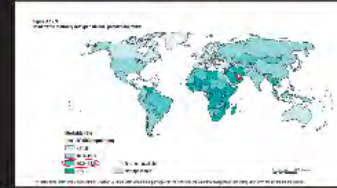






Take a look at this:



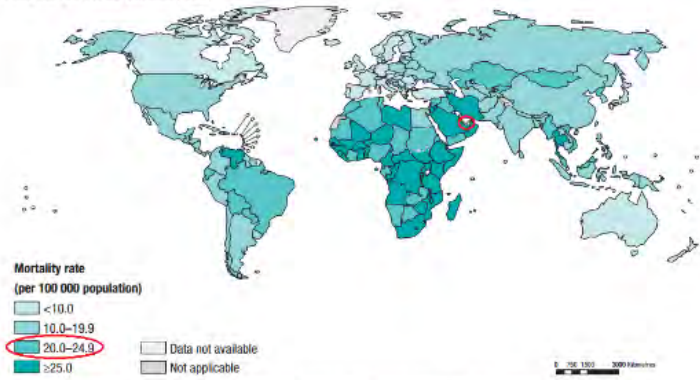
「(ph)」

Road Traffic Incidents

Why do we care?

Take a look at this:

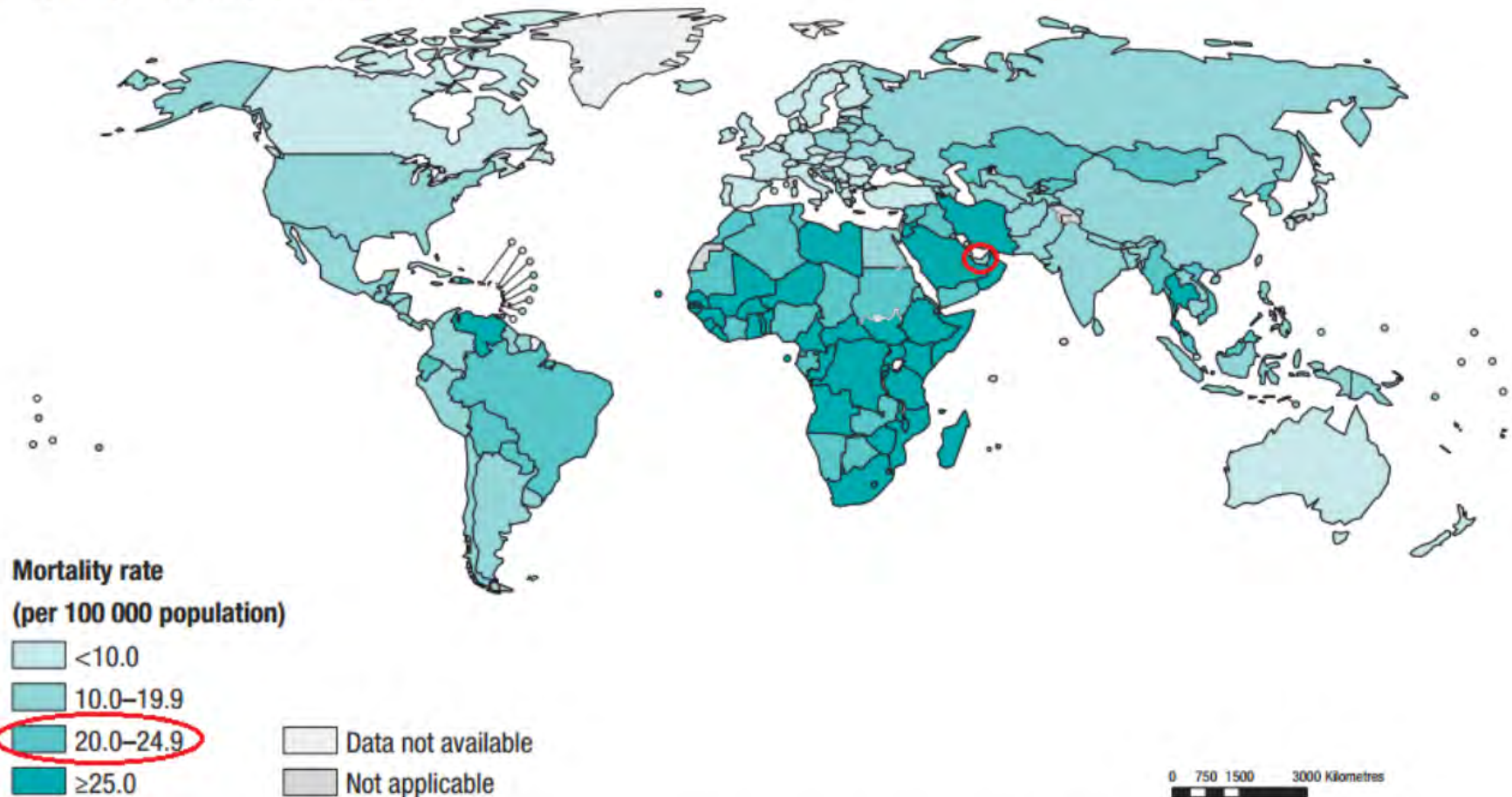
Figure A.12.3.
Road traffic mortality rate (per 100 000 population), 2013*



* WHO Member States with a population of less than 90 000 in 2015 who did not participate in the survey for the Global status report on road safety 2015 were not included in the analysis.

TAKE A LOOK AT THIS.

Figure A.12.3.
Road traffic mortality rate (per 100 000 population), 2013^a



^a WHO Member States with a population of less than 90 000 in 2015 who did not participate in the survey for the Global status report on road safety 2015 were not included in the analysis.

1005	15%
543	8%
520	8%
603	9%
575	8%
429	6%
516	8%
na	na
na	na
1288	19%

What's the Problem?

Prevalence of reckless driving among young people between the age of 18-24 in the UAE.

<i>UAE 2015 source MOI as published</i>		Accidents		Death		Injuries	
		2015	%	2015	%	2015	%
#	Total	4788	100%	675	100%	6863	100%
1	Sudden Swerving / Abrupt Lane Changing	919	19%	143	21%	1384	20%
2	Not enough distance to the car in front	623	13%	76	11%	1005	15%
3	Misjudgement	556	12%	75	11%	543	8%
4	Lack of Attention	499	10%	73	11%	520	8%
5	No Lane Discipline	388	8%	63	9%	603	9%
6	Entering Road without checking if clear	349	7%	32	5%	575	8%
7	Speeding	281	6%	82	12%	429	6%
8	Jumping Red Lights	na	na	na	na	516	8%
9	Tire Bursting	na	na	16	2%	na	na
10	Illegal overtaking	na	na	15	2%	na	na
11	Misc. (incl. Pedestrians)	1173	24%	100	15%	1288	19%

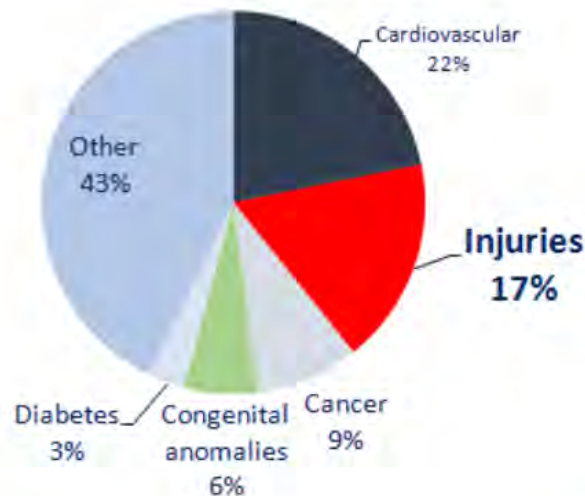
Topics

- Magnitude
- Key Determinants
- Intervention
- Policy Setting and Prioritizing
- Implementation and Evaluation

How serious is this Problem?

According to "The National" (2015)

- About 63% of road traffic accidents are caused by young drivers between the ages of 18 and 30, and
- About 34% of all fatal accidents are caused by the same age group.
- Traffic accidents are the second most common cause of death in the UAE



How serious is this problem?

With the increasing number of licenses issued, the number of drivers is increasing. This would cause an increase in the number of traffic accidents in the UAE.

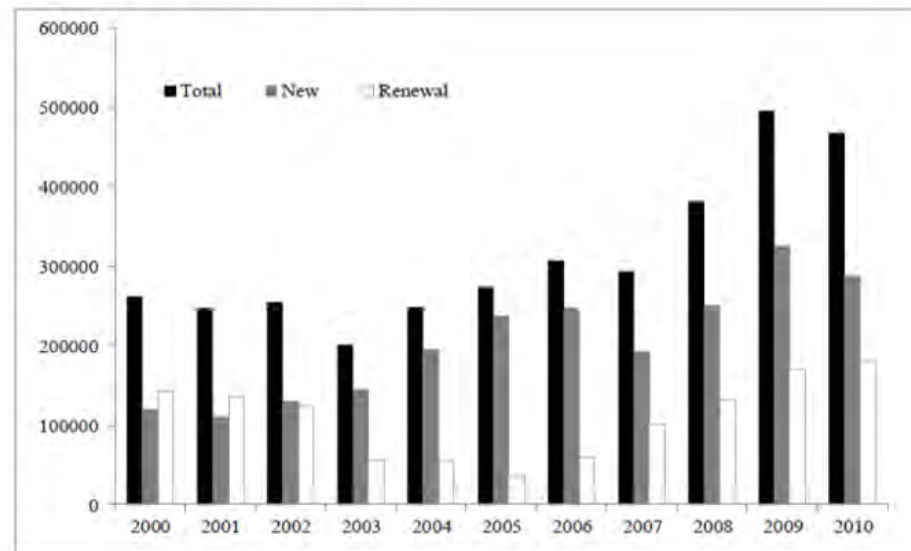


Figure 1 - Total, new and renewed license numbers for 11 year period

Key Determinants

Physical: Congestion, location, time of day

Social: Peer pressure, media

Behavioral: Social norms



Government Intervention Based Strategies

- Replacing fines with community service for certain traffic violations like speeding and use of mobile phones.
- Repeating the driver's license test at 21 when young adults are renewing their license for 30 years.
- Unification of motor-vehicular laws across the Emirates.

Strategies for Intervention and Prevention

Non-Government Based Strategies

- Direct reporting to parents with the use of the G-Force accelerometer.
- Campaign awareness to spread the knowledge of the available monitoring device.
- Introduce the idea of a parent-teen agreement to parents and their children.

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Government Intervention Based Strategies

- Replacing fines with community service for certain traffic violations like speeding and use of mobile phones.
- Repeating the driver's license test at 21, when young adults are renewing their license for 10 years.
- Unification of motor-vehicular laws across the Emirates.

Policy

- Introduce a modified version of the TeenSafe technology to the cars of the young adult population of the UAE

Policy or Priority Setting

Partners

- Car Dealers
- Etisalat
- Most populated universities in each Emirate
- TeenSafe
- What do we have resources to achieve?
- Whose help do you need? Do you need money?
- Who else cares about this and can be your ally?
- Who's doing the interventions
- Do you get new staff?

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Implementing and Evaluating

- Teen safe, the guardian of young adults. What is it?
- What modifications do we need?
 - Speed limit warning
 - Live driving camera feed
 - Stored recording of drives
- Why would it work?
- How can it work?
 - Awareness Campaigns

Find the correlation between TeenSafe sales and changes in traffic accidents



How serious is this Problem?

According to 'The National' (2015)

- About 62% of road traffic accidents are caused by young drivers (between the ages of 18 and 24, and about 50% of all fatal accidents are caused by the same age group
- Traffic accidents are the second most common cause of death in the UAE.

Key Determinants

Physical (age, gender, height, weight, body mass index)



Strategies for Intervention and Prevention

Implementing and Sustaining

- Identify and evaluate all stakeholders, who are involved in the project?
- Assess the existing legal, administrative and organizational structure
- Why change is not? (resources, language, time, responsibility, unclear structure, lack of vision, no follow-up)

Policy or Priority Setting



What's the Problem?

Prevalence of reckless driving among young people between the age of 18-24 in the UAE.

Topics

- Magnitude
- Risk Determinants
- Intervention
- Road Safety and Health Policy Implementation and Evaluation