2011 Annual Polis Conference

Innovation in Transport for Sustainable Cities & Regions

Vulnerable Road Users
Needs & Communication on Road Safety

Safer Mobility for Elderly Road Users (SaMERU)

Paul Mathieson – Southend-on-Sea Borough Council
Adrian Dean - Atkins
Ethlet Chiwaka - Southend-on-Sea Borough Council
Introduction

- SaMERU is a €1.3 million road safety research project 50% funded by the European Commission DG MOVE
- The balance is funded by our partners:
  1. Southend on Sea Borough Council, UK (Lead)
  2. City of Burgos, Spain
  3. Technical University of Dresden, Germany
  4. IFSTTAR, France
  5. Lancashire County Council, UK
  6. Modena Council, Italy
- Our objective is to make recommendations that highway authorities may adopt to reduce elderly road user casualties
- SaMERU will continue until March 2013
- Final conference in Spring 2013
We are all living longer

The population over 65 years of age is increasing as the post-war baby-boom cohorts reach old age.

In OECD countries, more than 25% of people will be over 65 years of age by 2050.

Our desire to remain mobile in our later years is increasing.

We have developed a dependency on the car, which has implications for the elderly.

SaMERU brings together research organisations (IFSTTAR & TU Dresden) and local highway authorities (Southend, Burgos, Lancashire and Modena).
Elderly road users - a vulnerable group

- In France, more than half of all pedestrians killed on the road are over 65 years old yet they are less than 16% of the population. *IFSTTAR*

- The % of all casualties that are killed or seriously injured in the UK is 30.9% for 80+ group and 15.3% for the 65 – 69 group. *Turner & Brindle 2011*

- In Germany, those older than 85 years are to blame for 43 deaths per 1000 collisions, compared with 17 deaths per 1000 collisions for the 55-60 group. *TU Dresden*

- In terms of collisions per mile driven, drivers over 85 years of age are the second most vulnerable age group after those under 20 years. *Loughran 2007*

- 53% of collisions in the 80+ age group are at road junctions whereas for the 50 – 59 age group it is 37%. *IAM 2010*
Communication with elderly road users

- Communication with the elderly is a key area
- Elderly people are actively participating in SaMERU
- We are recording their road safety concerns
- We are giving feedback to participants
- We aim to give elderly people a feeling of ownership of SaMERU
Communication Actions

- Older People’s Day October 2011, Southend.
- Street events – promoting road safety awareness
- Older People’s Workshop May 2011, Southend
- Road Safety Questionnaire in UK, Spain, Italy
- Travel Diary – recording travel patterns, modes of transport
- Street Audit – environmental issues affecting the elderly
Travel Diary

... a day in the life of...

<table>
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<th>Time</th>
<th>Purpose</th>
<th>Destination</th>
<th>How did you Travel</th>
<th>Was the return journey made the same way?</th>
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Did you have any concerns over road safety at any time?

... a day in the life of...
Travel Diary
understanding travel patterns – young meets old

- Young volunteers working with the elderly
- Elderly people’s travel details recorded for one week
- Time of travel, mode of transport, difficulties encountered

Young volunteers will:

- Assist in completing the daily record sheets
- Learn about travel concerns of old people
- Assist in reviewing collected data
- Know they have made a positive contribution to SaMERU
Linking social care with mobility

- In the UK, 1.2 million aged over 50 are socially excluded
- Social exclusion and loneliness are detrimental to health
- Influence organisations representing elderly people
- Help people to remain independent
- Get out of the house more, maintain and improve mobility
- Find viable alternatives to the car – walking, cycling, bus
- Increase physical activity out of doors
Road safety training for the elderly

- The elderly are potentially good participants for road safety training
- Possess motivation, have the time
- Combination of on-road and in-class training is effective
- Develop awareness, knowledge, skills, safety
- Education alone provides only limited improvement
- Most published information relates to drivers
- Relatively little information exists about pedestrians, cyclists – more research needed here
Physical functioning & medical conditions

- Wide range of physical capacities at all ages
- The difference increases markedly for those over 75 years
- Increased frailty with age causes more severe injuries
- Longer recovery times
- Medical conditions like arthritis and osteoporosis increase risk especially for pedestrians
- Cardiovascular and stroke conditions increase risk
- Programme of physical exercise professionally monitored according to medical and physical conditions may reduce risk
SaMERU Bibliography

- A comprehensive bibliography of relevant published information
- ISBN
- Title
- Author
- Publisher
- Date of publication
- Web-based reference manager (under development)
- Publically available
Thank you for your attention

Contact Us....

- **Paul Mathieson**
  - paulmathieson@southend.gov.uk
  - +44 (0)1702 215000

- **Adrian Dean**
  - adrian.dean@atkinsglobal.com
  - +44 (0)1372 756610

www.sameru.eu