

Good practice for child pedestrian safety

	Evidence statement	Transfer and Implementation points
Engineering	Area wide engineering solutions to reduce pedestrian risk (including pedestrian facilities and/or traffic calming infrastructure) lead to reduction in injuries and are cost effective. ^{14,27}	<ul style="list-style-type: none"> - Traffic calming has shown accident savings of 60% in 30 km/hour (18.6 mph) zones.³⁸ - Area-wide urban traffic calming schemes reduced the number of injury accidents by 15% (25% on residential streets and 10 % on main roads).³⁸ - Engineering modifications can be more effective when supported by educational and enforcement activities.²⁹
	Vehicular modifications appear to reduce the risk of pedestrian fatalities. ^{14,19}	<ul style="list-style-type: none"> - Modifications to car front design that take children into account result in a reduced number of child pedestrian fatalities.¹⁹ - It is estimated that up to 2,100 deaths and 18,000 serious pedestrian and cyclist casualties of all ages could be prevented annually in the European Union with these modifications.¹⁹
Enforcement	Legislation / policy reducing vehicle speeds in residential areas leads to reduced injuries and changes in driver behaviour. ²⁷	<ul style="list-style-type: none"> - In the United Kingdom, introduction of 20 mph (32 km/hour) speed limit zones resulted in 70% reduction in fatal child pedestrian accidents.³⁹ - Level of enforcement will impact effectiveness.²⁸ - Legislation is most effective when supported by educational activities.²⁹
	Enforcement of legislation / policy reducing vehicle speeds in residential areas leads to reduction in injuries and changes in driver behaviour. ⁴⁰	<ul style="list-style-type: none"> - Level of enforcement will impact effectiveness.²⁸ - Legislation is most effective when supported by educational activities.²⁹
Education	Community-based education / advocacy programmes to prevent pedestrian injuries in children 0-14 years result in a reduction in injuries. ⁴¹	<ul style="list-style-type: none"> - Effective programs have show reductions ranging from 12%-54%.⁴¹ - Programs offering a comprehensive package that includes educational, social and environmental strategies are more likely to be successful.⁴¹ - Greater amounts of resources and community commitment afforded to programmes allow more complex and comprehensive strategies to be used, which in turn lead to greater success. ⁴¹
	Pedestrian skills training leads to improved child pedestrian crossing skills. ¹⁴  Case Example: Kerbcraft, Scotland, Page 43	<ul style="list-style-type: none"> - Multi-faceted programmes and those that involve parents are more likely to be successful.¹⁴ - Practical roadside experience is an essential ingredient of pedestrian skills training.¹⁴
Enforcement	The countries with the best road safety record have national implementation plans which comprise a wide range of measures: low speed limits, speed reduction measures, promotion of secondary safety and publicity aimed at both children and their parents and drivers. ^{37,38}  Case Example: Road Safety Strategy, France, Page 45	<ul style="list-style-type: none"> - Building on past policies or international agreements can lead to progress.³⁸ - Political commitment at the highest level is necessary to make road safety a priority for all in government and society.³⁸ - Media coverage is an important aspect of national safety campaigns.^{28,38} - A combination of engineering, enforcement and education is most effective.²⁸

