14th International Conference
Road Safety on Four Continents
Bangkok, Thailand, 14-16 November 2007
Welcome

Message.
The 14th International Conference of Road Safety on Four Continents, 14–16 November 2007, Bangkok, Thailand

On behalf of the Ministry of Transport of the Royal Thai Government, I would like to thank the Swedish National Road and Transport Research Institute (VTI), Sweden, and other supporters, i.e., GRSP, FERSI, TRB, and ECTRI for selecting Bangkok as a venue for the 14th International Conference of Road Safety on Four Continents. It is a great pleasure for us to extend a hearty welcome to all distinguished participants from the four continents and other countries.

It is indeed a great honor for Thailand to co-host this multi-continental conference which is held for the first time in Asia. This will be a global stage to address common challenging issues of road safety similarly experienced by countries across the world. In Thailand, road accidents are currently a huge problem causing a high fatality rate of some 13,000 road deaths per year, higher than many countries in this continent. Thus, Thailand has put road safety on its national agenda, mapped out policies and action plans, and staged several activities at both national and international level to combat the problem. I truly believe that there is nothing more worthwhile and beneficial to human being than the cooperation among themselves in eradicating such manmade catastrophe. We hope to see this kind of cooperation provided on a broad scale, not just among governmental agencies, private sector, or academics. We do wish to see road racers and drunk drivers pay greater attention to the safety of their own lives and of the people around them as well. Many good plans and activities on road safety would become useless if we fail to instill the awareness among these troublemakers.

I personally hope to see that all members of the global society take road safety problem as our duty and individual responsibility to save all human lives from road accidents.

Admiral Thira Hao-Charoen
Minister of Transport, Thailand

Together with the Ministry of Transport, Thailand, VTI has the pleasure of welcoming you to the 14th International Conference “Road Safety on Four Continents” in Bangkok, Thailand, on 14–16 November 2007. The conference is organized by VTI, with active support of GRSP, FERSI, TRB and ECTRI. The host organisation in Thailand includes the Transport Safety Planning Bureau in the Office of Transport and Traffic Policy and Planning (OTP).

The “Road Safety on Four Continents” is two conferences in one. One part is the ‘researcher to researcher’ type which will attract the research community. The other one has the emphasis towards the application of research and involves developing countries or countries in transition. The main objective of the conference is to explore emerging research and development in the area of road safety.

The conference is expected to attract the international research community, national safety experts, decision makers, practitioners and other delegates with an interest in road safety development. We expect more than 200 delegates, from all continents, to the three day conference in Bangkok and we wish all participants welcome and hope that you will have a fruitful exchange of know-how in the warm atmosphere of Bangkok.

Kent Gustafson,
Chairman of the organising committee, VTI, Sweden
14 November

Registration 08.30-09.30

Opening Ceremony

09.30-10.30

Welcome address
Admiral Thira Hao-Charoen, Minister of Transport, Thailand

Welcome address
HE Mr Lennart Linnér, Ambassador of Sweden, Thailand

Welcome address
Mr Kent Gustafson, Deputy Director General, VTI, Sweden

Key note speech
Mr Sansern Wongcha-Um, Deputy Minister of Transport, Thailand

Key note speech
Mr Barry Cable, United Nations ESCAP, Thailand

Coffee 10.30-11.00

Opening Session 11.00-12.30

Chairman: Dr Maitree Srinarawat, Director General, Office of Transport and Traffic Policy and Planning (OTP), Ministry of Transport, Thailand

Plenary speech on road safety in Thailand
Chamroon Tangpaisalkit, Director, OTP Ministry of Transport, Thailand

The pro-active approaches to make our roads safer
Hans-Joachim Vollpracht, Chair of PIARC TC 3.1 (Road Safety)

Safer roads – an achievable goal for all countries
Gerard Waldron, Managing Director, ARRB Group Ltd, Australia

Road safety in countries with less developed infrastructures
G. A. Giannopoulos, Head Hellenic Institute of Transport, Past president – ECTRI, Greece

How can we set and achieve ambitious road safety targets?
Eric Howard, OECD/ITF Working Group on Ambitious Target Achievement

Lunch 12.30-13.30
### 14 November

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<td><strong>13.30-15.00, Park</strong>&lt;br&gt;Modelling I</td>
<td><strong>13.30-15.00, Ballroom B</strong>&lt;br&gt;Commercial and Fleet Safety</td>
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<td>Chairman: Mr Peter Elsenaar, GRSP, Switzerland</td>
<td>Chairman: Dr Bhagwant Persaud, Ryerson University, Canada</td>
<td>Chairman: Ms Lori Mooren, ARRB Group Ltd, Australia</td>
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<td>Road traffic injury risk in Norway, road safety strategies and public health perspectives&lt;br&gt;Stig H. Jörgensen, Norwegian University of Science and Technology, Norway</td>
<td>Study on relationships between crash and speed for expressway&lt;br&gt;Changcheng Li, Research Institute of Highway, China</td>
<td>Introduction on heavy vehicle safety&lt;br&gt;Lori Mooren, ARRB, Australia</td>
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<td>Initiating road safety policy through participation: A successful experience with a Chilean methodology&lt;br&gt;Alfredo Del Valle, Innovative Development Institute, Chile</td>
<td>Relationship between presence of passengers and freeway crash characteristics&lt;br&gt;Mohamed Abdel-Aty, University of Central Florida, USA</td>
<td>Striving forward with analysis, research, and technology at the United States Federal Motor Carrier Safety Administration&lt;br&gt;Michael Griffith, Federal Motor Carrier Safety Administration, USA</td>
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<td>A conceptual content analysis of politicians’ and safety experts’ judgements of transport safety in public decision making&lt;br&gt;Torbjörn Rundmo, Norwegian University of Science and Technology, Norway</td>
<td>Concept of Pro-Active traffic safety engineering management&lt;br&gt;Slobodan Lazic, Petroleum Development, Oman</td>
<td>Education and training of heavy vehicle drivers&lt;br&gt;Maria Jobenius, Scania, Sweden</td>
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<td>A method for improving road safety transfer from highly motorised countries to less motorised countries&lt;br&gt;Mark King, CARRS-Q, Australia</td>
<td>Zero inflated models based on real time traffic characteristics for predicting crash probabilities&lt;br&gt;Nicholas J. Garber, University of Virginia, USA</td>
<td>ITS solution to increase traffic safety behaviour for truck drivers: speed, seat belt and alcohol follow-up&lt;br&gt;Magnus Hjälmdahl, VTI, Sweden</td>
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<td>Freedom to auto enjoyment contra freedom from traffic accidents&lt;br&gt;Per A. Loken, Safe Traffic. Info, Norway</td>
<td>Studying the effect of weather conditions on daily crash counts&lt;br&gt;Tom Brijs, Hasselt University, Belgium</td>
<td>Bus driver and passenger experiences and perceptions: Bus safety situation in Thailand&lt;br&gt;Pichai Taneerananon, Prince of Songkla University, Thailand</td>
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**Coffee 15.00-15.30**
### 14 November

#### Session 4

**15.30-17.00, Ballroom A**

**Road Safety Plans and Strategies II**

**Chairman:**
Dr Rune Elvik, Institute of Transport Economics, Norway

- On the methods of road safety interventions in developing countries: Knowledge transfer from a policy perspective
  Matthew Ericson, Monash University Accident Research Centre, Australia
- Evaluating measures in order to achieve safety targets
  Harri Peltola, VTT, Finland
- Pattern and socio-economic implications of road crashes in south western Nigeria
  Ipingbemi Olusiyi, Department of Urban and Regional Planning, Nigeria
- Road safety in Bangladesh and some recent advances
  Mazharul Hoque, Bangladesh University, Bangladesh
- The importance of consultation and cooperation from the perspective of a local Cambodian NGO
  Kim Pagna, Coalition for Road Safety (CRY), Cambodia

#### Session 5

**15.30-17.00, Park**

**Modelling II**

**Chairman:**
Dr Mohamed Abdel-Aty, University of Central Florida, USA

- Refining Haddon’s matrix: Evidence-based policy for preventing global road traffic injuries
  Robert Alexander Hawes, University of Ottawa, Canada
- International road safety comparisons using accident prediction models
  Bhagwant Persaud, Ryerson University, Canada
- Selecting and prioritizing safety projects through the use of net present value analysis
  Mark Plass/Felix Delgado, Florida Dept. of Transportation, USA
- Designing a model to identify and prioritize accident Black-Spots
  Ali Pirdavani, Tehran Traffic & Transportation Organization, Iran and Mahmoud Saffarzade, Tarbiat Mondarres University, Iran
- Framework for real-time crash risk estimation: Implications of random and matched sampling schemes
  Mohammed Abdel-Aty, University of Central Florida, USA

#### Session 6

**15.30-17.00, Ballroom B**

**Vehicle Innovation**

**Chairman:**
Director Michael Griffith, Federal Motor Carrier Safety Administration, U.S. Dept. of Transportation, USA

- The effectiveness of electronic stability control in reducing real-world crashes: A literature review
  Susan Ferguson, Ferguson International LLC, USA
- Methods for evaluation of electronic stability control (ESC) – a literature review
  Astrid Linder, VTI, Sweden
- Vision-based static pre crash warning
  David Mahalel, Transportation Research Institute, Israel
- Selection of control speeds in dynamic intelligent speed adaptation system: A preliminary analysis
  Kanok Boriboonsomsin, University of California, USA
- Personalized system for in-vehicle transmission of vms information design, implementation and testing within the context of the in-safety project
  Evangelos Bekiaris, Hellenic Institute of Transport, Greece
- Vehicle to vehicle communication – how to prepare drivers for dangerous situations
  Albert Kircher, VTI, Sweden
  Anna Anund, VTI, Sweden

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**Welcome Reception**
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<td>11.00-12.30, Ballroom A Safety Management&lt;br&gt;Chairman: Mr Terje Assum, Institute of Transport Economics, Norway&lt;br&gt;Improving road safety in developing countries using netrisk: A road network risk management approach&lt;br&gt;Peter Damen, ARRB Group Ltd, Australia&lt;br&gt;Road safety management by objectives: a critical analysis of the Norwegian approach&lt;br&gt;Rune Elvik, Institute of Transport Economics, Norway&lt;br&gt;Road safety management and planning in Spain&lt;br&gt;Anna Ferrer and Carmen Girón, Spanish Traffic General Directorate, Spain&lt;br&gt;Field road safety reviews in the province of Gujarat&lt;br&gt;Oleg Tonkononjenkov, Synecyics Transportation Consultants, Canada&lt;br&gt;Implementing the European road safety Observatory in the ‘SafetyNet’ project&lt;br&gt;Pete Thomas, Vehicle Safety Research Centre, UK</td>
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<td>11.00-12.30, Ballroom B Motorcycles and Bicycles&lt;br&gt;Chairman: Dr Tuenjai Fukuda, Nihon University, Japan&lt;br&gt;Reasons for poor/non-use of crash helmets by commercial motorcyclists in Oyo State, Nigeria&lt;br&gt;Adesola Sangowawa, Department of Community Medicine, Nigeria&lt;br&gt;Motorcycle crash characteristics in Thailand&lt;br&gt;Sattrawut Ponboon, Thailand Accident Research Center, Thailand&lt;br&gt;Challenging efforts in promoting young motorcyclist safety in Indonesia&lt;br&gt;Dewanti Marsoya, Gadjah Mada University, Indonesia&lt;br&gt;An impact study of seat belt and helmet use in Thailand&lt;br&gt;Nuttapong Boontob, Thailand Accident Research Center, Thailand&lt;br&gt;Analysis of bicycle crossing times at intersections for providing safer right of bicycle users&lt;br&gt;Jin Kak Lee, Myong Ji University, Korea&lt;br&gt;The value of an exclusive motorcycle lane in mix traffic: Malaysian experience&lt;br&gt;M. Subramaniam, OVARoad Safety, Malaysia</td>
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<td>11.00-12.30</td>
<td>11.00-12.30, Park Urban Safety&lt;br&gt;Chairman: Dr Tappan Datta, Wayne State University, USA&lt;br&gt;New guidelines on collision prevention and reduction and UK-MoRSE&lt;br&gt;Mike Mounfield, Institution of Highways and Transportation, UK&lt;br&gt;A low-tech approach to road safety engineering in urban areas&lt;br&gt;Clive Sawers, Traffic Engineering Consultants, UK&lt;br&gt;Speed characteristics and safety on low speed urban midblock sections based on GPS-equipped vehicle data&lt;br&gt;Saroch Boonsiripant, Georgia Institute of Technology, USA&lt;br&gt;Road accidents in Dhaka, Bangladesh: How to provide safer roads?&lt;br&gt;M. Shafiq-Ur Rahman, Jahangirnagar University, Bangladesh&lt;br&gt;Comparative analysis about speed reduction on the different types of the traffic calming measures in Slovenia&lt;br&gt;Marko Rencelj, University of Maribor, Slovenia</td>
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### Session 10
13.30-15.00, Park
**Education and Training**

**Chairman:**
Dr Evangelos Bekiaris, Hellenic Institute of Transport, Greece

**Why traffic as a system is an important conceptual contribution to road safety teaching?**
Maria Isoba, Luchemos por la Vida, Argentina

**A new concept on the integration of driving simulators in driver training – The train-all approach**
Maria Panou, Hellenic Institute of Transport, Greece

**Preparation of specialists from different community sectors related to road traffic injuries prevention. Cuba 2004–2006**
Mariela Hernandez-Sánchez, INHEM, Cuba

**Education and training of highway safety professionals in the United States**
Martin Lipinski, University of Memphis, USA

**A novel program to enhance safety for young drivers in Israel**
Tsippy Lotan, OR YAROK, Israel

### Session 11
13.30-15.00, Ballroom B
**Crash Recording Systems and Safety Auditing I**

**Chairman:**
Dr Josef Mikulik, CDV Transport Research Centre, Czech Republic

**Introduction of highway safety enhancement project in flat area in China**
Bin Huang, Research Institute of Highway, China

**Run off the road accidents on motorways in Finland**
Katja Suhonen, Helsinki University of Technology, Finland

**A systemic view on Swedish traffic road accident data acquisition system**
Imad Abugesaisa, Linköping University, Sweden

**Comparison of highway accidents based on vehicle types in Thailand**
Chakkrit Kanokkantapong, Prince of Songkla University, Thailand

**An in-depth analysis of road crashes in Thailand**
Mouyid Bin Islam, Asian Institute of Technology, Thailand

**Regional black-spot treatment program – A polish experience**
Krzysztof Jamrozik, National Road Safety Council, Poland

### Session 12
13.30-15.00, Ballroom A
**Rural Safety**

**Chairman:**
Mr Robert Klein, GRSP, Switzerland

**The challenge of dysfunctional roads - upgrading the safety of inter-urban roads**
John Mumford, iRAP and Reputation Risk Consultants Ltd, UK

**Implementation of the flashing yellow arrow permissive left-turn indication in signalized intersections**
David Noyce, University of Wisconsin-Madison, USA

**Broadening the transport safety agenda: A rural perspective**
A synthesis of pilot case studies from Sri Lanka, India, Madagascar, Cameroon and Peru
Guy Kemtsop, IFRTD, Cameroon

**Fatality risks of intersection crashes in Bangladesh**
Upal Barua, Department of Civil Engineering, Canada

**Use of intelligent road studs to reduce vehicle-pedestrian conflicts at signalised junctions**
Ho Seng Tim, Land Transport Authority, Singapore

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**Coffee 15.00-15.30**

**PHOTO: RIKKE RYSGAARD, GRSP**
### 15 November

#### Session 13

15.30-17.00, Ballroom A
**Performance and Adverse Effects on Driving**

**Chairman:**
Dr Astrid Linder, VTI, Sweden

- **Safety performance indicators – a tool for better road safety management:** The case of alcohol and drugs
  Terje Assum, Institute of Transport Economics, Norway

- **Situational and driver-related factors associated with falling asleep at the wheel**
  Fridulv Sagberg, Institute of Transport Economics, Norway

- **Random roadside drug testing: A study into the prevalence of drug driving in a sample of Queensland motorists**
  Jeremy Davey, CARRS-Q, Australia

- **Detection and prediction of driver’s micro sleep events**
  Martin Golz, University of Applied Sciences, Schmalkalden, Germany

- **Evaluation of a drowsy driving system – a test track study**
  Anna Anund, VTI, Sweden

#### Session 14

15.30-17.00, Ballroom B
**Crash Recording Systems and Safety Auditing II**

**Chairman:**
Dr Tappan Datta, Wayne State University, USA

- **Transparency, independence and in-depth with regard to safety oriented road accident investigation**
  Heikki Jähi, Institute for Transport and Safety Research, France

- **Comparison analysis of traffic accident data management systems in Korea and other countries**
  San Jin Han, Korea Transport Institute, Korea

- **Using GIS technology to enhance road safety in Singapore**
  Hau Lay Peng, Land Transport Authority, Singapore

- **Thailand road safety and introducing public participatory approach for black spot identification**
  Tuenjai Fukuda, Nihon University, Japan

- **Road safety auditing also on existing roads – an efficient tool for preventing accidents?**
  Jesper Mertner, COWI Consulting Engineers, Denmark

#### Session 15

15.30-17.00, Park
**Road Safety Economics**

**Chairman:**
Dr. Piet Venter, GRSP, South Africa

- **Benevolence and the value of road safety**
  Henrik Andersson, VTI, Sweden

- **The burden of fatalities resulting from road accidents: An epidemiological study of Iran**
  Esmaeel Ayati, Ferdowsi University of Mashhad, Iran

- **Quantification of accident potential on rural roads: A case study in Rajastahan (India)**
  Ashoke Sarkar, IFRTD, India

- **Evaluating rural road safety conditions using road safety index: An application for rural roads in Thailand**
  Wit Ratanachot, Department of Rural Roads, Ministry of Transport, Thailand

- **The road safety cent**
  Gunter Zietlow, GTZ – German Technical Cooperation, Germany

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**Conference Dinner**
### Session 16

**9.00-10.30, Ballroom A**  
Enforcement Techniques and Speed Management  

**Chairman:**  
Ms Lori Mooren, ARRB Group Ltd, Australia  

- **Penalty points systems: Efficient technique of enforcement and prevention**  
  Josef Mikulik, CDV Transport Research Centre, Czech Republic  

- **Spot speed study along a speed zone on motorway M2 in Mauritius**  
  Harvindradas Sungker, CODEPA, Mauritius  

- **Factors leading to violation of traffic light rules among motorists in Malaysia**  
  S. Kulanthayan, University Putra Malaysia, Malaysia  

- **Safety effects of variable speed limits at rural intersections**  
  Mohsen Towliat and Helena Svensson, Swedish Road Administration Consulting Services, Sweden  

### Session 17

**9.00-10.30, Park**  
Health Issues and Raising Awareness  

**Chairman:**  
Dr Stig Jörgensen, Norwegian University of Science and Technology, Norway  

- **Involvement and impact of road traffic injuries among productive age groups (18–59 years) in Bangladesh: Issue for priority setting**  
  Salim Mahmud Chowdhury, CIPRB, Bangladesh  

- **Developing an integer programming sketch to optimize the expenses on promoting the road safety and social traffic culture**  
  Hamid Reze Behnood, Ferdowsi University of Mashhad, Iran  

- **Social and information campaigns to improve road safety**  
  Barbara Król, Polish National Road Safety Council, Poland  

- **The identification of “At-risk” groups for transport-related fatalities across four South African cities**  
  Laher Hawabibi, UNISA, South Africa  

- **Study of pattern of fatal accidents for safe designing of vehicles**  
  Amandeep Singh, Department of Forensic Medicine, India  

### Session 18

**9.00-10.30, Ballroom B**  
Human Behaviour and Pedestrians  

**Chairman:**  
Dr Martin Golz, University of Applied Sciences, Schmalkalden, Germany  

- **A study examining the relationship between attitudes and aberrant driving behaviours within an Australian fleet setting**  
  J. Davey Freeman, CARRS-Q, Australia  

- **Road safety in the Czech Republic is related to human factors research**  
  Karel Schmeidler, CDV Transport Research Centre, Czech Republic  

- **Pedestrian safety requires planning priority**  
  Esther Malini, Larsen & Toubro, India  

- **Walkability of school surrounding environment and its impact on pedestrian behaviour**  
  Lina Shbeeb, Balqa’a Applied University, Jordan  

- **Road accidents and pedestrians: The importance of traffic calming measures in tackling the (in)visible public health disaster in Kampala city**  
  Paul Isola Mukwaya, Makerere University, Uganda  

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**Coffee 10.30-11.00**
### 16 November

#### Closing Session  11.00-12.00

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Lunch 12.00-13.00

#### Technical Visit  13.00-17.00

**Honda Safety Riding Center**

The motorcycle training centre has a large off-road area for rider training and is equipped with motorbikes, lecture rooms and state-of-the-art motorcycle simulators.
Towards comprehensive and sustainable road safety strategies, action plan and policy framework for Nigeria
S.I. Oni, University of Lagos, Nigeria

Risky driving in fog: Psychological explanations
Viola Cavallo, INRETS, France

Road traffic accidents and Cambodian University students: A case study in Phnom Penh municipality
Kim Pagna, Coalition for Road Safety (CRY), Cambodia

Vulnerable road user – pedestrian in the Czech Republic
Karel Schmeidler, CDV Transport Research Centre, Czech Republic

Why do they avoid footbridges? Explaining jaywalkers through the haddon matrix
Ignacio Nazif Munoz, Government of Chile, Chile

Mobility, attitudes, risk and behaviour of young drivers
Cécile Coquelet, INRETS, France

Are Okada operators licensed to ride in Nigeria? A preliminary finding
G.T. Arosanyin, University of Ilorin, Nigeria

Study of project to use a hard shoulder as a traffic lane.
Jocelyne Doré, INRETS, France

Time of day and sleep deprivation effects on motorcyclists riding performances: A pilot study
Clément Bougard, INRETS, France

Development of urban safety management in Indonesia
Mrs Lanalyawati, Institute of Road Engineering, Indonesia

Fifteen-year experience with roundabouts and measures of assuring traffic safe roundabouts in Slovenia
Tomaz Tollazzi, University of Maribor, Slovenia

Short term traffic volume prediction on NH-1 using time series analysis
Inderjeet Kaushik, Banaras Hindu University, India

Design of decision support system on urban road traffic safety management
Tianjun Yang, Ministry of Communications, China

The potential development of self reliance and social network constructional community beside highway for traffic accident prevention
Chulaporn Sota, Khon Kaen University, Thailand
Conference Patronage

Ministry of Transport Thailand

Organiser

vti

Supporting Organisations