

Liikenneturva mid-range action plan in a nutshell

During the planning term 2011-2013 the operative environment will change considerably as the state traffic administration goes through a significant restructuring. Challenges will also be brought about by the implementation of the new national traffic safety plan and the legislative changes concerning the funding of the central organisation. In the beginning of 2010, new criteria for assessment were introduced for the purpose of reviewing various Liikenneturva activities. These criteria were set up in order to improve result-orientation in the organisation.

After the economic recession has passed, one has to be fully prepared for the growth in traffic volumes and its impact on traffic safety. During the planning term, the focus of Liikenneturva's activities will be in the safety of motor vehicle drivers and passengers. In addition, it is emphasised that the safety development of children and youth – as well as pedestrians and bicyclists – will continue to be favourable. The aging of the population will become visible in traffic quite rapidly and the risks related to the elderly people's movement should be addressed in due time.

Main focus areas of operative season 2011 – 2013

- ▶ **Member community collaboration** is enhanced in accordance to the strategy approved by the Liikenneturva Board of Directors. Contact with the members is increased. The expertise of the member organisations will be passed on to the traffic safety issues' committee of the Ministry of Transport and Communications.
- ▶ To **combat drunk driving**, Liikenneturva will observe, engage and spark debate regarding the road traffic DUI situation in order to boost a attitude climate that is resoundingly negative towards drunk driving. The cooperation within the field will be made more concrete.
- ▶ Use of **safety devices** is promoted by targeting problematic groups via joint campaigning. The road users are informed about the safety effects and proper use of new vehicle and traffic technology.
- ▶ For **pedestrians and bicyclists**, the message revolves around knowing the rules of traffic, using safety equipment and showing initiative in order to rectify shortcomings in one's own movement environment. In the use of bicycle helmet, the focus is on increasing the usage of the elderly and the youth.
- ▶ In **communications**, Liikenneturva expands its collaboration efforts towards organisations and media and is ready to meet the cooperation challenges inherent in the formation of the new traffic agencies. Communications directed at the decision-makers will be deepened and expanded.
- ▶ For the traffic education of **pre-school and school children**, the objective is in making the traffic safety plans of the schools and daycare centres a part of the everyday activity. The teachers will continue to be familiarised with the traffic safety plans and the role of parents as traffic educators will be strengthened.

- ▶ To boost **youth** safety, youth and sports associations are encouraged to make traffic safety issues a permanent part of their activities (in addition to the safety effort put forward via the school system). The opportunities of the youth to impact their own safety will be improved and the young people will become better integrated into the traffic safety work. Key issues for young people are safety equipment usage, driving speeds and intoxicants in traffic.
- ▶ To improve **work traffic safety**, solid cooperation with the Centre for Occupational Safety is continued. The relevant issues are work traffic risks, safety plans, anticipatory driving (defensive driving), selecting alternative modes of travel and risks related to leisure-time movement.
- ▶ To advance the safety of the **senior citizens**, those professionals working with the elderly will be provided with information about elderly people's coping in traffic. Key topics for the elderly include self-evaluation of driving health, mapping out dangerous locations for pedestrians, support of family and friends and creating an attitude climate that is positive towards the elderly in traffic.
- ▶ In **drivers' advanced training**, materials are developed which are suitable for the personnel training of companies as well as provide new ways to reach ordinary drivers.
- ▶ With expertise based on quality **research and information service**, one makes sure that the expressed viewpoints as well as the contents are both reliable and objective; in addition, new phenomena and perspectives are pointed out in order to develop operations.
- ▶ **International operations** focus on collaboration efforts with the Nordic sister organisations. The activities of the EU are influenced via e.g. ETSC membership; contacts with Russia are developed further.
- ▶ In **regional work**, the effort of the working groups (operating under the Centres for Economic Development, Transport and the Environment) which coordinate and organise traffic safety work is supported. At the same time, one strives to maintain municipal traffic safety plans as fully relevant elements of the internal safety programme.
- ▶ The Liikenneturva **staff** continues to retire in numbers. The recruiting effort emphasises deepening the expertise of the field and this commitment is backed up by education and continuous training. Additionally, the organisation prepares for the changes mandated by the new funding system.

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