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TRAFIKVERKET
SWEDISH TRANSPORT ADMINISTRATION



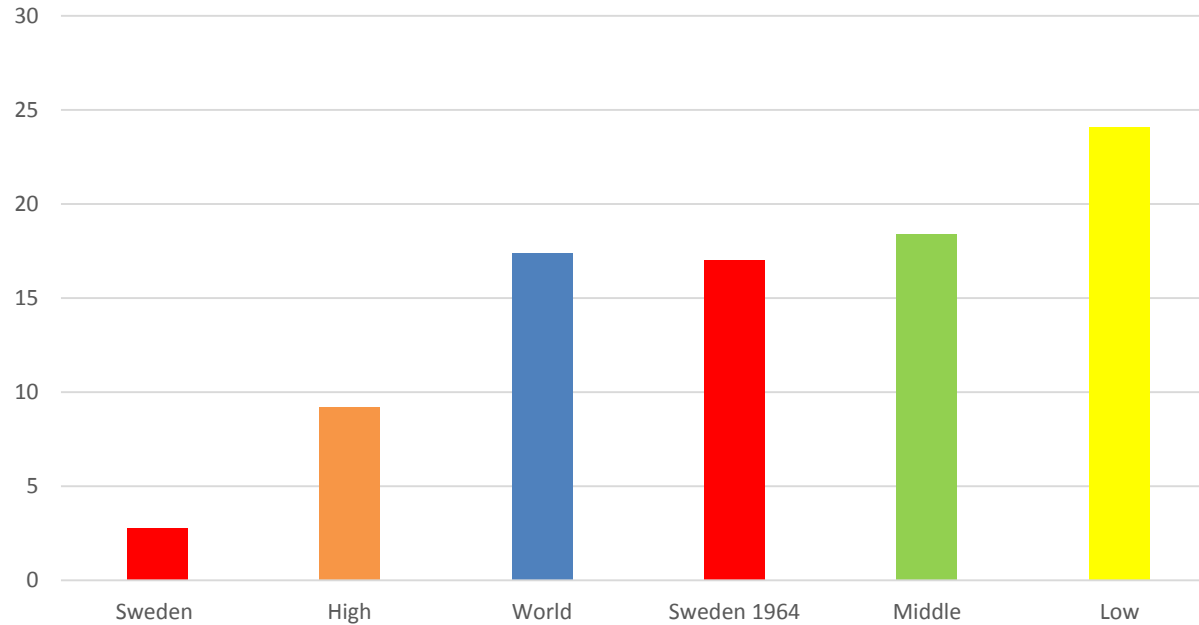
Leading causes of death, 2004 and 2030 compared

| TOTAL 2004 | | | TOTAL 2030 | | |
|------------|--|------|------------|---------------------------------------|------|
| RANK | LEADING CAUSE | % | RANK | LEADING CAUSE | % |
| 1 | Ischaemic heart disease | 12.2 | 1 | Ischaemic heart disease | 14.2 |
| 2 | Cerebrovascular disease | 9.7 | 2 | Cerebrovascular disease | 12.1 |
| 3 | Lower respiratory infections | 7.0 | 3 | Chronic obstructive pulmonary disease | 8.6 |
| 4 | Chronic obstructive pulmonary disease | 5.1 | 4 | Lower respiratory infections | 3.8 |
| 5 | Diarrhoeal diseases | 3.6 | 5 | Road traffic injuries | 3.6 |
| 6 | HIV/AIDS | 3.5 | 6 | Trachea, bronchus, lung cancers | 3.4 |
| 7 | Tuberculosis | 2.5 | 7 | Diabetes mellitus | 3.3 |
| 8 | Trachea, bronchus, lung cancers | 2.3 | 8 | Hypertensive heart disease | 2.1 |
| 9 | Road traffic injuries | 2.2 | 9 | Stomach cancer | 1.9 |
| 10 | Prematurity and low birth weight | 2.0 | 10 | HIV/AIDS | 1.8 |
| 11 | Neonatal infections and other ^a | 1.9 | 11 | Nephritis and nephrosis | 1.6 |
| 12 | Diabetes mellitus | 1.9 | 12 | Self-inflicted injuries | 1.5 |
| 13 | Malaria | 1.7 | 13 | Liver cancer | 1.4 |
| 14 | Hypertensive heart disease | 1.7 | 14 | Colon and rectum cancer | 1.4 |
| 15 | Birth asphyxia and birth trauma | 1.5 | 15 | Oesophagus cancer | 1.3 |
| 16 | Self-inflicted injuries | 1.4 | 16 | Violence | 1.2 |
| 17 | Stomach cancer | 1.4 | 17 | Alzheimer and other dementias | 1.2 |
| 18 | Cirrhosis of the liver | 1.3 | 18 | Cirrhosis of the liver | 1.2 |
| 19 | Nephritis and nephrosis | 1.3 | 19 | Breast cancer | 1.1 |
| 20 | Colon and rectum cancers | 1.1 | 20 | Tuberculosis | 1.0 |

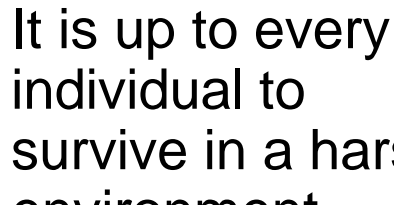
^a Comprises severe neonatal infections and other, noninfectious causes arising in the perinatal period.
Source: World health statistics 2008 (<http://www.who.int/whosis/whostat/2008/en/index.html>)

Global status report on road safety 2009

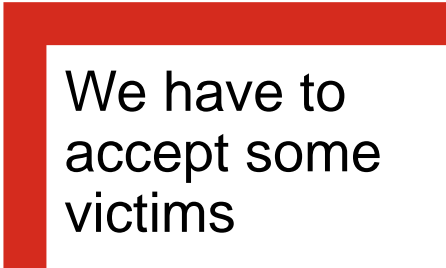
Number of road traffic death per 100 000 population by country
income status + Sweden (WHO global status report on road
safety 2015)



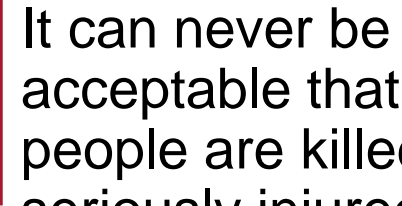
A Global Culture (R)evolution



It is up to every individual to survive in a harsh environment



We have to accept some victims



It can never be acceptable that people are killed or seriously injured

Vision Zero – a Swedish Contribution to the Global Community

In October 1997, Vision Zero was passed by a large majority in the Swedish Parliament.

“It can never be ethically acceptable that people are killed or seriously injured when moving within the transport system.”



Vision Zero, Safe System, Road to Zero.... "We Have Many Names for the Things We Love!"



U.S. DOT, NATIONAL SAFETY COUNCIL LAUNCH ROAD TO ZERO COALITION TO END ROADWAY FATALITIES
New partnership aims to end traffic fatalities within the next 30 years

<https://www.transportation.gov/briefing-room/us-dot-national-safety-council-launch-road-zero-coalition-end-roadway-fatalities>

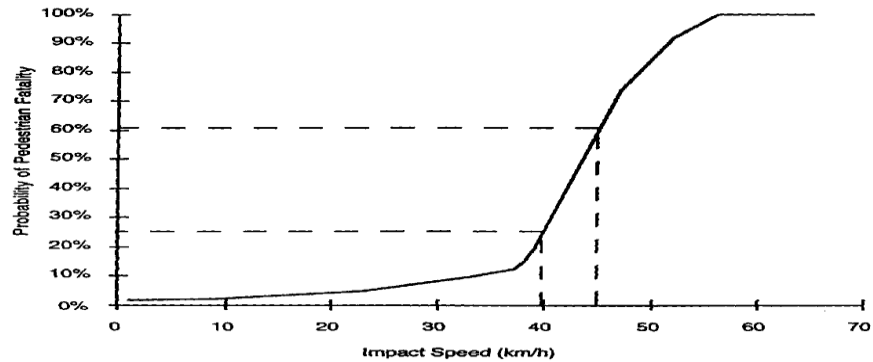
Vision Zero a policy innovation

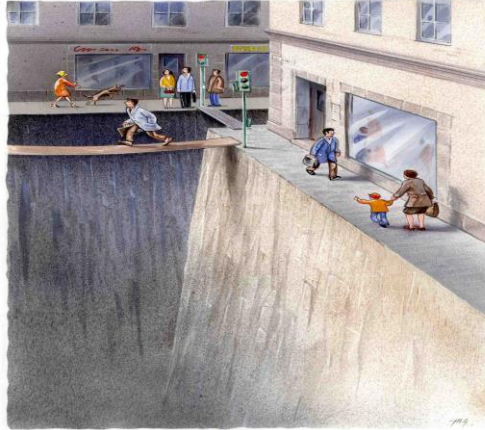
| | Traditional | Vision Zero |
|---------------------------------|---|--|
| What is the problem? | Accidents | Fatalities and serious injuries |
| What causes the problem? | Human factors | Humans make mistakes Humans are fragile |
| Responsibility? | Individual road users | System designers |
| Peoples demand for road safety? | People don't want safety | People want safety |
| What is the appropriate goal? | Optimum number of fatalities and serious injuries | Eliminate fatalities and serious injuries |



Probability of Pedestrian Fatality by Impact Speed

Figure 2: Probability of Pedestrian Fatality by Impact Speed.
Derived from the Interdisciplinary Working Group for Accident Mechanics (1986) and Watz, Hoeffliger and Fehrmann (1983)





Urban safety



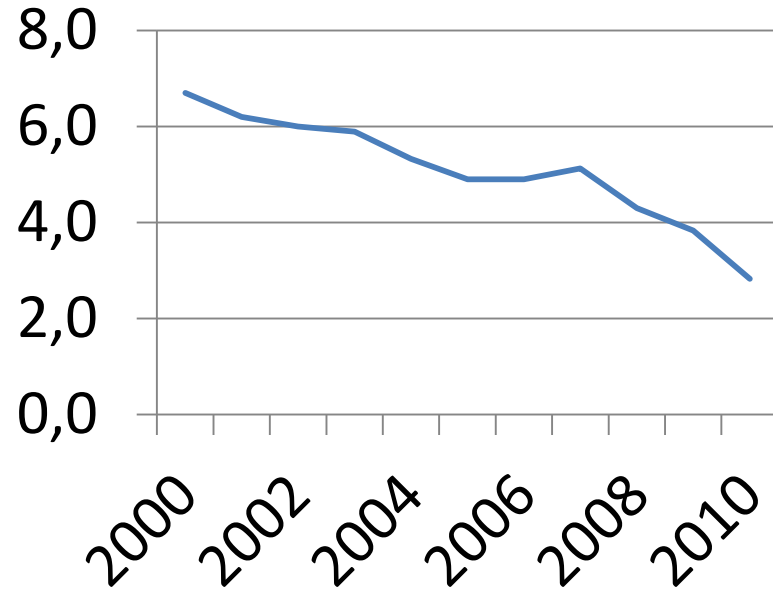
Rural safety



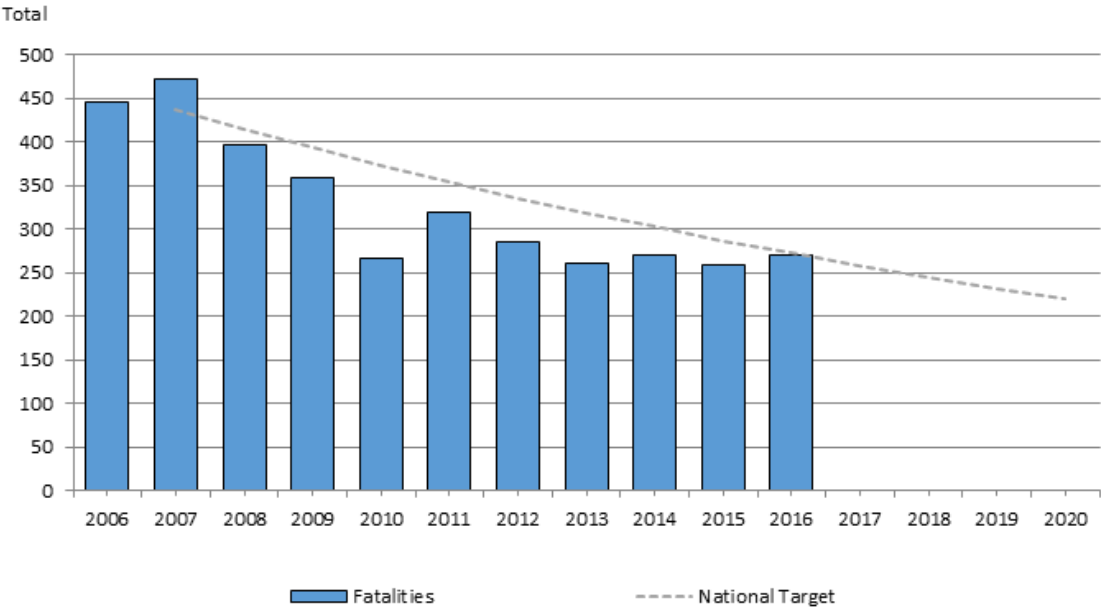
Rural Safety



Number of persons killed in road traffic crashes/100 000 inhabitants in Sweden 2000-2010



Road traffic fatalities in Sweden, and target for 2020



<http://www.trafikverket.se/en/visionzero>

