

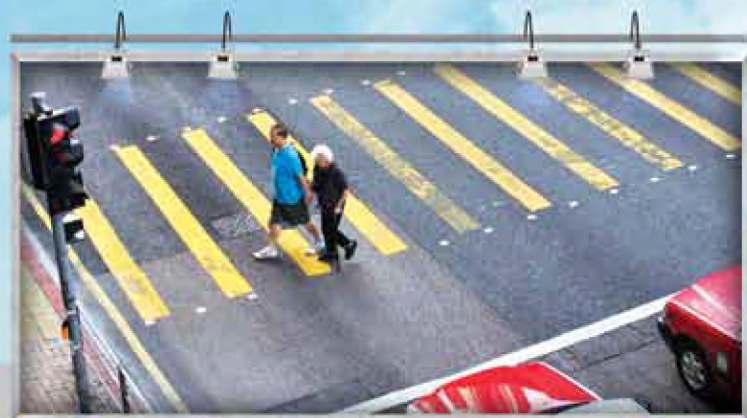
ROAD SAFETY COUNCIL ANNUAL REPORT 2011



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Chairman's Foreword



Chairman's Foreword

I am very pleased to present to you my second Annual Report as the Chairman of the Road Safety Council (the Council). In 2011, the Council continued to strive to promote road safety in Hong Kong, and had another successful year. Even though 130 people were unfortunately killed in traffic accidents, this was the second lowest figure since 1955, despite being an increase when compared to the record low number of 117 fatalities in 2010. Although Hong Kong already has one of the lowest traffic accident fatality rates in the world, the Council will remain vigilant to promote road safety.

As a government advisory body, the Council steers collaborative efforts amongst all stakeholders. Road safety will improve if all of us hold the same determination to reduce the number of road accidents. By joining hands with government departments, non-government organisations and the business sector, together with an effective accident prevention strategy, we can without doubt foster a safer environment on our roads.

In 2011, 50 cases of driving under the influence of drugs were detected. This was a welcome drop of 40% from the surge in 2010. In the same year, the Administration commenced the legislative process for introducing the Road Traffic (Amendment) Ordinance 2011 to create new offences and enforcement powers to combat drug driving. Commensurate with the drug driving trend and the commencement of the new laws on 15 March 2012, the Council launched a series of education and publicity campaigns to arouse public awareness. The slogan 'Drug Driving – may be your journey to death', which is shown on prominent traffic routes and different media platforms, has already raised people's awareness.

The Council has maintained its momentum against drink driving. Apart from reviewing banners and announcements of public interest, the Council also explored new platforms to strengthen the message of 'If you drink, don't drive' to drivers. In 2011, we conveyed to different age groups and professions the grave consequences of drink driving through television, radio and websites. Notably and most encouragingly, traffic accidents involving drink driving continued the downward trend, dropping from 281 cases in 2009 to 213 cases in 2010 and further down to 210 in 2011. Last Christmas, members of the Council joined the Police to visit entertainment areas in Tsim Sha Tsui to remind people not to drive after drinking alcohol. The Council will not be complacent and will continue with its efforts to promote safe driving.

In recent years, cycling safety has been one of the Council's major concerns. In 2011, the Council joined hands with the Police and District Councils to conduct safe cycling campaigns, including the 'Summer Safe Cycling 2011' in Tai Po which was attended by many people. Announcements of public interest, focusing on cycling behaviour, the relevant laws and safety equipment, were broadcast on the television and radio. Messages were displayed on taxis to remind cyclists to obey the traffic laws and for drivers to be aware of cyclists. The Transport Department also launched an online Information Centre. Due to the increased popularity of cycling, cyclist casualties have risen from 1,768 in 2010 to 2,194 in 2011, amounting to 9% and 11% of the total road casualties respectively. With the increased interest in cycling, especially following Hong Kong's success in the London Olympic cycling event, it is anticipated that cycling activities will continue to grow, and as such the Council will continue to promote safe cycling through publicity and education. Cycling safety has been included in the curriculum for primary schools, teaching students the knowledge, skills and values for being a responsible, competent and safe road user.



Despite the slight drop of 1% from 3,898 in 2010 to 3,840 in 2011, pedestrians still recorded the highest rate of fatalities and serious injuries. Of particular concern is that 50 pedestrians killed in traffic accidents were aged 60 or above, amounting to 69% of the total pedestrian fatalities. The Council has intensified its safety awareness efforts for pedestrians and one of the major events was the 'Road Safety Council Annual Ceremony 2011 cum Elderly Pedestrian Safety Day'. We also conducted the 'Elderly Pedestrian Safety Photo Competition' and the 'Elderly Safety Bus Parades'. The Council will continue to conduct education and publicity campaigns to remind people of their roles on pedestrian safety. Especially for our elderly citizens, we will constantly remind them to 'Love yourself, Love your family, Be a smart pedestrian'.

In order to adopt a comprehensive approach in promoting road safety, the Council has a sub-committee that researches road accident trends, and road safety developments both in Hong Kong and overseas. In conducting its research, the sub-committee has recently considered subjects such as improving the use of child restraints in private cars and initiated a trial scheme for improved road-marking designs at roundabouts. Another area of the sub-committee's work is the greater publicity for encouraging cyclists to wear helmets. All of the research has the desired goal of improving road safety.

I strongly believe that road safety is a responsibility to be borne by all road users and at every strata of society. The Road Safety Council will therefore remain committed to a multi-agency and community-based approach to road safety, and will continue to develop and implement effective strategies to pursue our road safety vision – 'Zero Accidents on the Road, Hong Kong's Goal'.

TANG Kam-moon, Xavier
Chairman
Road Safety Council

About Road Safety Council



- Drug Driving Never Risk It
- If You Drink, Don't Drive!
- Be a Safe Cyclist
- Be a Smart Pedestrian



About the 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 the aim of 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 of '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:

- (a) Improve the behaviour of road users through education and publicity;
- (b) Improve the transportation network to create a safer driving and road environment;
- (c) Explore new technologies and overseas legislation on road safety to develop effective preventative measures;
- (d) Build better roads and push for safer vehicles;
- (e) Engage the community to participate in improving Hong Kong's road safety level through partnership programmes; and
- (f) Conduct research and analyses to identify traffic accident trends and risk areas.



On November 20, officiating guests of the "Road Safety Annual Ceremony 2011 cum Elderly Pedestrian Safety Day" kicked-off the publicity event.



Publicity



Publicity

The achievement of our road safety vision will require concerted effort in all areas, especially publicity. In 2011, the Council strengthened its existing publicity tools and created new platforms to highlight the most pressing road safety concerns to sustain the momentum of road safety awareness in the community.

► Drink Driving

The campaign against drink driving continues. Over 600 stickers to promote anti-drink driving were placed on parking meters throughout Hong Kong Island, Kowloon and New Territories. Existing anti-drink driving banners placed on flyovers were relocated to deliver the anti-drink driving message to drivers and other road users. Leaflets and souvenirs with the slogan 'If you drink, don't drive!' were distributed, particularly in major entertainment areas, during the festive seasons, especially Christmas and the Lunar New Year, and long holidays. The council has been working on enhancing public awareness of road safety through publicity and education. To remind people not to drive after drinking, the Council continued to adopt the slogan 'If you drink, don't drive' to spread the message to all sectors of society.

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 term of imprisonment and the driving disqualification period. The Council also deployed bus-body advertisements to promote the amended legislation and reinforce the anti-drink driving message and launched weekend publicity events featuring the Road Safety Guard in bar areas throughout the territory.

The number of drivers arrested in traffic accidents involving drink driving dropped by 2% from 214 in 2010 to 210 in 2011. This indicates that drivers are increasingly aware of and responding to our anti-drink driving publicity campaigns and the wider use of breath tests by the Police.

► Drug Driving

In recent years, the Council has faced a new challenge - an increase in drug driving offences. In order to impose stricter controls over drug driving and provide the Police with necessary powers to enforce drug driving effectively, the Road Traffic (Amendment) Ordinance 2011, which was passed on 14 December 2011 commenced operation on 15 March 2012. To publicise the new legislative amendment on drug driving and to alert drivers the possible effects of drugs on driving, the Council formulated a publicity and education plan to promote anti-drug driving. This included the production of two television and radio announcements of the public interest (APIs) and a range of publicity materials. Additionally, anti-drug driving banners were mounted on flyovers and footbridges above strategic roads with high traffic volumes, telling drivers 'Drug Driving – May Be Your Journey To Death' and advertisements were displayed on bus bodies and shelters, and parking meters.



On December 16, officiating guests of the Anti-drink Driving Kick-off Ceremony kicked-off the publicity event in Tsim Sha Tsui.



► 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.

The 'Road Safety Council in Partnership with the 18 District Councils to Promote Elderly Pedestrian Safety Kick-off Ceremony' was held in June in the Lecture Hall of the Hong Kong Museum of Art in Tsim Sha Tsui and followed by a bus parade. Celebrities were on hand to appeal to the public to show more concern for the road safety of elderly citizens and to help them cross the road.

In July, in order to bring the issue of elderly pedestrian safety to the attention of the general public, the Council organised the 'Elderly Pedestrian Safety Photo Competition'. Members of the public were encouraged to participate in the competition and to remind their friends and family members to 'Love yourself, Love your family, Be a smart pedestrian'. A dedicated website was set up for the competition which attracted an overwhelming response of more than 600 entries. The Road Safety Guard, a figure created by the Council, became a popular icon in anti-drink driving and anti-drug driving publicity campaigns to promote the road safety message.

In November, the 'Road Safety Council Annual Ceremony 2011 cum Elderly Pedestrian Safety Day' was held at Citywalk in Tsuen Wan, with the Chairman of the Council, Mr Xavier Tang Kam-moon, Deputy Commissioner of Police (Operations) and other prominent guests and officials officiating. Speaking at the ceremony, Mr Tang said elderly pedestrian safety would remain a focal point of attention for the RSC. He called on the public to make a concerted effort for the vision of 'Zero accidents on the road, Hong Kong's goal'.

► Safe Cycling

The safety of recreational and functional cyclists continues to be a concern. Pamphlets conveying relevant traffic regulations, responsibilities of cyclists on roads and best practices when using cycling tracks have been widely distributed to cyclists, pedestrians and persons who employ cyclists for rural and urban delivery. A new safe cycling API was launched in television to remind cyclists on the roads of the risks caused by motorists' blind spots.

In July, the Council and the Tai Po District Council jointly held the '2011 Summer Safe Cycling Ceremony' at Tai Po Waterfront Park. The campaign promoted safe cycling and the importance of wearing a helmet and other protective equipment. About 600 people attended the ceremony and enjoyed a variety of entertainment, including Mr Hung Chung-yam, chairman of the Hong Kong Elite Athletes Association, who shared his experience on the use of cycling safety equipment, and a dance performance by students.

To promote cycling safety, the Transport Department launched an internet-based Cycling Information Centre (CIC) on 21 December 2011 to provide the public with convenient access to information on cycling safety.



On July 10, the Road Safety Council conducted the '2011 Summer Safe cycling' ceremony at the Amphitheatre of Tai Po Waterfront Park. The event was jointly organized with Tai Po District Council, Hong Kong Road Safety Patrol New Territories North Regional Headquarters and Traffic New Territories North of Hong Kong Police Force.



The Chairman of the Road Safety Campaign Committee (RSCC), Dr Eric Cheng, MH OStJ, JP distributed the leaflets to promote the anti-drink-driving message.

► Safe Driving and Health Campaign

To echo the vision of the Road Safety Council in road safety promotion, in 2011, the Transport Department also launched the 'Safe Driving and Health Campaign' to enhance safe driving behaviour and health awareness among drivers of commercial vehicles. A wide range of services and activities were provided under the campaign. These included seminars and workshops, radio broadcast of safe driving and health messages, advertisements in newspapers and at tunnel entrances and prominent sites near trunk roads, distribution of posters and stickers and offering free health checks for professional drivers. In addition, newsletters were produced for the various transport trades to enhance awareness and knowledge of safe driving.

► Highlighting Our Vision – 'Zero Accidents on the Road'

The Council strives to deliver road safety messages to the community through various channels and platforms. Over the years, these have included distributing souvenirs bearing the Council's logo, vision and road safety slogans and adopting innovative ideas to promote road safety activities. In order to bring the issue of elderly pedestrian safety to the attention of the general public, the Council has organised the 'Elderly Pedestrian Safety Photo Competition' in July 2011.

► Targeted Safety Messages

Broadcasting APIs through different media platforms is an important and effective tool to promote road safety messages to the community. In 2011, four APIs were produced on drug driving, and cyclist and pedestrian safety. In order to promote the enactment of the Road Traffic (Amendment) Ordinance 2011, two television and radio APIs were produced to publicise the new legislative amendment on drug driving, that is, zero tolerance against six specified illicit drugs, namely heroin, cocaine, ketamine, methamphetamine (ice), cannabis and ecstasy, and to alert drivers the possible effects of drug driving. As more and more people take up cycling, an API on cycling safety on the roads was produced and broadcast in the television to remind cyclists of the risks caused by motorists' blind spots, and aired from early 2012. Another API reminding pedestrians of the importance of proper road crossing discipline was aired on the radio from February.

The Council also explored new channels to broadcast road safety APIs. In addition to radio and television, the APIs were also played in the public areas of six police premises. Other suitable locations will continue to be explored to promote road safety messages.

The Road Safety Council website recorded an average of 3,542 daily visits last year, an increase of 13.5% over 2010. 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 reach target audiences with tailored messages.

For further information, please visit:

<http://www.roadsafety.gov.hk>

http://www.roadsafety.gov.hk/eng/campaign/road_safety_campaigns.html



Education



Drug Driving Never Risk

If You Drink, Don't Drive

Be a Safe Cyclist

Be a Smart Pedestrian



Education

► Safety Through Education

The Council has 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. The concerted efforts of district councils, schools, community centres and non-governmental organisations produce a variety of road safety education. Lectures and seminars are given by the Police to various groups and organisations at venues including the Road Safety Bus, Road Safety Towns, schools, centres for the elderly and other community venues. The messages delivered are tailored to specific groups and audiences. For example, road safety educational programmes designed for new immigrants to Hong Kong help these newcomers better understand local regulations and requirements.

In addition, Road Safety Bulletins prepared by the Transport Department (TD) are also regularly distributed to various stakeholders to enhance understanding of traffic regulations and of the importance of obeying traffic rules; to disseminate road safety messages; and to enhance the road safety awareness of all road users.

► Youth Education

The Road Safety Towns transform road safety education into a fun experience for children and other young people, in a pleasant and comfortable environment. Managed by the Leisure and Cultural Services Department, the towns attracted more than 43,800 visitors of all ages in 2011, an increase of 18.4% as compared with 2010. The towns are 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.

Hong Kong's four Road Safety Towns are:

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

For many years, the Road Safety Bus has delivered road safety messages to students at schools, residents at housing estates and children at youth centres. The Road Safety Bus underwent a revamp project in 2010 and was decked out in a fresh livery, depicting the road environment and some of the most common crossing facilities found in Hong Kong. The interior of the bus is now better utilised, with more space 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 advanced audio-visual equipment with touch-screen display. With its vibrant colours, simulated road environment and innovative computer games, it recorded more than 60,000 visitors in 2011, underscoring the valuable role it plays in road safety education. In addition, to raise road safety awareness and to develop good practices, we continue to reach out to our young people through interactive educational activities.

► School Education

A cornerstone of our educational work is to instil safety awareness and proper attitudes towards road use in students through school education. Schools are encouraged to adopt a holistic approach comprising knowledge, skills and attitude to enhance safety awareness and sensible road use among students. In the school curriculum recommended by the Curriculum Development Council, one of the learning objectives for young children in pre-school education is to know how to protect themselves from early childhood through acquiring basic health and safety awareness. Elements of road safety, in particular, such as understanding safety regulations, cycling safety, proper use of public transport and common causes of traffic accidents are covered in various Key Learning Areas and subjects. Examples are General Studies at the primary level and the two Key Learning Areas of Personal, Social and Humanities Education and Physical Education at the secondary level.

To support the promotion of road safety education in schools, the Education Bureau provides learning and teaching materials, including educational television programmes and teaching plans for teachers' reference and adoption. In addition, life-wide learning activities are organised to provide authentic learning contexts for students to develop a broader sense of road safety. Positive values such as responsibility, respect and care for others, which the school curriculum aims to nurture in students, are indispensable in building a solid foundation for them as responsible road users.

► Cyclist Education

We attach great importance to cycling safety. In recent years, the Road Safety Council, the Police and TD have been promoting cycling safety through various forms of publicity and educational activities. In view of the increasing popularity of cycling in Hong Kong, we will increase our efforts in this area. Major undertakings are as follows:

- Publishing and distributing pamphlets and leaflets including 'Cycling Safety', 'Safety Tips for Cyclists', 'Be Considerate, Don't Walk on a Cycle Track' and 'Guidelines on the Loading of Bicycles';
- Publishing two new leaflets, namely 'Be A Smart Cyclist, Wear Bicycle Helmet Always' and 'Stay Alert, Watch Out for Cyclists'. These two leaflets will be distributed to all local schools and higher education institutions as well as the community through the usual channels;
- Conducting a 'Safe Cycling Campaign' in the summer. Leaflets and souvenirs were distributed at cycling hotspots to enhance public awareness of cycling safety. For example, the Council and the Sha Tin District Council jointly held the annual summer safe cycling gala in July 2010 – 'Smart Cyclist Got Talent 2010', which focused on educating people to cycle safely both during daytime and at night in addition to disseminating safe-cycling tips;
- Providing the public with information on safe cycling. In this regard, an internet-based Cycling Information Centre (CIC) was launched on 21 December 2011 to provide convenient public access to such information;
- Delivering regular talks in schools and communities to promote the use of safety equipment; and
- 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. An annual Safe Driving and Health Campaign was launched in 2011 to enhance awareness of safe driving and health among commercial vehicle drivers. The 'Driver Improvement Scheme', introduced by TD in 2002, continues to promote a culture of road safety by providing driving improvement courses for drivers who wish to voluntarily improve their driving behaviour, as well as for those who have accumulated 10 or more driving-offence points (DOPs) in respect of offences committed during a two-year period or those otherwise ordered to attend by a court due to conviction of a serious traffic offence.

Once all sessions and assignments are successfully completed, drivers receive a certificate and, when relevant, have their DOP total reduced by three. Since the implementation of the Driving Improvement Course in September 2002 and up to December 2011, nearly 53,900 drivers have attended the course. Encouragingly, 80% of the participants did not incur any new DOPs within six months of completing the course. The Road Traffic (Amendment) Ordinance 2011 introduced new offences which include 'driving motor vehicle without proper control under influence of specified illicit drug', 'driving motor vehicle with any concentration of specified illicit drug', 'driving motor vehicle without proper control under influence of drug other than specified illicit drug', 'failure to provide preliminary drug test' and 'failure to provide specimen of blood or urine'. One of the penalties for these new offences is to attend a Driving Improvement Course.

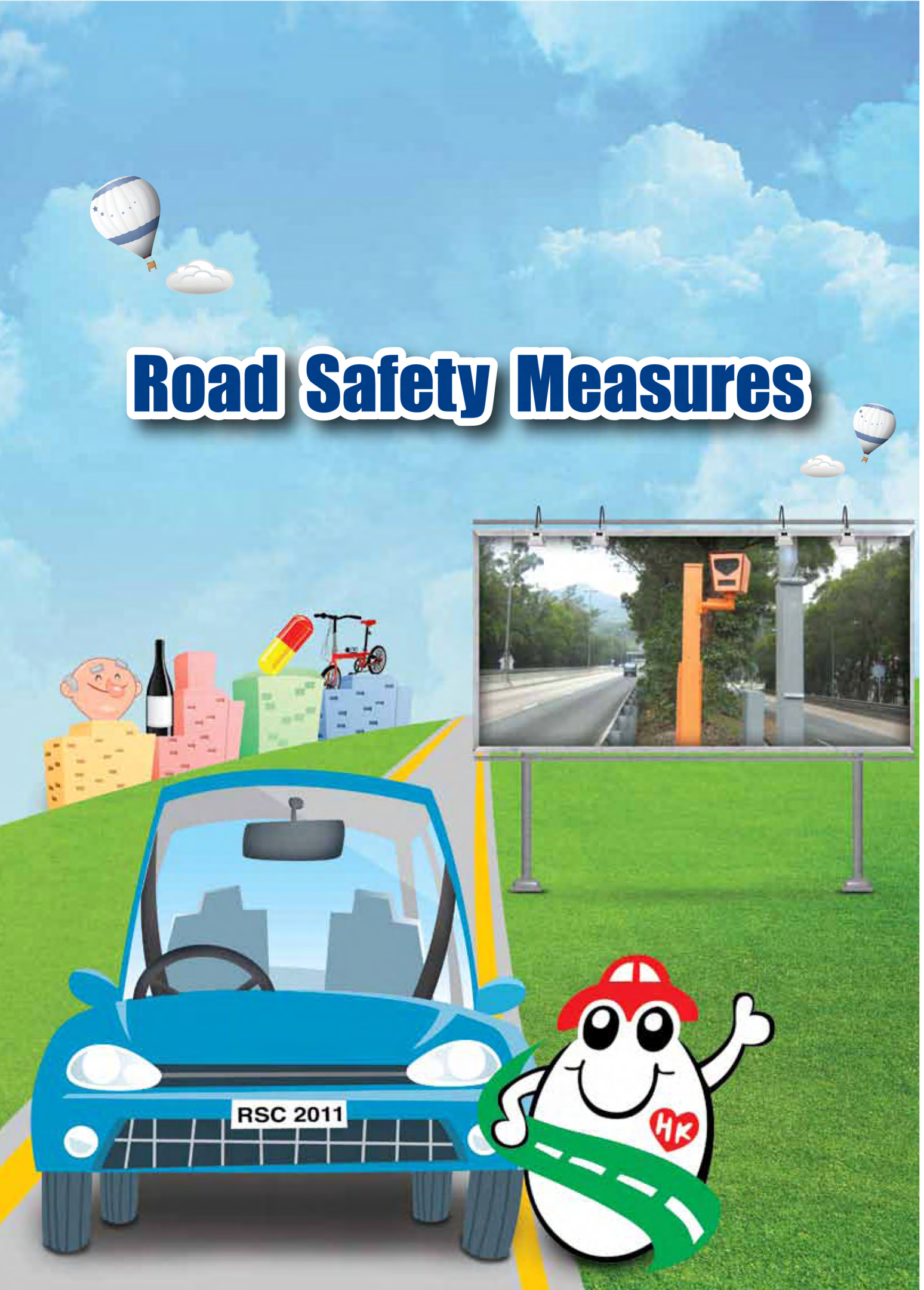
► Pedestrian Safety

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 and publicity and educational programmes on this demographic group, emphasising proper road use and crossing. In particular, there were continued broadcast of API in television to remind the elderly to 'Love Yourself, Love Your Family, Be a Smart Pedestrian'. The Council also worked closely with District Councils to conduct education in areas with relatively more traffic accidents involving elderly pedestrians to remind the elderly to use proper road crossing facilities. Also, the Council's Elderly Pedestrian Safety Photo Competition was launched to raise public awareness of the safety of elderly pedestrians. The Council hoped the competition would help the general public to realise and care for the importance of road safety of the elderly. A radio API, reminding pedestrians of the importance of crossing roads properly, was produced and broadcast from February 2011.

For further information, please visit:

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

Road Safety Measures



Road Safety Measures

The Council firmly believes that road accidents and their consequences can be greatly reduced by achieving the road safety objectives of safer roads, safer road users and safer vehicles. Road improvement measures are implemented to provide a safer road environment in order to minimise traffic accidents and road casualties. To this end, a variety of local traffic improvement measures have been implemented in the various districts to enhance road safety.

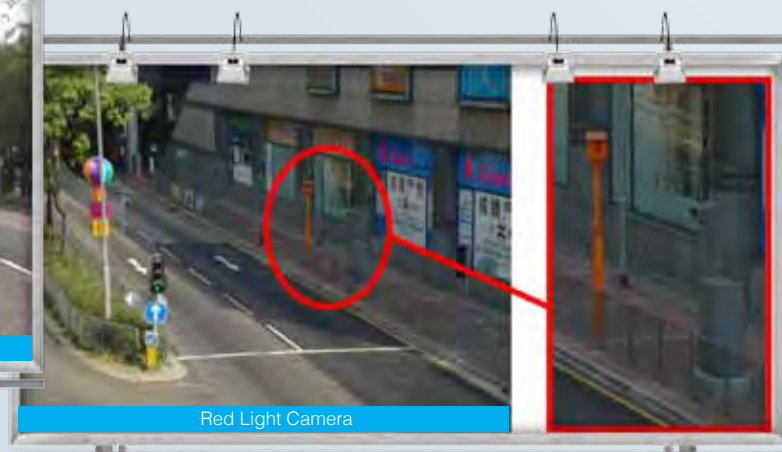
► Traffic Accident Investigation

In addition to the local traffic improvement measures, the Transport Department has conducted route studies and investigations at 100 accident black spots to identify potential safety problems on roads and use a holistic approach to implement road improvement measures that enhance road safety along the routes and black spots concerned. Some examples are illustrated below.



► The Use of Technology

The Transport Department is making use of technology to enhance road safety. For example, traffic signals are installed at about 1,800 road junctions to safely regulate and control vehicular and pedestrian traffic. About 155 red light cameras have been installed to deter drivers from jumping red lights. In addition, about 110 speed enforcement camera housings have been in operation to deter speeding.



► Engineering Measures

Central dividers are provided on dual carriageways to separate vehicles travelling in opposite directions. However, to facilitate the movement of emergency vehicles across central dividers in emergencies, Emergency Crossings (ECs) are provided at selected locations. Also, to cater for serious traffic congestion caused by major incidents, Contingency Crossings (CCs) are provided at selected locations to facilitate traffic diversion. ECs and CCs have typically been closed by tubular crash gates that provide separation between opposite traffic flows and prevent abuse by road users.

With a view to enhancing road safety and seeking better road facilities, the Highways Department and Transport Department have been working closely with the Hong Kong Police Force and Fire Services Department to study ways of improving the installation of ECs and CCs. The aim is to replace tubular crash gates with more robust barriers that will strengthen road safety and facilitate the movement of emergency vehicles across central dividers under emergency conditions.

Movable Steel Barrier (MSB) is especially designed for ECs and can be opened in a short time to allow the rapid passage of emergency vehicles. Under normal conditions, the MSB rests on the ground, with strong hinges fixed at each end, functioning as a robust barrier. When required, the MSB can be quickly opened.

In general, an MSB can be opened to 45 degrees to provide adequate space for the passage of emergency vehicles, and can be easily opened or closed within two minutes. They also provide adequate containment capacity when closed to prevent out-of-control vehicles from entering the opposite traffic lane. These properties make MSBs an effective and safe installation for ECs.

Some of the openings in central dividers are not considered ECs. However, in cases of a major traffic incident, these openings may be employed to facilitate traffic diversion. Such openings are categorised as Contingency Crossings (CCs). To allow for flexibility, barriers at CCs are designed to be removable. However, unlike ECs that require opening within a few minutes, the use of a CC is essentially to facilitate the diversion of traffic when flow in one of the two directions is paralysed due to a major incident. Removable Concrete Barrier (RCB) is therefore a suitable installation for CCs on major roads.

RCB is a series of short pre-cast concrete barrier sections interconnected by hinges and locked with steel pins to form a continuous barrier. The design of this type of barrier is robust. After installation, it is very effective at preventing out-of-control vehicles from entering the opposite traffic lane.

The main difference between EC and CC is the time required to open them. For non-urgent incidents, such as serious traffic congestion in one direction, Highways Department will arrange for a contractor to remove the steel locking pins between pre-cast units, after which the RCB can be removed using a hoist. The RCB system allows for opening of the crossing in about one to two hours. The use of RCB at CC offers easier maintenance and lower installation costs than MSB at EC.

Highways Department plans to install MSB or RCB at 127 openings in the central dividers of major roads in Hong Kong, depending on the nature of the crossings. At the end of 2011, a total of 37 MSB and 51 RCB installations had been completed. Under the programme, over 90% of the improvement works will be completed by the end of 2013. Improvement of the remaining ones, which are affected by other road projects, will be completed as part of those projects.

► Vehicle Examination

All vehicles registered in Hong Kong are required to undergo type approval and a pre-registration examination to ensure that they meet the 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 a yearly roadworthiness examination. All private cars of six or more years old are required to pass an annual examination. It is the responsibility of vehicle owners to properly maintain their vehicles to ensure their roadworthiness.

In 2011, the Transport Department continued to review and update local vehicle regulations and introduced a bill mandating speed limiters and electronic data recording devices on public light buses, to enhance their operational safety.



Law and Enforcement



- Drug Driving Never Risk It
- If You Drink, Don't Drive
- Be a Safe Cyclist
- Be a Smart Pedestrian



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.

Through the joint efforts of various stakeholders, the number of road traffic fatalities remained at a low level. In 2011, among Hong Kong's population of about 7 million, there were 130 traffic fatalities. This is the second-lowest figure on record in half a century, after 117 fatalities were recorded in 2010. Hong Kong also ranks the highest in the world in road safety in our road fatality rate of only 18 per million population. Yet we should not be complacent and must continue to work with the community to promote road safety.

Drink driving and dangerous driving continue to be two serious threats to road users. To tackle these, the Road Traffic (Amendment) Ordinance 2010 was enacted on 17 December 2010. It is encouraging that the number of traffic accidents involving drink driving has continued to decline. In 2011, a total of 210 drivers were arrested in traffic accidents involving drink driving. This represents a significant drop of 70% compared with 701 drivers in 2008, before random breath testing was introduced. There has been no fatality involving drink driving since 2010. These promising figures evidence the effectiveness of strict traffic enforcement together with high profile publicity and education campaigns in promoting road safety in Hong Kong.

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. Statistics gathered from STEP and traffic accidents are regularly analysed to identify areas of concern in order to improve traffic policies and enforcement strategies.

Last year, 100 cases out of 128 fatal accidents (78%) involved public service vehicles and goods vehicles. Operation Kickstarter is a territory-wide campaign that has continued to be mounted by the Police at 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 the aim of reducing their involvement in traffic accidents.

Project Safe-Ride, 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 2011, a total of 156 complaints were received, resulting in 78 drivers being prosecuted or warned for contravening the Road Traffic Ordinance or driving poorly.

In recent years, cycling has become more popular, with increased activity on both cycling tracks and roads. There has been a concomitant rise in traffic accidents involving bicycles. Operation 'Goldensun', which targets cycling offences, especially those involving occupational cyclists, continued to raise awareness of cycling safety through education, publicity and enforcement. There were 6% fewer prosecutions against cyclists (8,654 cases) than in 2010.



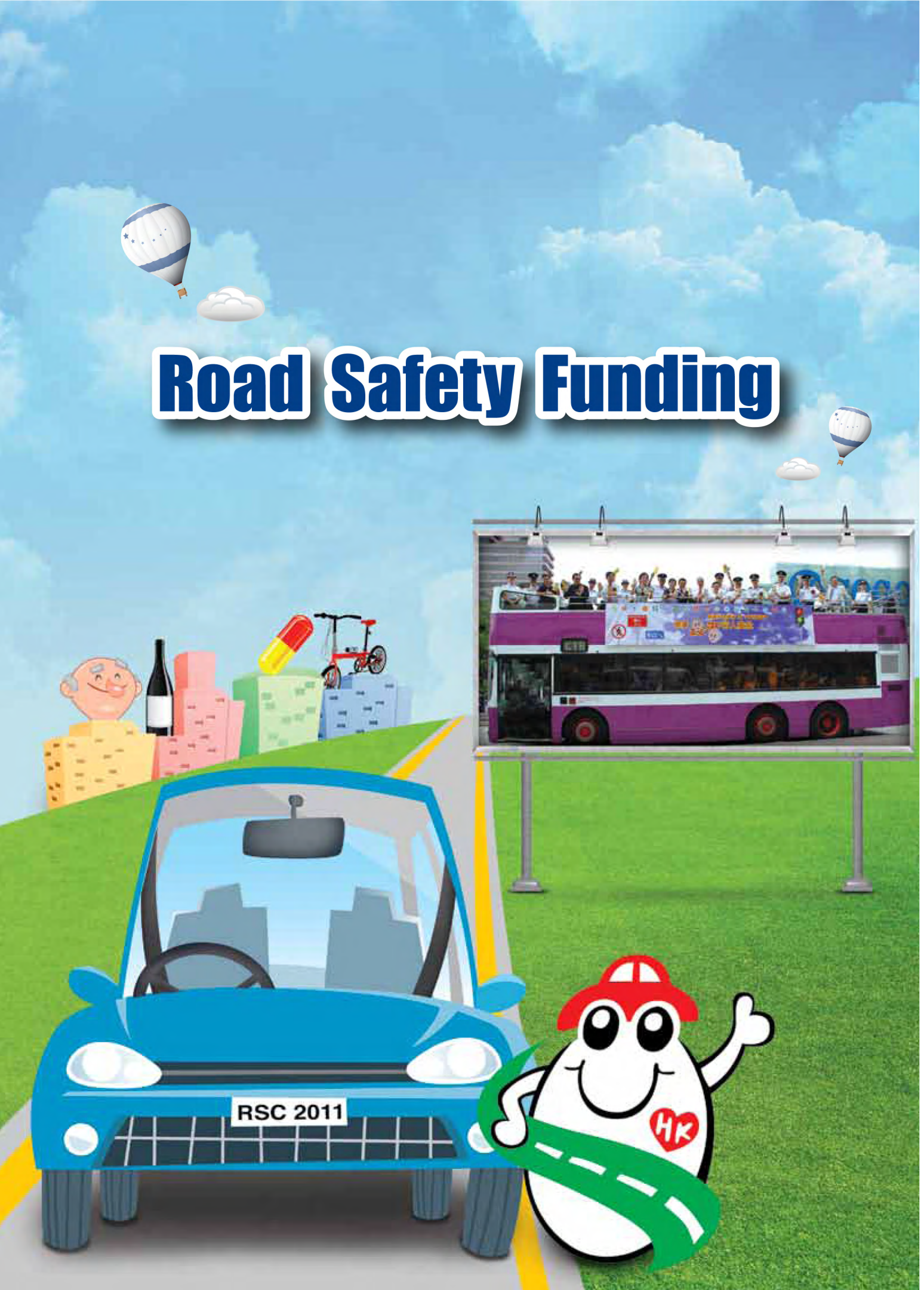
There is also general concern about seatbelt offences and illegal road racing. These traffic violations are tackled by territory-wide operations codenamed 'Outranger' and 'Fossington' respectively, in addition to day-to-day traffic enforcement by the Police. Additional speed cameras and digital red light cameras have been installed across the territory. Notably, the numbers of traffic accidents caused by 'Speeding' and 'Disobeying Traffic Lights' in 2011 decreased from 62 to 54 (-13%) and 206 to 185 (-10%) respectively when compared with 2010.

Pedestrians continue to be the most vulnerable group of traffic accident victims, accounting for 55% of fatalities in 2011. To address this, the Police continue to enforce laws and take stringent enforcement action against jaywalkers and other blatant pedestrian offenders. In 2011, there were 20,307 prosecutions against pedestrians, a decrease of 14% when compared with 2010. Unfortunately, fatalities among elderly pedestrians still increased by 4% from 48 cases in 2010 to 50 in 2011. Whilst enforcement action will continue, the Council pledges to enhance publicity about elderly pedestrian safety.

After the introduction of more stringent enforcement action against drug driving, the number of drivers arrested for drug driving offences decreased by 39% from 84 drivers in 2010 to 51 in 2011, clearly demonstrating the deterrent effect of the new law. To further deter drug driving, the Council will continue its efforts in education, publicity and enforcement, and that combating drug driving will continue to be a major area of concern for the Council.



Road Safety Funding



Road Safety Funding

► Funding

The Road Safety Council has two main sources of funding: Government provision and private sector sponsorship. Both are integral to successful campaigning for a high standard of road safety in Hong Kong.

► Maximising Resources

For the 2011-2012 financial year, the Government allocated HK\$4.7 million to the Council for education and publicity programmes through the Transport and Housing Bureau. In addition, the Council accepted HK\$260,000 from various commercial partners to enable the staging of road safety events and production of publicity materials to promote road safety messages. The Council will continue to secure and encourage external sources of sponsorship for publicity activities.

Our Road Safety Campaign Committee jointly devises a work plan with the Transport and Housing Bureau, and ensures that resources are utilised appropriately and effectively. 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 to promote road safety can be implemented across all areas of concern.



Non-Government Organisations



Non-Government Organisations

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

Comprising about 2,000 experienced managers, government staff, public and private sector corporations, consultancies and other members, the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) encompasses various industries including shipping, logistics, airlines, public transport, railways and roads.

The CILTHK organises regular seminars, forums, conferences, visits and other programmes and events for members. Additionally, it defines codes of conduct with the objective of upholding professional industry standards. The CILTHK is also represented on 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, with roles on the Road Safety Campaign Committee and the Road Safety Research Committee. The CILTHK works closely and regularly with the Council and other Government departments to improve road safety and distribute road safety messages to the industry.

For further information, please visit:
<http://www.cilt.org.hk>

► 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 assist 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 on the Council, the Road Safety Research Committee, the Road Safety Campaign Committee and the Speed Limit Review Working Group.

The Association today continues 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 International Automobile Federation (FIA), and the International Motorcycle Federation (FIM). These are the international governing bodies of car events and motorcycle events respectively.

The Association provides a range of benefits and technical support to its members, and renders assistance to promote road safety activities in the community.

For further information, please visit:
<http://www.hkaa.com.hk>

► Hong Kong Federation of Insurers (HKFI)

The Hong Kong Federation of Insurers (HKFI) comprises 132 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. Matters related to motor insurance are in the purview of 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 2011, the HKFI continued to promote road safety. HKFI web pages were hyperlinked to the Road Safety Council's homepage, providing useful information on motor insurance, including third-party insurance, no-claims bonuses, and motor insurance cover under adverse weather conditions. The Federation also encouraged public transport operators to reduce accident rates by promoting good driving behaviour and worked with relevant governmental departments to find effective ways to combat drink driving, drug driving and other traffic problems.

For further information, please visit:
<http://www.hkfi.org.hk>

► 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. Still active in the community today, 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 program of activities 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.

For further information, please visit:

<http://www.hkma.org>

► 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 the promotion of pedestrian safety. In 1963, the Hong Kong Road Safety Patrol (HKRSP) was established to focus on student pedestrian safety in areas where students travel to and from school with inadequate road crossing facilities and to assist the Police to publicise road safety issues.

As at December 2011, the HKRSP had a membership of 10,291, including students from 359 kindergartens, primary and secondary schools, as well as senior citizens from elderly centres. In addition, 578 volunteers serve as safety leaders.

In 2011, 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 serve the community in the important role of Road Safety Ambassadors.

The HKRSP has also reached out to the Mainland by sharing experiences and expertise with cities and provinces, mutually supporting each other in the promotion of 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 further information, please visit:

<http://www.rsa.org.hk>

► Institute of Advanced Motorists Hong Kong (IAM-HK)

The Institute of Advanced Motorists Hong Kong (IAM-HK), founded in 1961, celebrated its 50th anniversary last year. The IAM-HK is a non-commercial, non-profit interest group that aims to promote driving standards 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 at all times be able to demonstrate a high level of skill and drive with a sense of responsibility towards all other road users, including pedestrians and cyclists.

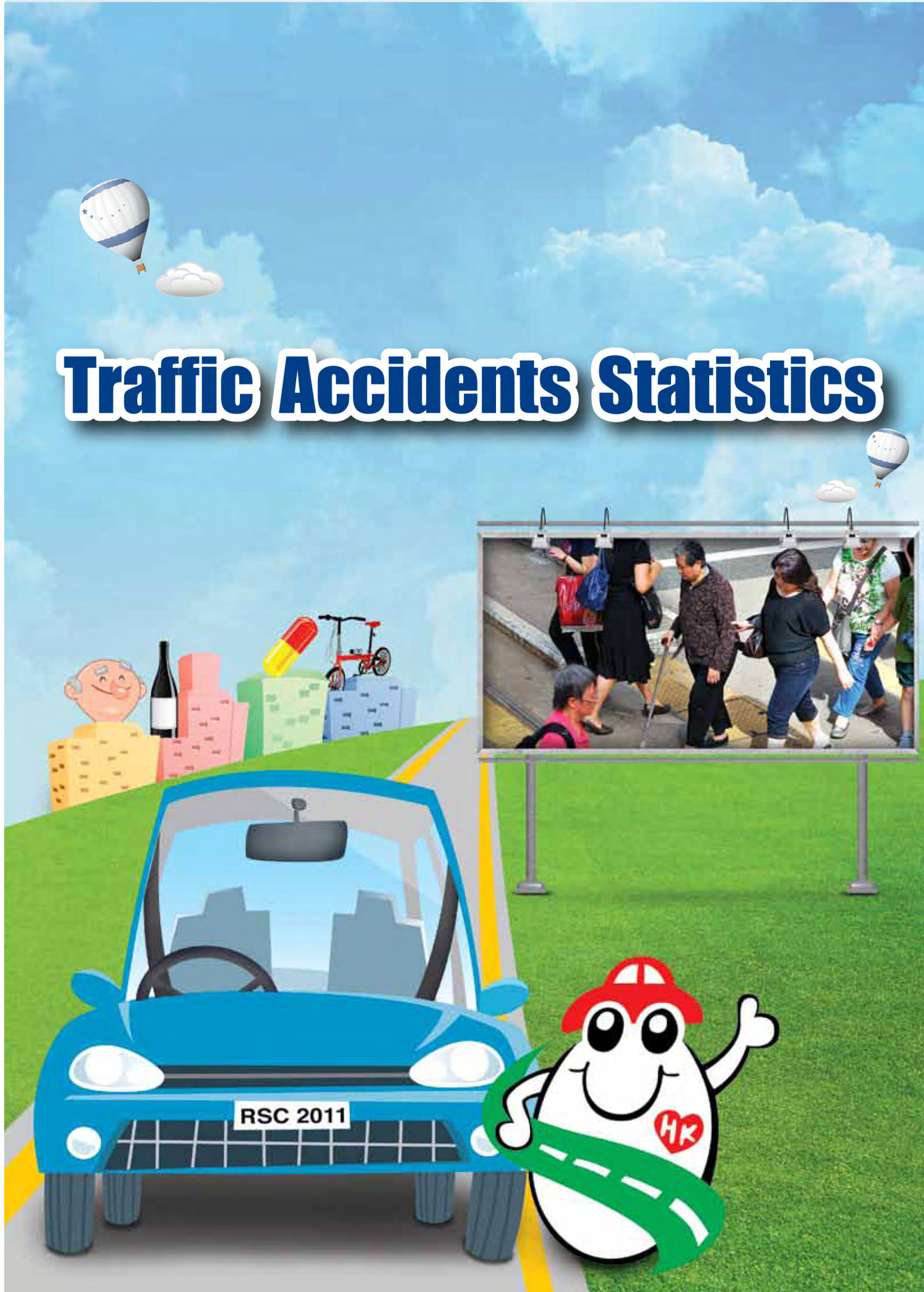
In 2011, the Institute continued to participate in the Council's activities, filling important roles on the Road Safety Research Committee and the Road Safety Campaign Committee, to promulgate safety messages among the motoring public. The group also delivered Advanced Driving Training Courses to drivers and fleet operators of major companies as part of its mission to elevate driving standards in the territory. IAM-HK also upgraded their homepage to make advanced driving knowledge and techniques available to all drivers.

For further information, please visit:

<http://www.iamhk.org>



Traffic Accidents Statistics



RSC 2011

HK

Traffic Accident Statistics

The Council's programmes and direction are determined based on close scrutiny of traffic accident and causation factors. Traffic accident statistics and trends are carefully analysed to develop and implement measures to mitigate and prevent traffic accidents.

► 2011 Statistics

An analysis of Hong Kong's traffic accident statistics for 2011 reveals that there were 15,541 traffic accidents with 19,803 resultant injuries. On average, 43 traffic accidents with injuries occurred each day during the year and about three people were killed each week. Compared with the previous year, the number of accidents and the number of casualties were also increased by 4% approximately.

Categorising accidents by collision type reveals that in 2011 the number of vehicle collisions involving pedestrians decreased slightly from 3,591 cases in 2010 to 3,489 cases in 2011. Cases involving a vehicle colliding with another vehicle increased from 5,986 cases in 2010 to 6,338 cases in 2011.

Whilst 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 130 people were killed in traffic accidents in 2011, the second lowest number recorded in Hong Kong since 1955.

The Council studies causes and consequences of traffic accidents and maintains a comprehensive traffic accident database to help formulate road safety strategies. Clearly, pedestrians consistently suffer the highest number of fatalities while private cars are the largest group involved in accidents. Of the 23,733 vehicles involved in traffic accidents in 2011, private cars accounted for 6,591, compared with 4,259 taxis, 2,689 light goods vehicles, 2,629 public buses, 2,328 motorcycles, 2,500 bicycles and 2,737 other vehicle types. It is however noted that private cars amount to the highest number of vehicles registered in Hong Kong, being 68%, follow by goods vehicle (17%) and others (15%).

► Impact of Road Conditions

Statistics show that 26% of the traffic accident related injuries occurred at road junctions while 26% occurred at pedestrian crossings. Some 29% of traffic accidents happened at night time whilst another 4% happened at dawn or dusk.

► Top 5 contributory factors in traffic accidents 2011 (from four perspectives)

I. Driver

Contributory Factor	No. of Drivers
Driving inattentively	3,487
Driving too close to vehicle in front	1,567
Lost control of vehicle	1,330
Careless lane changing	995
Careless cycling	900

III. Vehicle

Contributory Factor	No. of Vehicles
Mechanical defect	71
Broken down with hazard warning lights unlit	11
Defective or illegal tyre	9
Tyre blow-out before impact	6
Defective load (apparent overloading)	6

II. Casualty (Passenger or Pedestrian)

Contributory Factor	No. of Casualties
Passenger lost balance, elsewhere	519
Crossing road heedless of traffic (elsewhere)	518
Pedestrian inattentiveness	476
Crossing road heedless of traffic (at crossing)	330
Lost balance/fell down when boarding/alighting vehicle	248

IV. Environment

Contributory Factor	No. of Accidents
Slippery road (not related to weather)	97
Slippery road (caused by weather)	83
Object or animal in road	53
Inadequate light/sign at roadworks	48
Pedestrian negligence	47

The Way Forward



Drug Driving Never Risk It

If You Drink, Don't Drive

Be a Safe Cyclist

Be a Smart Pedestrian



The Way Forward

► Looking Ahead

Progress is possible only when we are optimistic 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 this 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 develop education and publicity campaigns that help realise that vision.

► Spreading the Safety Message

Following the enactment of the legislative amendments to combat drug driving enacted on 15 March 2012, the Council has stepped up publicity to alert drivers of the possible effects of some common drugs on driving ability and advise them to stop driving when initial signs of driving impairment are recognised. Television and radio APIs will continue to be broadcast. Posters will be displayed and leaflets distributed at various locations including car parks, tunnels and government public counters. Seminars will also be arranged for commercial drivers.

With the assistance of the Transport Department, the Council will publish leaflets to foster cycling safety on carriageways and to promote the wearing of bicycle helmets. The Transport Department will also produce an educational video featuring key safety messages and illustrating proper cycling techniques on roads and cycle tracks.

The Council's website, which is publicly accessible, will be maintained 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.

► Educating Target Groups

The Transport Department disseminates road safety messages to professional drivers through newsletters, seminars, workshops and regular meetings held with the public transport trades. A safe driving and health campaign will be held to enhance driving behaviour and health awareness among commercial vehicle drivers. Public road safety bulletins on specific road safety subjects will also be produced twice a year. In addition, the Police will continue to conduct seminars and on-street education at traffic accident black spots and boundary control points to reach target groups and raise awareness among them.

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 to raise interest in and awareness of road safety among students. 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 behaviour. As statistics suggest that the elderly are most vulnerable to traffic accidents, service units of the Social Welfare Department and non-governmental 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 disseminate the road safety message.

Annex



Annex

- A1 Membership and Terms of Reference of Road Safety Council
- A2 Membership and Terms of Reference of Road Safety Campaign Committee
- A3 Membership and Terms of Reference of Road Safety Research Committee
- A4 Membership and Terms of Reference of Road Safety Council Annual Report Working Group
- A5 Membership and Terms of Reference of Road Safety Publicity Strategy Working Group

- B Road Safety Council Publicity and Campaigns in 2011

- C Traffic Accidents and Casualties 2001-2011

- D Monthly Total Road Traffic Accidents and Fatal Accidents 2001-2011

- E Traffic Accident, Casualty and Fatality Rates 2004-2011

- F Monthly Road Traffic Accidents by Type of Vehicle Collision 2001-2011

- G1 Involvement Rate of Private Car Full Driving Licence Holders by Years of Driving Experience in 2011
- G2 Involvement Rate of Light Goods Vehicle Full Driving Licence Holders by Years of Driving Experience in 2011
- G3 Involvement Rate of Motorcycle Vehicle Full Driving Licence Holders by Years of Driving Experience in 2011

- H1 Road Traffic Fatalities by Role of Road User in 2010 and 2011
- H2 Road Traffic Casualties by Role of Road User in 2010 and 2011

- I Road Traffic Casualties by Role by Age in 2010 and 2011

- J Vehicle Involvements and Involvement Rates by Vehicle Class in 2010 and 2011



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 Transport and Housing Bureau	
	Representative of Education Bureau	
	Representative of Highways Department	
	Representative of Home Affairs Department	
	Representative of Hong Kong Police Force	
	Representative of Information Services Department	
Non-official Members	Dr CHENG Kam-chung, Eric, M.H., OStJ, JP	Chairman of the Road Safety Campaign Committee
	Dr HOU Lee-tsun, Laurence	The Hong Kong Medical Association
	Mr HUNG Wai-man, Witman	Hong Kong Road Safety Association
	Dr MONG Hoi-keung, Mikel	Institute of Advanced Motorists (Hong Kong) Limited
	Mr POON Wing-fai, Jimmy	Hong Kong Federation of Insurers
	Mr WAN Wai-hei, Wesley	Hong Kong Automobile Association
	Prof WONG Sze-chun	The Chartered Institute of Logistics and Transport in Hong Kong
Secretary	Mr TING Ka-ho, Louis	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 Transport and Housing Bureau	
	Representative of Hong Kong Police Force	
	Representative of Highways Department	
Non-official Members	Dr HOU Lee-tsun, Laurence	Hong Kong Automobile Association
	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, Mikel	Institute of Advanced Motorists (Hong Kong) Limited
	Dr SUMALEE Agachai Agachai Sumalee	The Hong Kong Polytechnic University
	Prof WONG Sze-chun	The University of Hong Kong
Secretary	Mr WONG Chi-hung	Transport Department

Terms of Reference

- To keep abreast of the latest developments in road safety research elsewhere and to suggest new road safety measures and policies where appropriate.
- To closely liaise with road safety organisations elsewhere to facilitate cross-fertilisation of road safety information and research.
- To consider possible research projects referred by the Road Safety Council and prioritise 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	Dr CHENG Kam-chung, Eric, M.H., OStJ, JP	
	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	
Non-official Members	Mr CHOW Man-sang, Sam	The Chartered Institute of Logistics and Transport in Hong Kong
	Mr CHUI Chi-yun, Robert	Hong Kong Road Safety Association
	Mr LAM Faat-kang	Tsuen Wan District Council Member (representing District Councils)
	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 Alternate	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, Jonathan	Hong Kong Federation of Insurers
	Mr YAN King-shun, Peter	Transport Advisory Committee
	Secretary	Mr TING Ka-ho, Louis

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 A4 Membership of Road Safety Council Annual Report Working Group

Chairperson	Ms NG Ho-chun, Angela Senior Superintendent of Police, Traffic Branch Headquarters	
Official Members	Representative of Transport and Housing Bureau	
	Representative of Education Bureau	
	Representative of Highways Department	
	Representative of Home Affairs Department	
	Representative of Hong Kong Police Force	
	Representative of Information Services Department	
Non-official Members	Mr CHUI Chi-yun, Robert	Hong Kong Road Safety Association
	Dr HOU Lee-tsun, Laurence	The Hong Kong Medical Association
	Mr LAW Siu-hung, Paul	Hong Kong Automobile Association
	Dr MONG Hoi-keung, Mikel	Institute of Advanced Motorists (Hong Kong) Limited
	Mr POON Wing-fai, Jimmy	Hong Kong Federation of Insurers
	Prof WONG Sze-chun	The Chartered Institute of Logistics and Transport in Hong Kong
Secretary	Mr TING Ka-ho, Louis	Hong Kong Police Force

Annex A5 Membership of Road Safety Publicity Strategy Working Group

Chairperson	Ms June TENG (ad personam)	
Official Members	Representative of the Transport and Housing Bureau	
	Representative of the Hong Kong Police Force	
	Representative of the Information Services Department	
	Representative of the Transport Department	
Non-official Members	Dr CHENG Kam-chung, Eric, M.H., OStJ, JP	Chairman of the Road Safety Campaign Committee
	Mr CHUI Chi-yun, Robert	Hong Kong Road Safety Association
	Mr LAM Faat-kang	Tsuen Wan District Council Member (representing District Councils)
	Mr LAW Siu-hung, Paul	Hong Kong Automobile Association
	Mrs OR HO Yim-ching, Jane	Holy Trinity College (representing secondary schools)
	Mr TSANG Siu-kan, Tony	Institute of Advanced Motorists (Hong Kong) Limited
Secretary	Mr TING Ka-ho, Louis	Hong Kong Police Force

Annex B

Road Safety Council Publicity and Campaigns in 2011

January	<ul style="list-style-type: none"> - Launched the anti-drug driving radio and TV Announcement in the Public Interest (API). - Promoted anti-drink driving messages through the publicity vehicle and the Road Safety Guard (道路光明使者) by distributing leaflets at popular entertainment areas throughout the territory. - Conducted online publicity with Yahoo! by capturing the public's photos featuring the Road Safety Guard during publicity events. - Conducted publicity to promote the Road Traffic (Amendment) Ordinance 2010 by : <ul style="list-style-type: none"> Replacing banners promoting the Random Breath Test with new banners focusing on the legislative amendments; Launching promotion segments on Commercial Radio and RTHK; Advertising the amendments of Laws / Ordinance on KMB, New World First Bus and Citybus; and • Launching weekend publicity events with the Road Safety Guard at popular entertainment areas.
February	<ul style="list-style-type: none"> - Promoted the safety of elderly pedestrians through bus shelter advertisements with the theme of "Love Yourself and Love Your Family, Be a Smart Pedestrian".
March	<ul style="list-style-type: none"> - Provided safe cycling courses to teenagers at Shatin Siu Lek Yuen Playground.
April	<ul style="list-style-type: none"> - Broadcast road safety TV APIs at police premises with a public interface.
May	<ul style="list-style-type: none"> - Broadcast road safety messages on the RTHK radio station.
June	<ul style="list-style-type: none"> - Held the "Elderly Pedestrian Safety Campaign Kick-off Ceremony" in partnership with the 18 District Councils, followed by distribution of leaflets and souvenirs across 18 districts / throughout the territory.
July	<ul style="list-style-type: none"> - Conducted online publicity with Yahoo! for the Elderly Pedestrian Safety Photo Competition - Organised the "Summer Safe Cycling Campaign 2011" in partnership with Tai Po District Council at Tai Po Waterfront Park. - Promoted road safety messages to visitors by developing a new leaflet to distribute at boundary crossing points.
September	<ul style="list-style-type: none"> - Distributed the Anti-drug Driving leaflet and poster (regarding medical drugs) to clinics, through HKMA. - Advertised the anti-drug driving message through bus body advertisements. - Launched a safe cycling TV API.
October	<ul style="list-style-type: none"> - Mounted new anti-drug driving banners on flyovers and footbridges and relocated the existing anti-drink driving banners that they replaced.
November	<ul style="list-style-type: none"> - Held the "Road Safety Council Annual Ceremony 2011 cum Elderly Pedestrian Safety Day" at Citywalk in Tsuen Wan.
December	<ul style="list-style-type: none"> - Promoted the message 'If You Drink, Don't Drive!' at the Knutsford Terrace bar area in Tsim Sha Tsui, followed by leaflet distribution at popular entertainment areas in Hong Kong.

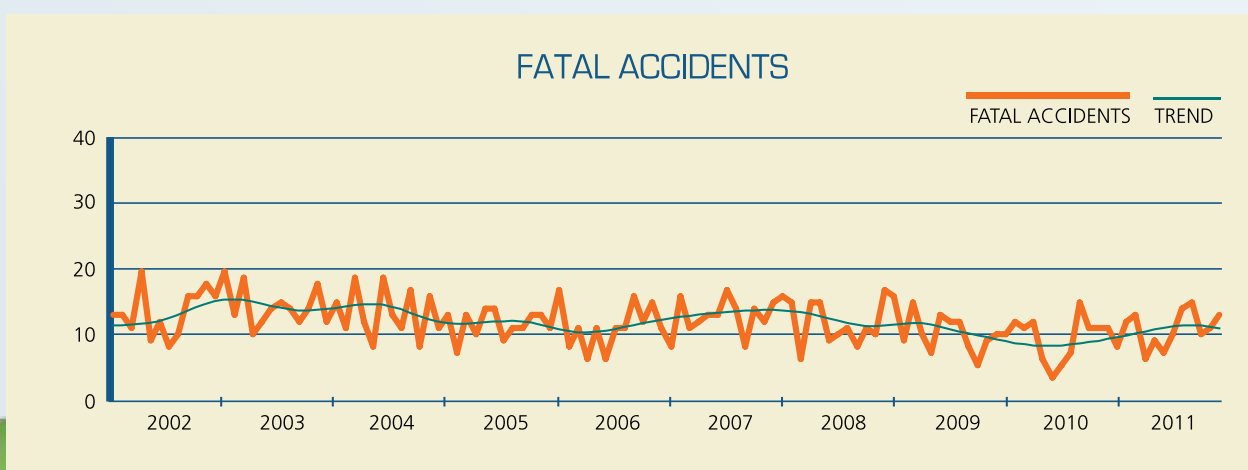
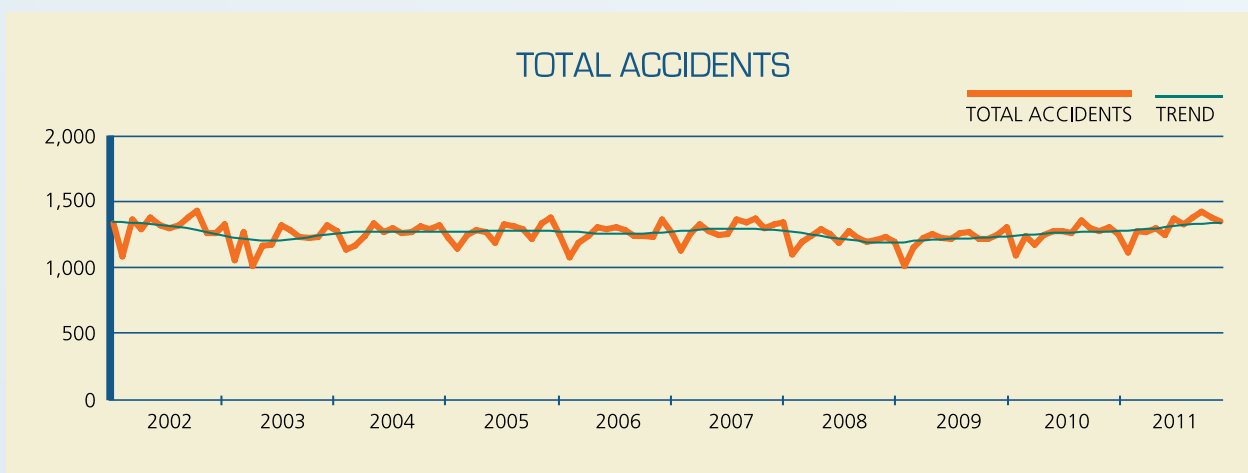


Annex C TRAFFIC ACCIDENTS AND CASUALTIES 2002 - 2011

Year	Accidents*	Killed	Total Casualties*
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
2011	15,500	130	19,800

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

Annex D MONTHLY TOTAL ROAD TRAFFIC ACCIDENTS AND FATAL ACCIDENTS 2002 - 2011

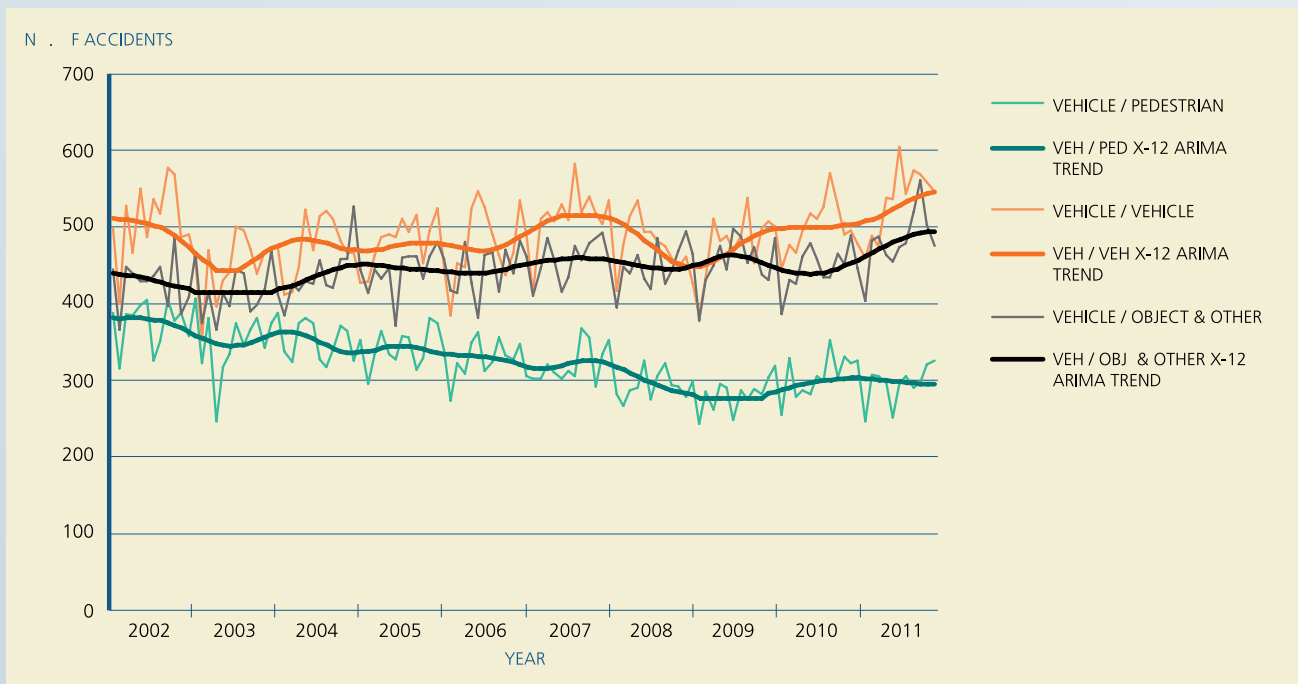


Annex E TRAFFIC ACCIDENT, CASUALTY AND FATALITY RATES 2006 - 2011

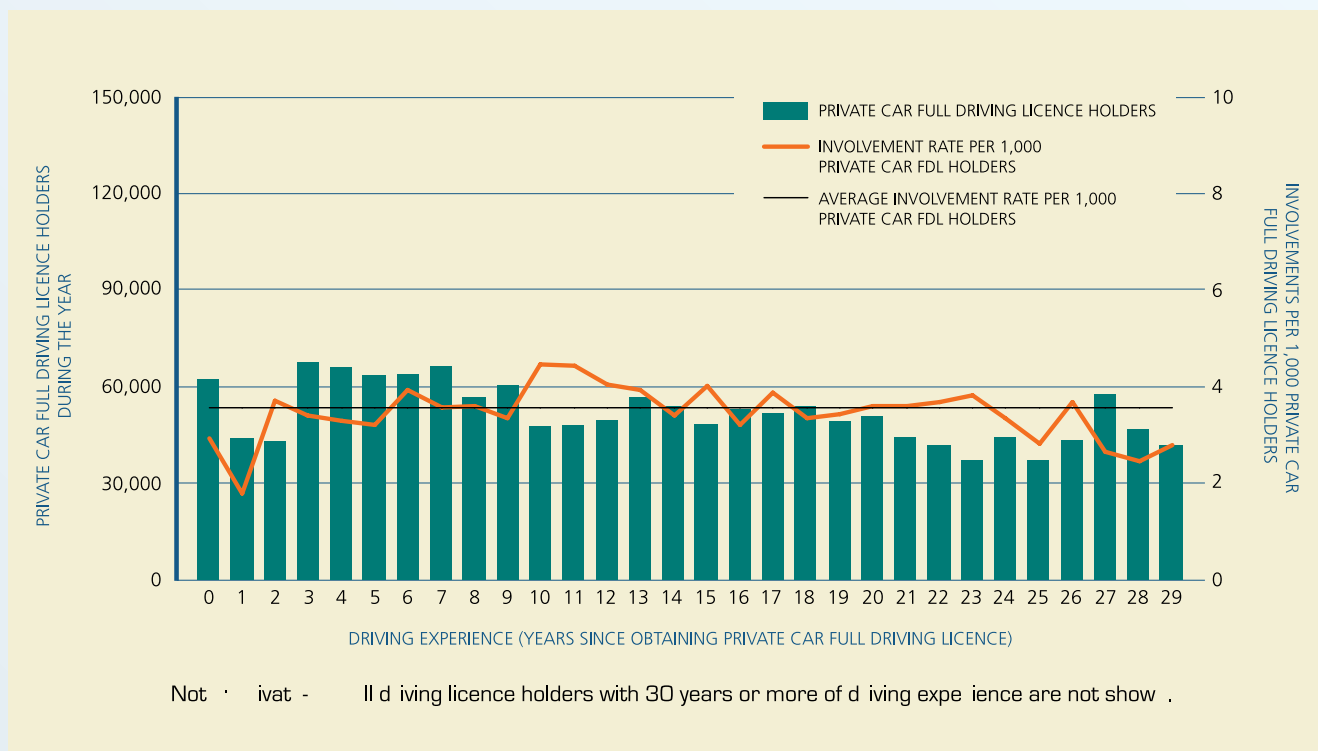
	2006	2007	2008	2009	2010	2011
i) Accident rate						
per 100,000 population* #	217	221	209	205	213	220
per 1,000 licensed vehicles*	27.	7	.	4	.1	2 .1
ii) Casualty rate						
per 100,000 population* #	275	284	269	260	272	280
per 1,000 licensed vehicles*	34		.7	31		
iii) Fatality rate						
per 100,000 population* #	.1				1.7	1.
per 1,000 licensed vehicles*						.

Note : * Population and number of licensed vehicles are as at the end of June of the relevant year
 # The rates have been revised to take into account the results of the 2011 Population Census which provided a benchmark for revising the population figures compiled since the 2006 Population Census.

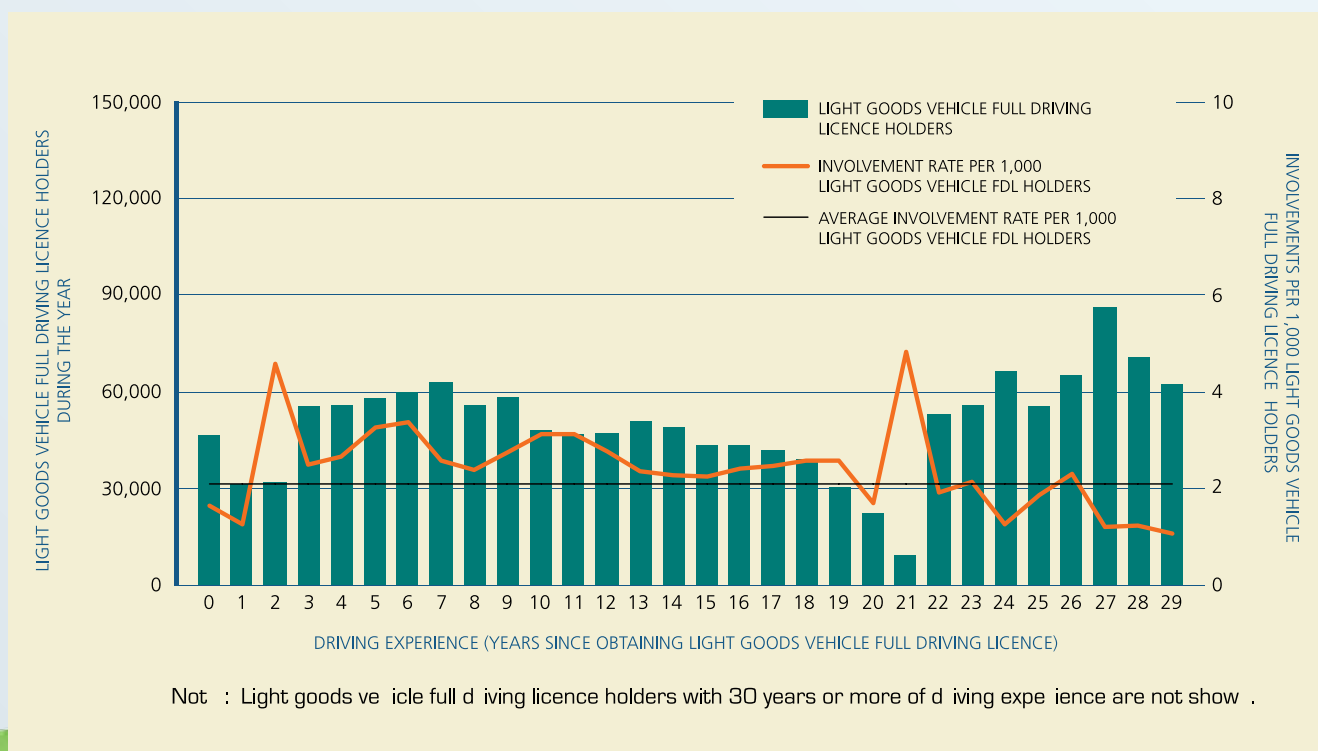
Annex F MONTHLY ROAD TRAFFIC ACCIDENTS BY TYPE OF VEHICLE COLLISION 2002 - 2011



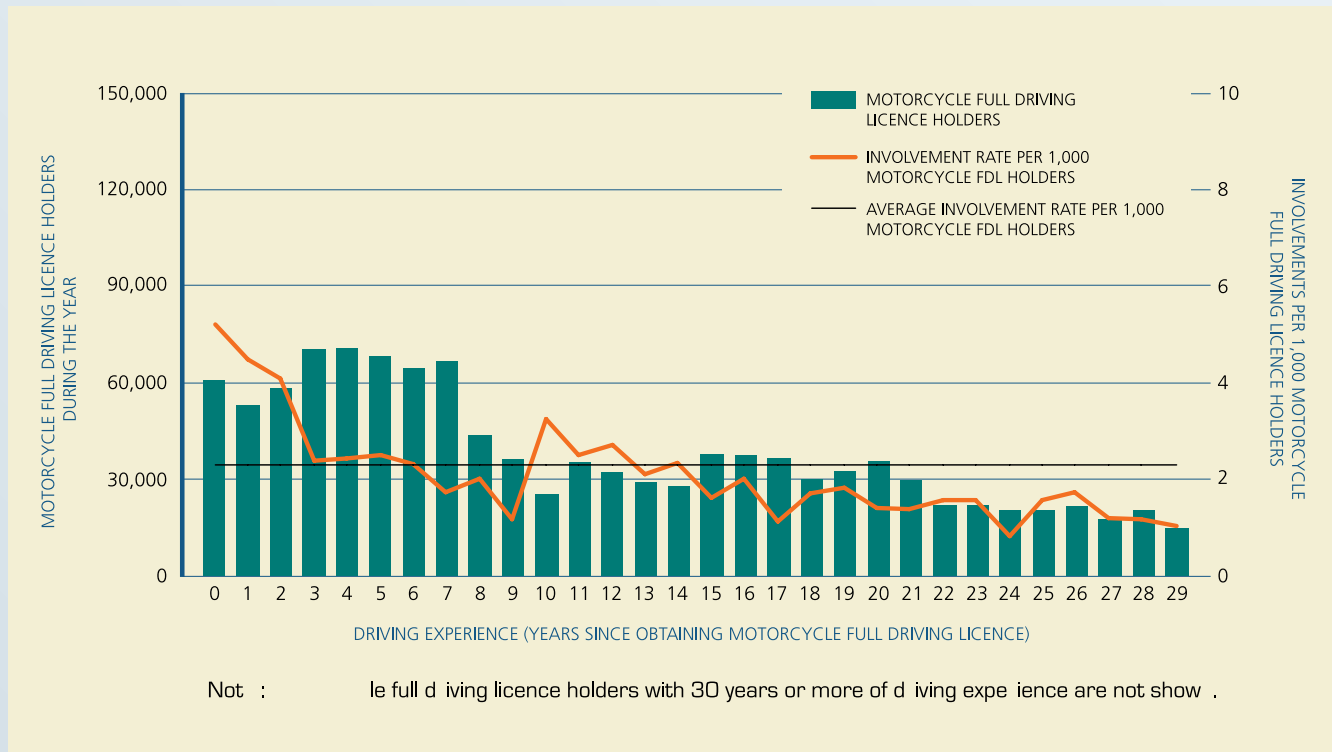
Annex G1 INVOLVEMENT RATE OF PRIVATE-CAR FULL DRIVING LICENCE HOLDERS BY YEARS OF DRIVING EXPERIENCE IN 2011



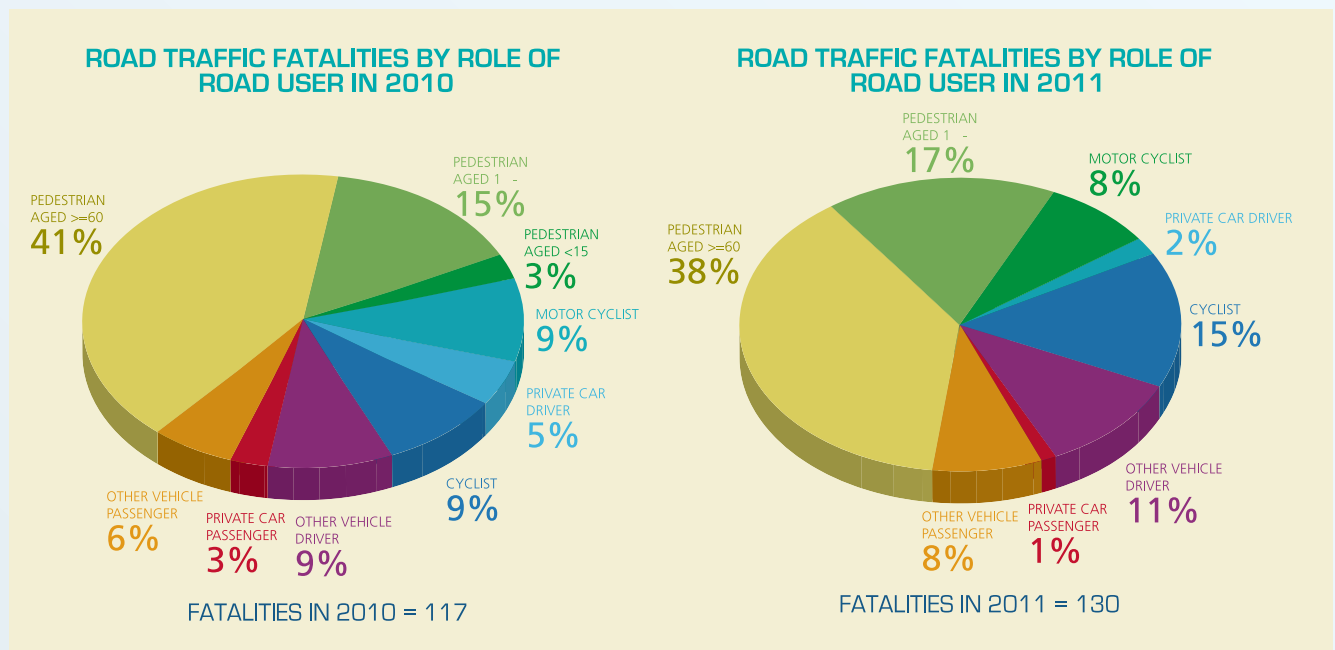
Annex G2 INVOLVEMENT RATE OF LIGHT GOODS VEHICLE FULL DRIVING LICENCE HOLDERS BY YEARS OF DRIVING EXPERIENCE IN 2011



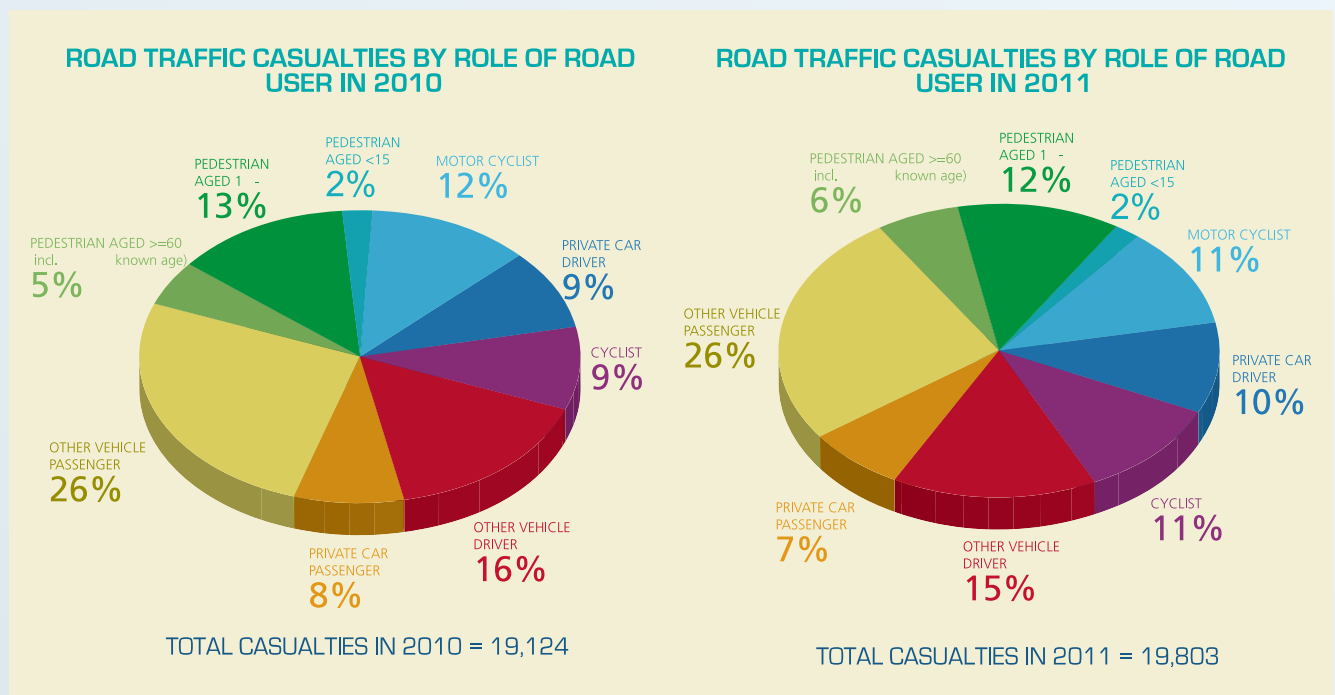
Annex G2 INVOLVEMENT RATE OF MOTORCYCLE FULL DRIVING LICENCE HOLDERS BY YEARS OF DRIVING EXPERIENCE IN 2011



Annex H1 ROAD TRAFFIC FATALITIES BY ROLE OF ROAD USER IN 2010 AND 2011



Annex H2 ROAD TRAFFIC CASUALTIES BY ROLE OF ROAD USER IN 2010 AND 2011



Annex I

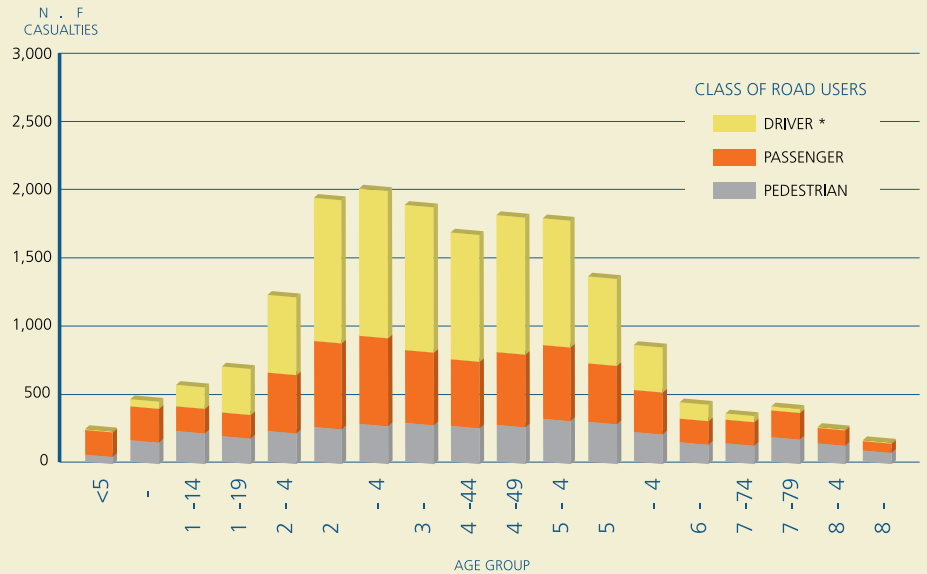
ROAD TRAFFIC CASUALTIES BY ROLE BY AGE IN 2010 AND 2011

2010

CASUALTY RATE* PER 1,000 POPULATION

AGE GROUP	<15	1 -	>=60
PEDESTRIAN			.71
PASSENGER	.76	.4	
DRIVER #		1	.44

Notes: * The rates have been revised to take into account the results of the 2011 Population Census which provided a benchmark for revising the population figures compiled since the 2006 Population By-census.
Including cyclists



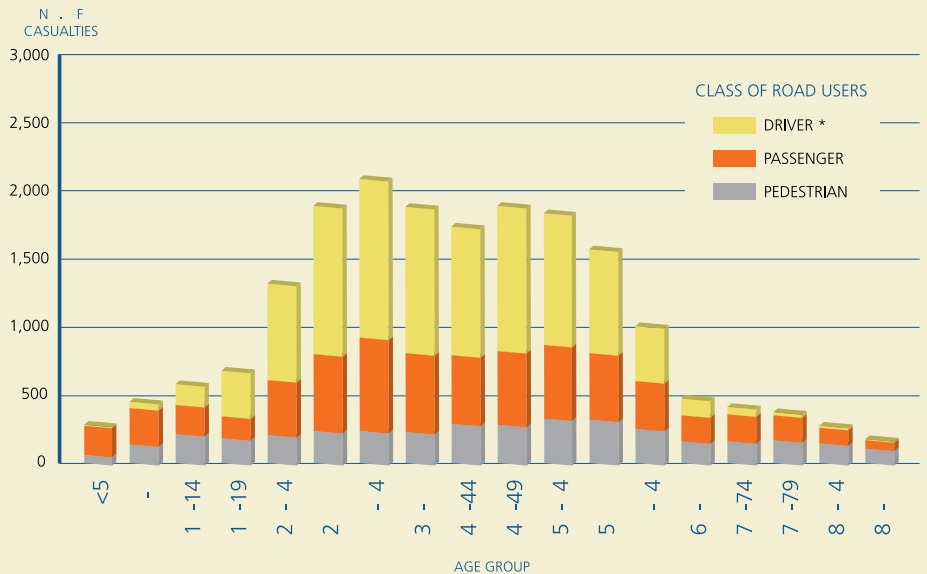
* Including cyclists

2011

CASUALTY RATE PER 1,000 POPULATION

AGE GROUP	<15	1 -	>=60
PEDESTRIAN			.48
PASSENGER	.7		
DRIVER #		1.73	.49

Notes: * The rates have been revised to take into account the results of the 2011 Population Census which provided a benchmark for revising the population figures compiled since the 2006 Population By-census.
Including cyclists



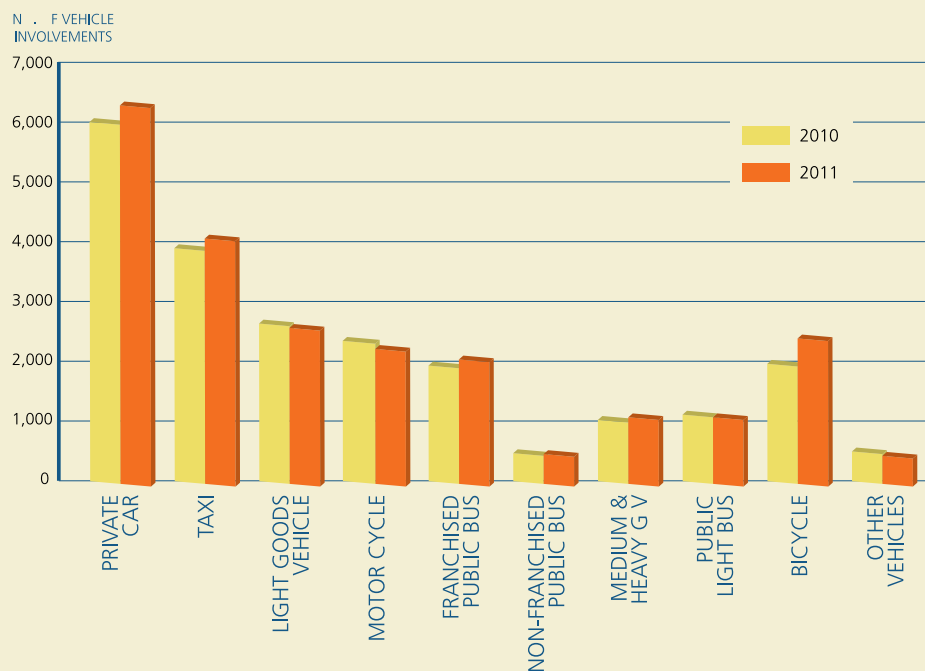
* Including cyclists



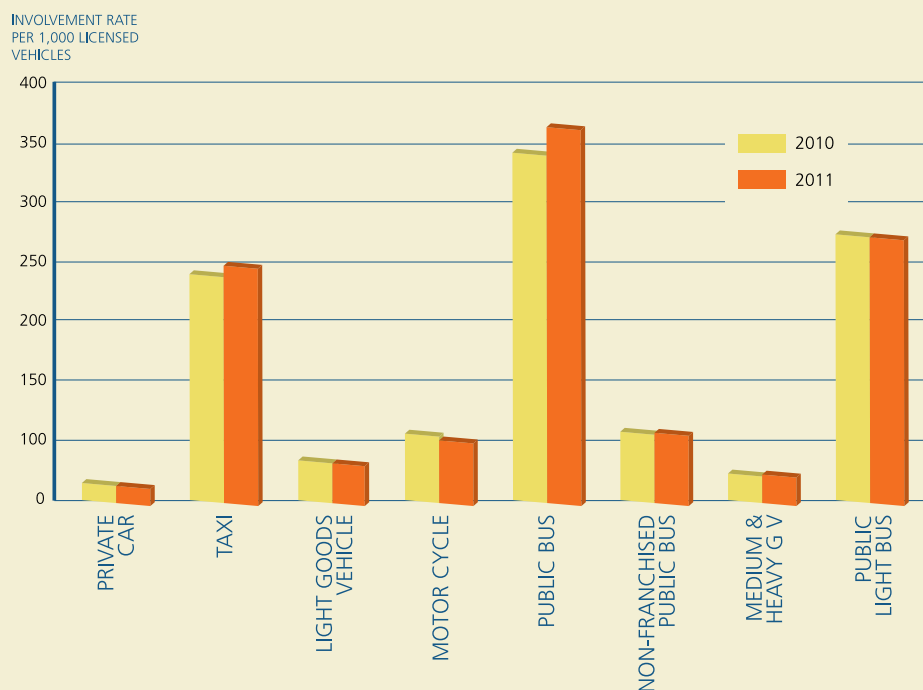
Annex J

VEHICLE INVOLVEMENTS AND INVOLVEMENT RATES BY VEHICLE CLASS IN 2010 AND 2011

ROAD TRAFFIC CASUALTIES BY ROLE BY AGE IN 2011



ROAD TRAFFIC CASUALTIES BY ROLE BY AGE IN 2011



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