

road safety issues

July 2003

The Land Transport Safety Authority (LTSA) has prepared this road safety issues report. It is based on reported crash data and trends for the 1998–2002 period. The intent of the report is to highlight the key road safety issues and to identify possible ways to reduce the number of road deaths and injuries in the West Coast Region.

In 2002, 16 people died in crashes on roads within the West Coast Region. In the same period 29 people received serious injuries and 89 minor injuries. There were also 185 non-injury crashes reported in the same period.

Over two thirds of the social cost of crashes was from crashes on state highways, and over 80 percent was from crashes in rural areas of the district. Over the last 10 years the number of crashes in urban areas in the region has about halved. In rural areas, no change is apparent.

People under 30 years of age make up half of all casualties.

Over the last 10 years gains have been made with alcohol-impaired driving, but last year the number of alcohol-involved crashes increased. Over the same period there has been some improvement in speeding behaviour, but the gains have not been as great as with alcohol impairment.

Major road safety issues

West Coast Region

Young road users

Speed

Alcohol

Female road users

Nationally

Speed

Alcohol

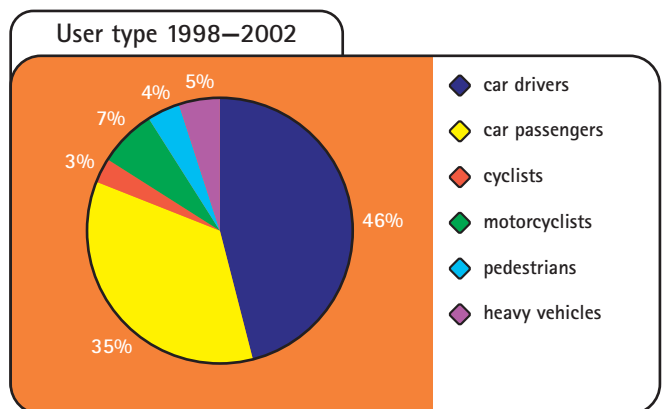
Failure to give way

Restraints

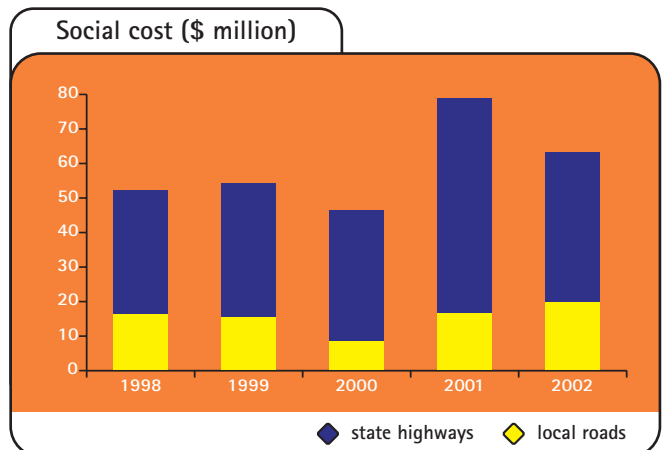
2002 road trauma for West Coast Region

Deaths	16
Serious casualties	29
Minor casualties	89
Fatal crashes	12
Serious injury crashes	19
Minor-injury crashes	59
Non-injury crashes	185

Road casualties 1998–2002



Estimated social cost of crashes*



* The estimated social cost includes loss of life or life quality (estimated by the amount New Zealanders are prepared to pay to reduce their risk of fatal or non-fatal injury), loss of output due to injuries, medical and rehabilitation costs, legal and court costs, and property damage. These costs are expressed at June 2002 prices.

Young road users

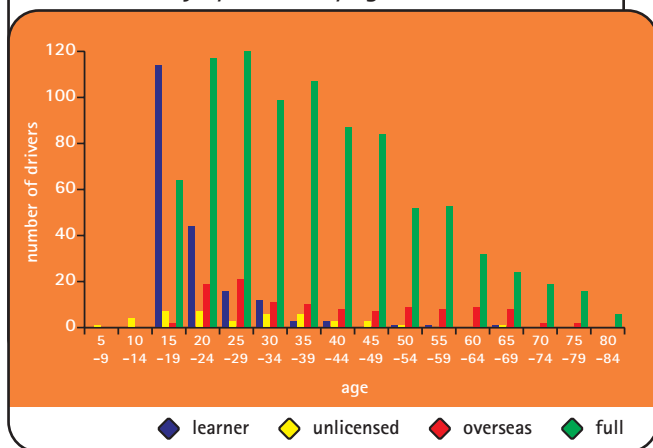
Road users under 30 years of age represented half of all casualties from traffic crashes in the region, although they represent less than one third of the fatalities. Drivers and passengers each make up over 40 percent of these casualties. Pedestrians and cyclists each represented five percent of casualties aged under 30 years. Young people represented over half of the casualties for passengers in cars or vans, cyclists and pedestrians.

Loss of control, particularly on bends, is the type of crash in which younger drivers, both male and female, are most likely to be involved.

Young males are more likely than females to be alcohol-impaired or to be speeding. Young females are more likely than males to show poor judgement or poor handling skills.

Young female drivers are more likely than young male drivers to crash in wet conditions, but are less likely to crash during darkness.

Drivers in injury crashes by age and licence class



Recommended actions

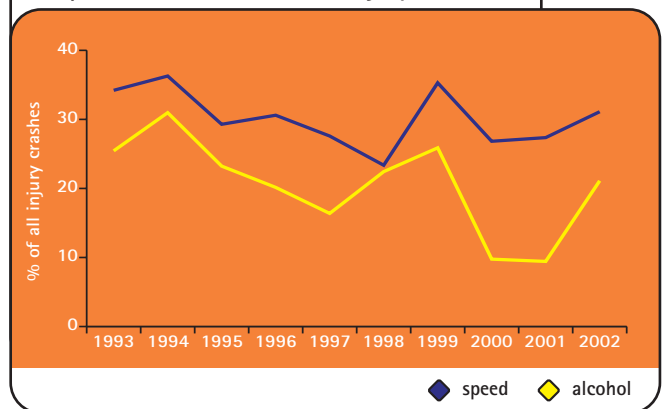
- Target high-visibility enforcement activities at places and times where young people are likely to drive.
- Encourage peer support programmes such as SADD.
- Encourage community programmes such as Sober Driver and Host Responsibility.
- Target strategic campaigns at speed and alcohol at times and places where young people are likely to be driving.
- Work with at-risk communities and sections of communities to educate young drivers of the risks of driving while alcohol-impaired.

80 Speed

Over the last five years there were 22 deaths in crashes in which speed was reported as a contributing factor. There were also 72 people who received serious injuries, and 173 with minor injuries.

In 1993 speed was involved in about 35 percent of injury crashes. By 2001 this figure had dropped to below 30 percent. However, in 2002 the percentage of crashes involving speed increased to over 30 percent.

Speed and alcohol-related injury crashes

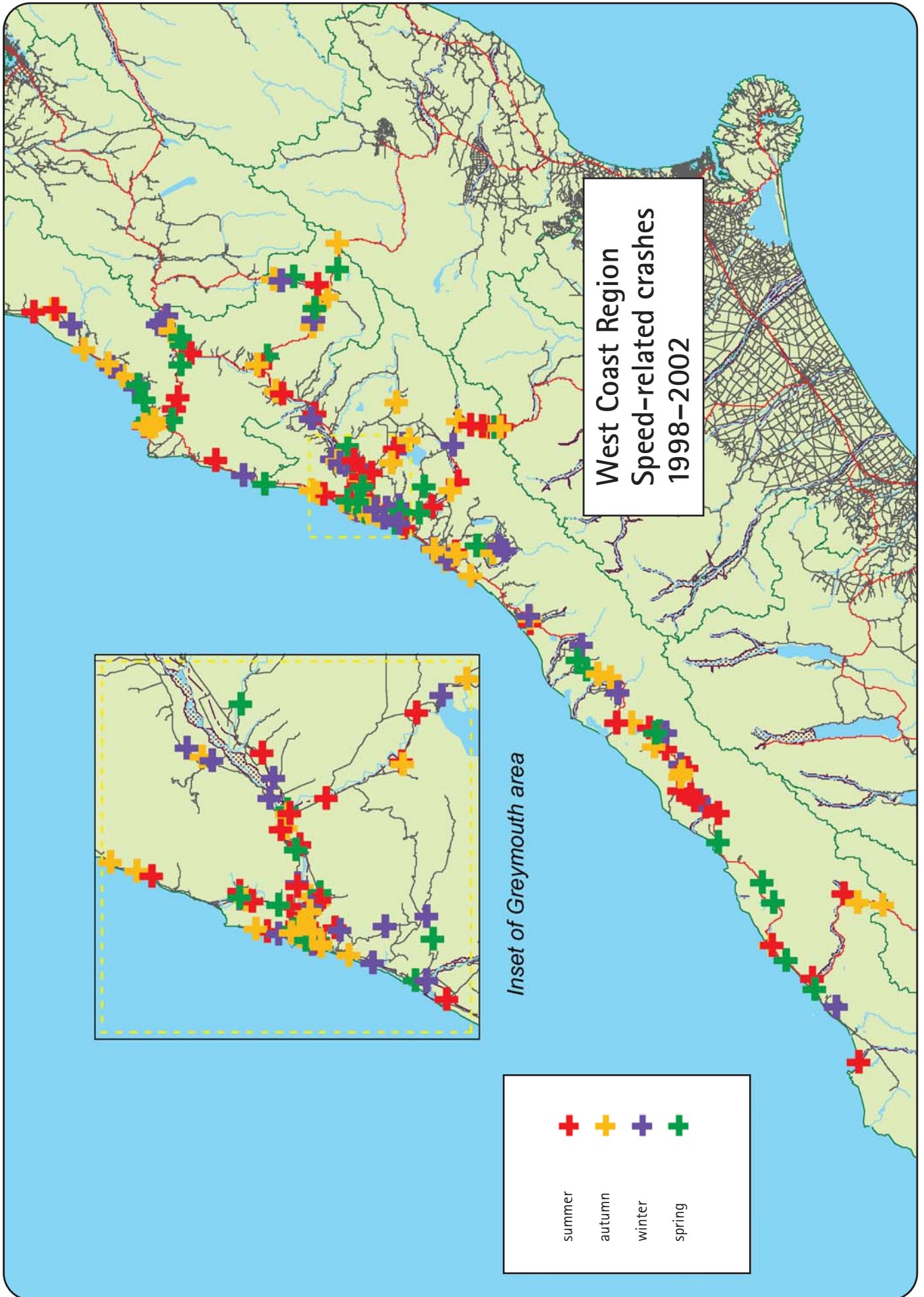


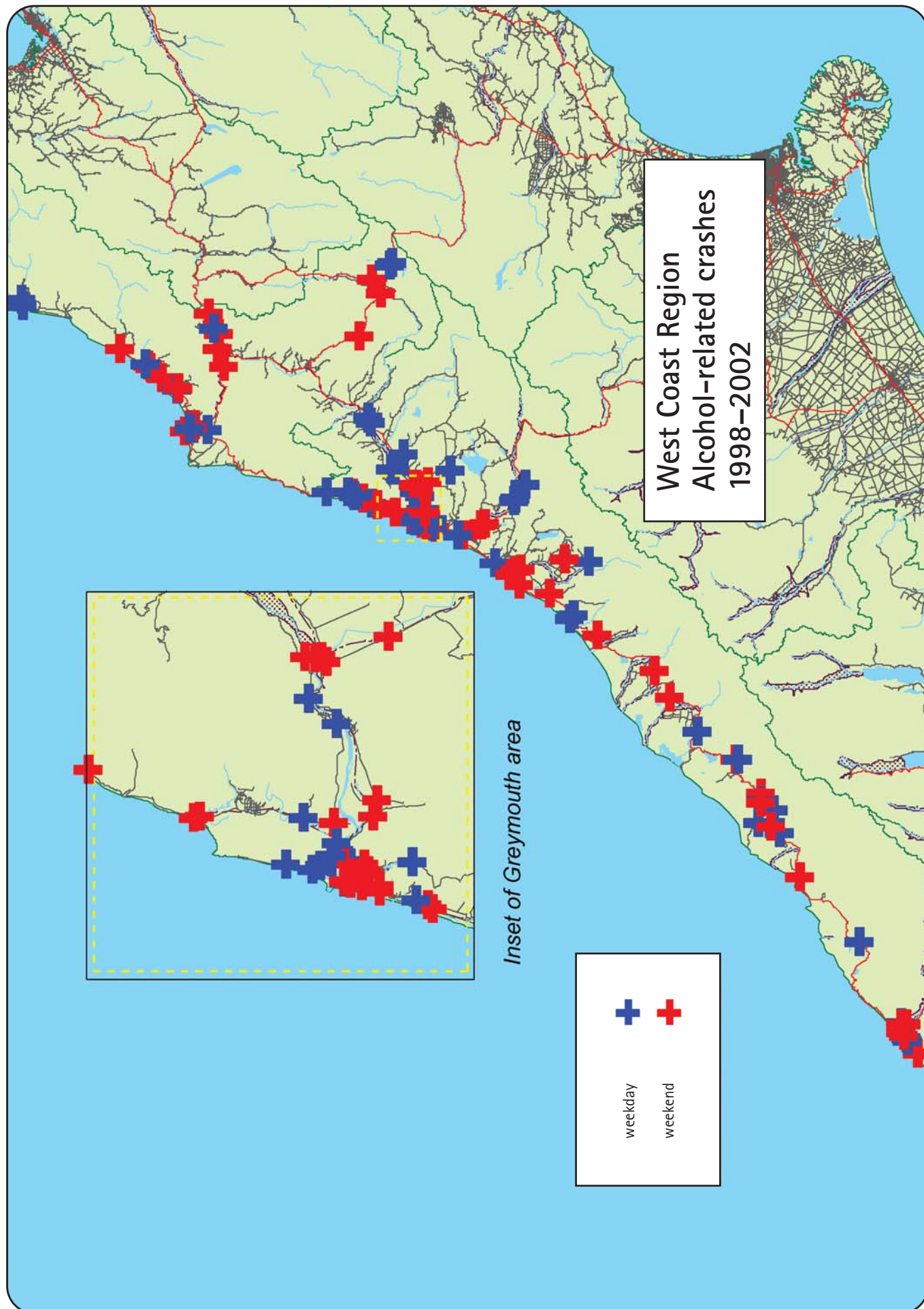
Drivers and passengers in cars or vans make up almost 90 percent of casualties in speed-related crashes. Male drivers are about three times more likely than female drivers to be speeding. Drivers of all ages are reported as speeding, with those in the 15 to 24 year age group most highly represented.

Crashes on bends was the most common crash type for a speeding driver, accounting for almost four out of every five speed-related crashes. Alcohol, poor handling, poor judgement and poor observation are the reported crash factors most often associated with speed. Most speeding crashes occurred on rural roads. In urban areas, a higher proportion of speed crashes occurred at night than in rural areas.

Recommended actions

- Target enforcement at places and times where speeding is likely to take place.
- Aim education and advertising campaigns particularly at young males.
- Use peer support programmes to encourage safer driving behaviours.







Alcohol

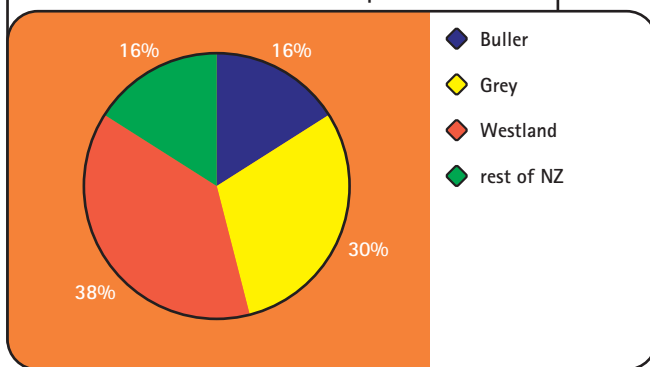
In 2002 three people died as a result of traffic crashes involving alcohol impairment. Drivers and passengers of cars and vans are most likely to be injured, followed by pedestrians. Car and van occupants make up more than four of every five casualties in alcohol-related crashes.

Loss of control is the most common crash type involving alcohol impairment. These crashes accounted for three quarters of all alcohol-related crashes, with three quarters of these occurring on bends.

Speed is the crash factor most often associated with alcohol. Poor handling, poor observation and fatigue were also reported.

Almost four of every five drivers in alcohol crashes were male. The 20 to 24 year and the 25 to 29 year age groups are those most often involved in alcohol crashes, followed by the 30 to 34 year and the 15 to 19 year age groups.

Home location of alcohol-impaired drivers



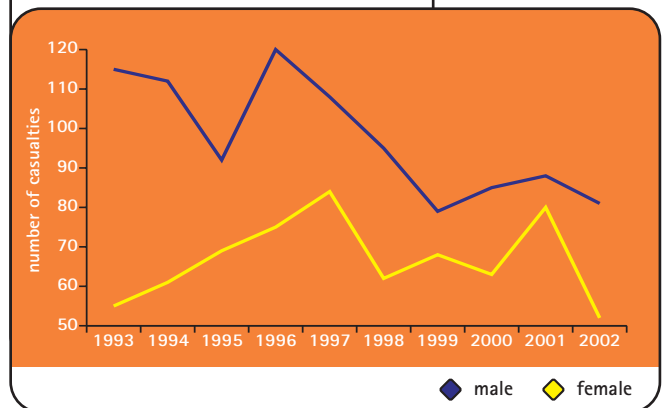
Recommended actions

- Target alcohol enforcement to places and times where alcohol-impaired drivers are most likely to be driving.
- Undertake community education and advertising aimed at young males.
- Identify communities that are at risk and develop strategies to address the particular issues.
- Use peer pressure groups like SADD to target particular at-risk groups.
- Encourage community programmes such as Sober Driver and Host Responsibility.

Female road users

Over the last five years, females have made up over 40 percent of casualties in the region. In 1993 females represented only about one third of casualties, but in 2001 they were almost half of all casualties. Last year the number of females injured reduced more than the number of males.

Gender of road-user casualties



Females were more likely to be injured as a passenger than as a driver in a car or van. They were less likely to be on a motorcycle, but more likely than males to be injured as a pedestrian.

Female drivers were most often involved in crashes on bends and crashes at intersections. They were more likely than males to be involved in crossing/turning crashes. Speed, poor observation, poor judgement and poor handling are the factors most often reported regarding female drivers.

Females were more likely than males to be involved in a crash on a wet road, but were less likely than males to be involved in a crash during darkness.

Recommended actions

- Target enforcement campaigns at drivers who fail to give way or stop.
- Target enforcement activity at known locations of high-risk behaviour.
- Aim education campaigns at appropriate responses to poor driving conditions.
- Use education and advertising to increase awareness of the priority rules at intersections, and of the correct driving behaviour at intersections.

New Zealand Road Safety Programme

Reducing road trauma involves a multi-pronged approach, which includes education, engineering and enforcement. The New Zealand Road Safety Programme (NZRSP) provides funding to educate road users to change their behaviour through projects delivered by road safety co-ordinators and community groups. The programme also funds the New Zealand Police for their targeted enforcement activities and support of community road safety projects. Transfund New Zealand provides funding to local authorities for roading projects through its National Land Transport Programme.

Community projects

NZRSP funding of road safety initiatives aims to encourage local involvement and ownership of issues, and target local resources and effort to local risks. This year's review of the programme initiates a re-focus of effort and funding into community development. This involves working with and within different communities of people to assist them in becoming aware of their own local road safety issues and developing solutions to achieve better road safety outcomes.

Funding from the NZRSP for community projects in the West Coast Region for the 2003/2004 year has been confirmed as follows:

Project	General funding
Regional road safety co-ordinator	\$40,000
Small project fund	\$2,500
Street Skills Bike Wise	\$2,700
Kidsafe Week	\$2,700
Young drivers	\$5,000
Rural speeds	\$21,000
Restraints	\$3,000
Driver fatigue	\$15,600

In addition to project funding, a further \$19,800 has been allocated to the West Coast Region for advertising which supports community road safety initiatives. This funding is held by the LTSA and carries application criteria that must be met. Road safety co-ordinators have the criteria.

Also in addition to the above funding, each of the three local authorities receives funding for community projects. The combined value of this funding for 2003/2004 is \$47,500.

Road policing

Police enforcement hours to support community projects are now allocated to police community services hours rather than to individual projects. The delivery of these hours to support community projects will need to be negotiated by road safety co-ordinators.

In 2003/2004, the West Coast Police are funded to deliver 19,850 hours of road policing in the West Coast Region as follows:

Project	Police hours
Strategic – alcohol/drugs, speed, restraints and visible road safety enforcement	14,840
Traffic management including crash attendance, incidents, emergencies and events	4,280
School road safety education	450
Police community services	280

Where to get more information

For more specific information relating to road crashes in the West Coast Region, please refer to the 1998 to 2002 Road Safety Data Report, or to one of the contacts listed below:

Contacts

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