greek situation.

# Education / training / information / sensitisation are we getting it right?

## Experiential learning

- Experiential learning is the process of making meaning from direct experience.
- Aristotle once said, "For the things we have to learn before we can do them, we learn by doing them."

## Maieutics

- Pedagogical method based on the idea that the truth is latent in the mind of every human being due to innate reason but has to be "given birth" by answering intelligently proposed questions (or problems).
- The word is derived from the Greek "μαιευτικός", pertaining to midwifery.



# Vision to implementing the NEST concept

- NEST (Networks & Education for Safety in Traffic)
- Centres that activate road safety professionals, institutions, public and private entities and motivated volunteers with the aim to influence the traffic behaviour of citizens in a sustainable manner
- Awareness, education and engagement actions for citizens
- Use and development of scientific-based evidence and analysis for traffic behaviour
- NESTs disseminate and implement the best practices from previous EU experience, while being the “heart” of the interaction for Road Safety.
- Overall objective: to reduce significantly and fast road fatalities

# Issues related to the Greek national NEST implementation

- Greek government contribution has been cancelled because of the crisis.
- Many private companies that would donate have financial problems because of increased taxation and crisis.
- Taxation on donations has been introduced!
- Regulatory issues regarding the equipment
- Public property to be privatised which caused delays in finding a space
- Many of our partners that could accommodate have canceled new building construction

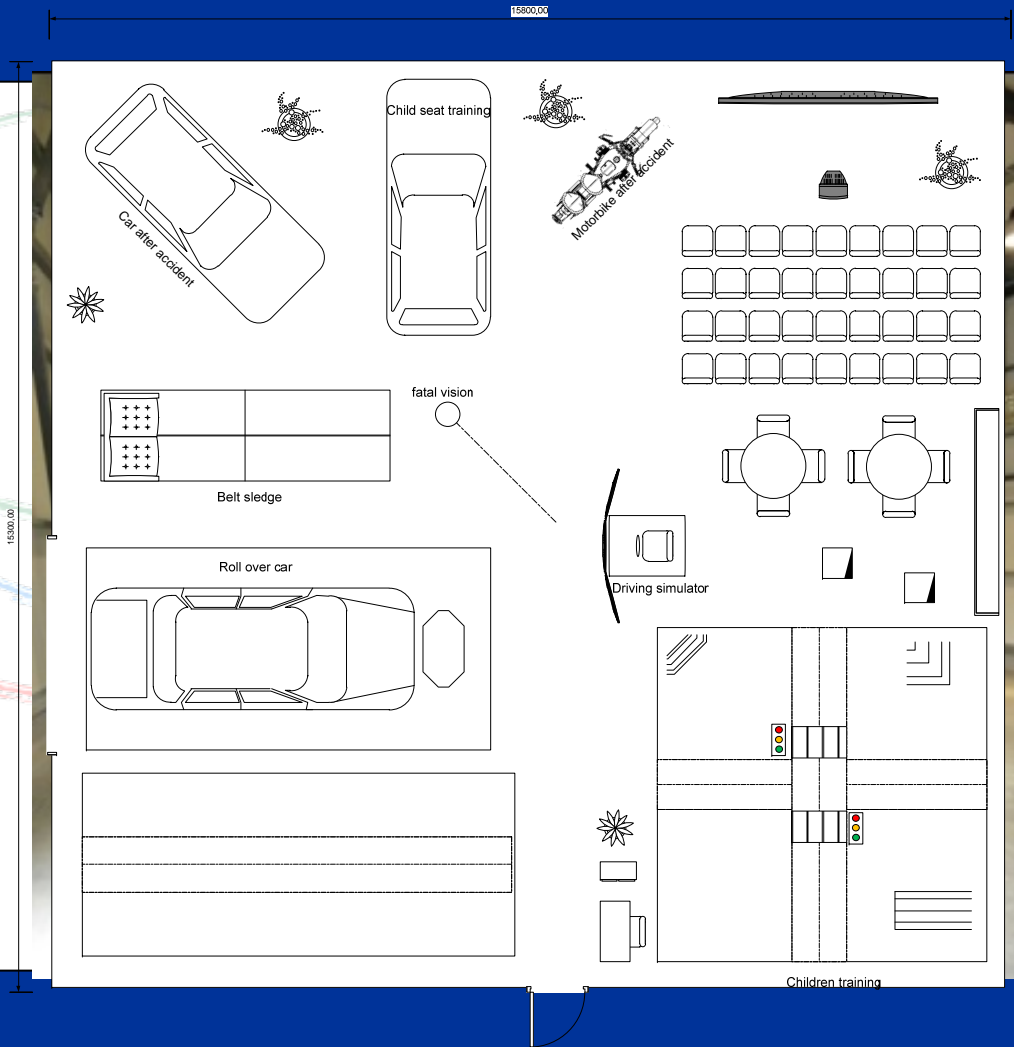
# Strategic plan

- Define the application and sources to be offered in the NEST according to the target groups to be addressed.
- Conclude with the requirements on the technical issues, the actions to be implemented, the procedures that will be developed.
- Survey for suppliers of equipment, request offers, compare prices.
- Purchase equipment.
- Develop training programmes
- Train personnel for using the equipment.
- Train and involve volunteers for helping with the NEST and the events organised.
- Develop plan of visitor hosting, planning of functioning hours.
- Operate facility in a sustainable matter with continuous evaluation and refinements.

# Location of the Greek National Greek NEST

- Collaborating with The Foundation Research and Development Centre Cultural Centre "Hellenic Cosmos" for using their facilities for the fixed nest.
- Located not too far from the centre of Athens having an underground parking
- Quite high profile exposure with the media
- Hundreds of children visitors every day
- IMAX cinema
- Conference facilities
- Indoor and outdoor areas





# Progress so far

- Recorded existing best practices and specifications
- Created of a general guide describing national fixed NEST specifications
- Have purchased the majority of equipment
- Have developed new and evolved evidence based experiential training programmes
- Secured accommodation space
- Designed floor-plan
- Pilot tested procedures and trained our volunteers during two pilot events
- Will soon open doors for the public

# The specifications of the optimal fixed NEST, according to our needs and best practice identified from European centres:

## Equipment

- Driving Simulator
- Roll-over car
- Belt sledge
- Neck sledge
- Helmet crash
- Integrated collision weight
- Alcohol goggles and associated carpet
- Distracted driving game
- Reflective materials

## Training features

- Children education (primary, high school)
- Bicycle training
- Corporate training
- Other training to be developed

# Greek NEST technical implementation



Driving Simulator



Alcohol goggles



Reflective materials



Distracted driving game



Roll Over car



Belt Sledge



Collision weight



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