



ROAD SAFETY AWARENESS CAMPAIGN

UNITED NATIONS DEPARTMENT OF SAFETY & SECURITY



WHEN YOU DRIVE A UN VEHICLE...

You should bear in mind that the Organization, not you as a driver, will be measured by your conduct on the road. Please follow the guidelines below. They may save your life.



You are also required to report any observed dangerous or unsafe driving by United Nations drivers to the appropriate United Nations official. *Reckless driving can kill you.*

If you have an appropriate device (mobile phone or camera), record it and report it. Thank you.

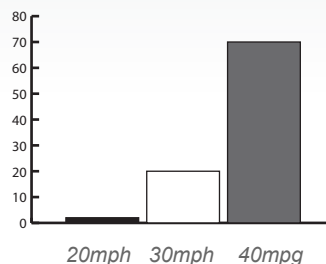


DO NOT EXCEED THE SPEED LIMIT

Driving fast adversely affects the ability to perform multiple tasks simultaneously. It takes longer to stop. Impacts are more severe, causing more serious injuries to vehicle occupants and others. When you drive fast you may:

- Have less time to identify emergencies and react;
- Lose sight of objects, road signs and markings;
- Be forced to take hasty decisions such as overtaking in unsafe conditions;

The likelihood of death in car crashes increases exponentially with speed. For example, If you hit someone at 20 mph (about 32 kph), there is a 2% chance they will die. At 30 mpg (48kmh), the likelihood of death increases to 20%. At 40 mph, the chance of fatality jumps to 80%.



⚠️ WHAT SHOULD YOU DO?

- Watch for, and obey, speed signs.
- Check your speedometer regularly.
- Never force a 'right-of-way': Give way to others, even if you feel that you may actually have priority.
- Use appropriate speed: Reduce your speed on narrow roads, hills, at intersections, sharp or blind curves, where there are pedestrians and where the road is wet and slippery.
- Keep a safe distance between you and the vehicle in front.



DO NOT DRINK AND DRIVE

Driving involves processing a huge flow of visual, auditory and internal information, such as the road, other road users, traffic signs, personal thoughts, route directions, etc. Drinking alcohol severely weakens the capacity to process all this information efficiently. As such, when you drink and drive:

- *Emotions are less controlled;*
- *Senses (e.g. sight, touch, hearing) are numbed;*
- *Judgement is not clear;*
- *Balance, coordination and reaction time are reduced;*
- *Concentration and alertness are lowered;*



WHAT SHOULD YOU DO?

- Use public transportation.
- Stay overnight.
- Drink soft drinks until you get home and arrange for someone who is not drinking to drive.

SOME FACTS ABOUT ALCOHOL



No amount is too little.

It does not matter if you are an experienced driver; driving requires a sound and healthy mind.

Alcohol is not digested; it is carried by the bloodstream directly to all parts of the body. Nothing can reduce the blood alcohol concentration, but time.



DO NOT USE MOBILE PHONES WHILE DRIVING

Using mobile telephones while driving significantly impairs a driver's reaction time and increases crash risk. Using a cell phone while driving is associated with roughly a quadrupling of crash risk.

- *Dialing a mobile phone nearly triples the risk of being involved in a crash or near-crash;*
- *Talking on a mobile phone increases risk by about 30%;*
- *Using a mobile phone while driving contributes to about 3.6% of crashes and near-crashes overall.*



WHAT SHOULD YOU DO?

- Use the "missed call" or "message" facility on your mobile phone.
- Switch off the phone before you start the engine.
- Never make or receive calls while driving.
- Check for messages and deal with any calls once you are parked.
- For supervisors: Never "require" staff to be available via mobile phone while they are driving.

Sources:

* Transportation Alternatives. http://www.transalt.org/campaigns/enforcement/reducing_speed, Retrieved 18 March 2012

* Redelmeier, D. A. & Tibshirani, R. J. (1997). Association between cellular-telephone calls and motor vehicle collisions. *The New England Journal of Medicine*, 336(7), 453-458.

* Klauer, S. G., Dingus, T. A., Neale, V. L., Sudweeks, J. D., & Ramsey, D. J. (2006). *The impact of driver inattention on near-crash/crash risk: An analysis using the 100-car naturalistic driving study data.* DOT HS 810 594. Washington, DC: National Highway Traffic Safety Administration.