The 5th International Road Safety and Pediatric Trauma Congress

Shefa Neuroscience Research Center, Tehran, Iran, 20-22 January, 2016

The Neuroscience Journal of Shefaye Khatam

Volume 3, No. 4, Suppl 3

Oral Presentation

How to Encourage Building a New Road Traffic Culture for Children in Developing Countries

Adel Ebrahimpour[1*], Narges Beyraghi[1], Mohammad Hossein Chegini[2]

[1]Taleghani Hospital, Shahid Beheshti University of Medical Sciences, Tehran, Iran
[2]Orthopedic Surgeon, Atieh Hospital, Tehran, Iran

Published: ***20 January, 2016***

Abstract

Road traffic accidents (RTA) are one of the most important causes of death and disability all over the world. In developing countries the problem is more complicated. Based on the estimation by Unicef, rate of RTA in Iran is 20 times more than world's average. In Iran among all unintentional fatal injuries inflicted on children under five, traffic related fatalities are the leading cause of death. By the year 2020 road crashes will rank ahead of cancer and behind only part disease and depression in times of life years. Globally RTA is the second leading cause of death for young people aged 5-25 years. There is an international consensus that a combination of public education, law enforcement and changing infrastructures are necessary to reduce the rate of RTA and its detrimental effects. Public education is cost effective and should be performed in setting of schools, media, community centers, NGOs and especially religious gatherings as these ceremonies has considerable impact in culture and behavior in developing countries. In addition, the education should be included road safety officers, institutions, children and parents, sponsors and government and police. Law enforcement seems not to be cost effective and can be achieved by reinforcing and/or aversiveness in association with persuasion and punishment. Monitoring using police officers and modern systems of road control such as traffic cameras are necessary to ensure respecting the laws. Although changing infrastructures imposes a high financial burden on the society in short-term, but it will be a cost effective approach in long-term evaluation. Measures to improve road design and infrastructure include separating different types of traffic, providing safer road for pedestrians and cyclists, building pavements and recognizable crossing structures for pedestrians, reducing traffic speeds by constructing speed bumps, rumble strips and roundabouts.

Keywords: Fatal Injury, Aversiveness, Rumble Strips, Pedestrian.

***Corresponding Author:** Adel Ebrahimpour

E-mail: *adel.ebrahimpour@yahoo.com*

[Downloaded from shefayekhatam.ir on 2026-10-07]