

Road Safety and political WILL

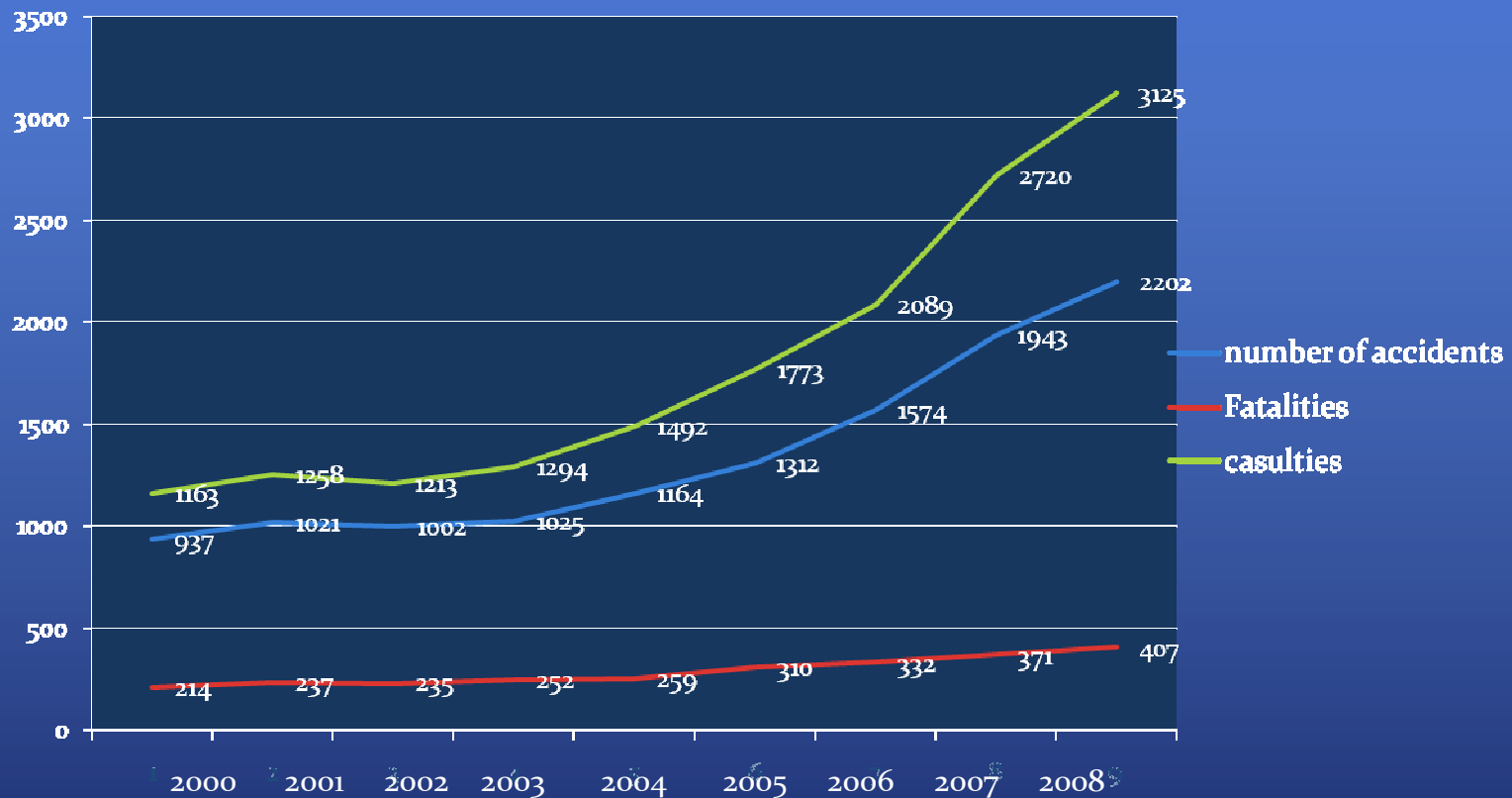
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Secretary General National Road Safety
Council of the Republic of Armenia

Member of Advisory board EASST

**Since 2000 road accidents have
been increasing sharply**

10% of GDP loss

The statistics are more obvious than simple words



**In August 2009 Prime Minister
approves the National Road Safety
Strategy for Armenia and the 5 year
action plan**

Key Elements of Strategy

- ❖ Secure dedicated diversified funding for road safety
- ❖ Road users and alcohol - 40% Reduction in alcohol related offences
- ❖ Reducing factors diverting and impacting on drivers attention
- ❖ Strengthening capacities of road police
- ❖ Improve speed limit enforcement - 60% Urban Compliance with existing speed limits 80% Rural compliance with existing speed limits
- ❖ Working group training and support

National Road Safety Council Armenia



Prime Minister - **Chairman**

Board
Key Ministries, concerned
NGOs



Secretary

Secretariat



Working groups

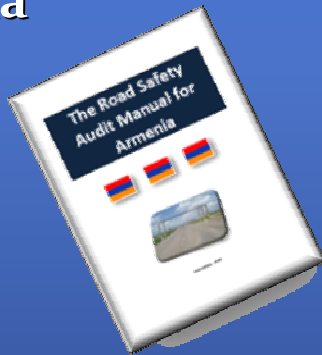
Working groups

- ❖ Education and PR
- ❖ Data Analysis
- ❖ Road Safety Engineering
- ❖ Capacity building of Road Police and Speed Enforcement
- ❖ Public Health
- ❖ Working Group for Yerevan city



2009-2011 activities conducted in the framework of the National Road Safety Strategy

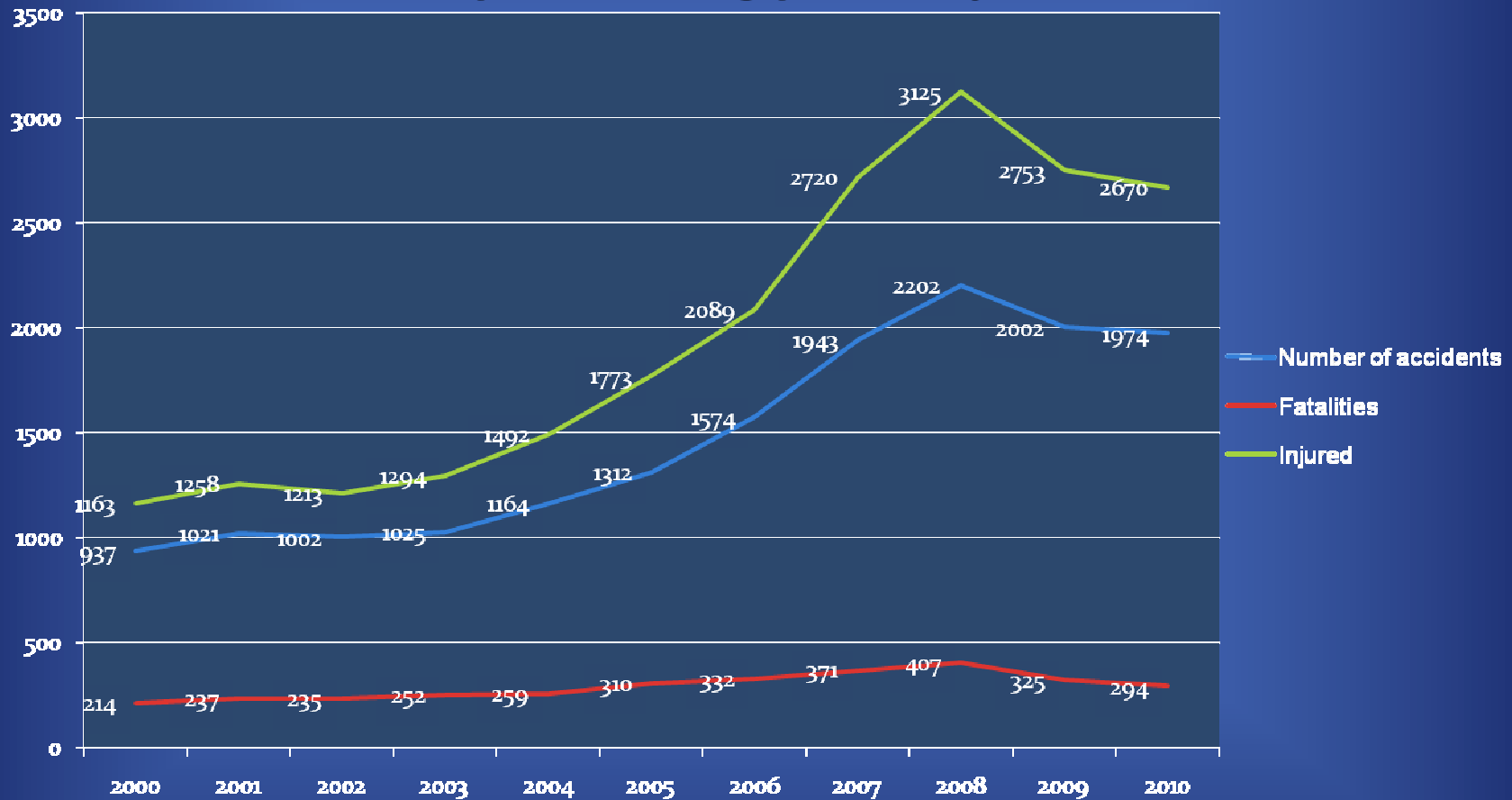
Enforcement of seat belts throughout of Armenia



Introduction of road safety audit in Armenia

Compulsory insurance from January 2011

Reduction in fatalities, casualties and accidents as a result of approved National Road Safety Strategy and joint actions



Ongoing

- ❖ Seat belt further enforcements
- ❖ Development of integrated national road safety database
- ❖ Improvement of road safety engineering quality
- ❖ Improvement of road safety culture
- ❖ Enhancement of the role of Mass Media in Road Safety
- ❖ Institutionalisation of Road Safety Audit and its integration into the road construction process

“Safe Village” pilot project

Engineering part

Before



After



“Safe village” pilot project Education



November events devoted to UN "Decade of Action", 2010

November 01-02 joint events with car racers



November 12-14 "Road safety in Mass Media" regional conference for journalists



November 17-19 competitions in 20 schools in Yerevan



November 19-22 political parties unified on Road Safety

November 23 International Forum "Make roads safe"



“Make roads safe” International Forum in the threshold of UN decade of actions 23 November, 2010

❖ High level representation



International Award 2010

NRSC gets the international award of Prince Michael of Kent. London, December 2010





May 11, 2011 Decade of Action joint events with UN, OSCE, Insurance companies and other parties

- ❖ PR action with the participation of kids
distribution of fliers for ones who violate the
traffic rules
- ❖ Zebra repainting by kids near schools
- ❖ Brain ring

Eastern Alliance for Safe and Sustainable Transport

EASST is an alliance of road safety organisations working in Eastern Europe to save lives and prevent injuries. We aim to make road transport safer, greener and more sustainable for future generations.



The screenshot shows the EASST website in a Firefox browser window. The browser's address bar displays the URL <http://www.easstransport.org/>. The website's header features the EASST logo, which consists of the word "east" in a stylized orange font with a road graphic, followed by the full name "Eastern Alliance for Safe and Sustainable Transport". To the right of the logo is the tagline "The formula for success in tackling road safety" and a search bar. A navigation menu below the header includes links for "Home", "About EASST", "Projects & Countries", "News & Events", and "Resources".

The main content area is divided into several sections. On the left, under "Latest News & Events", there are three news items:

- News:** Dec 09, 2010
[Armenia's Road Safety Success Recognised](#)
- News:** Dec 01, 2010
[Road safety in Mass Media](#)
- Event:** Dec 01, 2010
[Black Sea Economic Cooperation workshop](#)
Spring 2011 – Black Sea Economic Cooperation workshop on road safety, Yerevan, Armenia (TBC)

The central part of the page features a large image of children looking at a road safety brochure. A text box overlaid on the image states: "Every day at least 2,000 children are killed or seriously injured on the world's roads." Below this image are three yellow buttons: "Road Safety Education", "Road Safety Awareness", and "EASST Projects".

Below the buttons, the "About EASST" section provides a brief description: "EASST is a UK-registered charity working in Eastern Europe and Central Asia to facilitate cross-border projects on sustainable transport and road safety. We work through local partner organisations to make their efforts more effective by sharing know-how and resources. We cooperate in regional and cross-border". To the right of this text are two buttons: "Contact EASST" and "Contact".

At the bottom right, there is a "Donate to EASST" button. The browser's taskbar at the bottom shows various application icons and the system clock indicating 1:32 AM on 4/27/2011.

THANK YOU !

