

Part 1: Land Transport Safety

Chapter 1: Road Traffic Safety

1. Achieving a Society with No Traffic Accidents

- Following the principle of respecting human life, we aim to ultimately achieve a society with no traffic accidents.
- In addition to enhanced efforts for the further decrease of fatalities, it is also necessary to be vigorously committed to the reduction of traffic accidents.



2. Objectives Set in Road Traffic Safety

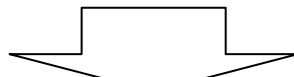
- 1) To attain the world's safest road traffic, by reducing the annual number of fatalities with occurrence of death within 24 hours after a traffic accident to less than 3,000 by the year 2015.
(If relate this 3,000 to the ratio of the number of deaths within 24 hours and the number of deaths within 30 days during the year 2010 then it is approximately 3,500 people)
- 2) To reduce the annual number of casualties to less than 700,000 persons.



3. Measures for Road Traffic Safety

<Three Viewpoints>

- 1) Traffic safety for the elderly and children
- 2) Traffic safety for pedestrians and bicyclists
- 3) Traffic safety on residential roads and highways



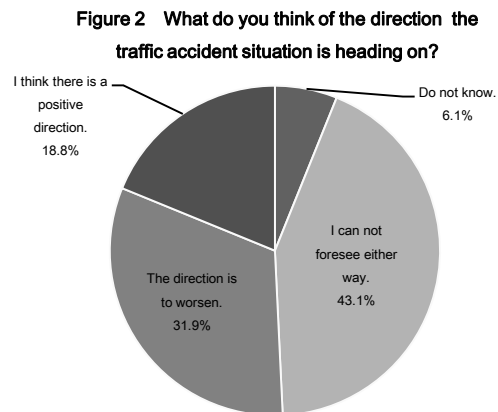
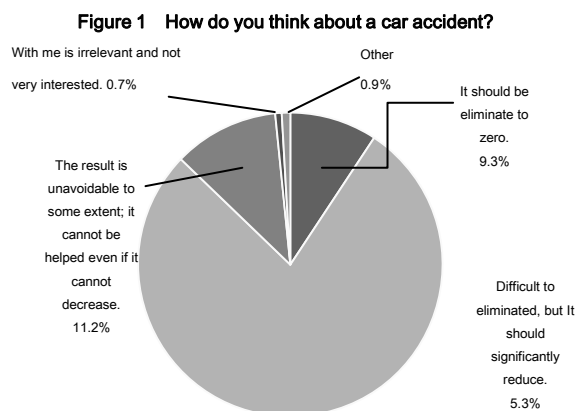
<Eight pillars>

- 1) Improving the road traffic environment
- 2) Comprehensively implementing traffic safety awareness initiatives
- 3) Securing safe driving
- 4) Ensuring vehicle safety
- 5) Maintaining road traffic order
- 6) Enhancing rescue and emergency services systems
- 7) Promoting victim support, including the appropriate compensation system
- 8) Enhancing R&D and study activities

Section 1: Achieving a Society with No Traffic Accidents

It is important to achieve a safe, secure society and form a harmonious traffic society where all citizens including elderly and disabled people behave based on a mutual understanding and show consideration in their attitudes toward each other.

According to the public survey on awareness of traffic safety conducted in FY 2009 (Questionnaire Survey on Traffic Safety Awareness, etc.), there was an alarming result, showing that the proportion of people who answered, "to some extent the occurrence (of traffic accidents) is unavoidable, even if the result can not decrease there is not much that can be done" seemed to increase to 11.2% from 4.1% of the survey in 2004, still about 90% of the population believe that it is necessary to completely eliminate or significantly reduce the number of road traffic accidents (see Figure 1).



Note 1: Cabinet Office investigation.

2: Respondents consist of men and women over the age of 16, nationwide, eligible to apply for motorcycle license, (number of samples: 2,072 samples collected in the base).

In accordance with the principle of respecting human life, we should aim to ultimately achieve a society with no traffic accidents. In view of the above-mentioned awareness status of Japanese people, it seems that traffic accidents can be reduced by vigorously promoting traffic safety measures.

In addition, the percentage of those who replied that the traffic situation is headed in the worse direction has become less than 30%, which is lower than in the previous survey (2004: approximately 50%) (See Fig. 2).

This thinking could be grounded on the fact that peak number of 952,191 traffic accidents in 2004, has been reduced to 737,474 in 2009. It is still definitely necessary to continue to work on further reduction of the number of road traffic fatalities, and to take active measures to reduce the number of traffic accidents.

When doing so, it is important to bear in mind that on-road risk is about 3.0 times higher than off-road risk (see Reference 1) and that annual economic losses due to road traffic accidents have reached at least 6 trillion 745.7 billion yen (equivalent to about 1.4% of the GDP) (see Reference 2). As well, it is vital to further improve and enhance traffic safety measures and to encourage commitment by all citizens to traffic safety efforts.

In particular, it should be noted that the ratio of pedestrians to total road traffic fatalities is larger in Japan than in the United States and European countries. Therefore, it is especially important to secure the safety of pedestrians under the principle of people first in road traffic policy by developing pedestrian walkways and other measures.

Although there are various measures available for the improvement of traffic safety, when considering the regional circumstances, the regional situation should become the principal for deciding the combination of measures most effective for that area. In particular, for traffic safety measures for residential roads, it is effective to implement in the overall urban development, during the promotion of traffic safety measures from the perspective of such urban development, the roles

of the municipal and police familiar to the majority of residents are extremely significant.

On top of that, all parties in the community, e.g. the government, schools, homes, workplaces, organizations, and companies, should reinforce cooperation among them while bearing their own roles. It will be particularly effective if citizens actively participate and collaborate in various traffic safety activities in diverse ways at each phase from planning to implementation, and review.

In particular, the participation and collaboration of people who have been injured or have lost their families in traffic accidents is of great importance, because they themselves have experienced and understood what great misery a traffic accident can cause.

In the process of promoting community efforts, it is also an effective way to regard traffic safety as a key factor to achieve community safety, in addition to crime prevention and disaster prevention.

Reference 1: Risk of resulting in death on roads

According to the National Vital Statistics Report issued by the Ministry of Health, Labor and Welfare, the number of fatalities resulting from “accidents” during the year 2008 (including falls, accidental drowning, accidental suffocation, fire, traffic accidents, etc.) was 38,153. Of those fatalities, the number of persons who died in on-the-road traffic accidents was calculated to be 7,314 (excluding those who died more than one year after the accident or died from an aftereffect). In the meanwhile, the Cabinet Office has found through the survey that people spent an average of 1 hour 45 minutes on the road in a day in 2008. Based on these data, the number of fatalities per unit time on-road and off-road (at home, at the office, etc.) can be calculated as follows. Although when compared to the numbers of the previous program the risk on the road has relatively decreased, it is still high.

The number of deaths from unexpected accident Total 38,153 persons

The number of deaths from road traffic accidents 7,314 persons

$$\begin{array}{lcl} & \frac{7,314 \text{ persons}}{1 \text{ hour } 45 \text{ minutes}} & \\ \text{< Danger on the road >} & = & \\ \text{< Danger except the road >} & = \frac{(38,153 \text{ persons} - 7,314 \text{ persons})}{(24 \text{ hours} - 1 \text{ hour } 45 \text{ minutes})} & = \begin{array}{l} 3.0 \text{ times more} \\ \left(\begin{array}{l} \text{At previous plan} \\ 4.2 \text{ times more} \end{array} \right) \end{array} \end{array}$$

Excluding sleeping time 7 hr 22 min (Over than 10 years old, the value of weekdays, "National Life Time Survey Report" 2006 by NHK Broadcasting Culture Research Institute) from the time to spend at a life place other than road,

$$\begin{array}{lcl} & \frac{7,314 \text{ persons}}{1 \text{ hour } 45 \text{ minutes}} & \\ \text{< Danger on the road >} & = & \\ \text{< Danger except the road} & = \frac{(38,153 \text{ persons} - 7,314 \text{ persons})}{(24 \text{ hours} - 1 \text{ hour } 45 \text{ minutes} - 7 \text{ hours } 22 \text{ minutes})} & = \begin{array}{l} 2.0 \text{ times more} \\ \left(\begin{array}{l} \text{At previous plan} \\ 2.7 \text{ times more} \end{array} \right) \end{array} \\ \text{except the sleep >} & & \end{array}$$

Reference 2: Economic losses due to road traffic accidents

According to the "Investigative Study for Economic Losses Caused by Road Traffic Accidents" conducted by the Cabinet Office (March 2007), the economic losses caused by road traffic accidents, was calculated to be 6,745.7 billion yen.

The calculation of this amount takes into account that economic losses caused by traffic accidents include physical losses such as medical expenses, compensation, lost income, etc. and material losses such as repair expenses, etc. of vehicles or buildings, as well as emergency transportation costs, expenses born by the police for dealing with accidents, judicial expenses, insurance management expenses, losses caused by traffic jams, as well as non-monetary losses such as pain and suffering caused by a car accident and inability to enjoy life losses due to the injuries from a car accident, also including the death losses.

<Economic losses caused by traffic accidents>

		Amount of losses (unit: 100 million yen)
Monetary losses		
	Physical losses	14,840
	Material losses	17,814
	Losses of business entities	999
	Losses of public organizations	10,504
Non-monetary losses		
	Death losses	23,300
Total		67,457

Note: The figures above do not add up because they have been rounded off to the position of 100 million. This study is calculated based on the data at the time of 2004. It should be noted that, in the calculation of "death loss" the number of deaths from traffic accidents in 2004 (10,318 people) from welfare statistics was used.

In addition, although in the previous studies the losses due to traffic accidents used to be calculated by only monetary losses, as a result of the research described above, calculations including the non-monetary losses, amounts to be about 260 million yen per person loss due to the reason of death (including non-monetary loss of about 230 million yen), which became a criterion that is comparable with other countries. On the other hand, inclusion of such non-monetary losses, as pain and suffering caused by a car accident and inability to enjoy life losses due to injuries from a car accident, has not been determined yet and became a subject for future consideration.