



redefining / standards

Road afe schools



2013

AXA RoadSafe Schools report

Facts about road accidents and children

Facts about road accidents and children

More than 2,400 children under the age of 16 were killed or seriously injured on Britain's roads in 2011

In the past five years compared to all 16 year olds involved in traffic accidents, there has been a proportionate rise in child deaths and injuries among pedestrians - 66 per cent of all accidents in 2011, compared to 61 per cent in 2006

The share of death and serious injury rates for under-five year olds is at the highest rate for 10 years – actual number of incidents at the highest level since 2008

Children under the age of eight are the only age group to have seen any proportionate rise in death or serious injury rates in the past 10 years (in proportion to all under 16 year olds) – with the actual number of incidents at the highest level since 2009

Clear increase in serious cycling accidents amongst 12 to 15 year olds – higher than any other child age group up to 15 year olds

Average age of mobile phone ownership amongst children now 11 years old – the same age when children are most at risk of road accidents as pedestrians



Road safety today

The number of children killed or seriously injured on British roads has declined steadily for many years, but, with the 2010 government casualty reduction target reached and budgets dwindling, we are in danger of neglecting this vital element of our children's lives. The risk of death or serious injury as a result of a road traffic accident remains, so parents, local authorities, private sector and wider communities have a responsibility to help further reduce the number of child casualties.

Today's road safety statistics

Road safety has dramatically improved in the past thirty years thanks to many factors involving the improvement of education for children and parents, alongside a number of infrastructure and technology developments. It is also vital to note the positive effects of road safety brought by the numerous law enforcement changes such as the legal requirement to wear a seat belt.

The groundbreaking report completed by The AA Motoring Trust in 2003 went a long way to

highlight where success has been achieved, but also highlight areas that needed further improvement. Despite its success, a rounded study of the current situation for children's road safety hasn't been replicated until the release of this, the AXA RoadSafe 'Facts about road accidents and children' 2013 report.

The report shows that since 1980, child road casualties have fallen each year, with only four exceptions – three times in the 80s (1982, 84, 89) as well as in 1994. Significant years such as

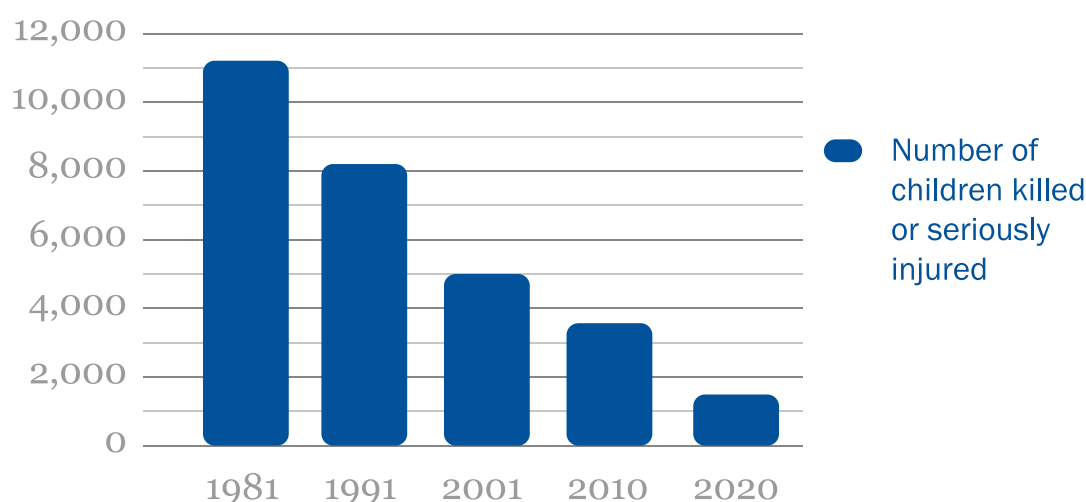
today, as most recent statistics reveal, is at its lowest ever rate of 2,412 (2011).

Improvements in vehicle safety and technology such as improved crash worthiness and crash avoidance systems, a significant investment in school and parent education, behavioural changes amongst drivers as well as better speed management infrastructure, have contributed significantly to the safest roads on record for today's children.

considerations to the fore when considering child road safety. This report highlights the new set of vulnerable groups and the reasons for their vulnerability.

Furthermore, following the results highlighted within this report, we all have a responsibility to reduce the number of child deaths on the roads and encourage relevant national and regional action from parents, local communities and authorities as well as the private sector to help further reduce the devastating effects of child casualties. It is not

A demanding target (1981 – 2020)



1986 (9.5 per cent fall) 1991 (13 per cent fall), 2003 (10.8 per cent fall) and 2005 (11.1 per cent fall) should be noted for the dramatic fall in casualty numbers, which

Yet, despite significantly exceeding the targets set in 2003 to reduce child deaths and serious injuries to 3,430 by 2010, worrying trends have emerged in certain demographics and age groups. AXA and its partners want to address these issues. Life has changed dramatically in the past 10 years, with the proliferation of mobile technology and the changing transport modeling shift instigated by new generations of youngsters. This has brought new

unrealistic that the numbers fall to below 1,500 by 2020 if efforts are made by taking broader responsibility by all parties.

It is important to note the regional variation in the needs of child road safety as each region, city or town have specific requirements and, indeed, challenges.

The report shows that since 1980, child road casualties have fallen each year.

Primary lack of care

An introduction to threats, with devastating effects for girls in particular (under five year olds)

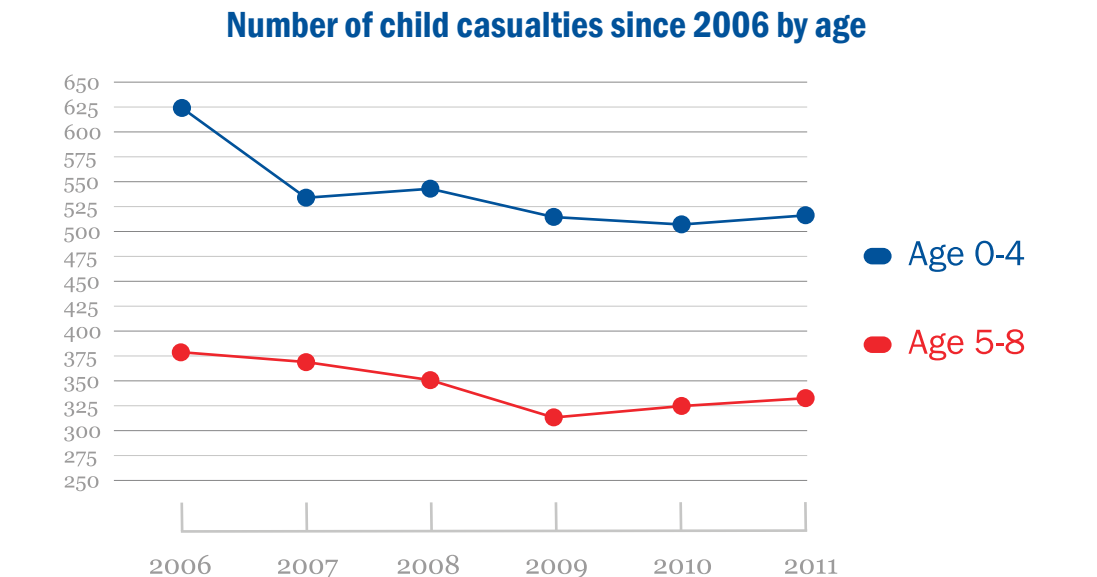
Statistics

Of all the road accidents involving children under 15 years old, 14 per cent were made up of under five years old

Between 2010 and 2011 the number of pedestrian girls under eight years old killed or seriously injured rose by 38 per cent

In recent years, children under five are more likely to cycle to school for the first time which has contributed to the number of road accidents

Boys under five involved in road accidents rose year-on-year between 2008 and 2010 – reaching 2005 figures before falling slightly in 2011



In proportion to all under 16 year olds, the share of traffic accidents for under five year olds is at the highest level for 10 years – and continues to rise. Between 2009 and 2011, the number of under five year olds involved in a road accident rose more sharply than any other year since 2000, reaching a figure of 328.

This worrying trend is evident right up until the age of eight years old. More specifically, those between under eight years old have experienced a steeper increase in road accidents since 2009.

In context, although deaths and serious injuries (in children 0-16 years old) have fallen dramatically in the past 10 years, the rate amongst those under eight years old has reduced at a far lower rate – and increased in some circumstances.

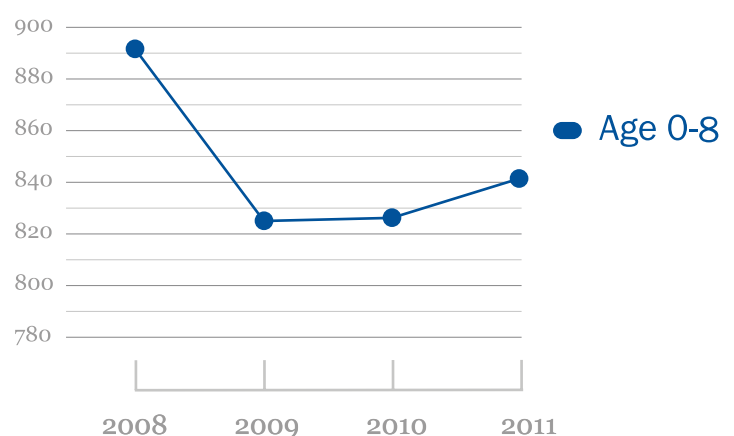
Considering pedestrian road

traffic accidents only, girls under five years old have fared far worse than boys. According to the latest figures, the number of girls under five involved with road traffic accidents was at its highest rate since 2009 while the rate of pedestrian girl incidents is at its highest level (204 in total) for 10 years – with an upward trend. Meanwhile, 2011 saw a dramatic 38 per cent rise in girl pedestrian casualties aged under eight on the year before, and is now at the highest it has been since

2005. Serious accidents involving boys in the same age range has fluctuated since 2004 but is generally falling – 304 in 2011.

Improved education of parents of younger children, as well as increasing efforts to engage under five year olds in the importance of road safety that should be considered. Furthermore, infrastructure around schools of different age groups should be considered while understanding the local needs of particular schools.

Number of child casualties since 2008 by age



Playing with danger

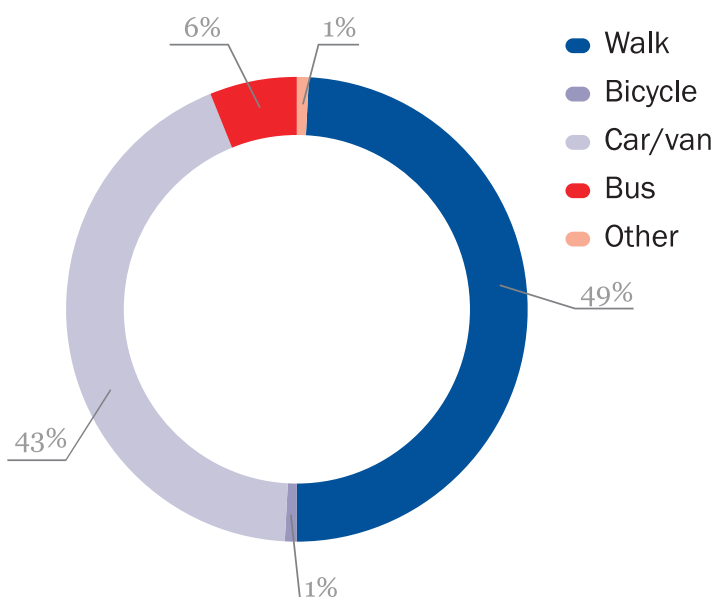
A challenging commute, girls becoming more independent, and the arrival of mobile phones (five to 10 year olds)

Although serious accident and death rates have decreased in the last twenty years our youngest citizens remain vulnerable, with 28 per cent of all child accidents involving five to 10 year olds.

The manner in which primary aged children travel to school has changed in the past 10 years. In 2011, less than half of children (49 per cent) aged five to 10 walked to school – a four per cent drop on 10 years ago – while the number of children driven to school has increased by five per cent. In the previous AA Motoring Trust report there was no record of children cycling to school in this age group. However, since 2003 we have seen an increase in children cycling to school.

Even allowing for the increase in the percentage of children being driven to school, pedestrian accidents are on the rise. Worryingly, the number of girls aged five to seven who have been killed or seriously injured while walking is at its highest level since 2005, after a steady decline over five consecutive years.

Children aged five to 10, trip to school by mode of transport in 2011



Moreover, when considering 2007 figures, when 77 girls aged five to seven were killed or seriously injured when walking, the figure has increased by 45 per cent to 112 in 2011.

As children reach nine and 10 years old, they begin to be given more freedom and the trust

to walk with friends. Further research also shows that by the age of 10, almost half (43 per cent) of children have received their first mobile phone. However, they do not tend to utilise the full functionality of mobile phones as frequently as their older peers.

Statistics

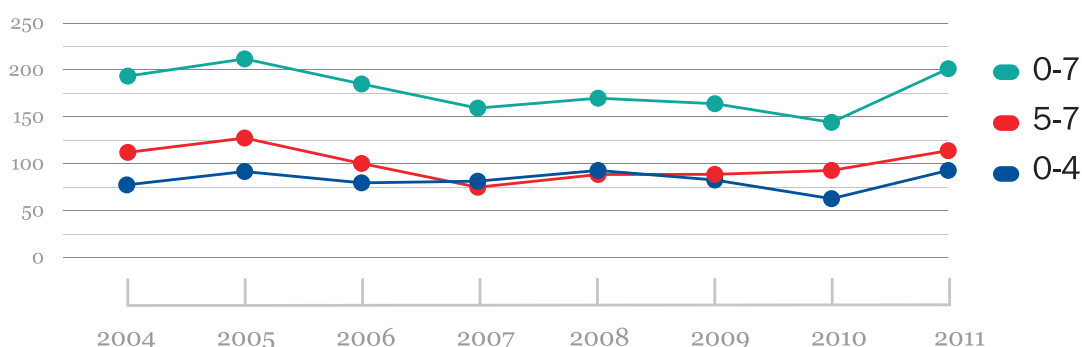
Pedestrian accidents during school time make up a third (180) of all pedestrian accidents (595) amongst those aged five to 10 year olds

Children travelling to primary school predominantly do so by walking (49 per cent) or by car (43 per cent)

Pedestrian girls aged five to seven reported killed or seriously injured increased from 77 in 2007 to 112 in 2011

Half (43 per cent) of children receive their first mobile phone aged 10 years old or younger

Number of female pedestrian casualties since 2004 by age group (0 to four yrs; five to seven yrs and 0 to seven yrs 'TOTAL')





The 'Danger Group'

Growing independence and a wider risk factor adds to the threats for the 'danger group' (11-12 year olds)

The 11-12 year old age group faces many new experiences and challenges as they start secondary school – including greater independence and new responsibilities. However, with that newly gained independence comes bigger risks to their personal safety, and there are concerning signs that the number of accidents are on the rise again for this age group.

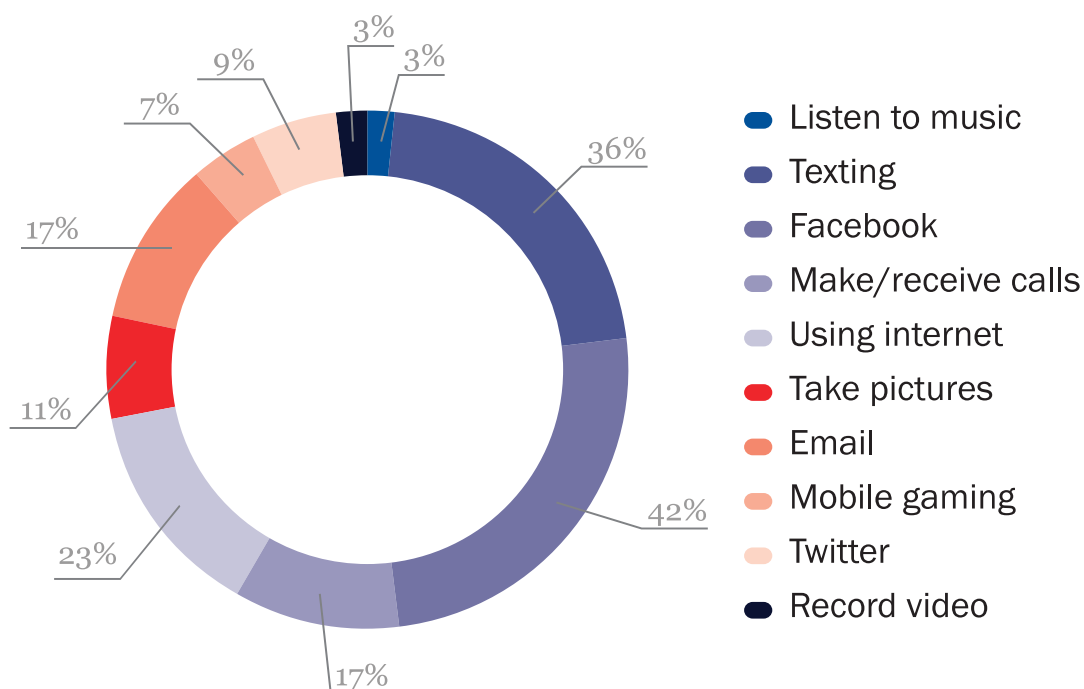
While this has always been the highest risk age group among children, today an 11 year old pedestrian is 3 times more likely to be killed or seriously injured during school run time than a 10 year old. This is an increase from twice as likely just 10 years ago.

cent) of all child pedestrians killed or seriously injured during school run times. While these proportions have held relatively steady over the years, recently we have seen accidents involving teenage and pre-teen girls increase significantly.

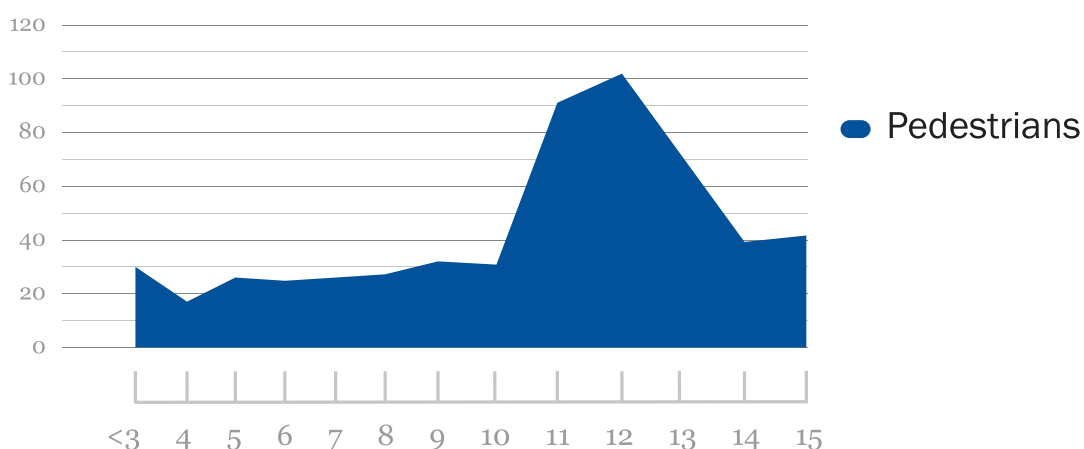
This small age group alone accounts for a third (32 per

For this age group, public transport becomes more widely

Mobile phone functions used by 11 and 12 year old children on their way to school



Number of pedestrians killed or seriously injured by age (2011)

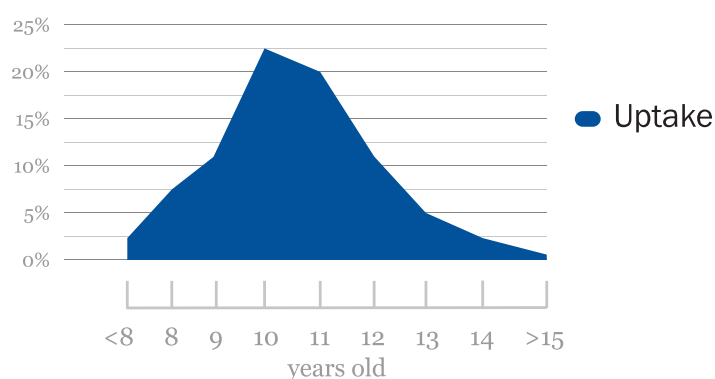


used – adding the possibility of crossing roads and darting between traffic to get to school. There remains a significant proportion (40 per cent) who walk to school either alone or with friends.

The pedestrian casualty rate for girls in particular rises steeply from the age of 11.

By age 12, nearly 73 per cent of children have a mobile phone. More significantly, they use their mobile phone functions much more than younger children do. Because of this, 25 per cent acknowledge that they themselves have been distracted by personal technology when crossing a road.

Mobile phone uptake by age



Note: 18 per cent of children up to 16yrs old do not own a mobile phone

Statistics

Of all pedestrians killed or seriously injured during school run time, a third (32 per cent) were 11-12 year olds

An 11 year old is six times more likely to text on the way to school than a 10 year old

32 per cent of 11 year olds log on to Facebook via their mobile while on the way to school

36 per cent of 11 and 12 year olds listen to music on a portable device while on the way to school

Almost half (46 per cent) of 11 and 12 year olds say they use their phones most from 3 to 6pm

25 per cent of 11 and 12 year olds say they have been distracted when crossing a road due to technology such as mobile phones and MP3 players



Tech savvy dangers

Road safety education initiatives have been hugely beneficial, but new dangers emerge as teenagers begin to make the transition to adulthood (13-15 year olds)

This age group has been travelling to and from secondary school for a few years. Statistics show that increased risk awareness results in child pedestrian casualties declining after the age of 12.

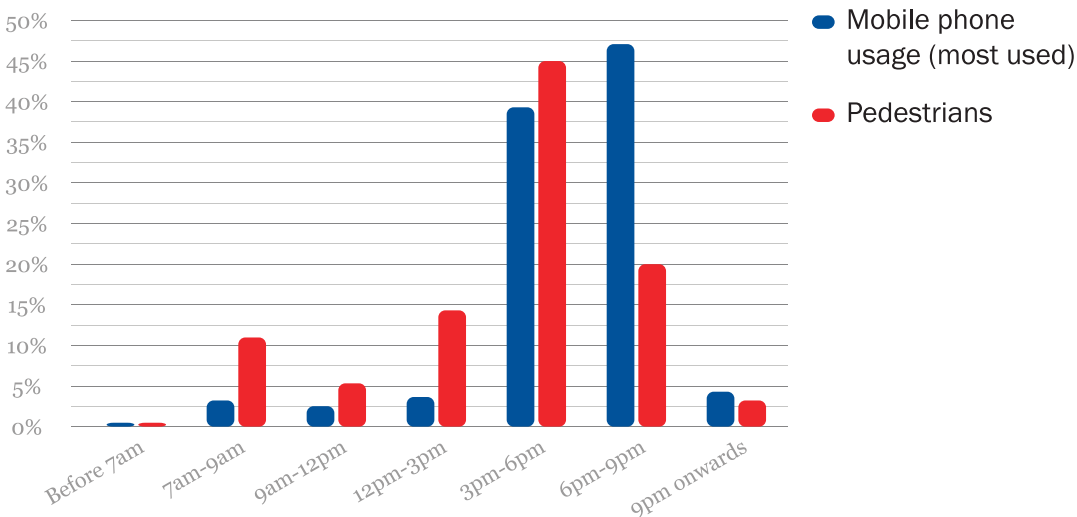
Bicycle use is on the rise nationally and the statistics for child casualties reflects this. While being mindful of the larger numbers of children in this age group who cycle, this group as a whole accounts for close to half

of all children killed or seriously injured in cycling situations. However, there is also a large gender discrepancy - boys are over nine times more likely to be killed or seriously injured while riding a bike than girls of the same age.

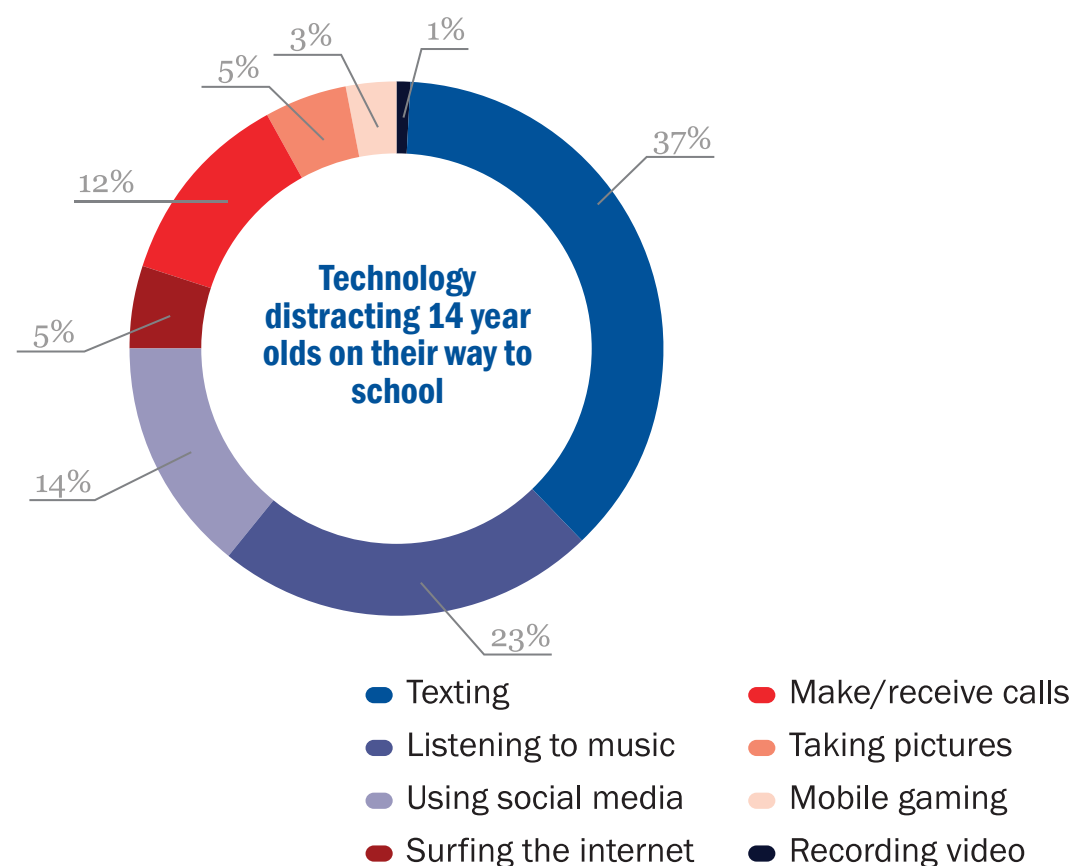
This age group is already comfortable with technology and their usage of personal mobile technology is most likely to be in the evenings. However, 34 per cent of 14 year olds reported that they were distracted when

crossing a road due to using personal mobile technology. As such, there is a clear correlation between the use of technology and the time of serious accidents with children – particularly at the time of leaving school for the day.

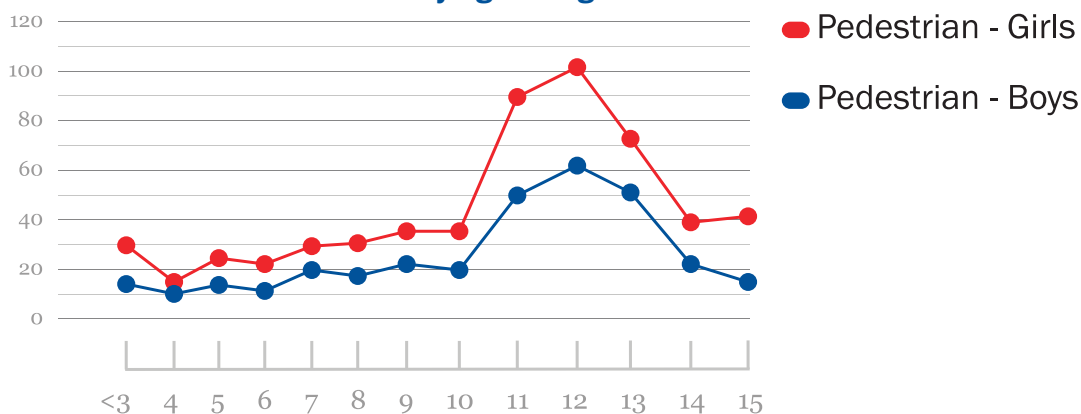
Time of serious accidents involving children, alongside usage rates of mobile phones



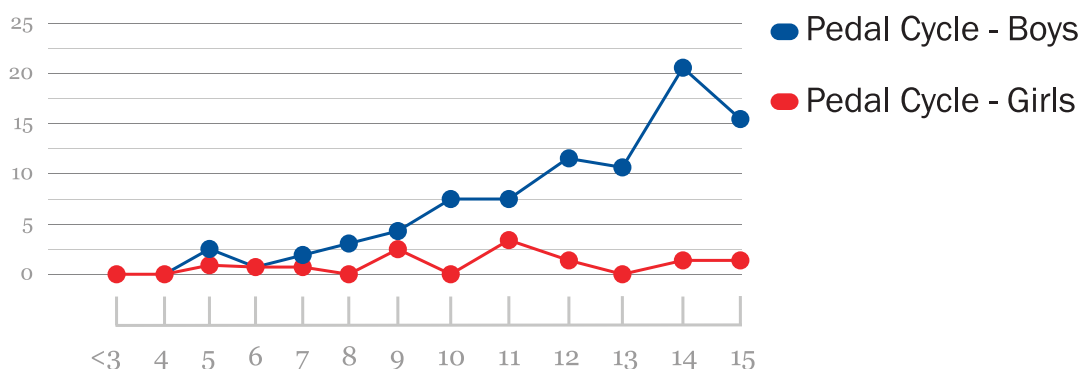
The older end of this age group has additional risks to consider that many of their younger peers do not. A 15 year old may have older friends or older siblings who are newly qualified drivers, and therefore more vulnerable to traffic accidents. Unfortunately, a 12 to 15 year old is more than four times as likely to be killed or seriously injured as a passenger of a car, than an eight to 11 year old.



Number of child pedestrians killed or seriously injured in 2011, by age and gender



Number of child cyclists killed or seriously injured in 2011, by age and gender



Statistics

25 per cent of all pedestrians killed or seriously injured during school run time were 13 to 15 year olds

Considering school time journeys, **248** 12 to 15 year olds were killed or seriously injured as passengers of a car in 2011, compared to just **191** eight to 11 year olds

The number of boys aged 12 to 15 who were killed or seriously injured while cycling was **216** in 2011, compared to just 23 girls of the same age range

Thirty nine 15 year old pedestrians were killed or seriously injured during school run time in 2011, compared with **103** 12 year olds

The warning signs

In the past 10 years, a number of threats have emerged. Education of certain teenage groups has had a positive impact; however, a shift in school journey habits, the emergence of technology, and a worrying and currently unexplained rise in girls involved with accidents are all concerns.

Parties must now come together from the private, public and third sectors to reduce overall deaths and serious injuries – as well as stem the rise in the highlighted vulnerable groups within this report. AXA and RoadSafe stand together to encourage debate and urge support in seeking solutions.

Setting out a path to keep children safe

1. Maintain the good education being conducted throughout schools in the UK
2. Raise efforts for parents to educate their children about
3. road safety – especially at primary school age
4. Introduce road safety education to address key issues raised in this report
 - The journey to school and using different modes of transport
 - The use of technology – particularly mobile phones – in and around school areas and road networks
5. Continue and, in some circumstances, increase consideration from motorists driving in and around school areas
6. Make parents aware of



- the potential impact of low concentration while driving and/or parking around schools
6. Raise awareness of school areas for drivers on approach
 7. Consider further improvement to infrastructure and local settings of schools

For more information, visit the following sites:

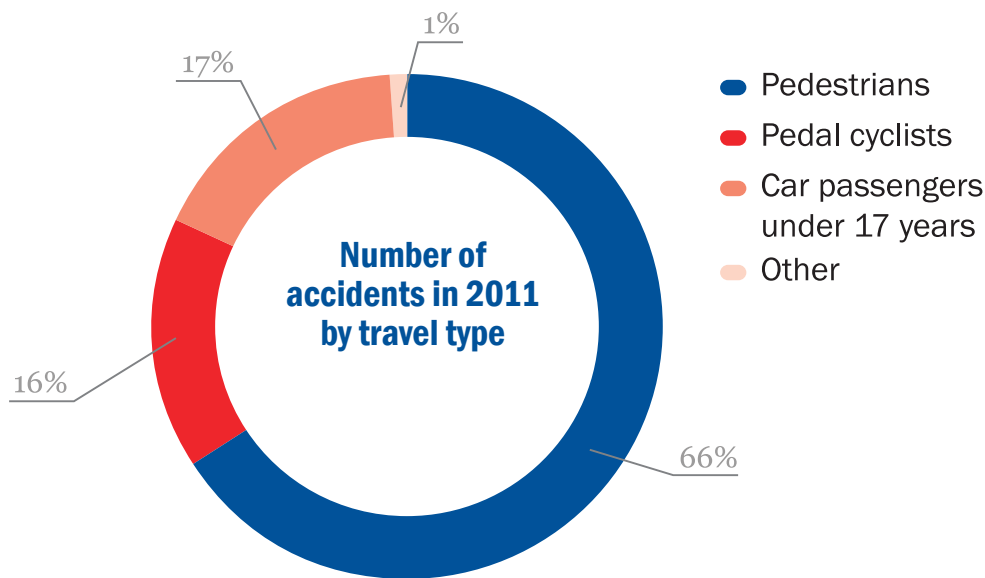
www.axainsurancezone.com
www.roadsafe.com
www.brake.org.uk
www.roadsafetygb.org.uk
www.think.direct.gov.uk/education/early-years-and-primary

The contents of the AXA RoadSafe report are believed to be accurate as of time of release (June 2013).



ROADSAFE

Road Safe report



RoadSafe, a road safety partnership of leading companies in the motor and transport industries in Britain, as well as road safety professionals, helped shape the AXA RoadSafe report.

Adrian Walsh, founder and director of RoadSafe, commented: "Parents often ask for guidance on how best to keep their children safe on our roads. They need to know when and where they may be at risk, whether travelling in cars, walking, cycling or playing. This report helps to put these risks into context."

Report details:

Commissioned by AXA car insurance, this report has been compiled by independent research and insight agency, Opinium, before being interpreted by road safety experts. Alongside data mining of

existing official DfT statistics, Opinium submitted Freedom of Information requests to garner information which would enable a comparison against the original report produced 10 years ago. The data has been analysed, drawing comparisons, new patterns and vital information to build the current picture of child road safety rates.

RoadSafe and its panel of road safety experts have helped to refine and interpret the findings from Opinium to generate the 2013 AXA RoadSafe Report.

Markettiers4DC commissioned research in May 2013 of 1,000 children between eight – 18 years old to establish the usage rates of mobile phones and other key portable technology devices in and around school times. As a car insurance company, AXA recognises the importance

of reducing deaths and serious injury of individuals on our roads. Working alongside a number of road safety experts and likeminded private sector businesses and charities, AXA is committed to a long-term strategy to aid road safety across the UK. This report reflects on the analysis and reporting done by The AA Motoring Trust in 2003.

Partners include:

- RoadSafe
- Road Safety GB
- Road Safety Analysis (MAST)
- Colas
- The Good Schools Guide

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