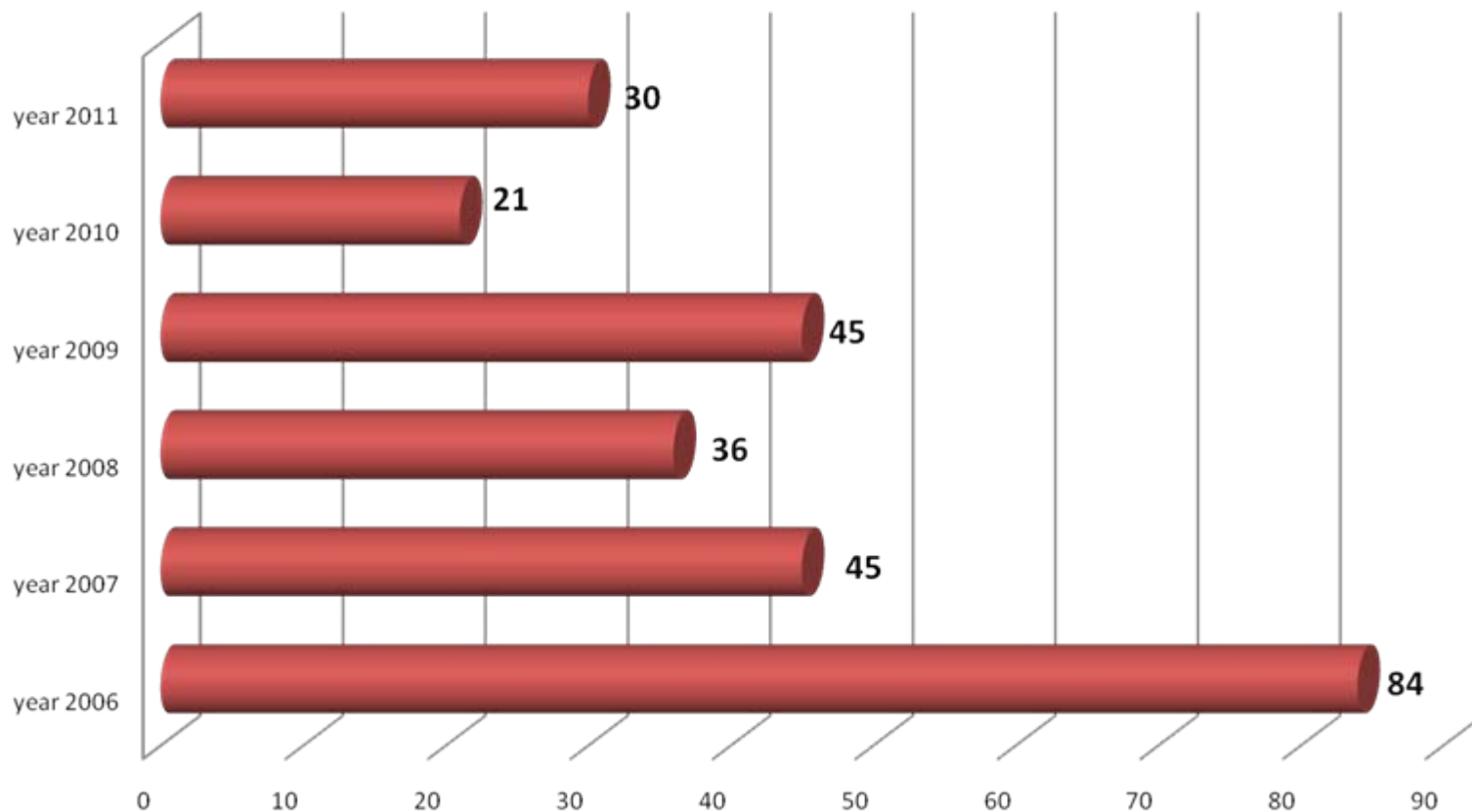


**Is it acceptable to  
be injured or killed in traffic?**



**Why safety work?**

# Fatalities pr. 1 million inhabitants



# Prevention work by Sjoval Insurance in Iceland



# Work with young drivers

- High accidental rate
- More serious accidents
- More likely to change their attitude than those elder – who have bad traffic habits

# Course for young drivers

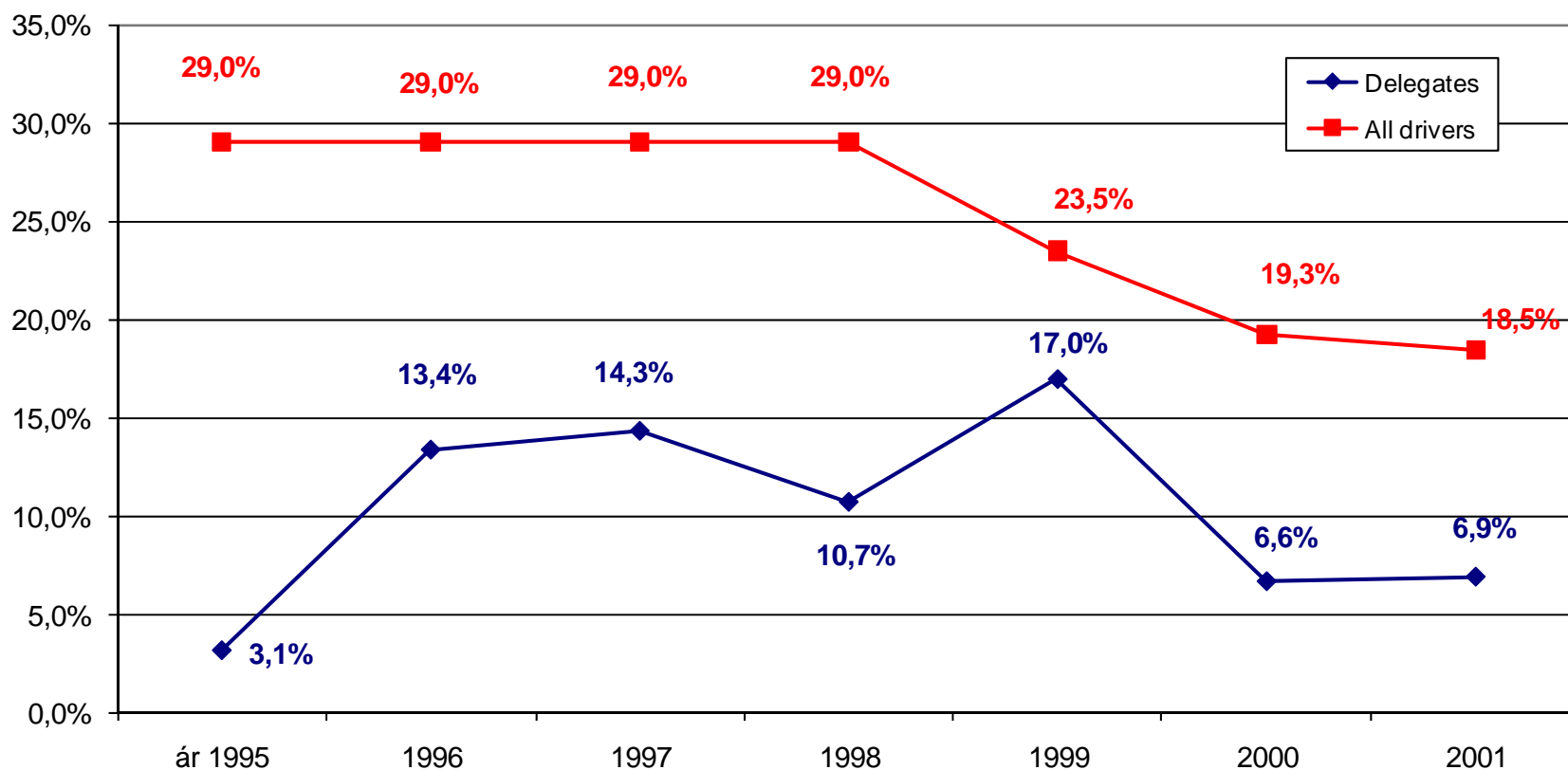
- Started in 1995
- The first time the Safety House method was used
- Great success



# Course for 17-20 year old drivers

- 4 hours course all around the country from 1995-2006 by Sjóvá
- 2006 by the Safety House and Road Traffic Directorate.
- Focus on the individual
  - Am I in danger? What can I do to protect myself?

# Course for 17-20 year old drivers 1995-2001



# Accidental rate 1998-2007:

Increase of accidents 2003 to 2004: 3.7% - Increase of cars 5,5%

Increase of accidents 2004 to 2005: 5.2% - Increase of cars 5,3%

Increase of accidents 2005 to 2006: 1.3% - Increase of cars 5,8%

Increase of accidents 2006 to 2007: 6.7% - Increase of cars 5,9%

**1998**

**2007**

**17 year: 40%**



- 44%



**22,3%**

**18 year: 33%**



- 40%



**19,8%**

**19 year: 27%**



- 53%



**12,7%**

**20 year: 16%**



- 38%



**9,9%**

**19-24: 19%**



- 45%



**10,5%**

**25-64: 8%**



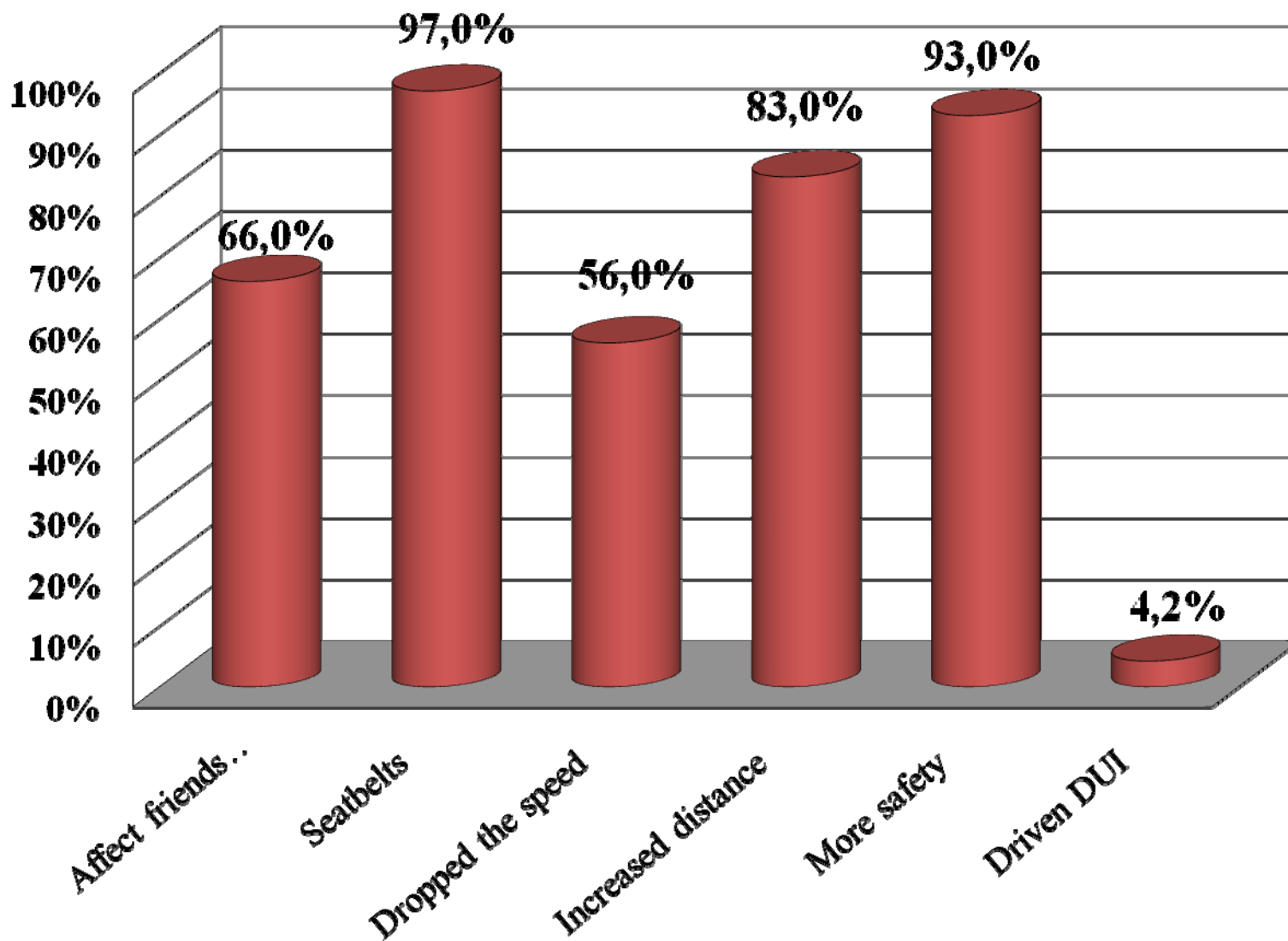
- 10%



**7,2%**

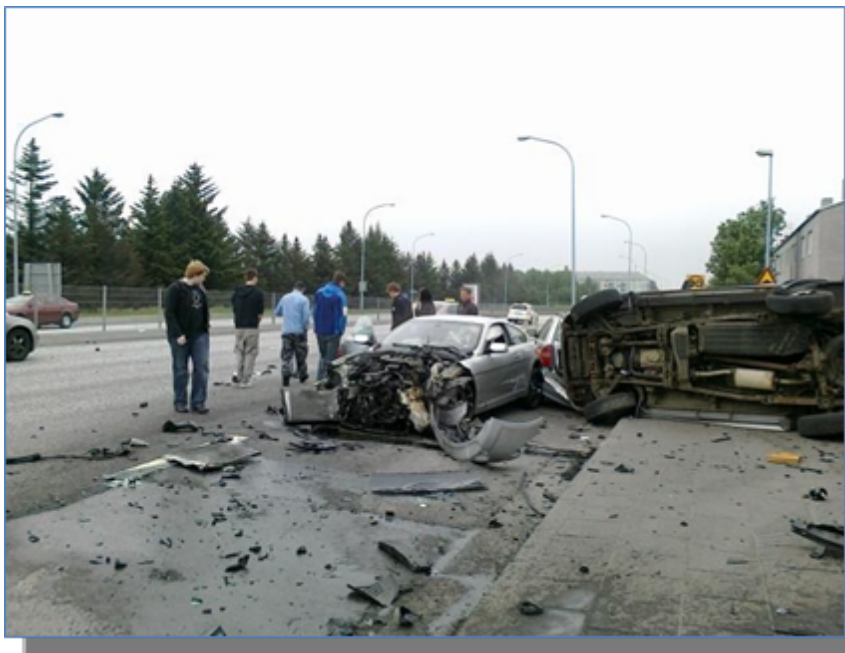


# One year after the Course



# What did Sjoval Insurance save?

- From 1995 to 2009 – counting the first year after the Course:
- Over 900 accidents
- Over 450 million ISK

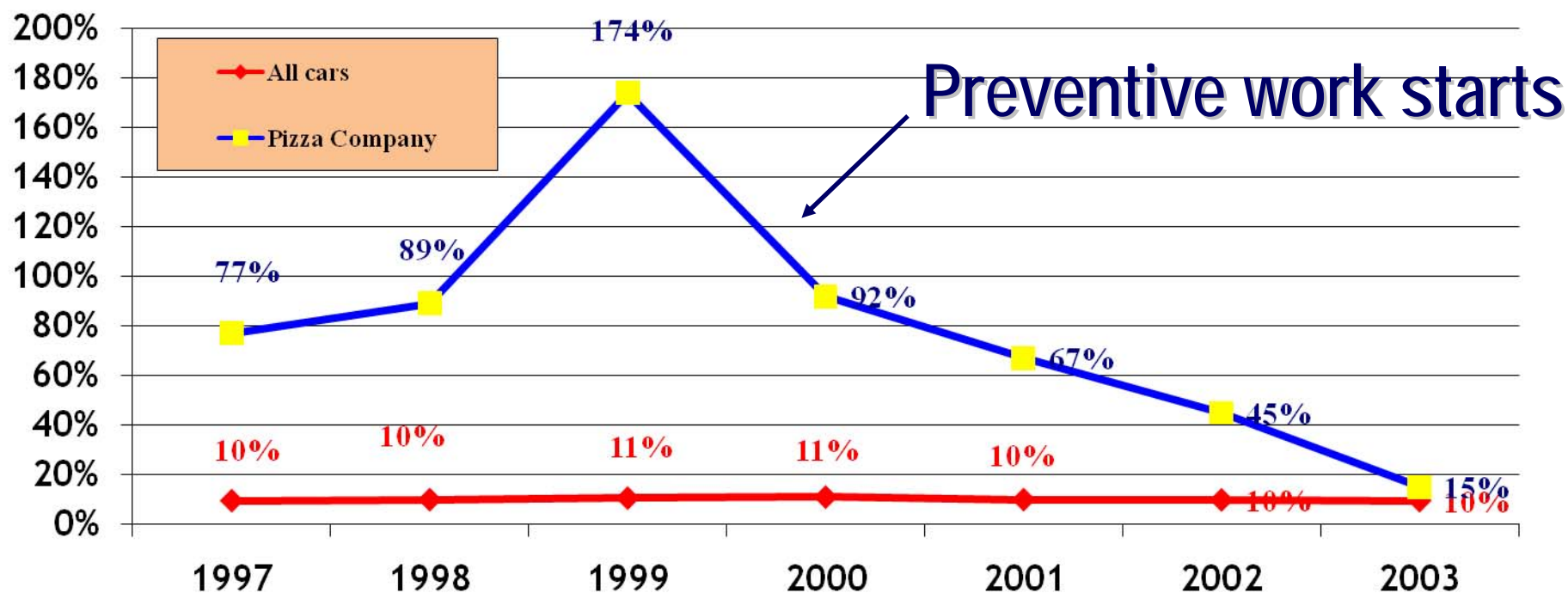


# Prevention work for Companies's drivers

- The same method soon used for Companies with high claim rate
- At first nobody believed we could increase safety among Companies.

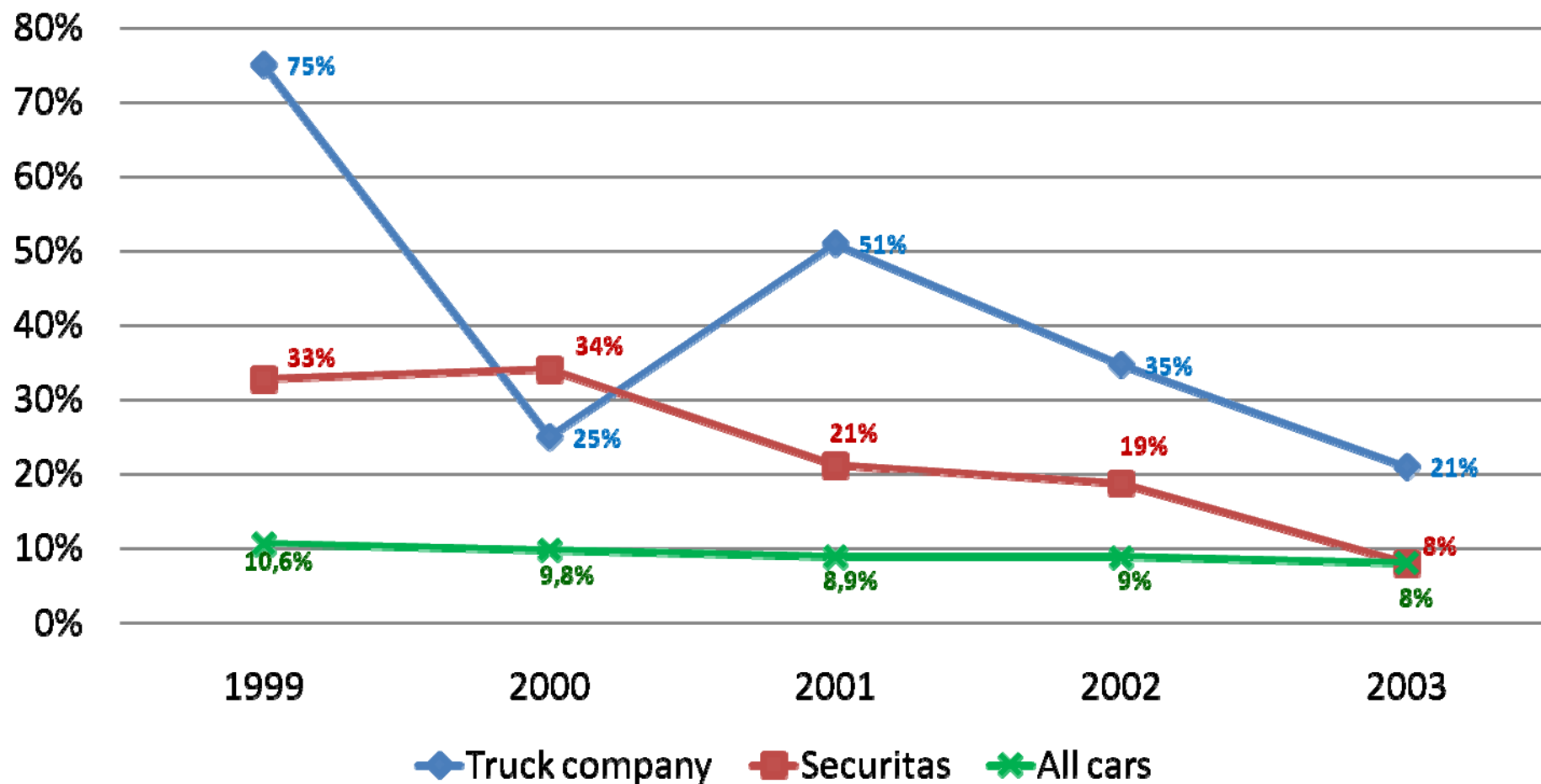


# Example of preventive work with pizza drivers



| 1998          | 1999         | 2000         | 2001         | 2002          | 2003          |
|---------------|--------------|--------------|--------------|---------------|---------------|
| Every 10. day | Every 6. day | Every 6. day | Every 8. day | Every 12. day | Every 34. day |

## Reduction of accidents in three companies as a result of corporation with the Preventive house



# Accidents caused by storm

- Winter 2002-2003:
  - Other Companies: 12 accidents
  - This Company: 1 accident



From Iceandic newspaper:



# Why Safety House?

- It works
- Independent from the owner – the Insurance Company.
- Better to work with the public sector



# Why experience hall (NEST)?

- Better way of delivering the message to the guests
- Better way to understand the kinetic energy and how it works in accidents





# Drunk driving

- How long time doe's it take me to be sober?
- Goggles as a training tool (fatal vision)



# Traffic og speed

- Collision in traffic
- Collision slade
- Collision weight



# Use of seat-belts

- Roll over car
- Collision slide
- Children's safety in car



# Traffic accident's

- Collidated car
- Windshield
- In memory of those who died in traffic



# Rear end Collisions

- Why
- What can I do as the driver of the first car?
- What can I do to avoid collision with the car in front?





Why is the Safety House part of drivers education?

# Regulations changed from 1.1. 2010: Use of training courses

- Our good experience with young drivers
- Our approach to the problem – the experience hall
- No training course existed in Iceland
- We offered two skid-cars to use for training on airports in Iceland



# Driving education today

- Driving school 1: The basic
- Driving school 2: More advanced skills
- Driving school 3: Risk assesment – Safety House





# Risk assessment

- Skid car
  - The risk driving on gravel roads and icy roads
  - 3 students in the car and they discuss the problem and have to find out why the car got out of control



# In the mobile Safety house

- Risk assesment
  - Speeding
  - Distracted driving
  - DUI driving
  - Use of seat belts



## Special Course for those who lost their license

- Having 4 points in the point system, or a serious violation, like violent speeding, drunk driving or drug driving on preliminary time (fyrst 12 mounts usually) the loose the license and have to attend a special course. Once a week for 4 weeks. Each time 3 hours. On second week they visit the Preventive house.
- Just changing the regulation for this course there is an 60 % drop of young drivers who loose their license between year 2006 and 2007.
- **Performance after the Course**
- Of those who attended 65% did not have any violence in traffic.
- Those who lost their license for DUI and Speeding had 100% clean driving after 12 mounts

| <i>Why Special course</i>    | <i>No points</i> | <i>No speeding</i> | <i>No DUI</i> | <i>No violation</i> |
|------------------------------|------------------|--------------------|---------------|---------------------|
| Drunk driving                | 91%              | 87%                | 100%          | 83%                 |
| Serious violation            | 76%              | 73%                | 95%           | 57%                 |
| Serios violatin and speeding | 71%              | 86%                | 93%           | 64%                 |
| Speeding                     | 59%              | 59%                | 100%          | 53%                 |
| Over 4 points                | 79%              | 86%                | 93%           | 71%                 |

# The NEST in Greece

- The most efficient way of delivering Education
- Education is exciting, students find it amusing and it is hands on.
- Important that the public sector helps with this project – it's aim is for the public of Greece
- Important for the parents – their children are more safe in traffic

Thank you



Thank you for listening

