

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)

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Introduction

- SaMERU is a €1.3million 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

Background – age mobility

- 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



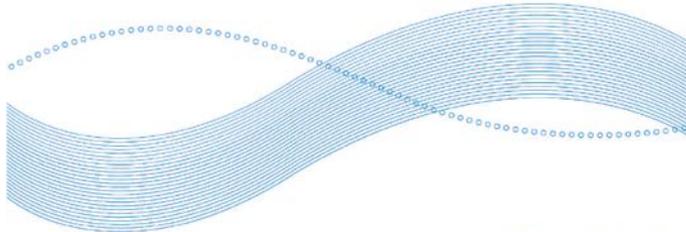
Travel Diary



travel diary

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

week commencing



travel diary

Journey	Time	Purpose	Destination	How did you Travel	Was the return journey made the same way? If no how did you travel and why.
Monday	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
	9				
	10				

(I did not make any journeys today (please tick))

Please note if you are travelling by car please indicate whether you are the driver or a passenger.

Did you have any concerns over road safety at anytime?

... 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

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