

# SPEED- the facts



ROAD  
SAFETY  
WEEK 

16-22  
Nov  
2020



Road crashes are the biggest killer of young people worldwide and more than 6 children are seriously hurt or killed every single day on British roads.<sup>1,2</sup> Road crashes are devastating events for children and their families.

No one should be hurt on roads. Every child has the right to make safe and healthy journeys where they live. Children need safe roads with slow traffic, safe places to walk and cycle, safe places to cross and clean air to breathe.

## Why does speed matter?

- All vehicles are heavy and hard and can hit and hurt people.
- The faster we drive, the greater the risk of crashing.
- At higher speeds, vehicles hit harder and cause more severe injuries.
- Slow traffic creates happier, healthier communities.

## Happier, healthier communities

Fast traffic is dangerous, frightening, noisy and polluting. It makes roads unwelcome and puts people off walking and cycling.

Slower speeds are good for our planet. Where traffic is slow, more people walk or cycle. More people walking and cycling means less motorised traffic on the roads and less pollution from vehicles. Walking and cycling are good for our health, and help prevent obesity, heart disease and diabetes.



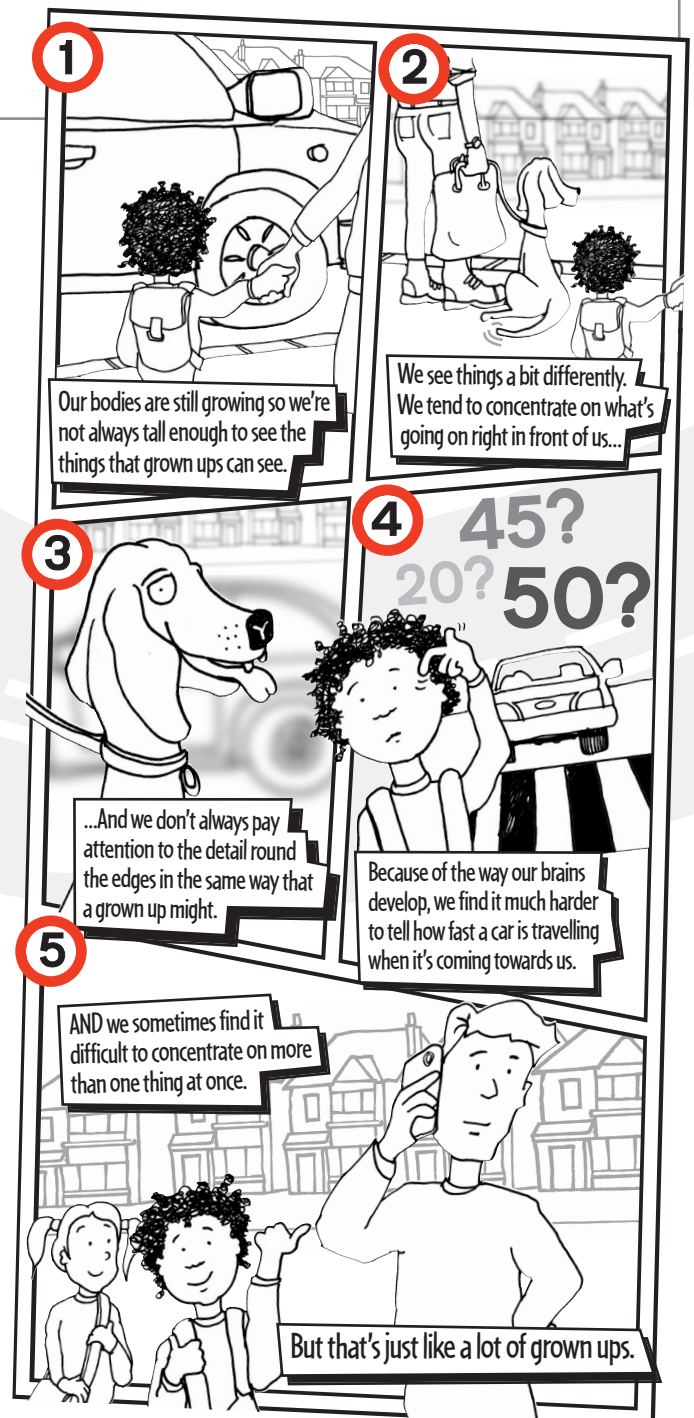
## Speed is a global issue

Road death is the biggest killer of young people globally. According to the World Health Organization, speed is responsible for about a third of deaths on the roads in developed countries. In low- and middle-income countries, the proportion is even higher.<sup>4</sup>



## A kids-eye view

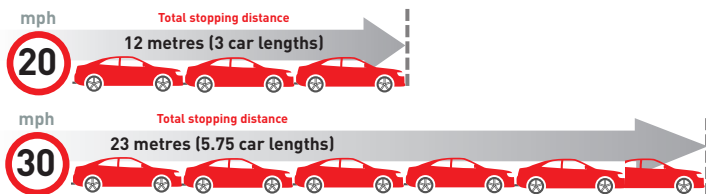
A child's journey looks a bit different to a grown up's...



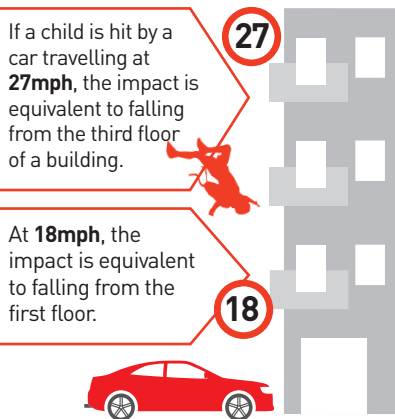
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## The science of speed

The faster a vehicle is travelling, the longer it will take to stop. At higher speeds, a driver has less time to react if a child steps out in front of them. They are more likely to hit that child and will hit them harder. Speed and stopping distances don't increase at the same rate. Small increases in speed result in bigger increases in stopping distances.



The risk of injury **increases exponentially** with impact speed. A crash at 30mph involves twice as much energy and destructive potential as a crash at 20mph.



## Speed matters with Maddie Moate

Children's TV presenter Maddie Moate talks about why safe speeds are vital for safe journeys. Find out more about kinetic energy, and stopping distances, and how grown-ups can help keep children safe near roads. [youtu.be/ZKrejuEtP5w](https://youtu.be/ZKrejuEtP5w)



## A sensitive approach

Approach discussions about being hurt in road crashes with care, as you would any subject that may potentially upset children. If you have a pupil who has been affected by a road crash, please talk to them and to their parent/carer so they can decide whether or not they would like to take part in assemblies or lessons about road safety.

## The safe system and safe speeds





The safe system is an amazing solution that makes roads safe for everyone. It's a shared approach to road safety that protects against the mistakes people make to prevent crashes and stop people getting hurt on roads.

Safe speeds are a crucial part of the safe system. The other parts are safe roads, safe vehicles, safe road users, caring for people after crashes, and finding out why crashes happen so we can stop them from happening again.

The different parts of the system work together so that we all can make safe and healthy journeys where we live, on safe streets that are designed for us.

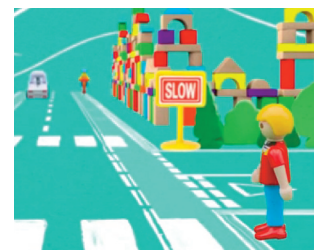
## Managing speed

Road deaths have been successfully reduced in many countries through:

-  **SPEED LIMITS** – Setting a maximum speed limit of 20mph on roads where lots of people walk and cycle.
-  **ENFORCEMENT** - Catching speeding drivers using speed cameras.
-  **INFRASTRUCTURE** - Building roads with more traffic lights, roundabouts and speed humps, which slow the traffic down.
-  **VEHICLE TECHNOLOGY** - Making clever cars and trucks that can keep within the speed limits.

## Safe systems is child's play

Find out more about the safe system and road safety at [youtu.be/tiJfVzRqwUU](https://youtu.be/tiJfVzRqwUU)



## References

1. World Health Organization (2019) Global status report on road safety 2018
2. Department for Transport (2019), Casualties involved in reported road accidents (RAS30), RAS30024
3. Department for Transport (2020), Walking and cycling statistics, England: 2019
4. World Health Organization (2017) Managing speed

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