

WHAT IS THE ISSUE?

There is a significant increase in number of deaths caused from road accidents that occur all over the world.

SIGNIFICANCE OF ISSUE:

There are 1.35 million deaths each year from road accidents

Over the past few years there has been a recorded increase in the amount of accidents that occur on our roads. One of the leading incidents shows that children are more likely to be involved in a road accident than any other facile incidents.

**2-3 KEY USERS:**

Lucy Kale, is a single parent of two. She works 8am-4pm and runs around after her kids before and after work.

Robert Thompson, works in the city and hates getting stuck in traffic on his way to and from work.

**2-3 POINT OF VIEW STATEMENTS:**

Constantly travelling through peak hour traffic with two children can be quite challenging at times as my focus is constantly taken off the road.

My biggest issue with travelling with other cars is that I often come into contact with distracted drivers on the road which makes it an unsafe place to be especially when people are in a rush.

KEY IMAGES:

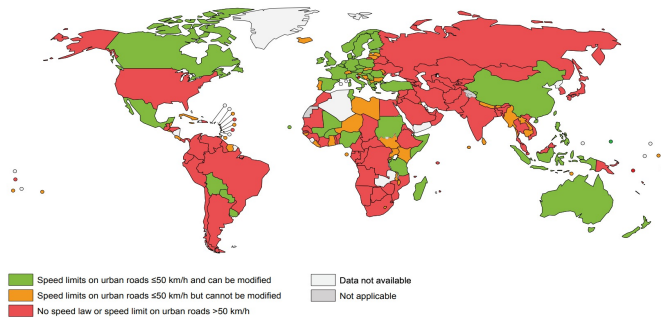


Figure 2: Countries with effective speeding laws

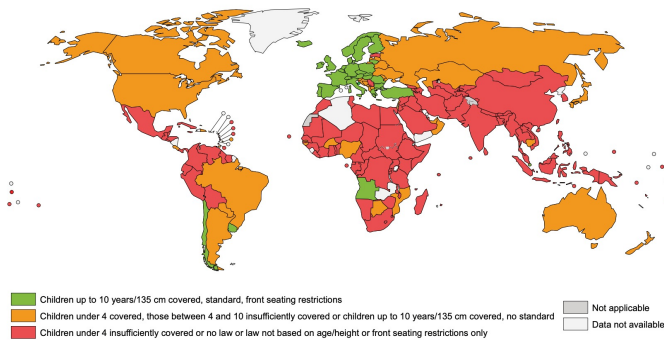


Figure 3: Countries with effective child restraint laws

INDUSTRY SECTORS:

- National and state government
- Health services
- Emergency services
- Car manufacturers
- Traffic and road safety services

123
countries have laws that meet best practice for at least one of the five key behavioural risk factors

49
countries have helmet laws that align with best practice

22
countries made improvements to bring their laws into alignment with best practice on one or more risk factors

105
countries have seat-belt laws that align with best practice

46
countries have speed laws that align with best practice

33
countries have child restraint laws that align with best practice

45
countries have drink-driving laws that align with best practice

Figure 3: Statistics from Legislation and Road User Behaviour

SOURCES OF INFORMATION:

Organization, W. H. (2018). *Global Status Report On Road Safety 2018*. Switzerland : NA.
 McLaughlin, M., Christian, H., & Milton, K. (2021, October 21). *Despite lockdowns, 1,142 Australians, including 66 kids, died on our roads in the past year. Here's what we need to do*. Retrieved from The Conversation:
<https://theconversation.com/despite-lockdowns-1-142-australians-including-66-kids-died-on-our-roads-in-the-past-year-heres-what-we-need-to-do-170021>

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