

# SMILE AT SAFETY

Annual Report 2018



# SMILE AT SAFETY





# CONTENT

1	CHAIRMAN'S FOREWORD	4
2	ABOUT THE ROAD SAFETY COUNCIL	6
3	ROAD SAFETY FUNDING	8
4	SNAPSHOT IN 2018	9
5	TRAFFIC ACCIDENT STATISTICS	11
6	POLICE ENFORCEMENT	13
7	EDUCATION	15
8	PUBLICITY	18
9	ROAD SAFETY MEASURES	22
10	NON-GOVERNMENTAL ORGANISATIONS	23
11	THE WAY FORWARD	26
12	ANNEXES	27
13	ACKNOWLEDGEMENT	30



# CHAIRMAN'S FOREWORD

As Chairman of the Road Safety Council (the Council), I would like to take this opportunity to introduce our Annual Report 2018 in this, the Council's 45th year of operation.

Despite tragedies on our roads including the Tai Po bus crash in which 19 people were killed, 2018 was otherwise a relatively successful year in terms of road safety. The number of accidents involving serious injuries and fatalities dropped from 2,174 in 2017 to 1,789 in 2018, which is the lowest figure recorded in Hong Kong since 1959. Although each fatality is a tragedy, Hong Kong continued to enjoy a good record for overall road safety when compared with major cities in other parts of the world. It was another year of concerted effort amongst our members, partners and the community to maintain Hong Kong as one of the world's safest cities for road users.



Based on analysis of traffic accidents during 2017, the five priority areas that formed the focus of our efforts in 2018 were 'Elderly Pedestrian Safety', 'Cycling Safety', 'Anti-Drink Driving and Anti-Drug Driving', 'Driving Inattentively' and 'Student Pedestrian Safety'.

For the year ahead, the Council will continue to steer road safety initiatives by using our multi-agency approach, and with reference to best practices in other jurisdictions and to developments in modern technology. We will maintain our overall strategy of Engagement with the community to educate us all about road safety of Engineering safety and technology into our road infrastructure and related processes, and of Enforcing road traffic laws against those who breach them using the 'Selected Traffic Enforcement Priorities' policy.

Lastly, in addition to those members working within Government on matters connected with road safety, I would like to thank those members of our community from the private sector and other organisations who have given so much of their time and effort in supporting the Council. Without their considerable and public-spirited support, our work would be so much harder. Let's work together to strive for safer roads for everyone, and to work towards our road safety vision of:

## "Zero Accidents on the Road, Hong Kong's Goal!"

TANG Ping-keung  
Chairperson  
Road Safety Council







## Elderly Pedestrian Safety

Elderly pedestrians (people aged 65 and above) remained the group within our society who formed the highest proportion of road fatalities. Of the 135 fatalities in 2018, 48 were elderly pedestrians. To raise road safety awareness among the elderly, the Council organised numerous road safety activities, including talent shows, light hearted activities, games and experience sharing, plus the Elderly Pedestrian Road Safety Talent Show 2018-19 organised in partnership with Radio Television Hong Kong (RTHK).



## Cycling Safety

In 2018, the Council continued to employ qualified trainers to deliver cycling safety training courses to students of 33 primary schools and 7 secondary schools. The students were taught how to ride legally and safely, so as to prevent cycling accidents.



## Anti-Drink Driving and Anti-Drug Driving

There was an encouraging drop in the number of drink and drug driving related traffic accidents during 2018. The Council continued to raise awareness through promotional banners on flyovers, bus body advertisements, TV and radio APIs (announcements in the public interest), as well as social media, to remind motorists of the tragic impact of drink and drug driving on the community.

## Driving Inattentively

As driving inattentively has been the top causation factor for driver related traffic accidents over the years, the Council launched a new series of APIs on television and radio with the theme of "Be a Responsible Road User" to remind drivers to pay attention whilst driving. Research indicates using a mobile phone decreases drivers' reaction times by around 40%, so don't do it.



## Student Pedestrian Safety

In the past few years, the pedestrian casualty rate for those aged from 10 to 14 was the second highest, after elderly pedestrians. In order to protect our children, the Council continued to promote Student Pedestrian Safety as one of the five main focus areas. Through various publicity campaigns and road safety talks, children, parents, teachers and drivers of school buses were taught how to ensure their safety on/near the roads.



# ABOUT THE ROAD SAFETY COUNCIL

**1973**

Building on the work of its predecessor, the Standing Conference on Road Safety



**1983**

Road Safety Council became a government advisory body to promote road safety in Hong Kong.

Membership drawn from

**7**

Government Bureaux/  
Departments

**6**

Non-Government  
Organizations



**Road Safety Research  
Committee  
(RSRC)**



**Road Safety Campaign  
Committee  
(RSCC)**



**Road Safety Council  
Annual Report  
Working Group**



**Road Safety Publicity Strategies Working Group**





## Our Vision

To ensure that HK remains one of the world's safest cities for road users and to generate and sustain road safety awareness within the community, both now and into the future.

## Our Mission

To act as a focal point to identify, innovate, initiate and implement road safety priority programmes that will help reduce the number and severity of traffic accidents in Hong Kong.

Through co-coordinating and working with the different Government Departments, transport associations, road safety stakeholders, educational bodies and community organizations, we aim to :

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







# ROAD SAFETY FUNDING



## Funding

The Road Safety Council's main source of funding is the Government.

## Maximising Resources

For the 2018-2019 financial year, the Government allocated HK\$4.7 million to the Council for education and publicity programmes, via the Transport and Housing Bureau. Our Road Safety Campaign Committee uses this money for road safety promotional activities and ensures that resources are used appropriately and effectively.





# SNAPSHOT

in 2018



about  
**19 637**  
persons were injured

Enforcement activities by Police  
 **2 597 581**

**8%**  compared with 2017



**1 840**  
seriously injured



**135**  
persons killed

Vehicles involved in  
Traffic Accidents



The number of traffic accidents  
involving bicycle

 **↓ 5.9%**



## Casualties Rate In age 15-64



Passenger

**0.83**

per 1,000 population



Driver

**1.81**

per 1,000 population

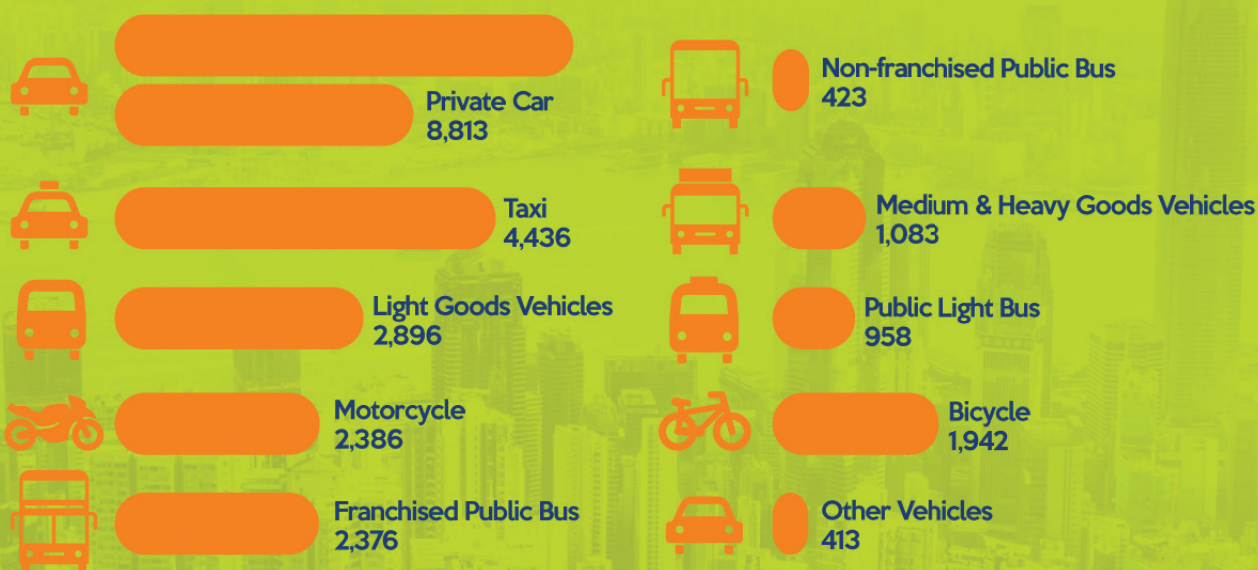


Pedestrian

**0.37**

per 1,000 population

## Number of Vehicle Involvements by Vehicle Class



### Accident Rates



**214\***

### Casualty Rates



**264\***

### Fatality Rates



**1.8\***

\*per 100,000 population



# TRAFFIC ACCIDENT STATISTICS

The Council uses an evidence based approach to formulate its programmes and direction making reference to accident trends and common accident contributory factors. To this end, traffic accident statistics and trends are carefully analysed to determine appropriate measures to mitigate and prevent traffic accidents.

## 2018 Statistics

An analysis of Hong Kong's traffic accident statistics for 2018 reveals that there were 15,935 traffic accidents in which people were injured, with a total of 19,637 casualties. Compared with the previous year, the number of accidents increased slightly by 1.34% and the number of casualties decreased slightly by 1.26%.

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 135 people were killed in traffic accidents in 2018.

The Council studies causes and consequences of traffic accidents and maintains a comprehensive traffic accident database to help formulate appropriate road safety strategies. Clearly, pedestrians consistently suffer the highest number of fatalities while private cars are the category involved in the highest number of accident.



# Contributory factors in 2018

## I. Drivers

Driving inattentively

**4,801**

drivers

Lost control of vehicle

**1,768**

drivers



Driving too close to vehicle in front

**2,364**

drivers

Careless lane changing

**1,528**

drivers

Turning right/left negligently

**720**

drivers



## II. Casualties (Passenger or Pedestrian)

Passenger lost balance, other than on stairway of bus

**684**

casualties

Pedestrian inattentiveness

**584**

casualties

Crossing road heedless of traffic (at crossing)

**93**

casualties

Crossing road heedless of traffic (other than at crossing)

**75**

casualties

Passenger lost balance, on stairway of bus

**221**

casualties



## III. Vehicles

Unidentified vehicle (hit and run)

**156**

vehicles

Mechanical defect

**27**

vehicles

Tyre blown out before impact

**5**

vehicles

Defective or illegal tyre

**3**

vehicles

Broken down with hazard warning lights unlit

**3**

vehicles



## IV. Environment



Pedestrian negligence

**138**

accidents

Object or animal in road

**74**

accidents

Slippery road (caused by weather)

**56**

accidents

Slippery road (not related to weather)

**95**

accidents

Inadequate light/sign at road work

**2**

accidents







# POLICE ENFORCEMENT

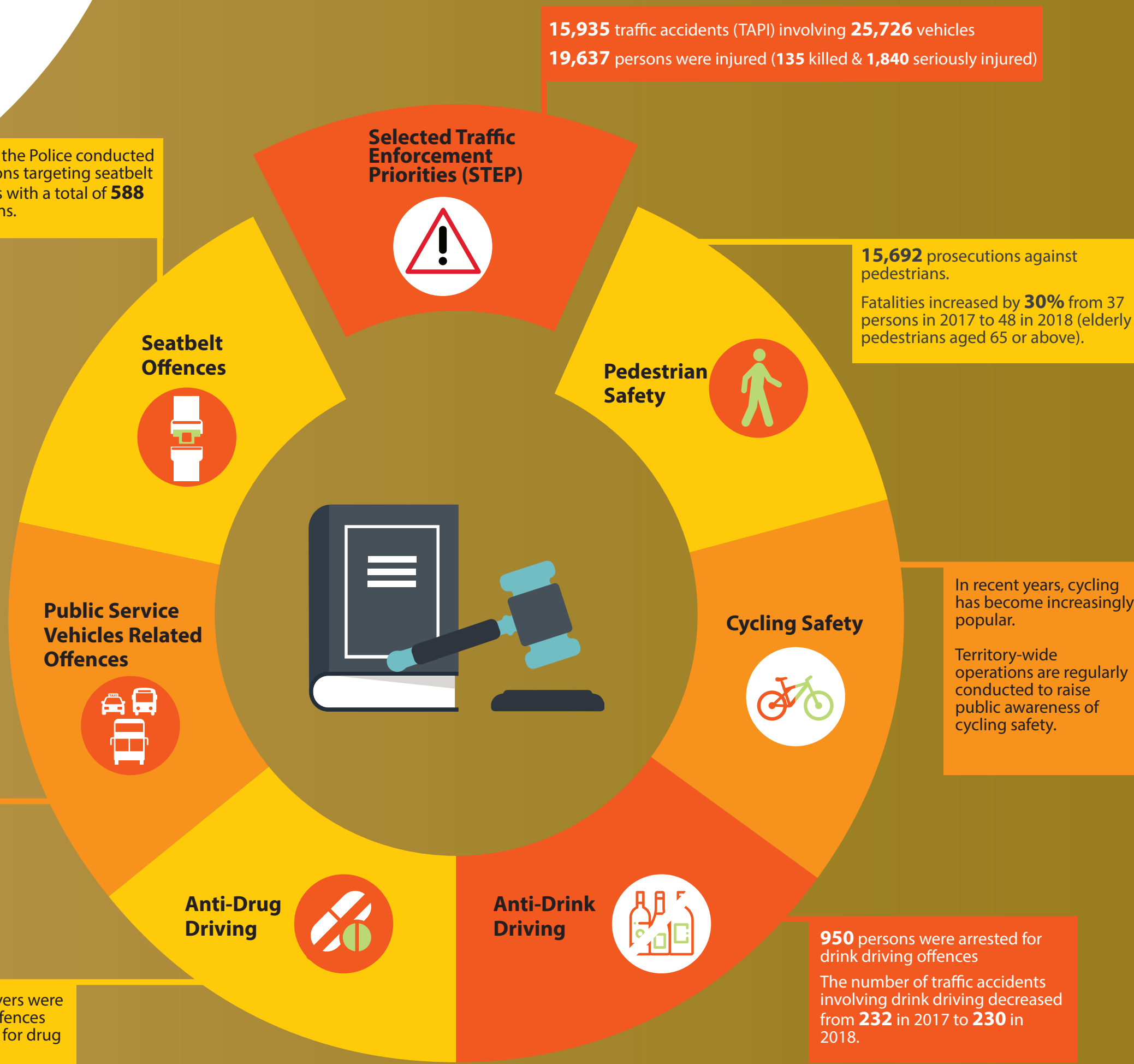
Traffic regulations address the mutual relationships among road users and also the relationship between road users and their surroundings. They aim to promote the safe and smooth flow of traffic on roads. Breaches of regulations are addressed through police enforcement.

In 2018 there were a total of 2,597,581 enforcement actions, an increase of 8% compared with 2017. Drink driving, drug driving, speeding and illegal road racing remain issues of concern.

Territory-wide operations were mounted by the Police targeting drivers of public service vehicles, such as **franchised buses**, **public light buses** and **taxis**, to enhance their road safety awareness with the aim of reducing traffic accidents and enhancing traffic flow.

In 2018, more than **100** drivers were checked for drug driving offences and **6** drivers were arrested for drug driving offences.

In 2018, the Police conducted operations targeting seatbelt offences with a total of **588** summons.





# EDUCATION



## Safety Through Education

The Council performs its vital role to educate the public about road safety by identifying areas of concern, initiating curriculum-based programmes, creating course tools and coordinating the work of other community stakeholders.

## Youth Education

The Road Safety Towns provide road safety education in a pleasant environment, attracted more than 70,000 visitors of all ages in 2018.

Road Safety Bulletins are published to disseminate road safety advice and messages to all road users to raise their road safety awareness and enhance understanding of traffic regulations and rules. The Road Safety Bulletins are available on the Transport Department's homepage.





# Road Safety Towns:



## Pak Fuk Road Safety Town

Pak Fuk Road, North Point  
Enquiries: 2565 5716



## Sau Mau Ping Road Safety Town

56 Sau Ming Road, Sau Mau Ping  
Enquiries: 2379 1194



## Sha Tin Road Safety Park

1 Kong Pui Street, Sha Tin  
Enquiries: 2637 6303



## Tuen Mun Road Safety Town

Wu Shan Recreation Playground  
Enquiries: 2463 7597



## Road Safety Bus

In 2018, the Road Safety Bus received more than 10,000 visitors, underscoring the valuable role it plays in road safety education.

## Cycling Safety Education

The Council, the Police and the Transport Department have promoted cycling safety through a variety of publicity and educational activities, including broadcasting of educational videos at public venues, 'the Safe Cycling Training Programme' at schools, and publishing leaflets and the Road Safety Bulletin on cycling safety.







## Driver Safety Education

Since 2002, drivers who have been convicted of a serious traffic offence or who have accumulated 10 or more Driving-offence Points (DoPs) within two years are required to attend a driving improvement course provided by a designated driving improvement school. The course is also open to eligible drivers.



## Elderly Pedestrian Safety Education

The Elderly Pedestrian Road Safety Talent Show 2018-19, co-organised by the Council and RTHK was broadcasted on RTHK 5 from July 2018 to January 2019. The event successfully conveyed road safety messages to elderly people.







# PUBLICITY

Publicity is part of our strategy of engaging with the community to promote road safety. In 2018, the Council strengthened its existing publicity tools and created new platforms to highlight the most pressing road safety concerns in order to raise the community's awareness of road safety.







## Safe Driving and Health Campaign

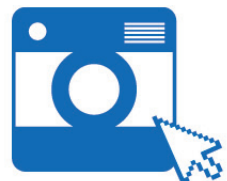
In 2018, a wide range of activities were conducted by Transport Department(TD) in the Safe Driving and Health Campaign, which was focusing on five major themes: 'Safe Driving Attitude and Behaviour', 'Respect Other Road Users', 'No Drink Driving and Drug Driving', 'Maintain Good Health Conditions' and 'Mutual Respect between Drivers and Passengers'. There included disseminating safe driving and health messages through radio broadcasts and other publicity channels, and the provision of free health checks to commercial vehicle drivers.

## Targeted Safety Messages

The broadcast of road safety messages on various media platforms is an important and effective tool to convey road safety messages to the general community. The Council will continue to explore the use of social media and other media to extend the reach of road safety messages.







Go to website album for related photos

## Road Safety Council Publicity and Campaigns in 2018



### Wise Ride Safe Cycling Carnival 2018

The Road Safety Council and Hong Kong Police (HKF) New Territories South Traffic Headquarters jointly held the Wise Ride Safe Cycling Carnival 2018 at the Cycling Velodrome in Whitehead, Ma On Shan.

28 Apr

Jul

26 Aug

### The Elderly Pedestrian Road Safety Talent Show 2018-19

The Elderly Pedestrian Road Safety Talent Show 2018-19, co-organized by the Council and RTHK, was broadcast on RTHK 5 from July 2018 to January 2019.

### "Project Angel" Cycling Safety Training Day

The "Project Angel" Cycling Safety Training Day co-organized by the HKP Traffic Branch Headquarters, Road Safety Council, and Hong Kong Road Safety Patrol was held at the Shatin Road Safety Park.



### Anti-Drink and Drug Halloween Road Safety Publicity Event 2018

The Road Safety Council, Traffic Hong Kong Island of the HKP Publicity Event and the Hong Kong Road Safety (Hong Kong Island and Islands) jointly held the Anti-Drink and Drug Halloween Road Safety Publicity event at Forbes Street Temporary Playground in Sai Wan.

26 Oct



5 Oct

### Elderly Pedestrian Safety Campaign

The Road Safety Council, New Territories North Traffic Headquarters of the HKP and the Hong Kong Road Safety Patrol (New Territories North) jointly held an Elderly Pedestrian Safety Campaign at the Tai Po Civic Centre.

25 Nov

### The Road Safety Council 45th Anniversary Ceremony cum Safety Walk Carnival

The Road Safety Council 45th Anniversary Ceremony cum Safety Walk Carnival was successfully held at the Peak, including an award presentation, road safety walk and carnival activities.



5 Dec

### Smart Driving Bus Parade 2018

The Road Safety Council, Traffic Kowloon West Headquarters of the HKP and the Hong Kong Road Safety Patrol (Kowloon West Region) successfully held the Smart Driving Bus Parade 2018 at the Hong Kong Cultural Centre.



# ROAD SAFETY MEASURES



## Road Safety Check for Existing Roads

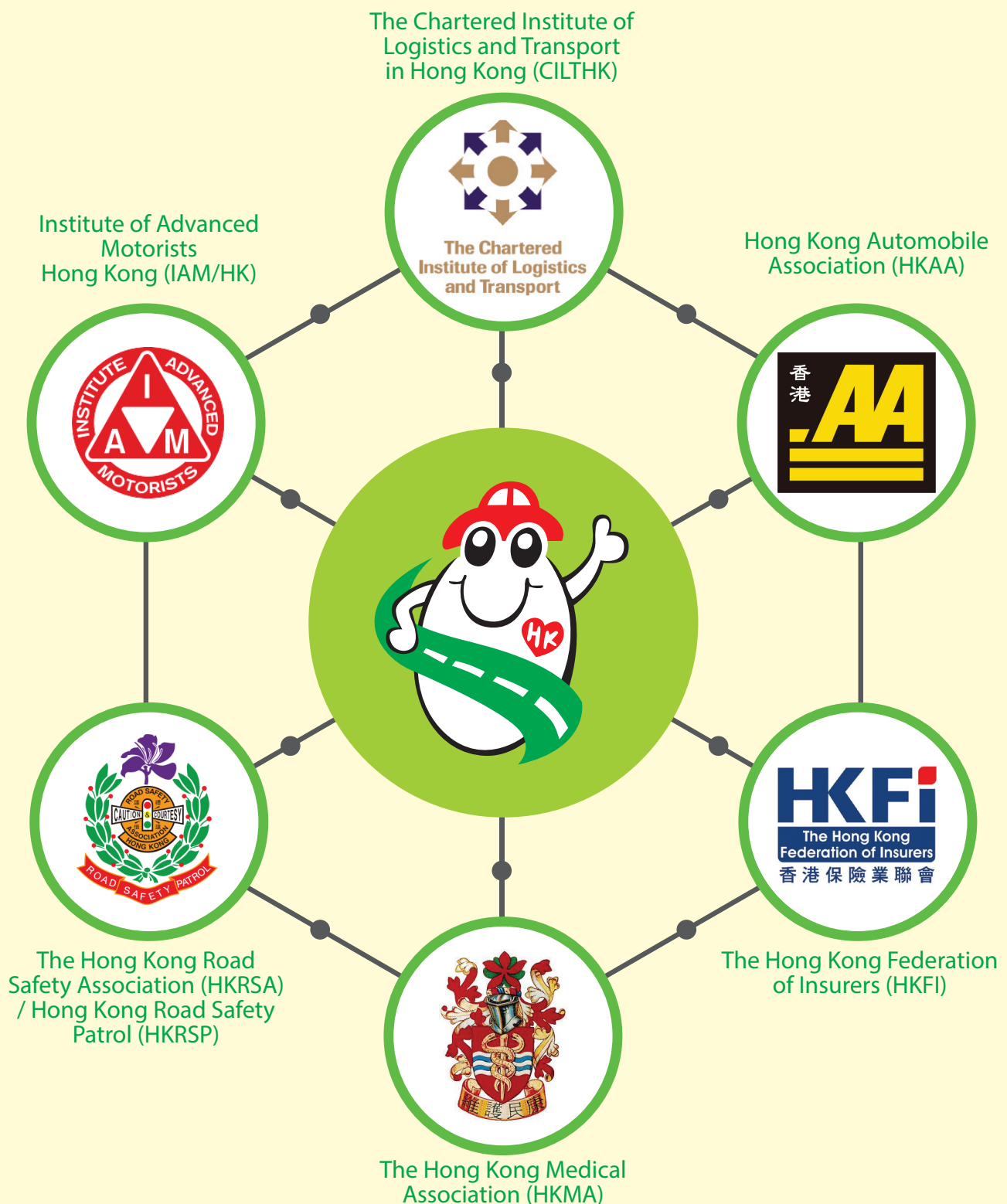
Since 2007, Highways Department (HyD) and Transport Department (TD) have been jointly conducting Road Safety Check on existing roads with speed limit of 70km/h or above to enhance road safety performance. To further enhance the safety condition of existing roads, HyD and TD embarked on a consultancy study in May 2018 to review and identify the potential roadside safety hazards of all public roads in Hong Kong through comprehensive and systematic safety check.

The consultants will formulate the strategy for taking forward enhancement measures to address the potential roadside safety hazards, including the priority for implementation of such measures, with respect to a number of factors including prevailing traffic conditions and site constraints of the concerned locations, etc. HyD and TD will review the consultants' findings and implement the enhancement measures progressively through various works projects.

The consultants will also research on the latest overseas development and technologies and investigate whether such technologies are suitable for application locally to address the potential roadside safety hazards through conducting trials at suitable locations.



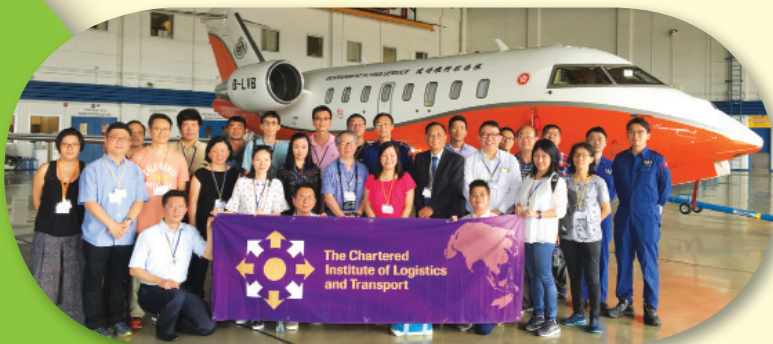
# NON-GOVERNMENTAL ORGANISATIONS



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

- The CILTHK encompasses a diverse spectrum of industries for both passengers and freight transportation.
- The CILTHK organises activities and operates a code of conduct aiming at upholding professional industry standards.
- The CILTHK also participates in public committees and advisory bodies to provide views on transport and logistics-related issues.
- The CILTHK works closely with the Road Safety Council to improve road safety and ensure that road safety messages reach the industry.

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



## Hong Kong Automobile Association (HKAA)

The Hong Kong Automobile Association (HKAA) is the most recognised and longest established automobile organization in Hong Kong, having been in existence since 1918. HKAA is a not-for-profit organisation that serves members and road users in Hong Kong. As a member of the Road Safety Council, the HKAA provides commentary to assist both the Council and the Government in developing new legislation, improving road quality, devising new road safety measures and handling various traffic 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.

For further information, please visit:  
<http://www.hkaa.com.hk> or  
 Like our Facebook fan page: HKAA

## Hong Kong Federation of Insurers (HKFI)

The Hong Kong Federation of Insurers (HKFI) comprises 136 member companies and is recognised by the Government as the representative body of the insurance industry. It consists of two councils: General Insurance Council (GIC) and Life Insurance Council. Matters related to motor insurance are in the purview of Accident Insurance Association under the GIC.

The HKFI liaises with Financial Services and the Treasury Bureau and the Insurance Authority on legislative and industry matters, and is committed to improving the professionalism of the insurance industry.

The HKFI continues to support Road Safety Council (RSC) activities / initiatives. Its website ([www.hkfi.org.hk](http://www.hkfi.org.hk)) links to the RSC website providing drivers with useful information on motor insurance. HKFI has built an e-platform MIDAS to authenticate cover notes to protect public interest.

HKFI's dedicated Facebook fan page, 'HKFI Smart Union' ([www.facebook.com/HKFI.SmartUnion/](http://www.facebook.com/HKFI.SmartUnion/)) also shares information relating to motor insurance, safety tips, etc. for motorists and the public.





## The Hong Kong Medical Association (HKMA)

The Hong Kong Medical Association (HKMA), formerly known as the Hong Kong Chinese Medical Association and founded in 1920, aims to improve medical standards in Hong Kong. At the same time, it provides a platform to maintain friendly and professional relations with registered medical practitioners. With its motto: 'To Safeguard the Health of the People', the HKMA has over 11,000 members. Its work centres on the dissemination of medical knowledge, encompassing information regarding the care and wellbeing of road users.

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

## 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 organization dedicated to the promotion of pedestrian safety. In 1963, the Hong Kong Road Safety Patrol (HKRSP) was established to focus on student pedestrian safety and to assist the Police to promote road safety issues.

The HKRSP has a membership of over 14,000, including students from kindergartens, primary and secondary schools, senior citizens from elderly centres and volunteers who serve as leaders. The HKRSP participated in several road safety campaigns and community events. It also provided social services and spearheaded road safety education among students, who share the mission to promote road safety education and serve the community.

For further information, please visit: [www.rsa.org.hk](http://www.rsa.org.hk)



## Institute of Advanced Motorists Hong Kong (IAM/HK)

The Institute of Advanced Motorists Hong Kong (IAM/HK), established in 1961, is now in its 58th year. The aim of IAM/HK is to improve road safety in Hong Kong through the promotion of safe driving skills and responsible driving attitude.

IAM/HK is an active member of the Road Safety Council (RSC) and is represented on its Road Safety Research Committee, Road Safety Campaign Committee and Working Group on Speed Review. As a non-commercial and non-profit-taking organization, the IAM/HK conducts advanced training programs and assessment to the government, commercial fleet and the public through our accredited trainers, in Hong Kong, Macau and the Mainland.

For further information, please visit our website: <http://www.iamhk.org/>







# THE WAY FORWARD

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 to steer road safety initiatives and maintain our overall strategy of Engagement with the community to educate us all about road safety; of Engineering safety and technology into our road infrastructure and related processes, and of Enforcing road traffic laws against those who breach them using the 'Selected Traffic Enforcement Priorities' policy.



## Be a Responsible Road User

Research on traffic accidents indicates that the majority of accidents involve human factors. We will therefore continue to focus on publicity and education to foster change in road user behaviour. The major push of these campaigns will focus on the "Be a Responsible Road User" theme, driving home the message that simply being aware of road safety is not enough. Road users must follow through — staying alert, remaining courteous and considerate, and obeying the law at all times.

The Transport Department, the Education Bureau and Police will continue to disseminate road safety messages through newsletters, seminars, workshops and school curriculum.



## Innovation and Technology

Meeting the development in the innovation and technology industry, we will explore different innovative concepts and technologies which were applicable to enhancing road safety in Hong Kong. This includes vehicle status and performance system, collision avoidance system and automated enforcement.



## Focused Action on Target Groups

We will focus special action at targeted groups, building on campaigns which have proven to have a high impact in the past. Identifying the more vulnerable road user groups, enables us to align our information and focus on their special needs.



## Improved Engineering and Legislation

Ongoing efforts on target items of pedestrian safety, vehicle safety, smart infrastructure and road safety continue unabated. Various new initiatives such as intelligent signal system and automatic incident detection system will be studied to drive our objectives forward.

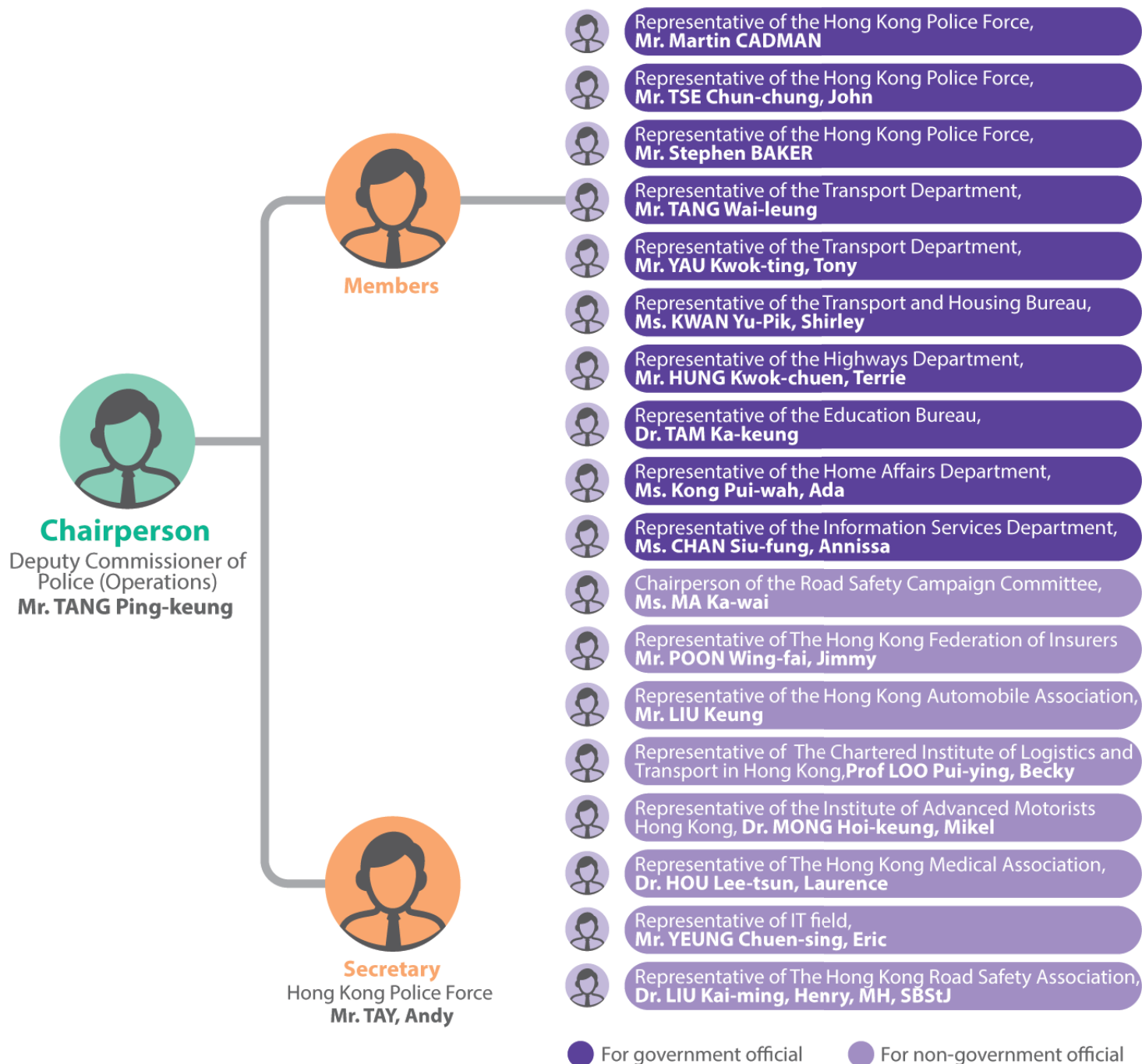


## Looking Ahead

Despite our very best efforts, road safety is something that cannot be practised in isolation. We therefore call upon every single individual in the community to take responsibility for, and work with the Road Safety Council, in creating a safer Hong Kong. By doing so, we not only contribute to the well-being of the community but also create a quality future for our children.



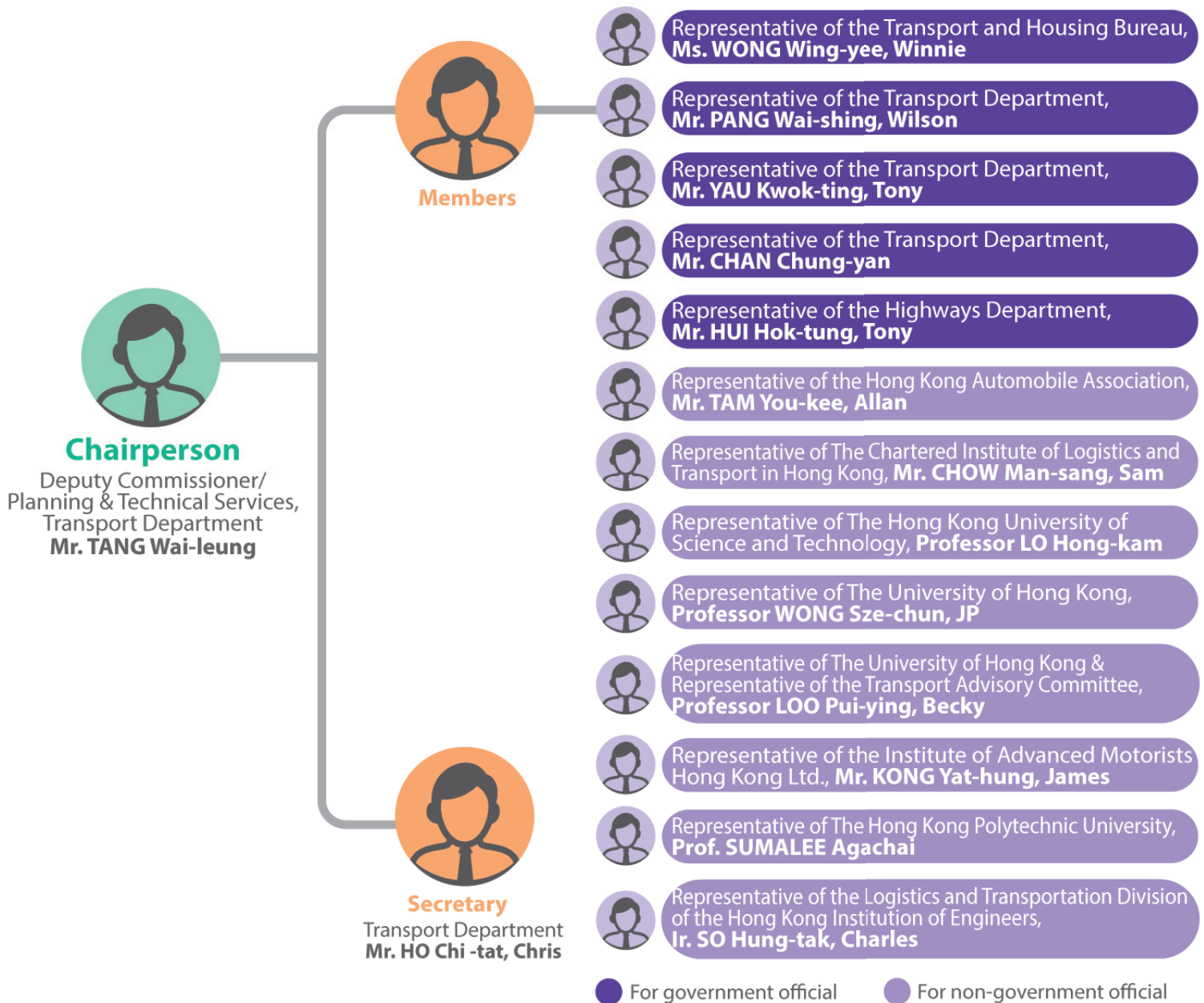
# MEMBERSHIP AND TERMS OF REFERENCE OF THE ROAD SAFETY COUNCIL



## 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 conjunction 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.

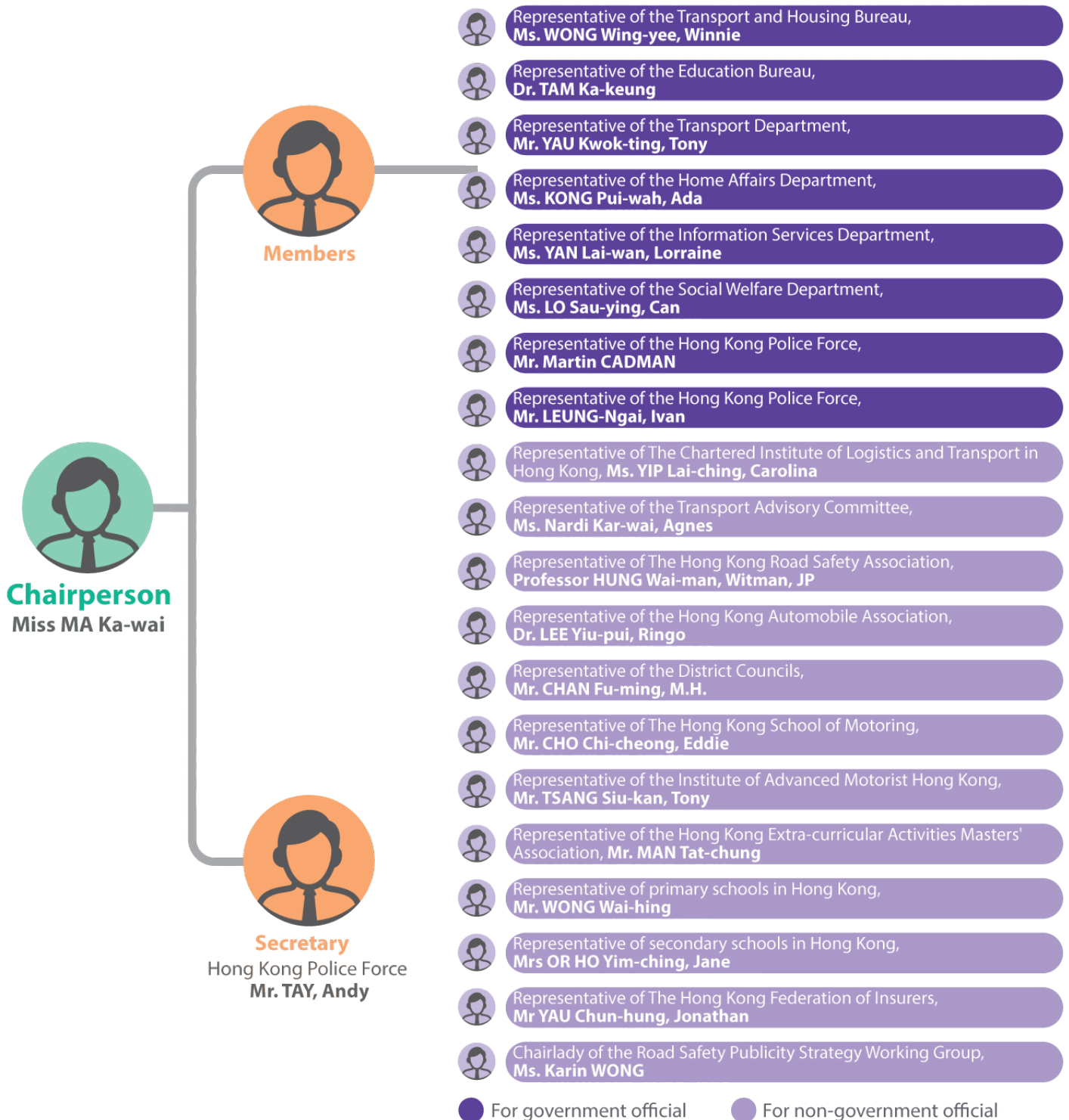
# MEMBERSHIP AND TERMS OF REFERENCE OF THE ROAD SAFETY RESEARCH COMMITTEE



## Terms of Reference

- To keep abreast of developments in road safety research elsewhere and suggest new road safety measures and policies where appropriate.
- To liaise closely with road safety organisations elsewhere to facilitate cross flow of road safety information and research.
- To consider possible research projects referred by 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 the progress of the Committee to the Road Safety Council

# MEMBERSHIP AND TERMS OF REFERENCE OF THE ROAD SAFETY CAMPAIGN COMMITTEE



## 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.

# ACKNOWLEDGEMENT

This Annual Report 2018 was prepared by:

**Government Bureaux and Departments:**

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

**Non-governmental Organisations:**

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





