

Safety Programs and Campaigns Changing the Culture & Thinking on Traffic Safety.

The Greek Toll Roads Initiative

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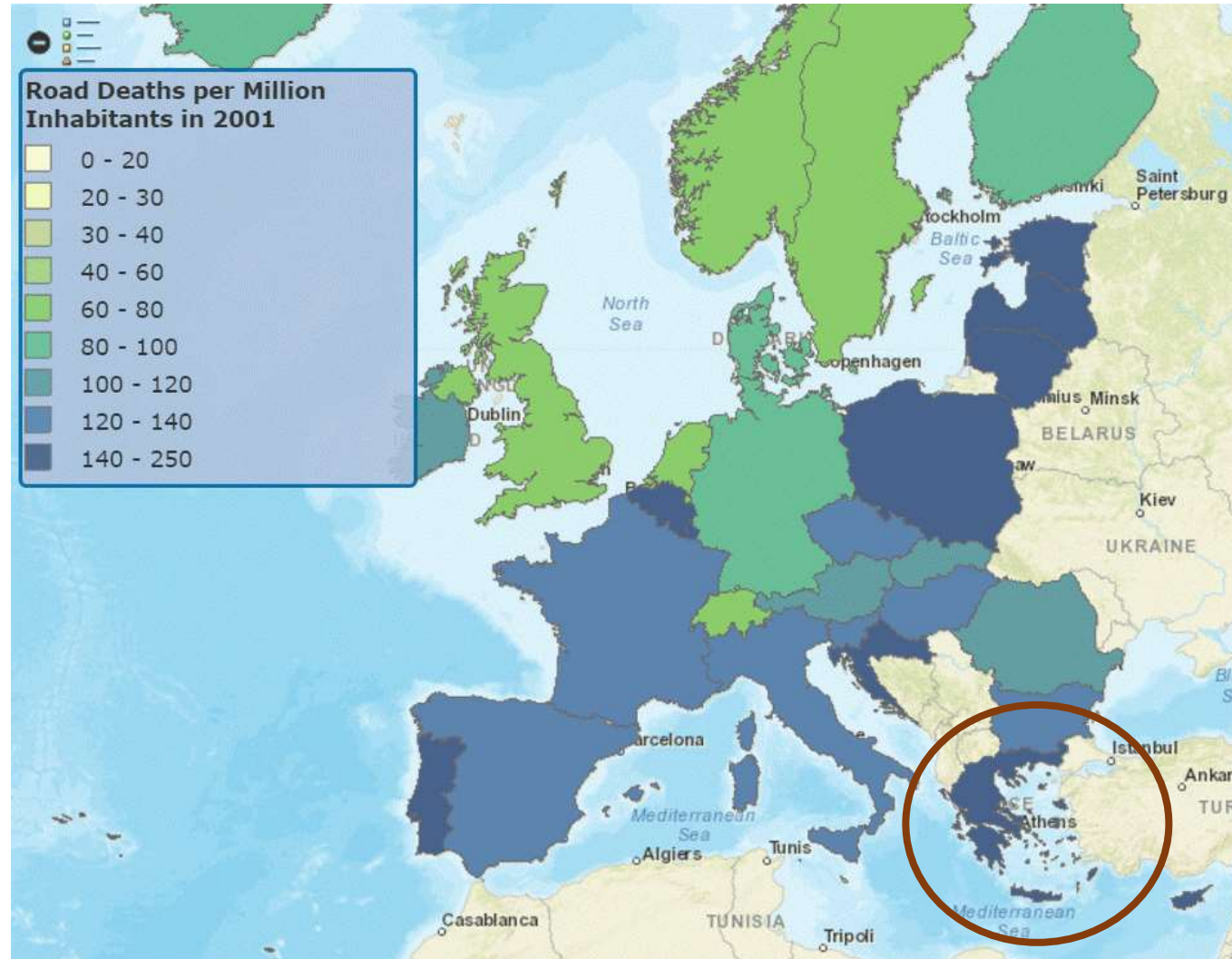
President, Hellenic Association of Toll Road Network ♦ HELLASTRON

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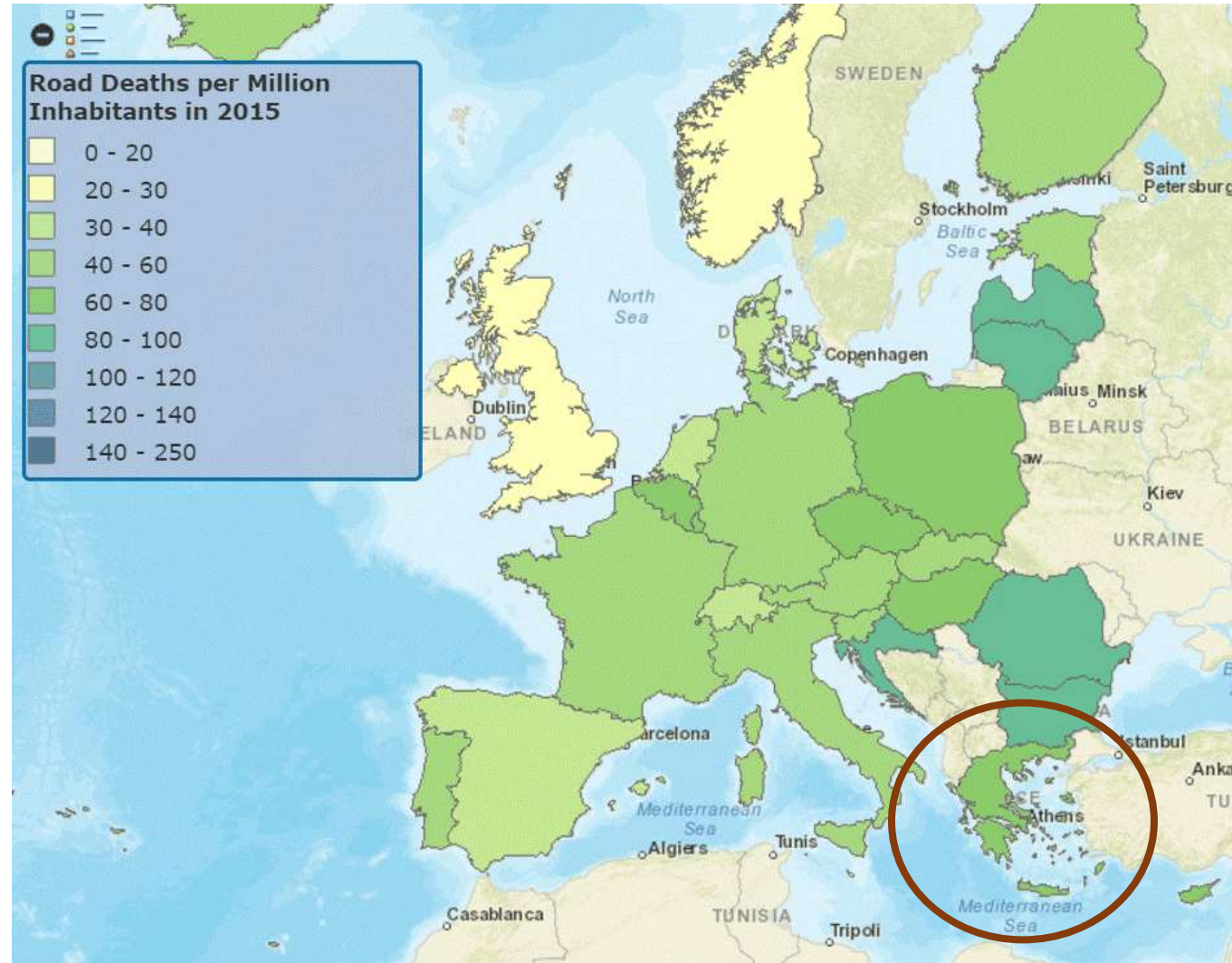


GREECE 2001: 172 Road Deaths per million inhabitants



Source: European Commission - Mobility & Transport: Road Safety Atlas

GREECE 2015: 74 Road Deaths per million inhabitants



Greece
-57%
of Road Deaths
Per million inhabitants

Among the things that have changed in the last 15 years in Greece, with positive contribution to road safety is that....

...more than two thousand kilometers of motorways have been developed creating a credible modern national road network !



HELLASTRON

Hellenic Association of Toll Road Network



Project	Motorway Length (Km)
ATTIKI ODOS	70
GEFYRA (Rio-Antirio Bridge)	3.5
EGNATIA ODOS	1,000 (Including vertical axes)
NEA ODOS	380
MOREAS	205
AEGEAN MOTORWAY	256
OLYMPIA ODOS	202
KENTRIKI ODOS	231
TOTAL	2,344



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ATTIKI ODOS





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Korinthos - Tripoli - Kalamata/Sparta motorway





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**AEGEAN
MOTORWAY**





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Kentriki Odos



Is Infrastructure Development Sufficient to Improve Road Safety?

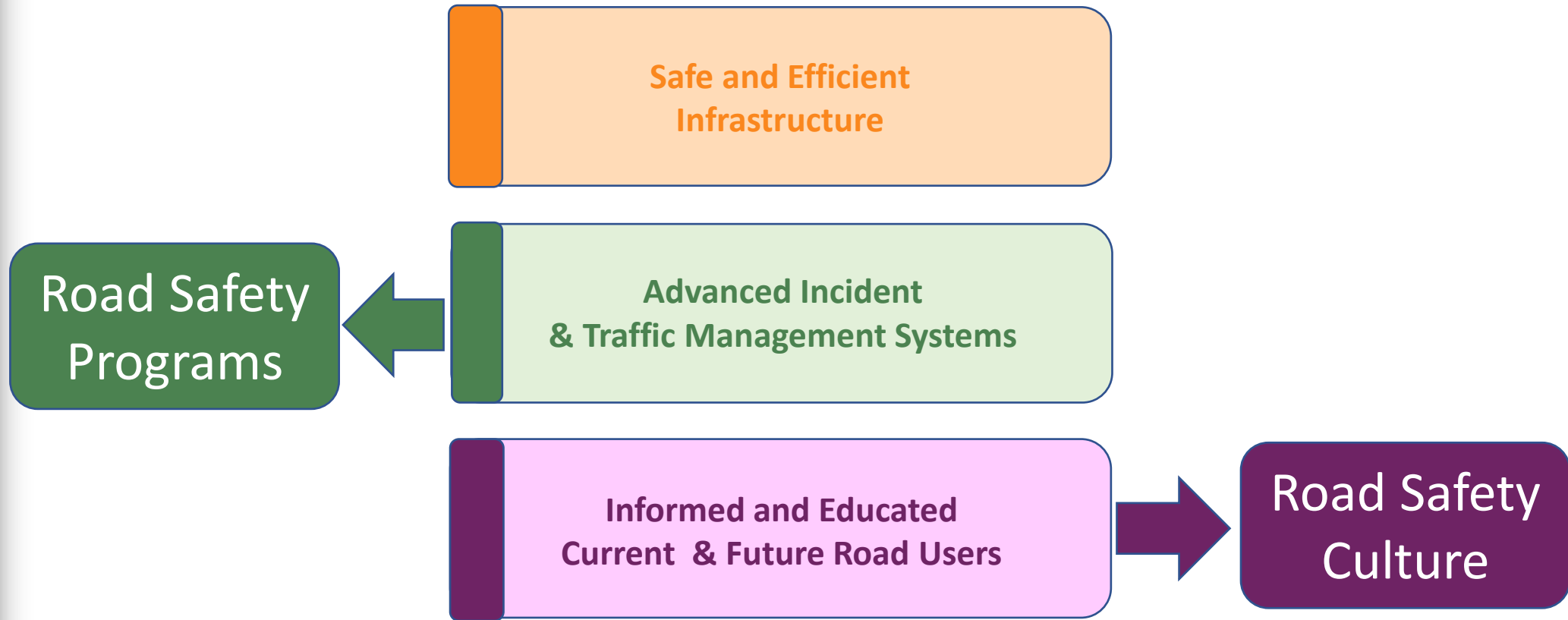


No! Road Safety depends on Human behaviour and until autonomous vehicles become a reality...

Continuous Development of Road Safety Programs and Culture is required!



Road Safety is a Combination of:



"Lesson Learned" by the first Greek Road Infrastructure Operators (Attiki Odos & Gefyra):

Road Safety

Program and Culture Development is a demanding Team Effort



Advanced Incident & Traffic Management Systems



Traffic Management Centers & Safety Patrols of **HELLASTRON** Network:

More than 20 TMCs
Monitoring 2,300 kilometers
in 7/24/365 operation

Managing more than 90,000
Incidents per Year



More than 100 Safety Patrol units
in 7/24/365 Operation

Average Response Time less than
6,5 minutes in urban areas
and 13 minutes in all other areas!



Developing National Safety Programs



Road Safety Campaigns

Actions to Increase Awareness and Change Bad Habits of Users.

More than 350 large scale
Road Safety Campaigns
by **HELLASTRON** members





Save Lives
#SlowDown



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WHY #SLOWDOWN?

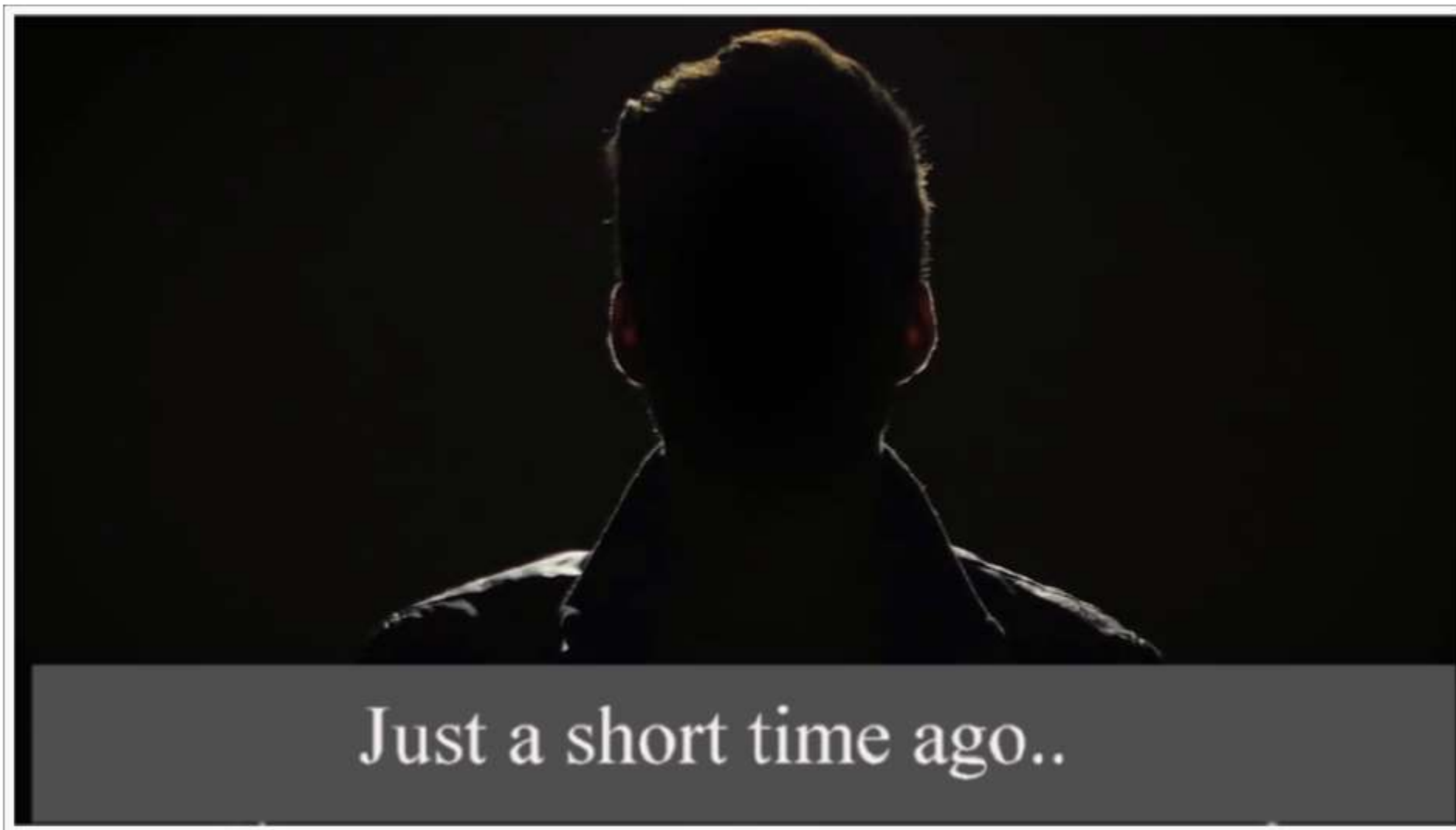
 <p>Slowing down is very safe</p> <p>We all want to arrive safely at our destination. By slowing down we make our roads safer for our children, families and friends.</p>	 <p>Small changes, big results</p> <p>Research shows that a 5% cut in average speed can result in a 30% reduction in the number of fatal road traffic crashes.</p>	 <p>Speed up the solutions</p> <p>When the world commits to #SlowDown and implements evidence based solutions, road traffic crashes will fall and we will save lives.</p>
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Road Safety Institute "Panos Mylonas" (IOAS) with the support of **HELLASTRON** localizes the campaign for the Reduction of Speed.



Save Lives

#SlowDown



Just a short time ago..



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Eyes on the Road

Road Safety Training Program



- An Attica Tollway Program targeting Teenagers aged 14 – 18.
- A two hours training program, accredited by psychologists, teachers and physicians.
- Program covers basic principles of road safety especially for motorcyclists (both as drivers and as passengers).
- Students complete questionnaires before and after the seminars regarding their habits and thinking about road safety.
- More than 4,500 teens have already participated.
- Program extended to the whole country, through multimedia web.



Eyes on the Road
Road Safety Training Program



"Become the Knight of Road Safety" Training Program

A Road Safety Educational Program targeting school children.

- An interactive training program,
- Teaching the basic principles of Road Safety,
- More than 60,000 children have been educated so far.



Atticoulis (Attica Kid) – Theatrical Performance for Road Safety

An Attica Tollway Road Safety Educational program

- An interactive theatrical performance,
- Teaching the basic principles of Road Safety,
- More than 40,000 children have attended this performance.



Atticoulis (Attica Kid) – Theatrical Performance for Road Safety



and Option 5 - In the special "Child Car Seats".



Fatigue while driving:

An Olympia Odos and Gefyra campaign in Cooperation with VINCI Autoroutes Foundation



The purpose of the campaign is:

- To highlight the factors and the dangers of drowsiness and fatigue during driving
- To give advice on how to deal with fatigue, in order to drive safely



Fatigue while driving:

An Olympia Odos and Gefyra campaign in Cooperation with VINCI Autoroutes Foundation



Hermes – Road Safety Campaign for young offenders

A campaign by Nea Odos & Kentriki Odos, in Cooperation with IOAS



Campaign Highlights:

- Experiential training seminar on Road Safety, implemented in the Juvenile Detention Facilities
- For juvenile and young offenders, having also Traffic violations
- Aimed to change their traffic behaviour, and increase their concern for Road Safety.

Hermes – Road Safety Campaign for young offenders



HELLASTRON is part of the EDWARD Campaign



European Day
Without
A Road Death

210917

TISPOL
European Traffic Police Network

Project
EDWARD

21 September 2017

#ProjectEDWARD
projectedward.eu



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WHAT WE ACHIEVED IN 2016

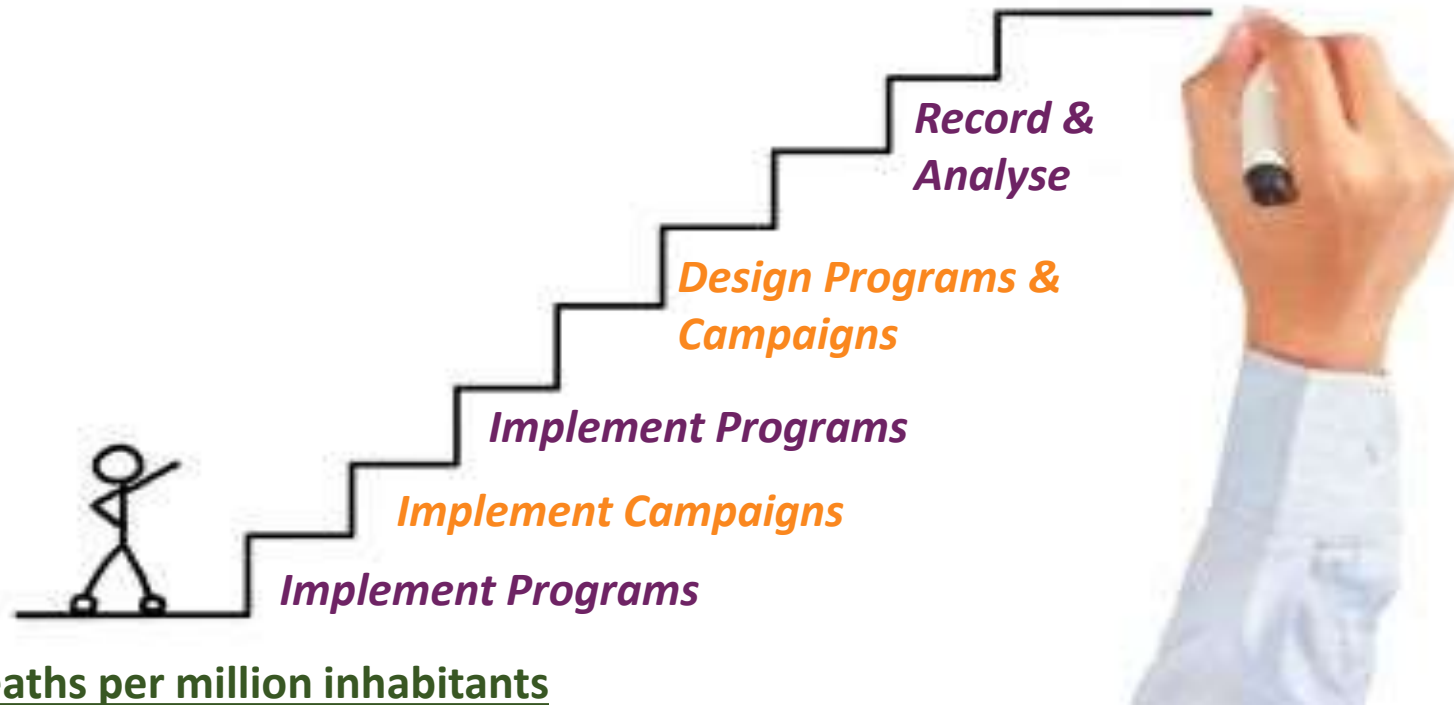
T I S P O L
European Traffic Police Network

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Road Safety Programs & Campaign

172 Road Deaths per million inhabitants



74 Road Deaths per million inhabitants



**What's next?
KEEP TRYING!!!**

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At "HELLASTRON"

we believe that Road Safety
is an everyday activity that saves lives
and
returns the appropriate "VALUE"
for the **TOLL** paid by our users.



THANK YOU!



Bill Halkias, P.E., F.ASCE, F.ITE

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