



道路安全議會
Road Safety Council

ROAD SAFETY COUNCIL
ANNUAL REPORT



2010



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Chairman's Foreword

I am pleased to present to you my first Annual Report in the capacity as Chairman of the Road Safety Council (the Council). The year 2010 marked another year of success in our endeavour to promote road safety, which was evidenced by the fact that the number of fatal traffic accident cases in 2010 was the lowest since 1955. Despite this downward trend we cannot be complacent, traffic accidents in 2010 still claimed 117 lives, many of which could have been avoided.

It is incumbent upon the Council to continue to work hard and to marshal the efforts of all stakeholders to enhance road safety in Hong Kong. It is my mission, and indeed my personal conviction, to foster a safer road environment through productive partnerships with government departments, non-government agencies, the business sector and most important of all, the community.

In recent years, the public have expressed concerns over drink driving. The Road Traffic (Amendment) Ordinance 2008 has introduced a number of measures to combat drink driving which include empowering the Police to conduct random breath tests on drivers. Last year, the Road Traffic (Amendment) Ordinance 2010 significantly raised the penalties including the driving disqualification period with a view to achieving a greater deterrent effect. In conjunction with these legislative amendments, the Council initiated a series of education and publicity campaigns in 2010 emphasising the serious consequences of drink driving. It is encouraging to note that the number of accidents involving drink driving has dropped from 281 cases in 2009 to 213 cases in 2010.

In 2010, 84 drivers were found to be driving under the influence of drugs. Comparing to the 11 cases in 2009, the increase was almost sevenfold. In view of the drastic upsurge in drug driving cases, the government has been working vigorously towards tightening the laws and introducing new measures to combat this irresponsible driving behaviour. In parallel, the Council produced a public announcement on anti-drug driving in December 2010 which was broadcast on the radio and television, launched publicity campaigns and disseminated education materials to warn the public about the serious consequences of driving under the influence of drugs. In 2011, anti-drug driving will continue to be one of the main themes of the Council.

Hong Kong is a busy city, our streets are packed with dense crowds and vehicles. Amongst all road users elderly pedestrians are the most vulnerable group. In 2010, there were 48 fatalities involving pedestrians aged 60 or above, accounting for about 70 per cent of the total pedestrian fatalities and 41 per cent of traffic accident fatalities. To promote road safety for our elderly pedestrians, the Council produced a public announcement in 2010 to remind senior citizens not to over-estimate their physical ability. In addition, education programmes were launched asking family members, drivers and other road users to pay special attention to elderly pedestrians. The Council is determined to continue to promote the theme 'Love yourself, Love your family, Be a smart pedestrian'. In 2011, the Council will join hands with the 18 District Councils to launch a series of elderly pedestrian safety campaigns to ensure the message will reach across Hong Kong.

The Road Safety Council will continue to devise road safety strategies by carefully analysing traffic accident statistics and causation factors. By adopting a multi-agency and community based approach, the Council is committed to pursuing the road safety vision – 'Zero Accidents on the Road, Hong Kong's Goal'.



About Road Safety Council

Our Profile

The Road Safety Council was founded in 1983 as a government advisory body to promote road safety in Hong Kong. Chaired by the Deputy Commissioner of Police (Operations), with a membership drawn from seven Government Bureaux and Departments and six non-government organisations, the Council is committed to reducing the number and severity of traffic accidents in Hong Kong by identifying road safety initiatives and introducing education and publicity programmes to target groups.

The Council comprises two committees and two working groups, namely the Road Safety Campaign Committee (RSCC), the Road Safety Research Committee (RSRC), the Road Safety Publicity Strategy Working Group and the Road Safety Council Annual Report Working Group.

The Road Safety Publicity Strategy Working Group formulates publicity plans for examination by the Road Safety Campaign Committee and is its executive arm for road safety educational and publicity events. The Road Safety Research Committee is responsible for technical research with regard to enhancing road safety. Each year, the annual report is prepared by the Road Safety Council Annual Report Working Group.

Our Vision

The Council will continue to pursue the vision: 'Zero Accidents on the Road, Hong Kong's Goal' and to make Hong Kong one of the world's safest cities for road users.

Our Mission

The Council strives to promote and maintain a culture of safe road use, achieved by identifying, initiating and implementing road safety programmes that reduce the number of traffic accidents and severity of traffic casualties.

The Council works in partnership with other government departments, transport associations, road safety stakeholders, educational bodies and community organisations. Together, we aim to:

- Improve the behaviour of road users via education and publicity.
- Improve the transportation systems to create a safer driving environment.
- Explore new technologies and overseas legislation on road safety so as to develop effective deterrent measures.
- Build better roads and push for the manufacturing of safer cars.
- Engage the community to participate in improving Hong Kong's road safety levels through partnership programmes.
- Conduct research and analysis to identify traffic accident trends and risk areas.



Publicity

The achievement of our road safety vision will require concerted efforts in all dimensions of which publicity is a major one. In 2010, the Council has strengthened its existing publicity tools and employed new platforms to highlight the most pressing road safety concerns to sustain the momentum of road safety work in the community.

On-Road Focus

The campaign against drink driving continues, with the Council carrying on from its 2009 initiatives. Flyover banners in areas with high traffic volumes were updated with a new look. Leaflets with the slogan 'If you drink, don't drive!' were distributed during the festive seasons, especially Christmas and the Lunar New Year, and long holidays. The wrecked vehicle originally displayed at the entrance of the Cross Harbour Tunnel was relocated to Sham Shui Po to serve as a stark reminder of the grave consequences of drink driving.

In order to promote the Road Traffic (Amendment) Ordinance 2010, which introduced measures to combat drink driving, roadside banners and leaflets were produced specifically reminding the public that penalties rise in scale with the severity of the offence – the higher the proportion of alcohol in excess of the prescribed limit, the longer the driving disqualification period. The Council also deployed bus-body advertisements to promote the amended legislation and reinforce the anti-drink driving message.

The number of drivers arrested in traffic accidents involving drink driving dropped by 25% from 287 in 2009 to 214 in 2010. This indicates the increasing awareness of drivers who are responding to our anti-drink driving publicity campaigns as well as the random breath tests conducted by the Police.

During the year, the Council was presented with a new challenge - an increase in drug driving offences. Responding to the need to raise public awareness, the Council produced a new Announcement in the Public Interest (API) on drug driving. Furthermore, a leaflet worded 'Make sure you know the effects of your drug medication before driving' was produced to remind the public of the dangers and legal responsibilities on driving after taking medication.

In July, the Council launched the Road Safety Message Design Competition to help promoting road safety messages through community participation. Members of the public were invited to design posters and produce one-minute videos on selected themes, including 'Elderly Pedestrian Safety', 'Safe Cycling', 'Anti-drink Driving' and 'Anti-drug Driving'. A dedicated website was set up for the competition which attracted an overwhelming response with over 500 entries recorded. The Road Safety Guard, a figure created by the Council, became a popular icon in anti-drink driving and anti-drug driving publicity campaigns.

In November, the 2010 Road Safety Annual Launching Ceremony cum Award Presentation for Road Safety Message Design Competition was held at Park Central Shopping Centre, Tseung Kwan O. Officiated by the then Chairman of the Council, Mr TSANG Wai-hung, and other prominent guests and officials, the ceremony recorded over 800 participants from the general public and the transport trade. In his opening speech, Mr TSANG praised and thanked various sectors for their efforts in making Hong Kong a safer place for all road users. He believed that the positive action-hero image of the Road Safety Guard would help bolster the momentum of road safety awareness among the public and contribute towards Hong Kong's vision of 'Zero Accidents on the Road'.

Elderly Pedestrian Safety

Publicity activities throughout the year continued to address the safety of elderly pedestrians. The Council worked closely with District Councils to conduct education and publicity campaigns in areas with relatively more traffic accidents involving elderly pedestrians. Much of this work focused on pedestrian education and, with the assistance of Elderly Road Safety Ambassadors, the elderly were reminded to use proper road crossing facilities, such as traffic light controlled crossings, zebra crossings, pedestrian flyovers and pedestrian subways.

Elderly Road Safety Bus Parades were held in Kwun Tong, Yuen Long and Wan Chai in March, June and September respectively with over 8,000 leaflets and souvenirs distributed to the public. The Council's Road Safety Ambassador, renowned actress Ms TSE Suet-sum, reminded the elderly of road safety and echoed the slogan: 'Love yourself, Love your family, Be a smart pedestrian'.

Safe Cycling

The safety of recreational and occupational cyclists continues to be a concern. Pamphlets conveying relevant traffic regulations, responsibilities of cyclists on roads and best practices in relation to the use of cycling tracks have been widely distributed to cyclists, pedestrians and persons who employ cyclists for rural and urban delivery. In April, the Council joined hands with the Hong Kong Road Safety Patrol to distribute safe-cycling leaflets in the New Territories.

In July, the Council and the Sha Tin District Council jointly held the annual summer safe-cycling gala - 'Smart Cyclist Got Talent 2010'. Sha Tin has a large population of cyclists. The campaign focused on educating people to cycle safely during daytime and at night, disseminating safe-cycling tips at the same time. The enthusiasm of the 1,000 participants did not diminish even in the hot weather.



Highlighting Our Vision - Zero Accidents

The Council endeavours to deliver road safety messages to the community by various means and platforms. These include distributing souvenirs bearing the Council's logo, vision and road safety slogans, and broadcasting throughout the territory the 'Road Safety Vision Song'. In February and March, the music video of the 'Road Safety Vision Song' was broadcast on the RoadShow in 1,600 buses.

Targeting Safety Messages

An important tool for promoting road safety is to broadcast APIs through different media platforms so as to appeal to different target groups. In 2010, two APIs were produced to raise public awareness on elderly pedestrian safety and the serious consequences of drug driving. The elderly pedestrian safety API was on air in local TV and radio channels in August and the drug driving radio API was launched in December.

The Council also explored new channels to broadcast road safety APIs. Apart from the radio and TV channels, the APIs were also played at lift lobbies of public housing estates, LED panels outside community halls, the Asia Airfreight Terminal and other conspicuous locations. Over the Christmas and Lunar New Year period, the Council also delivered anti-drink driving messages through mega outdoor TV screens at Tsim Sha Tsui and Causeway Bay, and TV systems inside more than 120 eateries across the city.

The Road Safety Council Website (www.roadsafety.gov.hk) recorded an average of 3,120 visits daily last year, an increase of 20% when compared with 2009. The website, which contains a range of road safety features and provides online access to all Council publications with useful statistics and hyperlinks, aims to effectively disseminate road safety information to the general public.

The Council will continue to explore the use of all media avenues to best tailor messages for target audiences.

For further information on 'road safety publicity and campaigns', please visit: http://www.roadsafety.gov.hk/eng/campaign/road_safety_campaigns.html



Education

Safety Through Education

The Council has taken on an increasingly important role to educate the public on road safety. It performs this duty by identifying focal points, initiating curriculum-based programmes and course tools and co-ordinating the work of other groups interested in, or responsible for, road safety.

This multi-agency approach is particularly effective in wide-ranging community education initiatives across all age groups. Concerted efforts of District Councils, schools, community centres and non-government organisations produce a variety of road safety education. Lectures and seminars are provided by the Police to various groups and organisations at venues including Road Safety Bus, Road Safety Towns, schools, centres for the elderly as well as other community arenas. Useful messages relevant to specific groups and audiences are delivered. For example, road safety educational programmes designed for new immigrants to Hong Kong help these newcomers better understand local regulations and requirements.

Youth Education

The Road Safety Towns transform road safety education into a fun experience for children and young persons, within a pleasant and comfortable environment. Managed by the Leisure and Cultural Services Department, the towns attracted more than 37,000 visitors of all ages in 2010. The towns are proving a favourite destination of kindergartens and primary schools, as well as clubs, social service groups and elderly service organisations. Open days with interactive games and performances are regularly held to promote road safety themes.

The four Road Safety Towns in Hong Kong are located at:

1. Pak Fuk Road Safety Town
Pak Fuk Road, North Point
Enquiries: 2565 5716
2. Sau Mau Ping Road Safety Town
56 Sau Ming Road, Sau Mau Ping
Enquiries: 2379 1194
3. Sha Tin Road Safety Park
1 Kong Pui Street, Sha Tin
Enquiries: 2637 6303
4. Tuen Mun Road Safety Town
Wu Shan Recreation Playground, Tuen Mun
Enquiries: 2463 7597

Over the years, the Road Safety Bus has continued to deliver road safety messages to students at schools, residents at housing estates and children at youth centres. The Road Safety Bus underwent a revamp project last year and was decked out in October with a refreshed livery, depicting the road environment and some of the most common crossing facilities in Hong Kong. The interior of the bus has been further improved, creating a more spacious compartment for road safety education. Other new features of the Bus include a rolling poster light box,

driving simulator, pedestrian lights simulator with control box and buzzer, and an advanced audio-visual equipment with touch-screen display. With its vibrant colours, simulated road environment and innovative computer games, it attracted more than 50,000 visitors in 2010, underscoring the valuable role it plays in road safety education.

To raise road safety awareness and to develop good practices, we continue to reach out to our children and young persons through interactive educational activities. The Proficiency Badge Scheme is a Council initiative introduced for children and young persons. Primary school students who join the Road Safety Patrol are invited to participate in activities such as safe cycling courses delivered by qualified cycling trainers.

School Education

Instilling in students safety awareness and proper attitude in road usage, through school education, remains a cornerstone of our educational work. Schools are encouraged to adopt a holistic approach crisscrossing knowledge, skills and attitude for the promotion of safety awareness. In the school curriculum recommended by the Curriculum Development Council, knowing how to protect themselves by understanding basic health and safety issues is one of the learning objectives for young children in pre-school education. Elements of road safety, such as understanding safety regulations, proper use of public transport and common causes of traffic accidents are incorporated into various Key Learning Areas or subjects. For example, these curriculum areas include General Studies at the primary level and Key Learning Areas of Personal, Social and Humanities Education as well as Physical Education at the secondary level. To support the promotion of road safety education in schools, teachers are provided with teaching materials and educational television programmes. They are also equipped with teaching plans to enhance students' understanding of traffic regulations and the importance of obeying traffic rules. In addition, life-wide learning activities are organised to impart a broader sense of road safety among students. Positive values, like responsibility, respect and care for others, which the school curriculum aims at nurturing in students, are indispensable for building a solid foundation for them to be responsible road users.

Cyclist Education

We attach great importance to cycling safety. In recent years, the Council, the Police and Transport Department have been promoting cycling safety through different forms of publicity and educational activities. In light of increasing popularity of cycling activities in Hong Kong, we will further strengthen our efforts in this area. Major undertakings are as follows:

- Publicising and distributing 'Cycling Safety' pamphlets and leaflets on 'Safety Tips for Cyclists' and 'Smart Cycling' cards.
- Conducting a 'Safe Cycling Campaign' in summer. Leaflets and souvenirs were distributed at cycling hotspots to enhance public awareness on cycling safety.
- Delivering talks in schools and communities on a regular basis to promote the use of safety equipment.
- Giving talks on cycling safety to students and organisations, visiting the four Road Safety Towns and providing practice sessions.

Driver Education

Safe driving is one of the main themes in our road safety campaign in Hong Kong. The 'Driver Improvement Scheme', which was introduced by the Transport Department in 2002, continues to promote a culture of road safety by providing driving improvement courses for drivers who wish to voluntarily improve their on-road skill, as well as drivers ordered by the court to attend the improvement course.

Once all sessions and assignments are successfully completed, drivers will receive a certificate and, when relevant, have their total driving-offence points reduced by three points. Since the implementation of the Driving Improvement Course in September 2002, and up to December 2010, nearly 34,700 drivers had attended the course. Encouragingly, 80% of the participants did not incur any new driving-offence points within six months of completing the course. The Road Traffic (Amendment) Ordinance 2010 introduced a new offence on 'causing grievous bodily harm by dangerous driving'. One of the penalties for this new offence is to attend a Driving Improvement Course.

Pedestrian Safety

In Hong Kong, elderly pedestrians remain vulnerable to road accidents. The Council continues to focus many of its seminars, campaigns, bus parades, road safety messages, publicity and educational programmes on this demographic group, emphasising proper road use. In particular, TV APIs are broadcast to remind the elderly to 'Love yourself, Love your family, Be a smart pedestrian'. Young people are enlisted to help the elderly to cross the roads safely. Elderly Road Safety Ambassadors are recruited to provide peer support to elderly pedestrians by reminding them to use designated crossing facilities, such as traffic light controlled crossings, zebra crossings, pedestrian flyovers and pedestrian subways.

For further information on 'road safety tips and education', please visit:

Road Safety Tips and Education

http://www.roadsafety.gov.hk/eng/tips/tips_drivers.html



Road Safety Measures

Experts have estimated that improvements in the safety of roads can reduce fatality rates by as much as 43%. The Council firmly believes that road accidents and their consequences can be greatly reduced by developing safer roads. Road improvement measures are designed to prevent and reduce the consequences of serious crashes by specially treating locations where frequent or major accidents occur and by improving intersections.

Corrective Work

To enhance road safety for both motorists and pedestrians, the Transport Department investigated about 100 traffic accident blackspots with a view to formulating suitable traffic engineering and management improvement proposals last year. The number of traffic accident blackspots has been reduced from 140 in 1994 to 79 by the end of 2010.

Engineering Measures

The Highways Department and Transport Department have been working closely with the Police and Fire Services Department to enhance road safety. At selected emergency openings at central dividers, conventional tubular crash gates have been replaced with removable concrete barriers (RCBs), or movable steel barriers (MSBs), to prevent errant vehicles from straying onto the opposite carriageway, and becoming an even greater danger, during traffic accidents.

Consisting of a series of precast concrete units, RCBs are for use at contingency openings for traffic diversions in major incidents. To facilitate diversion of traffic, they can be removed within an hour by lifting plant.

MSBs are for use at emergency openings reserved for the swift passage of emergency vehicles and traffic diversions. They consist of robust movable and transition units which can be quickly opened by emergency crews.

The containment capabilities of RCBs and MSBs are comparable to conventional barriers. Up to 2010, the Highways Department has installed 33 sets of RCBs and 21 sets of eight-metre MSBs across Hong Kong to replace tubular crash gates, and has closed 19 emergency openings with conventional concrete barriers.

There are, however, some emergency openings serving the dual purposes of traffic diversion and swift passage of emergency vehicles, for which openings created by an eight-metre MSB are insufficiently wide for traffic diversion purposes, whereas RCBs require relatively longer removal time. In light of these concerns, the Highways Department commissioned a study on the use of 16-metre MSBs and, in 2009, installed for trial a 16-metre MSB at the North Lantau Highway. After the successful trial, nine 16-metre MSBs were installed along the North Lantau Highway in 2010.

Vehicle Examination

All vehicles to be registered in Hong Kong are required to undergo type approval and a pre-registration examination to ensure they meet requirements stipulated in the Road Traffic Ordinance. All commercial vehicles, including goods vehicles, buses, light buses, taxis and trailers, are required to pass a pre-registration examination and roadworthiness examination each year. All private cars six years or older are required to pass an annual examination. It is the responsibility of vehicle owners to properly maintain their vehicles to ensure their roadworthiness.

In 2010, the Transport Department continued to review and update local vehicle regulations, such as the regulations for lighting, brakes and doors, and introduced requirements for speed limiters on local public light buses.



Law and Enforcement

To help to prevent traffic accidents and to foster a safer driving environment, it is of paramount importance to introduce and enforce traffic laws and policies that are commensurate with Hong Kong's traffic trends in a timely and effective manner.

With the joint effort of various stakeholders, road traffic fatalities are declining. In 2010, with a population of about 7 million, Hong Kong's traffic fatalities dropped to 117, the lowest on record since 1955. Yet we should not be complacent and must continue to collaborate with the community to promote road safety.

Drink driving and dangerous driving are two serious threats on the road. To tackle these, the Road Traffic (Amendment) Ordinance 2010 was enacted on 17 December 2010. The key elements of the new legislation are as follows:

- A) A 3-tier penalty system, with a sliding scale, was introduced to combat drink driving. The higher the proportion of alcohol in excess of the prescribed limit, the longer the driving disqualification period will be.
- B) A new offence of 'Causing Grievous Bodily Harm by Dangerous Driving' was introduced, with any driver convicted of the offence being liable to a fine of \$50,000 and seven years imprisonment. The driver would also be subject to a minimum driving disqualification period of two years on a first conviction and five years on subsequent convictions. He would incur 10 driving-offence points and be ordered to attend a mandatory Driving Improvement Course.
- C) The new legislation also provided that if, when committing a dangerous driving offence, a driver's alcohol level is tier 3; or any amount of any specified illicit drug (viz. heroin, ketamine, 'ice', cannabis, cocaine or 'MDMA') is present in his blood or urine, the driver falls under the circumstances of aggravation. In such circumstances the maximum fine, maximum imprisonment and minimum disqualification period for the relevant offence(s) are all increased by 50%.
- D) The new legislation also stipulates that a driver convicted of a subsequent serious traffic offence (carrying 10 driving-offence points), whether or not that conviction is for the same or a different offence, the disqualification period shall not commence until the driver is released from any period of imprisonment.

It is encouraging that the number of traffic accidents involving drink driving has continued to drop. In 2010, a total of 214 drivers were arrested in traffic accidents involving drink driving. This represents a significant drop of 69% when compared with 701 drivers in 2008, before random breath testing was introduced. These promising figures evidence the effectiveness of strict traffic enforcement as well as high profile publicity and education campaigns in promoting road safety in Hong Kong.



Key Policies and Tools

In 1993, the Police introduced the Selective Traffic Enforcement Policy (STEP) to assist Police officers in setting priorities for traffic enforcement in order to enhance road safety in Hong Kong. Statistics gathered from STEP and traffic accidents are regularly analysed to identify areas of concern in order to develop traffic policies and enforcement strategies.

Last year, 91 cases out of 114 fatal accidents (80%) involved public service vehicles and goods vehicles. Operation Kickstarter which is a territory-wide campaign, has continued to be mounted by the Police at a regular intervals. It targets drivers of goods vehicles and public service vehicles, such as franchised buses, public light buses and taxis, to enhance their road safety awareness with a view to reducing their involvement in traffic accidents.

Project Safe-Ride, which was launched in November 2008, has continued to promote safe driving behaviour among drivers of public light buses (PLBs). It aims to prevent and reduce traffic accidents involving PLBs. Passengers can call a 24-hour police hotline to immediately report speeding or other driving misbehaviour by PLB drivers. In 2010, 204 complaints were received, resulting in 95 drivers being prosecuted or warned for contravening the Road Traffic Ordinance or driving in a poor manner.

Prosecutions against cyclists rose by 32% to 9,227 cases when compared to 2009. In recent years, cycling has become more popular with activity increasing on both cycling tracks and on roads. This has resulted in associated traffic accidents involving bicycles. Operation Goldensun which targets cyclists, especially occupational cyclists, continued to raise awareness through education, publicity and enforcement.

There is also general concern on seatbelt offences and illegal road racing. These traffic violations are tackled by territory-wide operations codenamed 'Outranger' and 'Fossington' respectively, in addition to day to day traffic enforcement by the police. The number of speeding cameras and digital red light cameras installed across the territory has also been increased. Notably, traffic accidents caused by 'Speeding' and 'Disobeying Traffic Lights' in 2010 have decreased from 120 to 62 (-48%) and 213 to 206 (-3%) respectively when compared with 2009.

Pedestrians continue to be the most vulnerable group of victims involved in traffic accidents, accounting for 59% of fatalities in 2010. Police continue to enforce laws and take stringent enforcement actions against jaywalkers and other blatant pedestrian offenders. While verbal warnings usually were given in the past to elderly pedestrian offenders, stricter enforcement since 2009 has produced a greater deterrent effect. In 2010, the number of prosecutions instituted against pedestrians was 23,722, an increase of 14% when compared with 2009. Unfortunately, fatalities for elderly pedestrians have still increased by 14% from 42 cases in 2009 to 48 in 2010. While stringent enforcement action will continue, the Council pledges to enhance publicity for elderly pedestrian safety.

2010 saw an upsurge in drug driving offences. In addition to supporting the Road Traffic (Amendment) Ordinance 2010 which makes the presence of specified illicit drugs in a driver circumstances of aggravation, the Council will continue to advise and support the Government in preparing the new drug driving legislation.



Road Safety Funding

Funding

The Council has two main sources of funding, namely government funding and private sector sponsorship. Both are integral to successful campaigning for a high standard of road safety in Hong Kong.

Maximising Resources

For the 2010-2011 financial year, the Government allocated HK\$4.2 million to the Council for education and publicity programmes through the Transport and Housing Bureau. In addition, the Council received HK\$298,250 from various road safety partners for staging road safety events and producing publicity materials to promote road safety messages. The Council will continue to secure and encourage sponsorship from external sources for publicity activities.

Our Road Safety Campaign Committee jointly devises its work plan with the Transport and Housing Bureau, and ensures resources are spent appropriately and meaningfully. The Committee also ensures that publicity activities meet designated parameters and remain within budget.

The Council is confident that, with its funding, a well coordinated and effective action plan on promoting road safety can be implemented across all sectors of its work.



Non-government Organisations

The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)

Comprising 1,900 experienced managers, government staff, public and private sector corporations and consultancies, and other members, the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) encompasses a diverse spectrum of industries including shipping, logistics, airlines, public transport, railways and roads.

The CILTHK regularly organises seminars, forums, conferences, visits and other qualified programmes and events for members. Additionally, it defines codes of conduct with the objective of upholding professional industry standards. The CILTHK also participates in public committees and advisory bodies to comment on transport and logistics-related issues for the Government.

In August 2001, the CILTHK joined the Road Safety Council as an active member, serving roles on the Road Safety Campaign Committee and the Road Safety Research Committee. On a regular basis, the CILTHK works closely with the Council and other government departments to improve road safety and distribute road safety messages to the industry.

Hong Kong Automobile Association (HKAA)

Over the years, the Council has been advised and assisted by the Hong Kong Automobile Association (HKAA), which has provided valuable commentary to help both the Council and the Government in developing new legislation, improving road quality, devising new road safety measures and handling various other aspects related to the general protection of road users. The Association is represented in the Council, the Road Safety Research Committee, the Road Safety Campaign Committee and the Speed Limit Review Working Group.

The Association continues today its heritage of almost a century of promoting road safety and more efficient traffic management in Hong Kong. It also promotes safe and legal motor sports as a member of the Fédération Internationale de l'Automobile (FIA, or the 'International Automobile Federation').

Hong Kong Federation of Insurers (HKFI)

The Hong Kong Federation of Insurers (HKFI) comprises some 128 member companies and is recognised by the Government as representing the insurance industry. It consists of two councils: the General Insurance Council and the Life Insurance Council. For matters related to motor insurance, responsibility lies with the Accident Insurance Association which is established under the General Insurance Council.

The HKFI liaises with the Commissioner of Insurance on legislative and industry matters, and is committed to improving the professionalism of the insurance industry through promotion and refinement of its self-regulatory framework.

In 2010, the HKFI continued to support relevant Road Safety Council initiatives. This included supporting the Council in launching an anti-drink driving campaign in December to avert potential offences during the Christmas festivities, to raise awareness of this reckless driving behaviour and to enhance drivers' awareness of its detrimental consequences.

The Hong Kong Medical Association (HKMA)

Formerly known as the Hong Kong Chinese Medical Association, the Hong Kong Medical Association (HKMA) was founded in 1920. Today, still active in the community, it maintains its aim to improve medical standards in Hong Kong. At the same time, it provides a platform for maintaining friendly and professional relations with registered medical practitioners.

With its motto: 'To Safeguard the Health of the People', the HKMA has over 8,100 member practitioners. It centres on the dissemination of medical knowledge, encompassing information regarding the care and well being of road users. In this respect, the HKMA in particular offers medical advice to drivers, especially on the side effects of medication and other safety topics.

Medical educational programmes, provided by a dedicated team of volunteer doctors, help publicise the risks of drink driving and drug driving. Press releases, publications, radio and TV programmes, lectures and exhibitions are also in the arsenal of the HKMA for distributing life-saving messages. The Association's activities, including commentary on controversial medical matters, are conveyed through a monthly newsletter.

To keep up-to-date on world-class road safety knowledge, the Council leverages the HKMA's affiliation with many international medical groups, including ties to the World Medical Association, the Confederation of Medical Associations in Asia and Oceania and the Hong Kong Pharmacy and Poisons Board.

The Hong Kong Road Safety Association (HKRSA) / Hong Kong Road Safety Patrol (HKRSP)

Founded in 1961, the Hong Kong Road Safety Association (HKRSA) is a voluntary organisation for promoting pedestrian safety. In 1963, the Hong Kong Road Safety Patrol (HKRSP) was established to focus on student pedestrian safety in the areas where students travel to and from their schools with inadequate road crossing facilities and to provide assistance to the Police on publicity of road safety.



The HKRSP has a membership of 10,494 as at December 2010, including students from 365 kindergartens, primary and secondary schools, plus senior citizens from elderly centres. In addition, 601 volunteers serve as safety leaders.

In 2010, the HKRSP participated in a number of road safety campaigns and community events. It also provided regulatory and traffic-flow services, social services and spearheaded road safety education among students. Student members who have a common mission and value in promoting school road safety education also take up the important role of Road Safety Ambassadors in serving the community.

The HKRSP has also reached out to the Mainland by sharing experiences and expertise with cities and provinces, mutually supporting each other in promoting road safety awareness and in forming road safety patrols in schools.

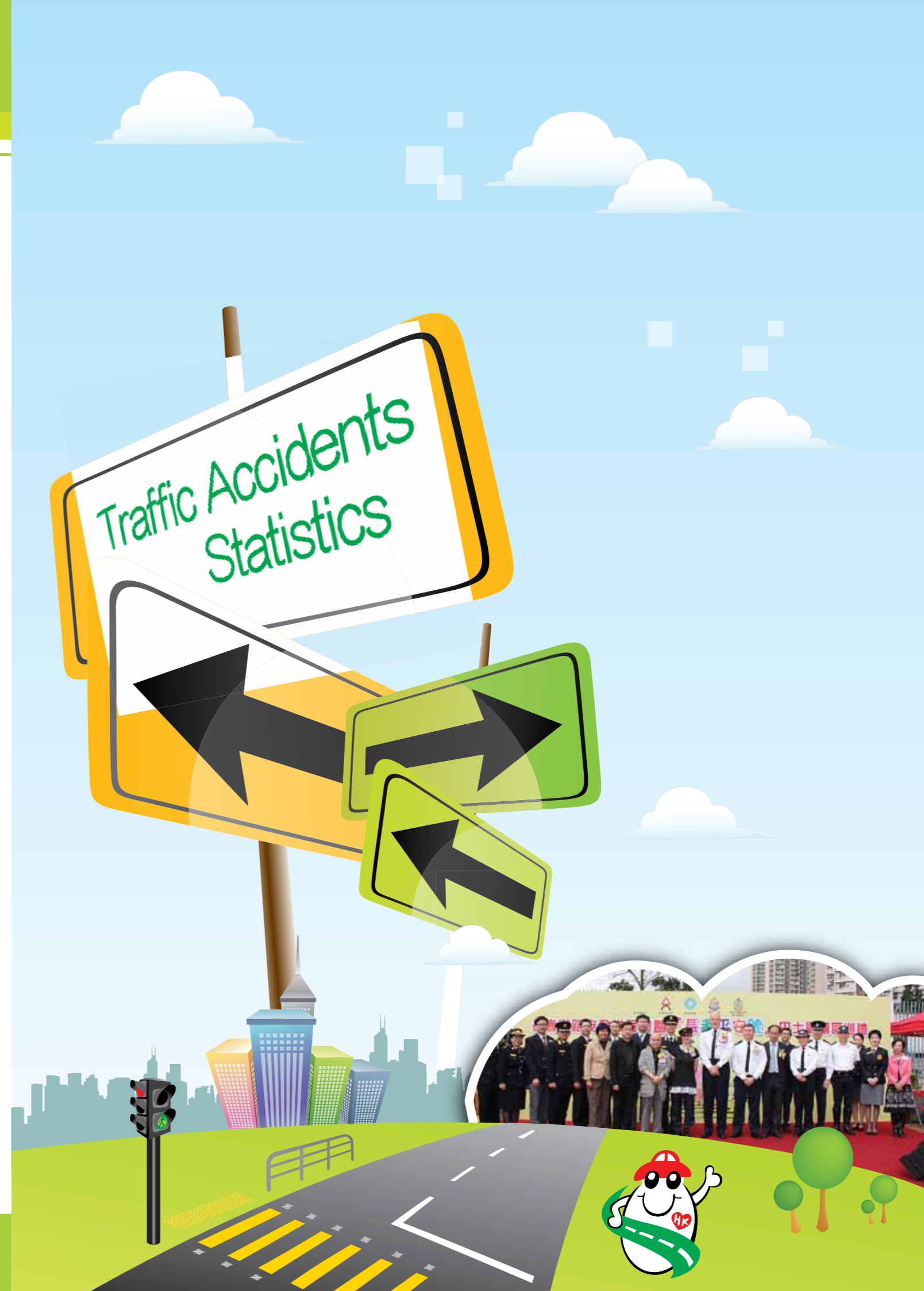
The HKRSA and HKRSP work closely and cooperate with the Police, the Council, Education Bureau, Social Welfare Department and Home Affairs Bureau in their pursuit of making Hong Kong a safe place for road users.

For additional training and social services of the HKRSA and HKRSP, and road safety information, please visit the website at www.rsa.org.hk

Institute of Advanced Motorists Hong Kong (IAM-HK)

The Institute of Advanced Motorists Hong Kong (IAM-HK) is a non-commercial, non-profit-making interest group which aims to promote the standard of driving to the highest possible level in Hong Kong, Macau and the Mainland. All members, having passed an Advanced Driving Test conducted by the Institute, must also be able to demonstrate a high level of skill and drive with a sense of responsibility to all other road users, including pedestrians.

In 2010, the IAM-HK continued to participate in the Council's activities, filling important roles on the Road Safety Research Committee and the Road Safety Campaign Committee, to promulgate safety messages among the motoring public. The group also delivered Advanced Driving Training Courses to drivers and fleet operators of major companies as part of its mission to elevate driving standards in the territory.



Traffic Accidents Statistics

The Council's programmes and direction are determined on the hard evidence of the accident trends and causations. Traffic accident statistics and trends are therefore carefully analysed to develop and implement measures to mitigate and prevent traffic accidents.

2010 Statistics

An analysis of Hong Kong's traffic accident statistics for 2010 reveals 14,943 traffic accidents involved injuries and 19,124 resulted in casualties. On average, 41 traffic accidents with injuries occurred every day during the year and that about two persons were killed every week. Compared to the previous year, the number of accidents and the number of casualties increased by 4.38% and 5.44% respectively.

Categorising accidents by collision type reveals that in 2010 the number of vehicle collisions involving pedestrians increased from 3,283 cases in 2009 to 3,591 cases in 2010. Cases involving vehicles colliding with another vehicle also increased from 5,646 cases in 2009 to 5,986 cases in 2010.

While there has not been any significant change in the past decade in the number of traffic accidents involving injuries, there is a downward trend in fatalities. A total of 117 people were killed in traffic accidents in 2010, this is the lowest number recorded in Hong Kong since 1955.

The Council studies causes and consequences of traffic accidents and maintains a comprehensive traffic accident data base to help formulating road safety strategies. Clearly, pedestrians consistently suffer the highest number of fatalities while private cars are the largest group involved in accidents. Of the 22,602 vehicles involved in traffic accidents in 2010, private cars accounted for 6,255, compared with 4,053 taxis, 2,726 light goods vehicles, 2,442 public buses, 2,428 motorcycles, 2,027 bicycles and 2,671 other vehicle types.

Impact of Road Conditions

Statistics show that 26% of the traffic accident related injuries occurred at road junctions while 27% occurred at pedestrian crossings. Some 30% of traffic accidents happened at night time while another 3% happened at dawn or dusk.

Top 5 contributory factors in traffic accidents 2010 (from 4 perspectives)

I. Driver

Contributory Factor	No. of Drivers
Driving inattentively	3,077
Driving too close to vehicle in front	1,802
Loss of vehicle control	1,114
Careless lane changing	1,013
Careless cycling	819

II. Casualty (Passenger or Pedestrian)

Contributory Factor	No. of Casualties
Passenger lost balance, elsewhere except on stairway of bus	553
Crossing road heedless of traffic (elsewhere)	536
Pedestrian inattentiveness	464
Crossing road heedless of traffic (at crossing)	384
Lost balance/fell down when boarding/alighting vehicle	260

III. Vehicle

Contributory Factor	No. of Vehicles
Mechanical defect	85
Unidentified vehicle (hit-and-run)	74
Broken down with hazard warning lights unlit	19
Defective or illegal tyre	15
Tyre blown out before impact	9

IV. Environment

Contributory Factor	No. of Accidents
Slippery road (not related to weather)	95
Slippery road (caused by weather)	80
Pedestrian negligence	63
Object or animal in road	62
Inadequate light/sign at road work	46



The Way Forward

Looking Ahead

There can only be progress when there is optimism about the future and it is the vision of 'Zero Accidents on the Road, Hong Kong's Goal' that drives the Road Safety Council towards realising its worthwhile objective. The Council will continue this meaningful long-term pursuit and address not only current challenges but also emerging challenges. It will continue to adopt a partnership approach in promoting and enhancing road safety in Hong Kong, and to devise education and publicity campaigns towards realising our vision.

Spreading the Safety Message

The Road Traffic (Amendment) Ordinance 2010 was enacted on 17 December 2010. Publicity plans have been devised and will continue, in particular during long holidays and festive seasons, to bolster public awareness of the enhanced drink driving penalties and the slogan: 'If you drink, don't drive!'.

The Government has proposed a new legislation to combat drug driving and the Council will launch a series of education and publicity campaigns to raise awareness across all segments of society upon the enactment of the new laws.

Elderly pedestrian safety and safe cycling will continue to be the Council's foci, underpinned by partnership programmes with District Councils, elderly centres, schools and other organisations. A territory-wide photo competition will be launched in the summer of 2011 to raise public awareness on elderly pedestrian safety. In addition, a new API on safe cycling will be produced in 2011.

The Council's website, accessible by all members of the public, will continue to be updated with the latest news on safe driving and road safety, traffic statistics and other pertinent information.

This Annual Report, which details our activities in the year, will continue to be published along with a series of road safety bulletins focusing on specific road safety themes. The Transport Department will assist in the distribution of these bulletins.

District Councils' Involvement

The Council is proud of its collaborative efforts with the District Councils. In June 2011, a major event marking the first-ever partnership with all the 18 District Councils to deliver the message of elderly pedestrian safety will be conducted. Police officers, Road Safety Patrol officers and District Councilors will be promoting road safety in the busy streets throughout the territory during the event. This momentum will be maintained.



Educating Target Groups

The Transport Department disseminates road safety messages to professional drivers through seminars and workshops held with the public transport trades. In addition, the Police will continue to conduct seminars as well as on-street education at traffic accidents blackspots and boundary control points to reach and raise awareness of the target audiences and groups.

Young people are one of the key segments within the target audience of the Council's promotion campaigns. Working with the Hong Kong Road Safety Association, the Council will continue its Road Safety Proficiency Badge Scheme to raise interest and awareness of road safety among students. The scheme awards proficiency badges to young people in recognition of their professional road safety knowledge. Training courses and lectures on cycling safety and skills are also part of our community youth awareness programme.

The Education Bureau will continue to use the school curriculum to convey road safety messages, supplemented by television programmes and teaching materials focusing on proper road user attitudes. As statistics suggest that the elderly are the most vulnerable to traffic accidents, service units of the Social Welfare Department and non-government organisations will continue to include road safety as a key message in their community programmes. Bulletins and printed materials will be distributed to the general public to spread the road safety message further.



Annex

- A1. Membership and Terms of Reference of Road Safety Council
- A2. Membership and Terms of Reference of Road Safety Research Committee
- A3. Membership and Terms of Reference of Road Safety Campaign Committee
- B. Road Safety Council Publicity and Campaigns in 2010
- C. Traffic Accidents and Casualties 2001-2010
- D. Monthly Total Road Traffic Accidents and Fatal Accidents 2001-2010
- E. Traffic Accident, Casualty and Fatality Rates 2005-2010
- F. Monthly Road Traffic Accidents by Type of Vehicle Collision 2001-2010
- G1. Involvement Rate of Private Car Full Driving Licence Holders by Years of Driving Experience in 2010
- G2. Involvement Rate of Light Goods Vehicle Full Driving Licence Holders by Years of Driving Experience in 2010
- G3. Involvement Rate of Motorcycle Full Driving Licence Holders by Years of Driving Experience in 2010
- H1. Road Traffic Fatalities by Role of Road User in 2009 and 2010
- H2. Road Traffic Casualties by Role of Road User in 2009 and 2010
- I. Road Traffic Casualties by Role by Age in 2009 and 2010
- J. Vehicle Involvements and Involvement Rates by Vehicle Class in 2009 and 2010

Annex A1. Membership and Terms of Reference of Road Safety Council

Chairman	Mr TANG Kam-moon, Xavier Deputy Commissioner of Police (Operations)	
Official Members	Representative of the Transport and Housing Bureau	
	Representative of the Education Bureau	
	Representative of the Highways Department	
	Representative of the Home Affairs Department	
	Representative of the Hong Kong Police Force	
	Representative of the Information Services Department	
	Representative of the Transport Department	
Non-official Members	Mr CHUI Chi-yun, Robert	Hong Kong Road Safety Association
	Dr HOU Lee-tsun, Laurence	The Hong Kong Medical Association
	Dr MONG Hoi-keung	Institute of Advanced Motorists (Hong Kong)
	Mr POON Wing-fai, Jimmy	Hong Kong Federation of Insurers
	Mr WAN Wai-hei, Wesley	
	Prof WONG Sze-chun	The Chartered Institute of Logistics and Transport in Hong Kong
	Mr YU Kam-kee, Lawrence, BBS, JP	Chairman of the Road Safety Campaign Committee
Secretary	Ms TAM Pik-ling, Fiona	Hong Kong Police Force

Terms of Reference

- To co-ordinate action by the various parties interested in, or responsible for, road safety.
- To approve and assist in road safety campaigns and the dissemination of road safety information.
- To advise on measures to prevent traffic collisions or to reduce injuries in traffic collisions.
- To determine priorities for the Road Safety and Standards Division in liaison with the Transport Department.
- To approve for submission to the Transport Advisory Committee the Road Safety Council Annual Report and to monitor the strategy programme throughout the year.

Annex A2. Membership and Terms of Reference of Road Safety Research Committee

Chairman	Mr CHING Kam-cheong, JP Deputy Commissioner for Transport / Planning & Technical Services	
Official Members	Representative of the Transport and Housing Bureau	
	Representative of the Hong Kong Police Force	
	Representative of the Highways Department	
	Representative of the Transport Department	
Non-official Members	Dr HOU Lee-tsun, Laurence	Hong Kong Automobile Association
	Mr YUNG Chi-keung	
	Dr HUNG Wing-tat	The Chartered Institute of Logistics and Transport in Hong Kong
	Prof LO Hong-kam	The Hong Kong University of Science and Technology Transport Advisory Committee
	Prof LOO Pui-ying, Becky	The University of Hong Kong
	Dr MONG Hoi-keung	Institute of Advanced Motorists (Hong Kong) Limited
	Prof WONG Sze-chun	The University of Hong Kong
Secretary	Mr WONG Wing-kwong, Freeman	Transport Department

Terms of Reference

- To keep abreast of up-to-date developments in road safety research elsewhere, and suggest new road safety measures and policy where appropriate.
- To closely liaise with road safety organisations elsewhere, and facilitate cross flow of road safety information and research.
- To consider possible research projects referred by the Road Safety Council and allocate an order of priority to those projects.
- To suggest research projects in support of road safety policy, publicity campaigns and road safety education.
- To encourage the development and maintenance of adequate road safety expertise and experience.
- To report on the progress of the Committee to the Road Safety Council.

Annex A3. Membership and Terms of Reference of Road Safety Campaign Committee

Chairman	Mr YU Kam-kee, Lawrence, BBS, JP	
Official Members	Representative of the Transport and Housing Bureau	
	Representative of the Education Bureau	
	Representative of the Home Affairs Department	
	Representative of the Hong Kong Police Force	
	Representative of the Information Services Department	
	Representative of the Social Welfare Department	
	Representative of the Transport Department	
Non-official Members	Mr Peter Bush Brack	(ad personam)
	Mr CHOW Man-sang, Sam	The Chartered Institute of Logistics and Transport in Hong Kong
	Dr LAM Chi-kit, Lawrence	Hong Kong Road Safety Association
	Mr LAU Kwok-fan	Chairman of Traffic and Transport Committee of North District (representing District Councils)
	Ms Lilian LAW	Transport Advisory Committee
	Mr LAW Siu-hung, Paul	Hong Kong Automobile Association
	Mr LEUNG Ying-kwan, Taurus	Hong Kong School of Motoring
	Mrs OR HO Yim-ching, Jane	Holy Trinity College (representing secondary schools)
	Ms June TENG	(ad personam)
	Mr TSANG Siu-kan, Tony	Institute of Advanced Motorists (Hong Kong) Limited
	Mr HO Hang-sang, William	
	Dr TSANG Wing-hong	Hong Kong Extra Curricular Activities Masters' Association
Ms TSANG Yuk-chun	SKH Chi Fu Chi Nam Primary School (representing primary schools)	
Mr YAU Chun-hung	Hong Kong Federation of Insurers	
Secretary	Ms Fiona Tam	Hong Kong Police Force

Terms of Reference

- To assist the Road Safety Council in organising road safety publicity campaigns and in disseminating road safety information through the media.
- To advise on budget allocation and to monitor expenditure on Road Safety Programmes funded by the Government.
- To consider and formulate road safety publicity programmes for the Road Safety Council, and to monitor activities carried out by operational organisations.
- To formulate a systematic and comprehensive road safety education programme for people of different age groups and different road user groups.
- To monitor the road safety educational activities of the operational organisations.
- To advise on, and to assist in, the production of road safety educational materials.

Annex B. Road Safety Council Publicity and Campaigns in 2010

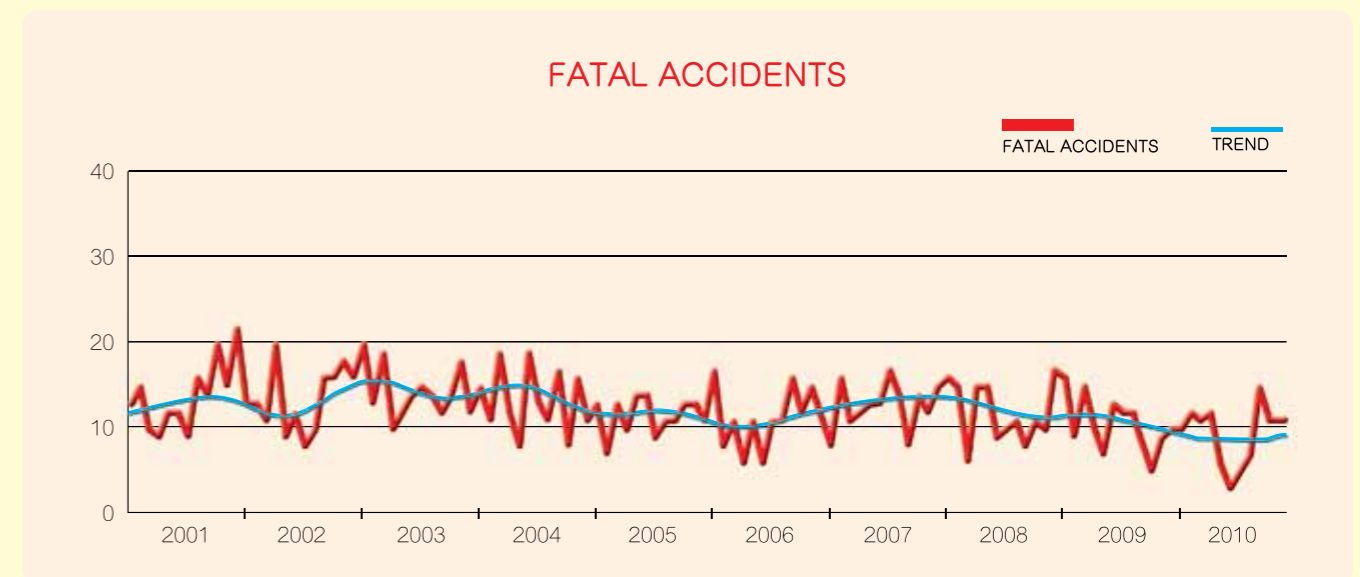
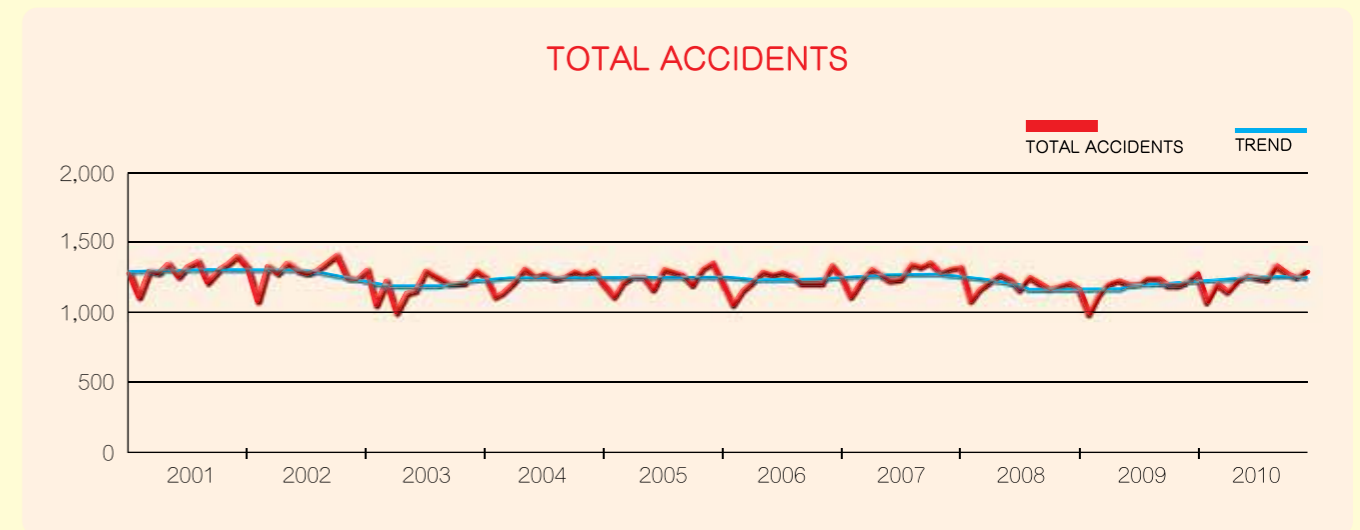
January	- Launching of the Announcement in the Public Interest: 'If you drink, don't drive!'
February	- Promoting anti-drink driving messages through bus-body advertisements - Distributing anti-drink driving leaflets in Kowloon West area - Promoting the music video of the Road Safety Vision Song through 'RoadShow' advertising screens - Promoting anti-drink driving messages with outdoor video walls at highly patronised locations - Displaying anti-drink driving messages at eateries across the territory through television
March	- Promoting the 'Safe Ride for the Elderly Bus Parade' in partnership with Kwun Tong District Council
April	- Promoting safe cycling at Tai Wai (New Territories South) and Yuen Long (New Territories North)
June	- Relocating the wrecked vehicle to Sham Shui Po to remind people on the serious consequences of drink driving - Providing safe cycling courses to young people - Promoting the 'Safe Ride for the Elderly Bus Parade' in partnership with Yuen Long District Council
July	- Holding a press conference on the 'Road Safety Message Design Competition'
August	- Organising the 'Smart Cyclist Got Talent 2010' in partnership with Shatin District Council - Launching of the Announcement in the Public Interest: 'Love Yourself, Love Your Family, Be a Smart Pedestrian'
September	- Revamping the existing anti-drink driving banners at flyovers - Promoting the 'Safe Ride for the Elderly Bus Parade' in partnership with Wan Chai District Council - Promoting the 'Junior Road Safety Leaders Caring for the Elderly' at Kowloon West region - Broadcasting the road safety Announcements in the Public Interest at Harbour Place and community halls.
October	- Holding the Road Safety Bus Revamp Launching Ceremony - Broadcasting the road safety Announcements in the Public Interest at the lift lobbies of the public housing estates
November	- Holding the '2010 Road Safety Annual Launching Ceremony cum Award Presentation for Road Safety Message Design Competition'
December	- Promoting 'If You Drink, Don't Drive!' at Lan Kwai Fong and followed by leaflet distribution at popular entertainment areas in Hong Kong - Promoting the Road Traffic (Amendment) Ordinance 2010 through bus-body advertisements - Revamping the existing anti-drink driving banners at roadsides - Distributing anti-drink driving leaflets to promote the amended legislation - Launching the anti-drug driving radio Announcement in the Public Interest - Distributing the leaflet 'Make sure you know the effects of your drug

Annex C. Traffic Accidents and Casualties 2001-2010

Year	Accidents*	Killed	Total Casualties*
2001	15,600	173	20,300
2002	15,600	171	20,600
2003	14,400	202	18,300
2004	15,000	166	19,400
2005	15,100	151	19,200
2006	14,800	144	18,900
2007	15,300	160	19,600
2008	14,600	162	18,700
2009	14,300	139	18,100
2010	14,900	117	19,100

Note : * Figures are rounded up to the nearest hundred.

Annex D. Monthly Total Road Traffic Accidents and Fatal Accidents 2001-2010

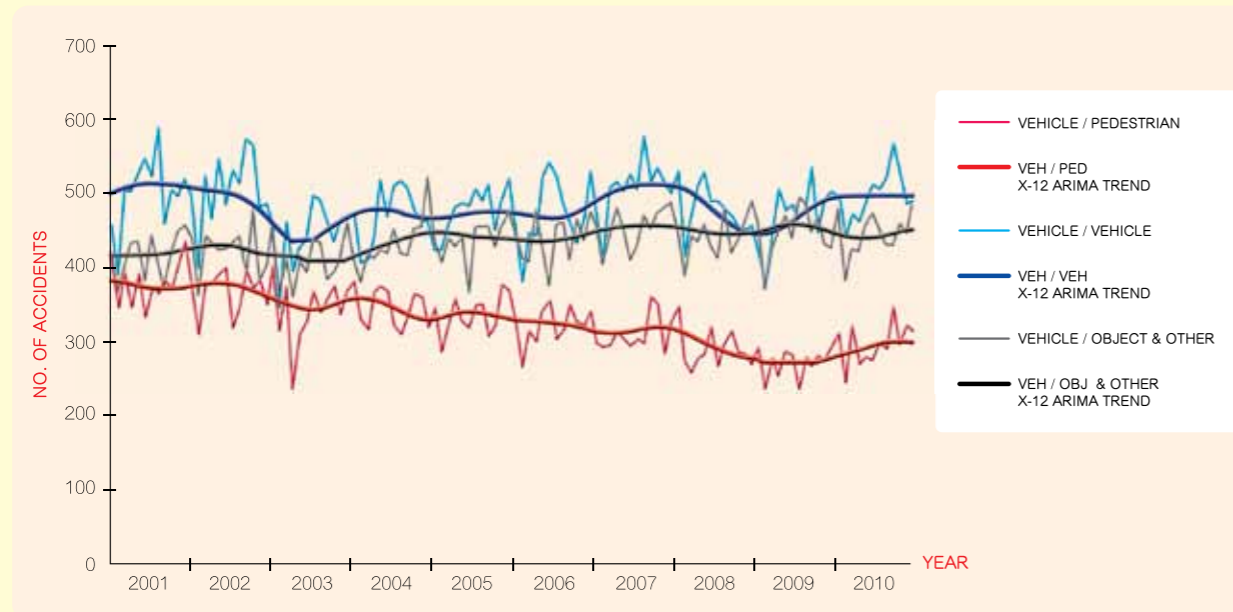


Annex E. Traffic Accident, Casualty and Fatality Rates 2005-2010

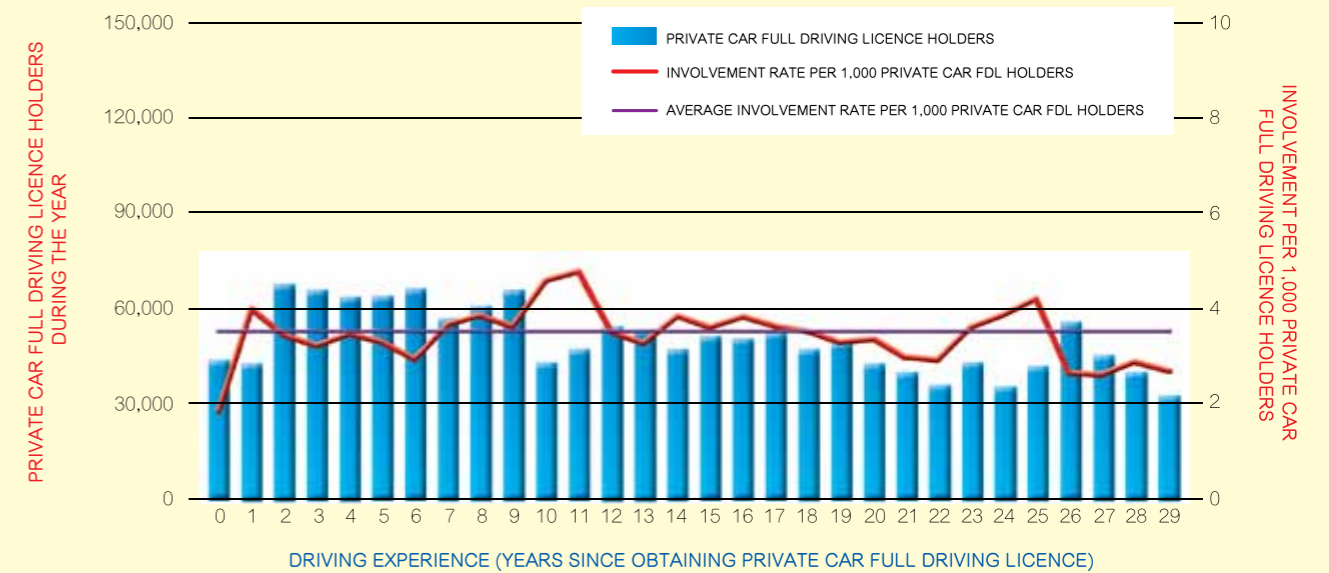
	2005	2006	2007	2008	2009	2010
(i) Accident rate						
per 100,000 population*	221	217	221	209	204	211
per 1,000 licensed vehicles*	28.0	27.2	27.6	25.5	24.9	25.1
(ii) Casualty rate						
per 100,000 population*	282	275	283	268	259	271
per 1,000 licensed vehicles*	35.8	34.5	35.3	32.7	31.5	32.2
(iii) Fatality rate						
per 100,000 population*	2.2	2.1	2.3	2.3	2.0	1.7
per 1,000 licensed vehicles*	0.3	0.3	0.3	0.3	0.2	0.2

Note: * Number of population and licensed vehicles as the end of June of the year were used.

Annex F. Monthly Road Traffic Accidents by Type of Vehicle Collision 2001-2010

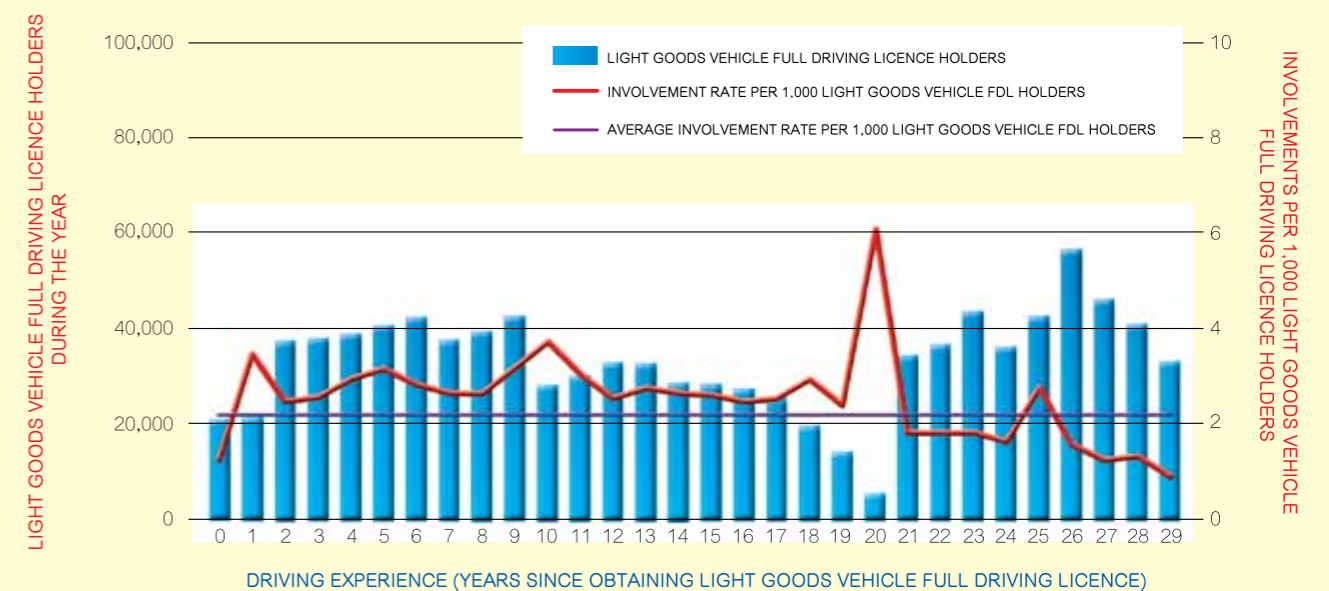


Annex G1. Involvement Rate of Private Car Full Driving Licence Holders by Years of Driving Experience in 2010



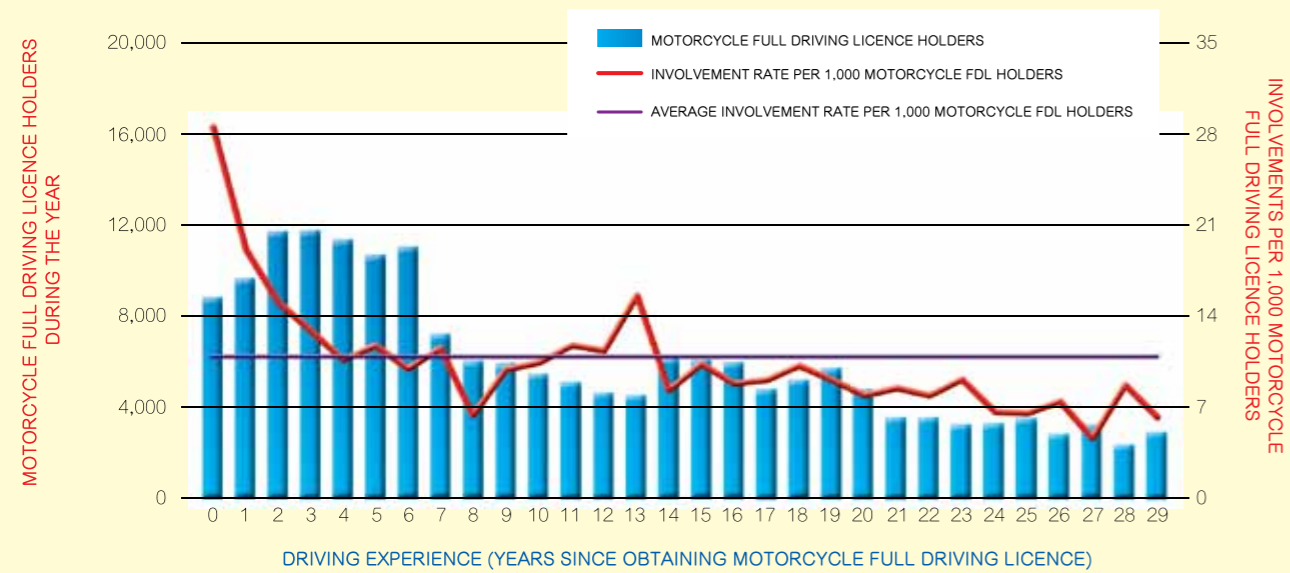
Note: Private car full driving licence holders with driving experience 30 years or above are not separately shown.

Annex G2. Involvement Rate of Light Goods Vehicle Full Driving Licence Holders by Years of Driving Experience in 2010



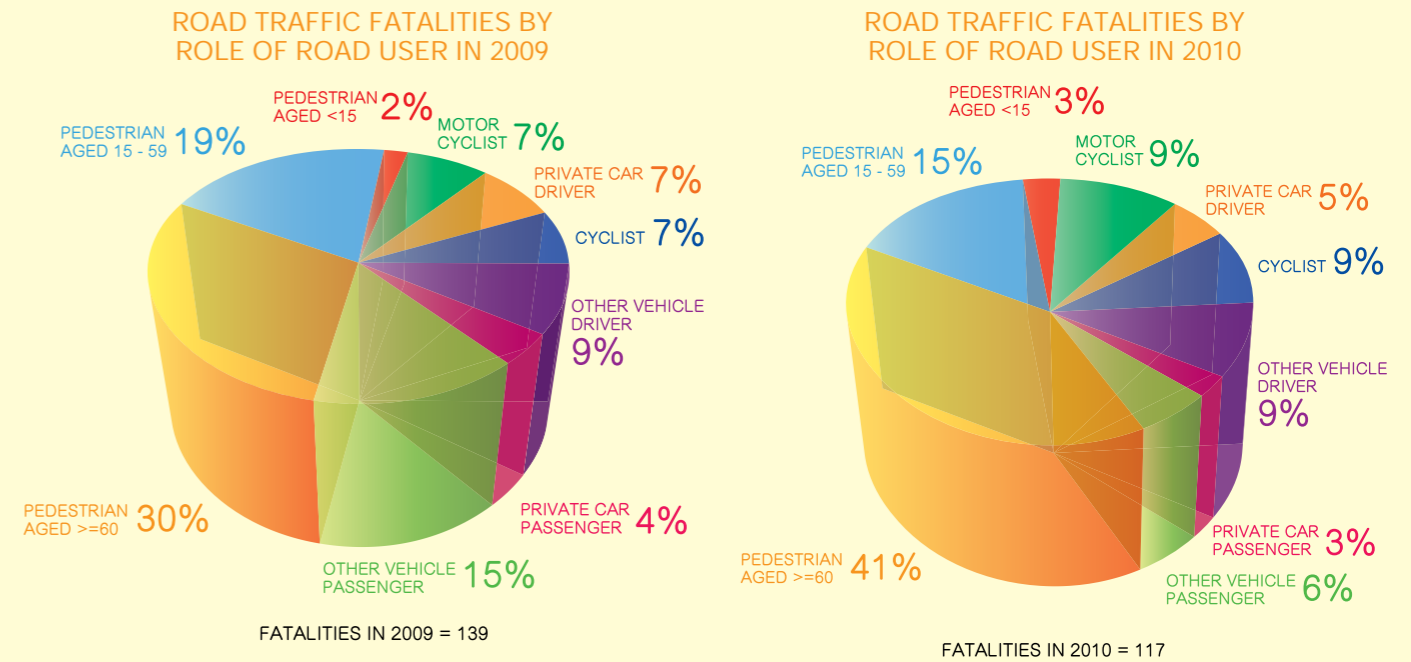
Note: Light goods vehicle full driving licence holders with driving experience 30 years or above are not separately shown.

Annex G3. Involvement Rate of Motorcycle Full Driving Licence Holders by Years of Driving Experience in 2010



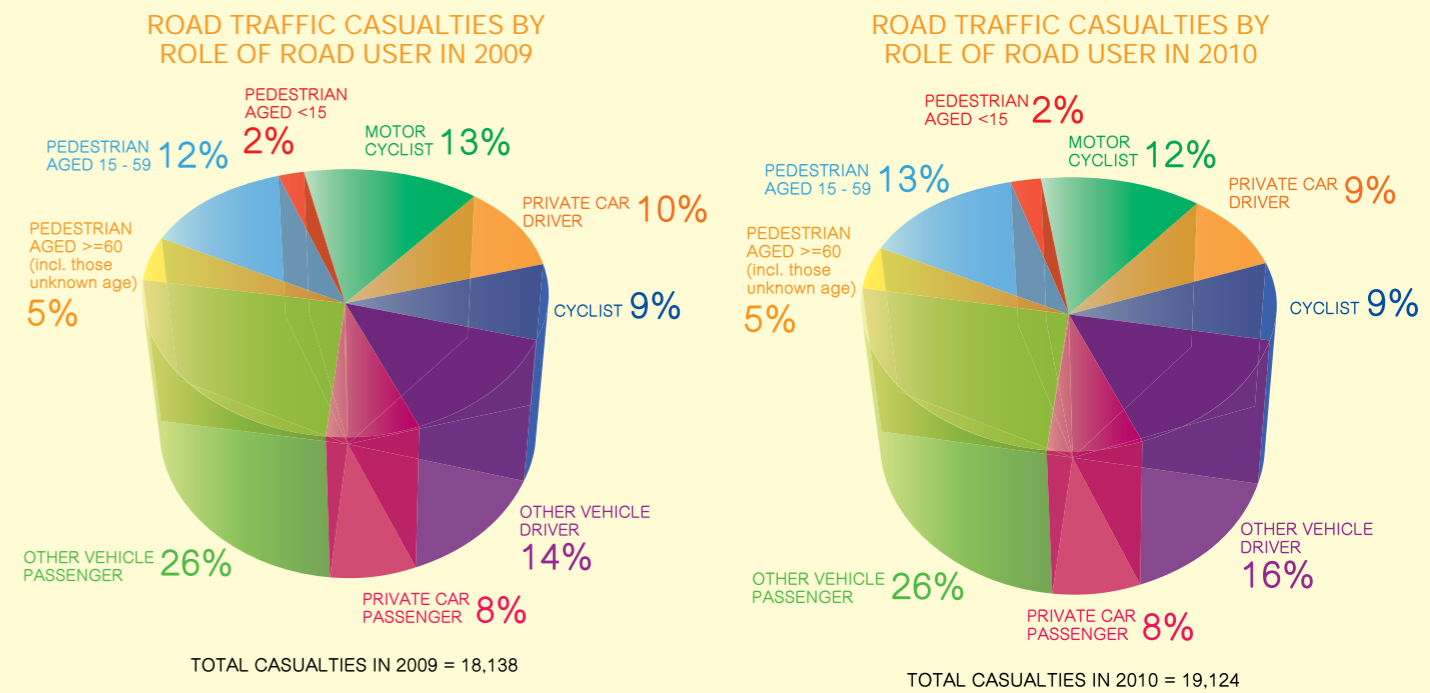
Note: Motorcycle full driving licence holders with driving experience 30 years or above are not separately shown.

Annex H1. Road Traffic Fatalities by Role of Road User in 2009 and 2010



Note : Figures may not add up to the total due to rounding.

Annex H2. Road Traffic Casualties by Role of Road User in 2009 and 2010



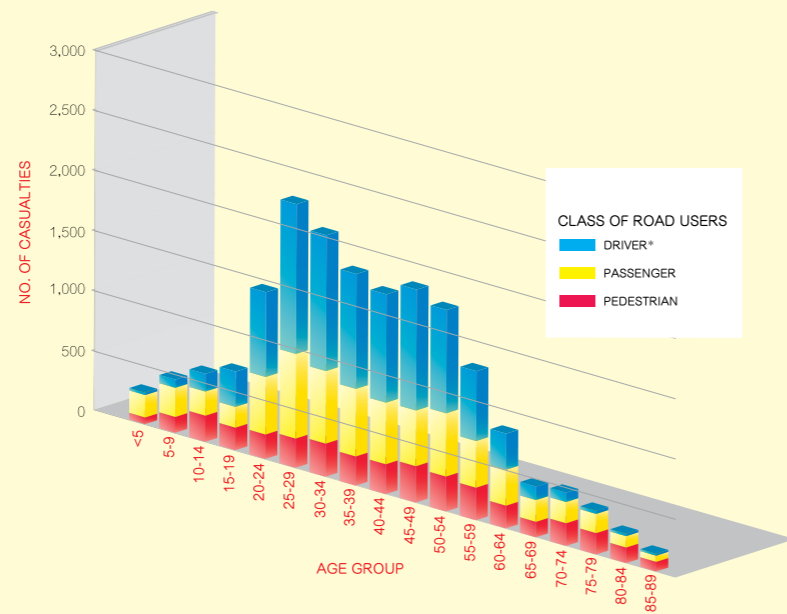
Note : Figures may not add up to the total due to rounding.

Annex I. Road Traffic Casualties by Role by Age in 2009 and 2010

2009
CASUALTY RATE PER 1,000 POPULATION

AGE GROUP	<15	15-59	>=60
PEDESTRIAN	0.46	0.45	0.71
PASSENGER	0.72	0.90	0.80
DRIVER *	0.25	1.56	0.41

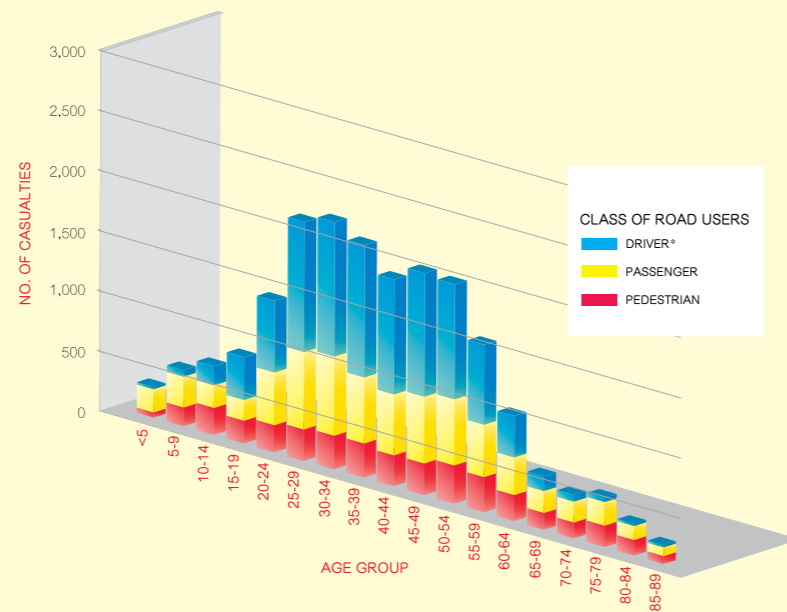
*including cyclists



2010
CASUALTY RATE PER 1,000 POPULATION

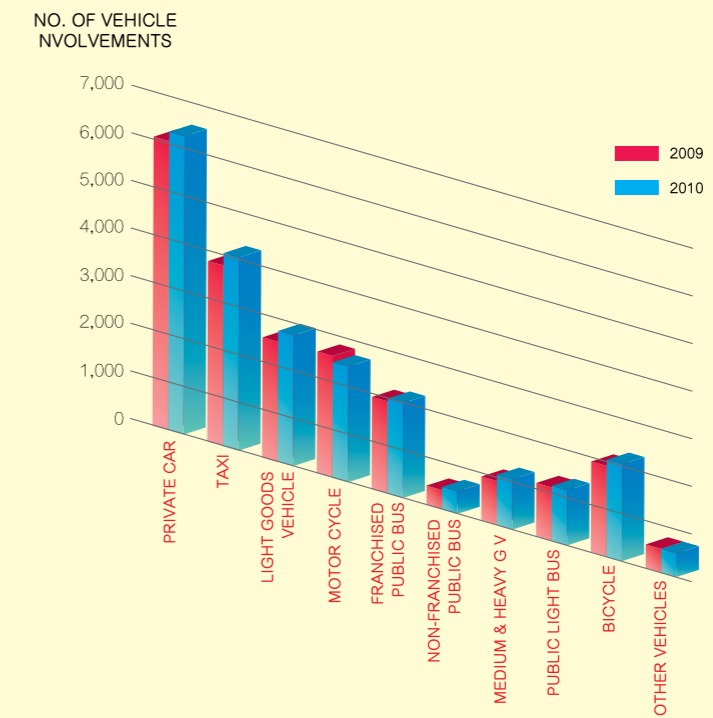
AGE GROUP	<15	15-59	>=60
PEDESTRIAN	0.51	0.50	0.71
PASSENGER	0.75	0.93	0.83
DRIVER *	0.25	1.61	0.44

*including cyclists

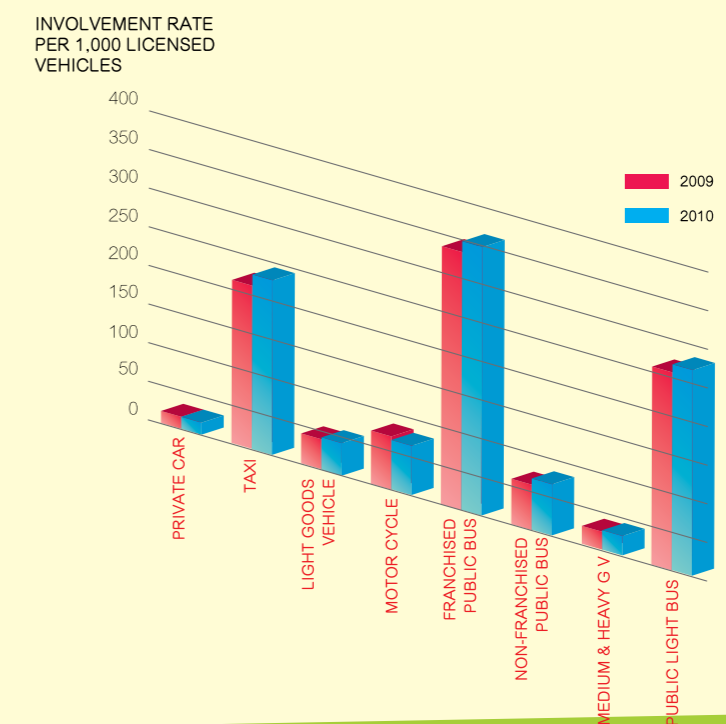


Annex J. Vehicle Involvements and Involvement Rates by Vehicle Class in 2009 and 2010

VEHICLE INVOLVEMENTS
BY VEHICLE CLASS IN 2009 AND 2010



INVOLVEMENT RATES
BY VEHICLE CLASS IN 2009 AND 2010



Acknowledge

This 2010 Annual Report was prepared by:

Government Bureaux and Departments:

- Education Bureau
- Highways Department
- Home Affairs Department
- Hong Kong Police Force
- Information Services Department
- Transport and Housing Bureau
- Transport Department

Non-Government Organisations:

- The Hong Kong Road Safety Association
- Hong Kong Automobile Association
- Hong Kong Federation of Insurers
- Institute of Advanced Motorists Hong Kong
- The Chartered Institute of Logistics and Transport in Hong Kong
- The Hong Kong Medical Association