

Sulla buona strada

Il valore delle parole – Trento, 23 febbraio 2024

Che cosa e
come lo
raccontiamo.



1. Di che cosa stiamo parlando



La sicurezza stradale è un tema di salute pubblica



La sicurezza stradale è un tema di salute pubblica

- Ogni anno nel mondo muoiono 1,3 milioni di persone in uno scontro (già «incidente») stradale
- Tra i 20 e i 50 milioni i feriti
- Gli scontri stradali sono la principale causa di morte tra i 15 e i 29 anni di età
- Oltre il 90% di decessi sulle strade si verifica nei paesi a basso reddito, dove circola il 48% dei veicoli registrati in tutto il mondo
- Il 46% dei decessi si registra tra pedoni, ciclisti, motociclisti e relativi passeggeri
- L'Oms indica, tanto per cominciare, la riduzione della velocità, la riduzione del consumo di alcool, l'uso di caschi, cinture di sicurezza, seggiolini per bambini

Fonte: Who, «Dieci fatti sulla sicurezza stradale nel mondo» dal primo Rapporto mondiale sulla sicurezza stradale (2009!)

La sicurezza stradale è un tema di salute pubblica

- Nel 2011 si lancia la Decade of Action for Road Safety 2011-2020: se non agiamo, da adesso avremo circa 1,9 milioni di morti all'anno sulle strade
- Nel 2013 l'Oms pubblica un manuale a uso delle istituzioni per rinforzare la legislazione sulla sicurezza stradale:

«Gli incidenti stradali uccidono 1 milione e 240 mila persone ogni anno; più di un quinto di queste morti coinvolgono pedoni. Le collisioni veicolo-pedone, così come per tutti i tipi di incidenti stradali, non dovrebbero essere accettate come inevitabili, perché di fatto sono prevedibili e prevenibili. I fattori di rischio degli incidenti che coinvolgono i pedoni sono la velocità del veicolo, l'uso di alcol da parte del conducente o del pedone, la mancanza di infrastrutture sicure e l'inadeguata visibilità del pedone. La riduzione o l'eliminazione dei rischi per i pedoni sono un obiettivo politico importante e assolutamente alla portata. Esistono interventi di provata efficacia, anche se in molti casi la sicurezza dei pedoni non attrae ancora l'attenzione che merita»

La sicurezza stradale è un tema di salute pubblica

- Nel 2011, nel 2013 e poi nel 2015 escono altri Rapporti mondiali sulla sicurezza stradale
- Si registra un miglioramento, ma...
- 180 Paesi analizzati, 79 hanno visto una riduzione della mortalità, mentre 68 hanno registrato un aumento. Questi 68 sono in zone in via di sviluppo
- Dal 2011 al 2015, 17 Paesi si sono allineati ad almeno una delle leggi proposte, che riguardano le cinture di sicurezza, la guida in stato di ebbrezza, la velocità massima, l'utilizzo di caschi e di seggiolini per bambini

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- In Italia nel 2015 ci sono stati 3721 morti sulle strade
- In Italia nel 2015 solo il 64% dei guidatori usava la cintura di sicurezza e solo il 10% dei passeggeri sui sedili posteriori

La sicurezza stradale è un tema di salute pubblica



La sicurezza stradale è un tema di salute pubblica

Deaths from road incidents, by age, World, 1990 to 2019

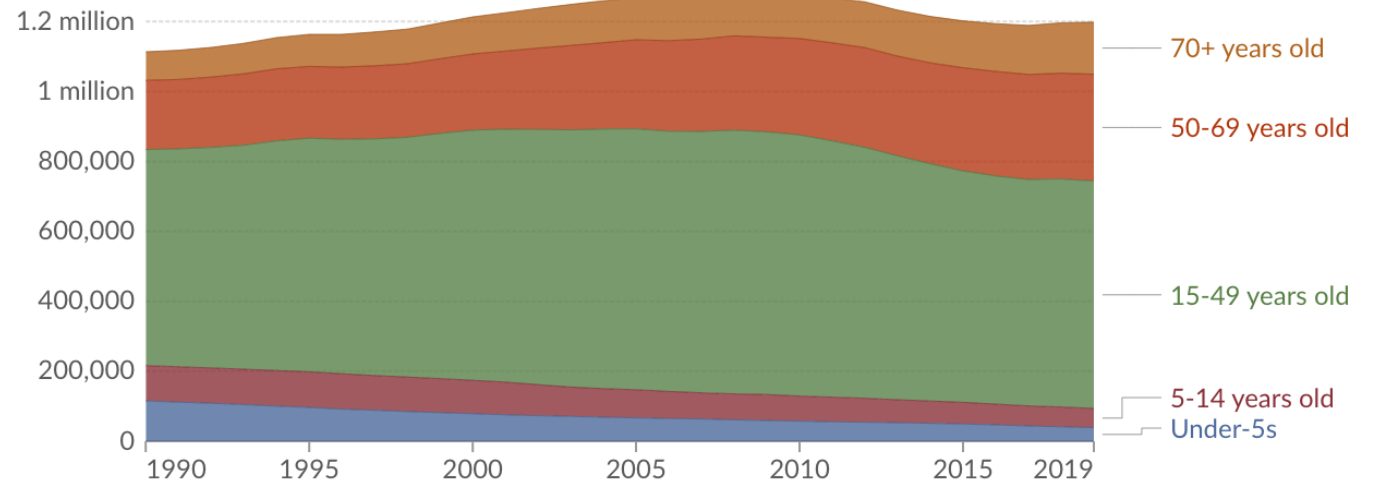
Our World in Data

Annual number of deaths from road incidents by age group, across both sexes

Table Chart

Edit countries and regions

Settings



1990 2019

Data source: IHME, Global Burden of Disease (2019) - [Learn more about this data](#)
OurWorldInData.org/causes-of-death | CC BY



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Death rate from road accidents for 15- to 49-year olds, 1990 to 2019

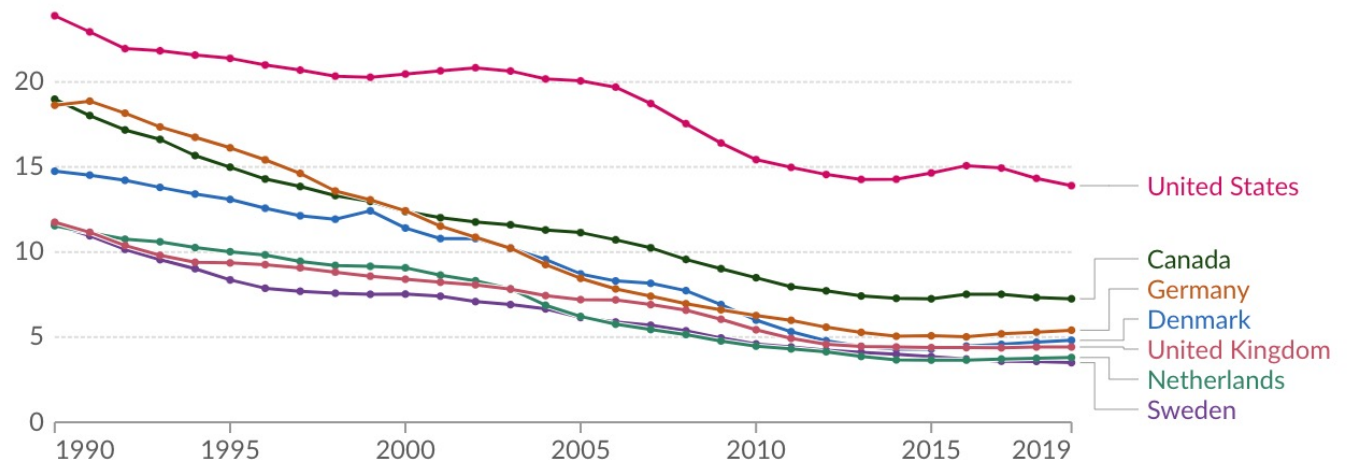
Our World in Data

The annual number of deaths from road injuries per 100,000 individuals aged 15-49.

Table Map Chart

Edit countries and regions

Settings



1990



2019

Data source: IHME, Global Burden of Disease (2019) - [Learn more about this data](#)

Note: Deaths include those from drivers and passengers, motorcyclists, cyclists and pedestrians.

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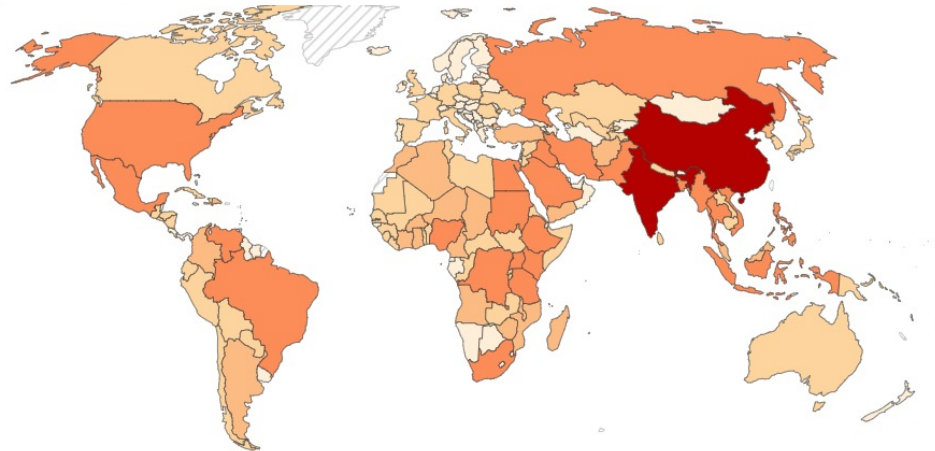
Deaths from road injuries, 2019

Our World in Data

Annual number of deaths from road injuries. Road injuries include deaths of drivers, passengers, pedestrians and cyclists.

Table Map Chart

World



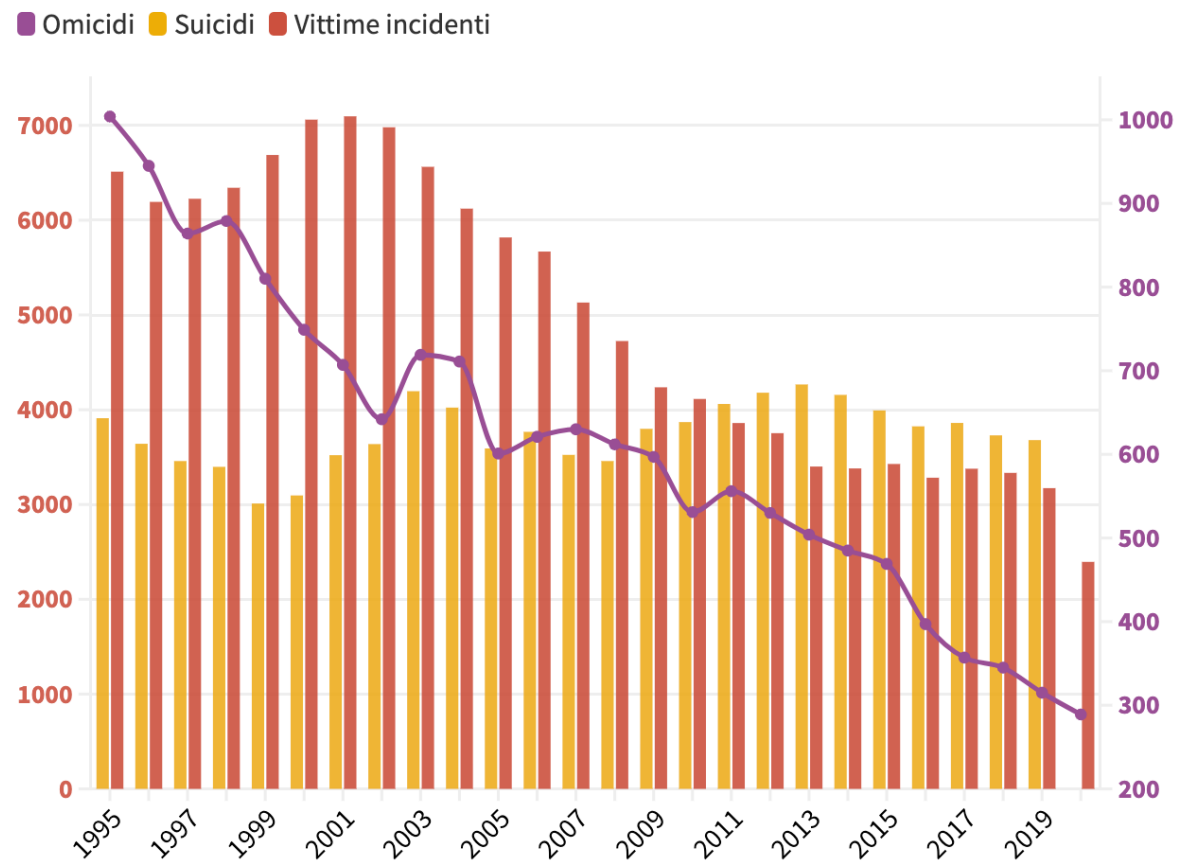
No data 0 1,000 5,000 10,000 50,000 100,000 500,000

2000

2019

Data source: WHO, Global Health Estimates (2020) - [Learn more about this data](#)
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E in Italia?



ISTAT, ISTAT, ISTAT

ITALIA IN DATI
I dati che aiutano a capire l'Italia

E in Italia?

- Nel 2022 sono morte sulle strade 3159 persone, i feriti sono stati 223475, di cui 15990 gravi.
- Incidenti e feriti in calo rispetto al 2019, ma il numero delle vittime è pressoché stabile (-0,4%)
- Gli scontri con lesioni sono in media 454 al giorno
- I decessi sono in media 9 al giorno, i feriti 561
- I pedoni sono il 15,4% delle vittime
- Tra le vittime, 1375 erano al volante, 781 erano su una moto e 70 su uno scooter. I pedoni erano 485 e i ciclisti 205. (si registra una nuova categoria: l'utente del monopattino)

Fonte: Istat, 25 luglio 2023

E in Italia?

- In Italia le vittime per milione di abitanti all'anno sono 54
- La media europea è 46 (in Svezia sono 22, in Romania 98). L'Italia è al diciannovesimo posto per la sicurezza stradale: ha perso sei posizioni negli ultimi anni
- Gli «accidenti da trasporto» sono la principale causa di morte tra i 15 e i 24 anni (un terzo dei 1321 decessi nei ragazzi, un quarto dei 464 decessi nelle ragazze). Segue il suicidio
- Il costo sociale degli incidenti stradali in Italia è stimato sui 1,8 miliardi di euro (lo 0,9% del Pil)

Fonte: Istat, 25 luglio 2023

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La sicurezza stradale è un tema di salute pubblica

- Nel 2023 le morti globali su strada sono calate a 1,19milioni per anno.

La sicurezza stradale è un tema di salute pubblica

- Nel 2023 le morti globali su strada sono calate a 1,19 milioni per anno
- La pandemia da Covid ha causato circa 18 milioni di morti in due anni, nel 2020-21 (tra i 7 milioni effettivamente calcolati e i 21 stimati nei modelli più pessimistici)
- L'Oms stima che nel 2022 i morti per cancro nel mondo siano stati 10 milioni
- Nel 2021 ci sono stati 1,6 milioni di morti per tubercolosi a livello globale (in crescita rispetto agli anni passati)

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road safety

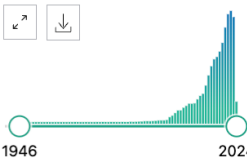
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1 **Road safety under the environment of intelligent connected vehicles.**
Lee J, Huang H, Wang J, Quddus M.
Cite *Accid Anal Prev.* 2022 Jun;170:106645. doi: 10.1016/j.aap.2022.106645. Epub 2022 Mar 28.
PMID: 35358757
Share The emergence of Intelligent Connected Vehicles (ICVs) is expected to drastically change various fields in the transportation system-especially traffic **safety** of **road** users. Therefore, this special issue aims to facilitate a forum for transportation researchers fost ...

2 **Global road safety: a well-travelled road?**
Stevenson M, Bhalla K.
Cite *Int J Inj Contr Saf Promot.* 2020 Mar;27(1):1-2. doi: 10.1080/17457300.2020.1713439. Epub 2020 Jan 27.
Share PMID: 31983269 No abstract available.

3 **International collaborations in road safety research.**
Tiwari G.
Cite *Int J Inj Contr Saf Promot.* 2021 Dec;28(4):401-402. doi: 10.1080/17457300.2021.2000345.
PMID: 35012437 No abstract available.

4 **Road Safety Effects of Bus Rapid Transit (BRT) Systems: a Call for Evidence.**
Vecino-Ortiz Al, Hyder AA.
Cite *J Urban Health.* 2015 Oct;92(5):940-6. doi: 10.1007/s11524-015-9975-y.
PMID: 26226889 **Free PMC article.** Review.
Share While these countries undergo major urban transformations, an integral part of their development

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THE LANCET
Global Health

EDITORIAL | VOLUME 7, ISSUE 6, E681, JUNE 01, 2019

Speaking up for global road safety

The Lancet Global Health

Open Access • Published: May 06, 2019 • DOI: [https://doi.org/10.1016/S2214-109X\(19\)30192-5](https://doi.org/10.1016/S2214-109X(19)30192-5)



Article Info

Linked Articles

This week marks the fifth UN Global Road Safety Week. This year's biennial events and activities aim to galvanise public demand for stronger leadership for road safety worldwide. Every day some 3700 people die on the world's roads, equating to 1.35 million lives lost every year, according to WHO. Furthermore, up to 50 million people are left injured or disabled after a crash. Poorer countries bear the brunt of the burden, with 93% of deaths taking place in low-income or middle-income countries. Regionally, Africa and southeast Asia experience the highest number of fatalities. What is most shocking, however, is the fact that road traffic crashes are the number one cause of death for children and young people between the ages of 5 and 29 years globally.

Despite the size of the problem and the continuing increase in traffic density around the world, high-level actors have been slow to convene on this issue. Neglected by the Millennium Development Goals, road safety finally became a global policy issue in the form of two Sustainable Development Goal (SDG) targets: 3.6 to reduce road traffic deaths and injuries by 50% by 2020, and 11.2 to provide safe, affordable, accessible, and sustainable transport systems for all by 2030. At the UN General Assembly in 2010, the world's governments declared 2011–20 the Decade of Action for Road Safety, supported by a global plan comprising five pillars: building road safety management capacity, improving the safety of roads and transport networks, improving vehicle safety, improving the behaviour of road users, and improving post-crash response. As we approach the end of this decade, what progress can we see?

1. Di che cosa stiamo parlando



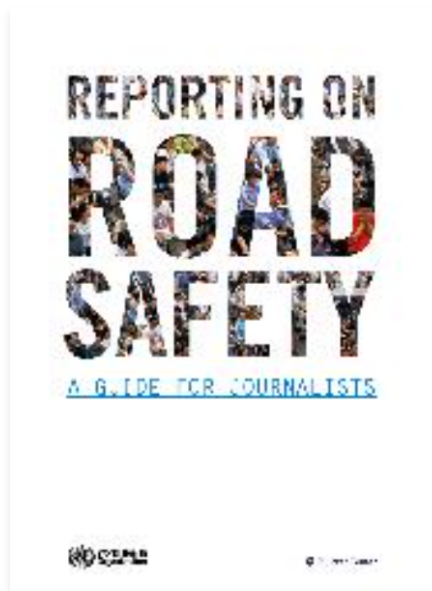
2. Come ne dovremmo parlare



Reporting on road safety

A guide for journalists

2 April 2015 | Guideline



[Download \(3.1 MB\)](#)

Overview

As a component of the Bloomberg Philanthropies Global Road Safety Programme 2010-2014, WHO engaged with more than 1300 journalists in nine countries through tailored workshops on road safety. The aim was to increase media interest in and understanding of road safety as a critical health and development issue.

Produced jointly by WHO and the Pulitzer Center, with financial support from Bloomberg Philanthropies, *Reporting on road safety: a guide for journalists* reflects the experiences and lessons learned from these workshops with journalists and editors, in particular those from low- and middle-income countries. In the guide and its accompanying pamphlet entitled *16 story ideas*, readers will find links to stories, suggestions for new angles, descriptions of projects, and tips from editors, journalists and public health experts to enhance reporting on road safety.

Other available languages of the guide:

La sicurezza stradale è uno dei temi più importanti del nostro vivere comune

“YOU ARE MISSING ONE OF THE MAJOR NEWS STORIES OF OUR TIME”

By Tom Hundley, Pulitzer Center on Crisis Reporting

La sicurezza
stradale è uno
dei temi più
importanti del
nostro vivere
comune

«As a journalist, you have the opportunity to put this crisis in its proper perspective, to educate your audience and increase public awareness — and ultimately to influence government authorities, policy-makers and other stakeholders to take the steps necessary to fix the problem.

Reporting on road safety requires more than a passing familiarity with the driving statistics of an individual country. As a journalist, you must dig beneath the numbers to understand the complex interplay of the many factors that ultimately lead to a road traffic fatality.

Road safety is a much bigger story than the fatal crash buried inside the pages of this morning's newspaper».

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Road safety

January 2024

Ireland has always been a country for 'auld' women

🕒 21 Jan 2024

UK potholes and road defects have led to surge in callouts

🕒 15 Jan 2024

Britain's pavement hell: how messy, broken streets ruin people's lives

Perilous pavements need to be cleaned up

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Tiny proportion of e-scooter injuries appear in official UK data

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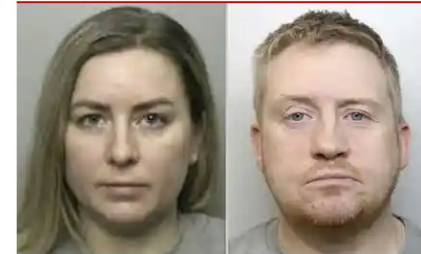
'They've knocked down hundreds of trees': concerns over Cornwall's new anti-gridlock road

🕒 31 Dec 2023



Clue in the windscreen may be key in legal challenge to Queensland's AI traffic fine system

🕒 27 Dec 2023



Two Staffordshire police camera operators jailed for deleting speeding data

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Three dead in NSW car crash as leaders urge holiday caution amid surging road toll

🕒 20 Dec 2023

Emergency doctors call for tighter controls on e-scooters as Melbourne injuries skyrocket

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2023 the deadliest year on Australia's roads in more than half a decade, data shows

🕒 17 Dec 2023

A common condition
Africa sees sharp rise in road traffic deaths as motorbike taxis boom

🕒 13 Dec 2023

'A model project': a father's fight to transform one of LA's deadliest roads

🕒 2 Dec 2023

Buxton crash: Tyrell Edwards jailed for at least seven years over crash that killed five teenagers

🕒 1 Dec 2023

La sicurezza stradale è uno dei temi più importanti del nostro vivere comune

- 1. Trova i numeri
- 2. Da' loro un senso
- 3. Chiediti «perché questi numeri?»
- 4. Non usare termini troppo tecnici
- 5. Pensa al contesto
- 6. Ricorda che la sicurezza stradale dovrebbe essere prioritaria
- 7. Non dimenticare il lato umano di ogni storia

La sicurezza stradale è uno dei temi più importanti del nostro vivere comune

Road Collision Reporting Guidelines

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Media Reporting Guidelines for Road Collisions

Every 20 minutes someone is killed or seriously injured on UK roads. Much of the reporting around these incidents portrays collisions as unavoidable, obscures the presence of certain actors or omits crucial context as to why crashes happen and what we can do to prevent them.

These Guidelines were produced in consultation with road safety, legal, media and policing organisations and individuals, to supplement professional codes of conduct and support the highest standards of reporting in broadcast, print and online.

Le parole contano



rough the chaos with real time updates on the news affecting the global economy. **Enable Notifications.**

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CITYLAB

How Media Coverage of Car Crashes Downplays the Role of Drivers

Safety advocates have long complained that media outlets tend to blame pedestrians and cyclists who are hit by cars. Research suggests they're right.

By [Richard Florida](#)

10 dicembre 2019, 17:35 CET



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Editorial Patterns in Bicyclist and Pedestrian Crash Reporting

Kelcie Ralph, Evan Iacobucci, Calvin G. Thigpen, more...

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First Published February 8, 2019 | Research Article | [Check for updates](#)

<https://doi.org/10.1177/0361198119825637>

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Altmetric 161

Abstract

The World Health Organization characterizes traffic deaths as a preventable health epidemic. Despite the scale of the problem, this issue has not led to a concerted call to action. Why not? The field of media studies offers potential insight. Not only does media coverage help determine which issues merit attention, coverage also shapes how issues are framed. The aim of this paper is to examine local news coverage of vehicle crashes involving someone walking or biking. To that end, this paper used content analysis of 200 local news articles to answer the research questions: (1) How do articles apportion blame between vulnerable road users (VRUs) and drivers?; (2) To what extent do articles frame crashes as a public health issue? The results reveal that local news coverage tends to shift blame toward VRUs and away from drivers. Coverage almost always treats crashes as isolated incidents, obscuring the public health nature of the problem. This pattern of coverage likely contributes to the limited public outcry about pedestrian and bicyclist fatalities. Journalists can counteract these patterns by subtly altering their coverage. [Platform](#) can assist these efforts by making their expertise readily available to journalists. These simple changes would help the public identify links between seemingly isolated events and increase public pressure to reduce road deaths.

Article available in:

Vol 2673, Issue 2, 2019

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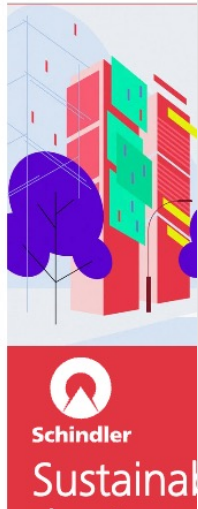
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CityLab
Transportation

Why We Say 'Car Accident,' and Why We Need to Stop

The term suggests fatal crashes are inevitable and beyond our control—they're not.



La sicurezza stradale è uno dei temi più importanti del nostro vivere comune

Biased Word or Phrase	Suggestions of Objective Substitutes
Accident	Collision/Crash
Alternative Transportation	Active Transportation/Human-powered/ Non-automobile
Capacity	Maximum motor vehicle volume
Capacity deficient	Motor vehicle use predicted to exceed the maximum motor vehicle volume.
Demand	Use/Expected use
Desirable/Acceptable	Desirable (for whom)/Acceptable (for whom)
Undesirable/ Unacceptable	Undesirable (for whom)/ Unacceptable (for whom)
Efficient/Efficiency	Increase speeds/Faster
Enhanced	Increase/Reduced (depending on the subject)
Impact (noun)	Effect
Improvement	Modification/Change
Level of service	Queueing time at an intersection for motorists
Movements	Motor vehicle trips
Reliable	Predictable travel time
Road capacity	Maximum motor vehicle volume
Roadway	Street
Traffic	Motor vehicle traffic
Traffic demand	Motor vehicle use
Urban Freeway	In-city highway
Upgrade	Expansion/Reconstruction

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La sicurezza stradale è uno dei temi più importanti del nostro vivere comune

23/02/24

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La sicurezza stradale è uno dei temi più importanti del nostro vivere comune



La sicurezza stradale è uno dei temi più importanti del nostro vivere comune

Baltimore Puts Over Successful No-Accident Week

WITH ALL forces co-operating the city of Baltimore recently conducted a "no-accident week" campaign which was not marred by a single public or industrial fatality. The corresponding week in 1921 saw 9 deaths from public accidents.

The steam railroad companies, the street railway company, manufacturers' and merchants' associations, the city administration, Chamber of Commerce, and other organizations entered the campaign with great enthusiasm. From Sunday, June 11, which was observed in all churches as Safety Sunday, to Saturday, June 17, inclusive, citizens of Baltimore knew that a safety campaign was under way. Monday was marked by the dedication of a monument to the 130 children killed by accidents in Baltimore in 1921. This monument, constructed of wood and plaster in imitation of stone, was erected on the Court House plaza and was dedicated by Mayor Broening. Tuesday was street railway day; Wednesday, taxi-cab day; Thursday, police day; Friday, railroad crossing day, and Saturday, Boy Scout day.

Novel floats, different each day, carried the message of safety to all corners of the big

at each end of the car a standard cross buck sign. A badly wrecked automobile was an important part of this float.

Fourteen hundred policemen wore

badges bearing the sign "We are helping to make Baltimore safe." Every street car motorman and conductor was similarly adorned and 25,000 smaller buttons bearing a like slogan were distributed to the school children.

Pledge cards were distributed among automobile drivers, and thousands of them were returned with the driver's name and address attached pledging obedience of traffic laws and safety rules during 1922. The Merchants' and Manufacturers' Association sent out form letters to all members asking their cooperation; this organization also sent a form letter to teachers, enclosing five safety lessons, which were used in presenting safety to the children during the week, each covering a serious hazard to children. Safety banners were awarded to every class room for 100 per cent cooperation in the week's program. From the trolley pole of every street car was flown a banner bearing the week's slogan, "Don't get hurt."

THE entire city was liberally placarded with a various assortment of effective banners, cards, and posters. Citizens came face to face with this literature at every hand.

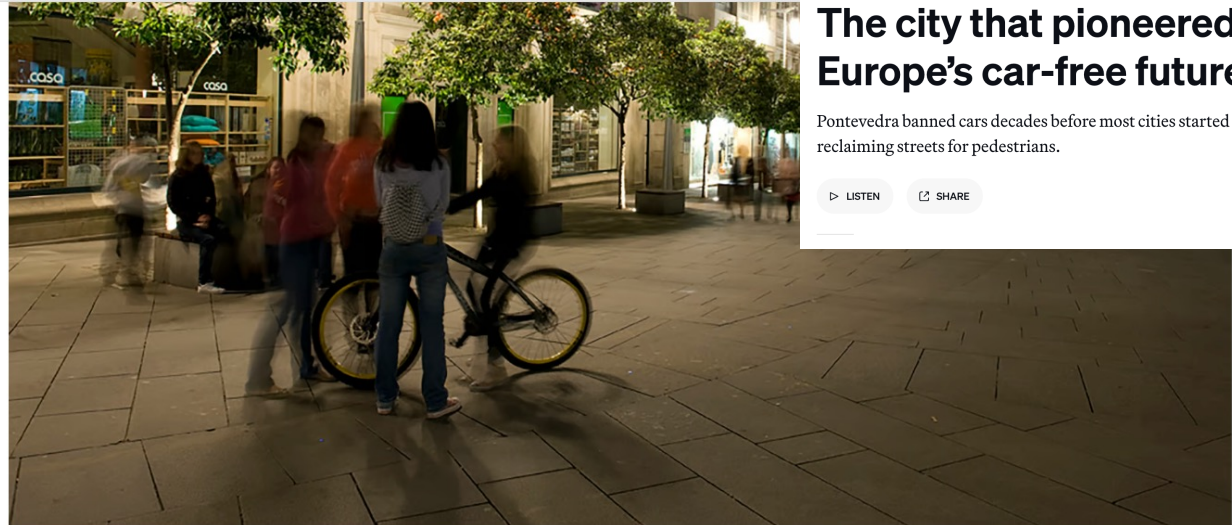


Mayor Broening opened the no-accident drive at the dedication of the monument erected to the memory of the 130 children killed in 1921 by calling upon the citizens of Baltimore for a closer observance of public and individual safety principles.

Credit: National Safety News, 1921

La sicurezza stradale è uno dei temi più importanti del nostro vivere comune

23/02/24



The city that pioneered Europe's car-free future

Pontevedra banned cars decades before most cities started to think about reclaiming streets for pedestrians.

▶ LISTEN ◀ SHARE

There used to be cars here but now there aren't | Photo by City of Pontevedra

LIVING CITIES
JULY 27, 2022 1:05 PM CET
BY AITOR HERNÁNDEZ-MORALES

This article is part of POLITICO's Global Policy Lab: Living Cities, a collaborative journalism project exploring the future of cities. Sign up [here](#).

Every year, thousands of people are killed in road-related accidents in cities across Europe. None of those deaths are happening in Pontevedra.

2. Come ne dovremmo parlare



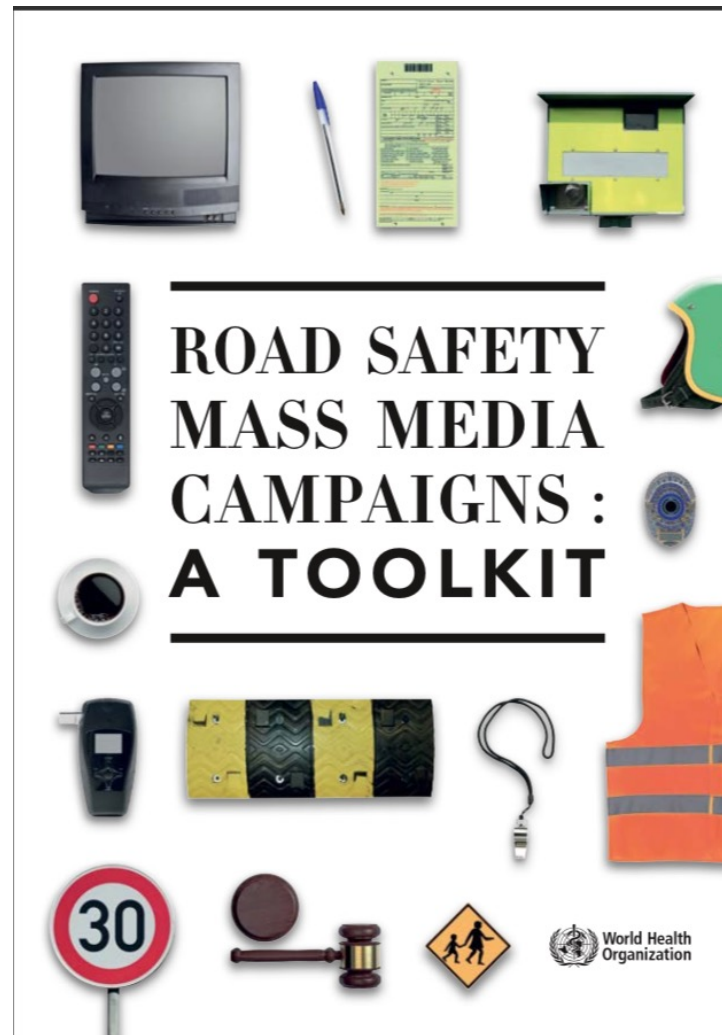
3. Come si possono cambiare le cose

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Con l'impegno
di tutti e il
riconoscimento
di ruoli e doveri



Con l'impegno di tutti e il riconoscimento di ruoli e doveri

Key safe system principles are:

- **Recognition of human error in the transport system.** People make mistakes in traffic that can cause injury and death. The safe system approach acknowledges the value of road user behaviour interventions but emphasizes that behaviour is just one of many elements necessary to promote road safety.
- **Recognition of human physical vulnerability and limits.** The human body has limited tolerance to impact, beyond which serious injury or death occurs.
- **Promotion of system accountability.** Responsibility for traffic safety must be shared between road users and system designers. While road users must comply with traffic regulations, system designers must develop transport systems that are as safe as possible for users.
- **Promotion of ethical values in road safety.** People can learn to behave more safely, but inevitably human error may lead to crashes. Death and serious injury are, however, not inevitable consequences.
- **Promotion of societal values.** The road transport system is expected to be of benefit to society, especially through economic development, human and environmental health, and individual choice.

3. Come si possono cambiare le cose

23/02/24

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Grazie!

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