



## Oral Presentation

### Increasing of Public Information to Reduce Accident and Road Crash

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#### **Abstract:**

Nowadays, there are an increasing number of people who lived in city, which made more usage of vehicle. However, these may have a lot of advantage but there should be a culture promotion in order to reduce road and traffic accident. Road crash have significant impact on society, culture, and economy of a nation. One of the major problems in this regards is the lack of knowledge about the importance of this matter. Road crash damage up to 6-8% of gross domestic product of a country and could destroy economy. However, based on resistive economy policy, enhancements of safety culture among nation and society could have significant correlation with sustainable development and improvement of life levels in society. Based on our studies which were done we found that road accidents are the ninth cause of human death around the world, however in the Iran it is the second cause of human death. Average ages of Victims are almost between 15 to 44 years old. Furthermore, 79 % of deaths are men. The crash of two car with each other include 48% of death and 30% of this accident mostly are due to fatigue of drivers. Human mistake which lead to road accident and crash are including: Widespread disease and effects of drug usage and addictive drugs are the most important one for Diabetes, high blood pressure, somniferous drugs and etc. Psychology problems and mental disorders are the other one such as stress, aggressive driving, anger and others. Special situation of driving including driving at night or in the winter and etc and also lack of knowledge of people. Road accidents are one of the major causes of death in Iran and the important point in this regards is to establish some policy which could be as Precautionary policy. In this regard, using effective potential of our society such as social workers can make a significant difference. This will change anti-social attitude of some people who think that why I should obey all of the traffic roles. This people are thinking that I should change the social as well as traffic role and adopt them to their own Idea. Therefore, there should be some permanent education for different ages from children up to elder consist of various themes such as Safety, first aid, psychology accident in order to enhance social culture. Moreover, test of safety, Precaution of accident and analyze of psychological state of drivers before giving them driver license should be done. We should also name a day of year as a national day of reduction in road accident and crash to absorb the attention of different social group to produce new idea about road safety.

**Keywords:** Public, Information, Road Crash.

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