



**Asia-Pacific  
Economic Cooperation**

**Advancing**  
Free Trade for Asia-Pacific  
**Prosperity**

# **MALAYSIA'S INITIATIVES IN SUPPORT OF THE UNITED NATIONS DECADE OF ACTION FOR ROAD SAFETY 2011-2020**

## **23 APRIL 2018— LOTTE HOTEL, SEOUL**

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Presented by  
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# PURPOSE



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**TO HIGHLIGHT MALAYSIA'S  
ROAD SAFETY INITIATIVES AND  
PROGRAMMES CONDUCTED IN  
2016, 2017 & FUTURE PLANS**

**UNDER THE DECADE OF  
ACTION FOR ROAD SAFETY  
2011-2020**



# Asia Pacific Region



**1 person** is being **killed** on the road  
in every **40 seconds**

**>2,000 lives** are being **killed** on the road  
in **a day**

**>15,000 lives** are being **killed** on the road  
in **a week**

## YEAR 2017

6,740 deaths

533,875 reported crashes

**18 deaths** on the road  
in **a day**

**1,462 reported cases**  
in **a day**

**1 death** on the road  
in **every 80 minutes**

**1 reported case**  
in **almost every minute**



# MALAYSIA

# ACCUMULATED DRIVERS AND REGISTERED VEHICLES IN MALAYSIA



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TOTAL CUMULATIVE DRIVERS		TOTAL CUMULATIVE VEHICLES		TOTAL CUMULATIVE ACTIVE VEHICLES
2017	15,708,361	2017	28,738,194	19,575,665

Average **1.2 million** increase in the number of registered vehicles.



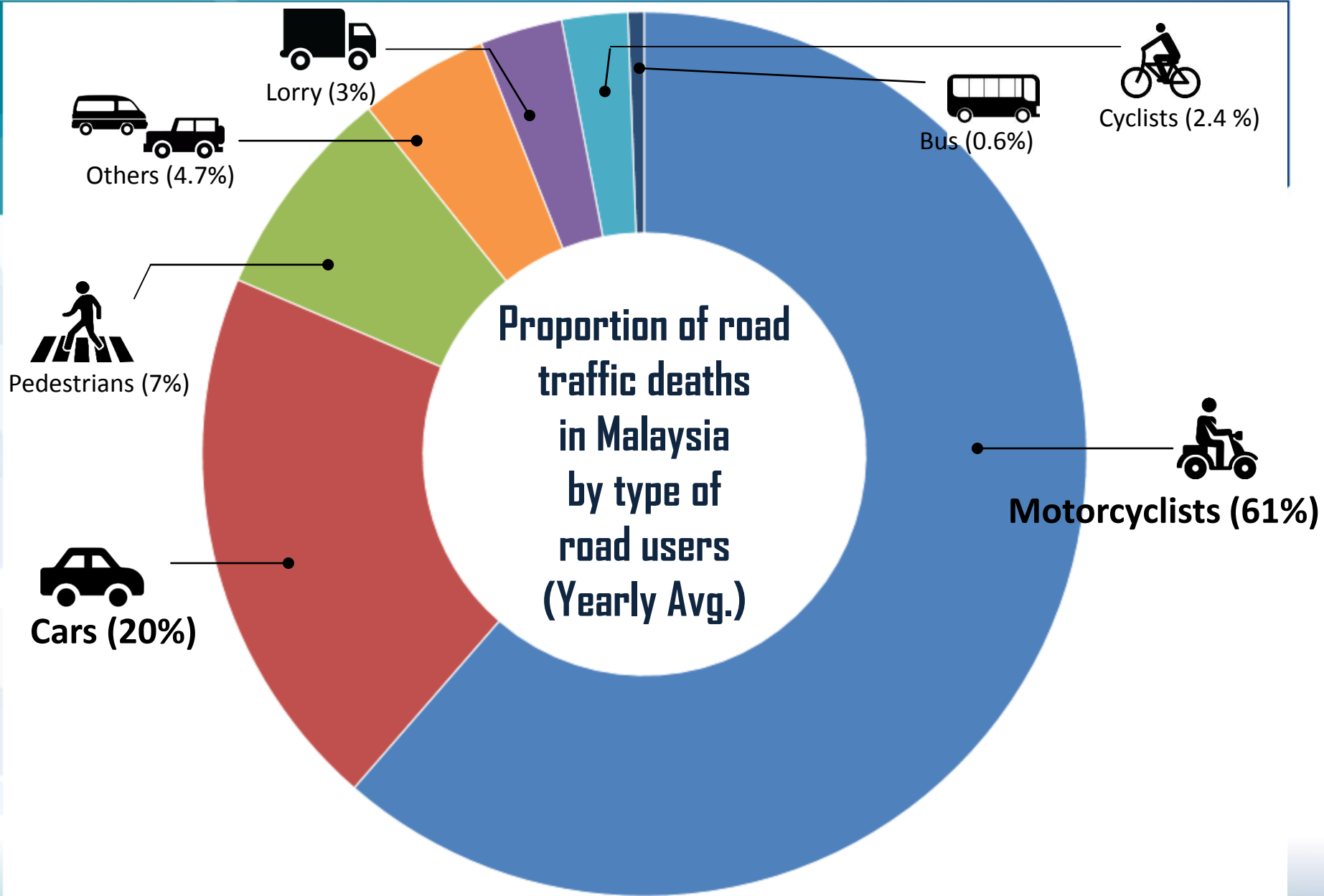
46%



Others  
8%

47%

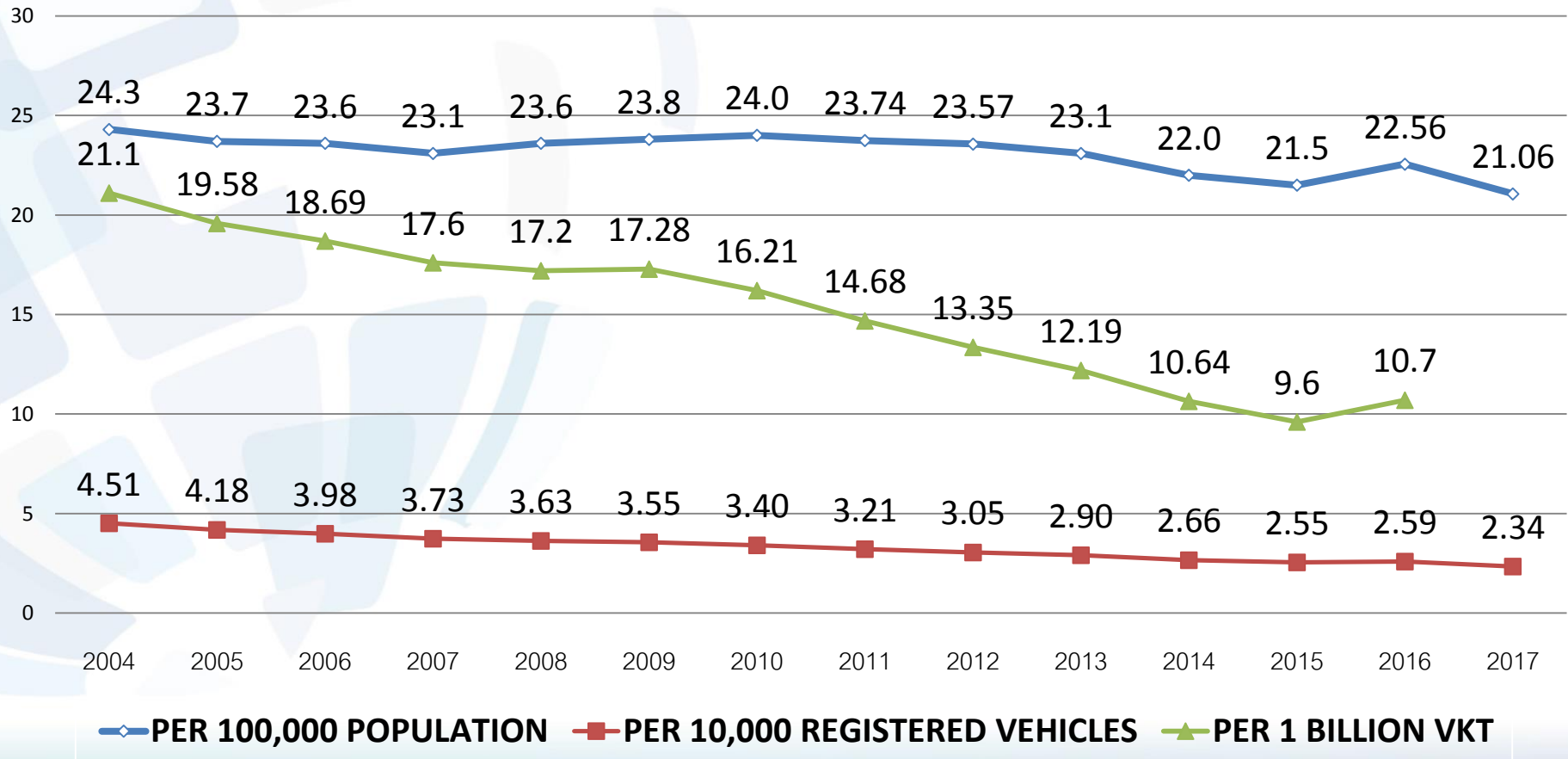




# ROAD TRAFFIC FATALITY INDEX (2004-2017)



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# Worldwide Toll Of Road Accidents

(Statistics by World Bank & WHO)



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By 2020, unless action is taken, road traffic injuries are predicted to rise overall by about 80 per cent in low and middle income countries.

Source : The "World report on road traffic injury prevention" jointly published in 2004 by the World Bank and the World Health Organization

# 3 MAIN FACTORS OF ACCIDENTS



conomic  
cooperation



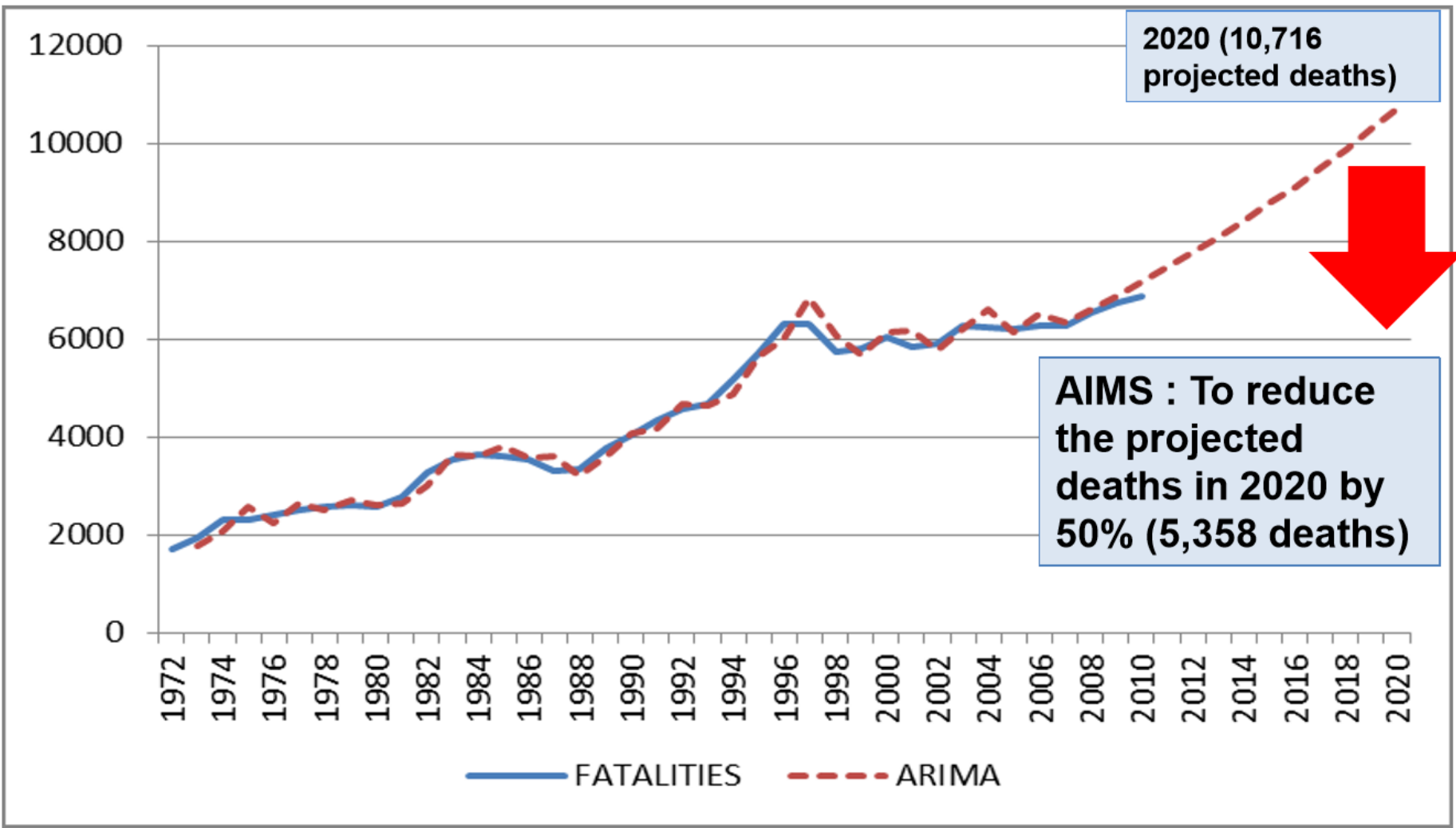
80.6%  
BEHAVIOUR



13.2%  
ROAD



6.2%  
VEHICLE



# ROAD SAFETY PLAN OF MALAYSIA (RSPM) 2014 - 2020

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Increase efforts to reduce the number of deaths due to road accidents in Malaysia



Supports the United Nations (UN) recommendations in achieving Road Safety Decade of Action



**Reduce death and injuries due to road accidents**



Obtain political support and adequate resources for road safety initiatives

# ROAD SAFETY MALAYSIA PLAN 2014-2020

Main objective: To **reduce the projected fatalities** due to road accidents in **2020 by 50%** e.g. from 10,716 fatalities to 5,358.



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Monitoring  
& Evaluation

1

**Road Safety  
Management**

**Strategic  
Pillars**

- Establishment of a **Committee to monitor** the performance of Road Safety Malaysia Plan 2014-2020.
- Review the **manpower** needs and implement new structure and functions.
- Review and enhance road safety **legislation**.



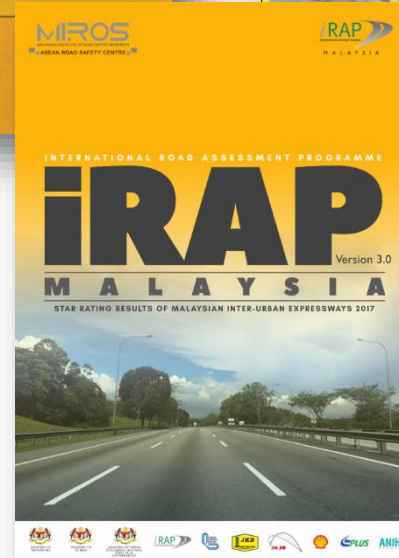
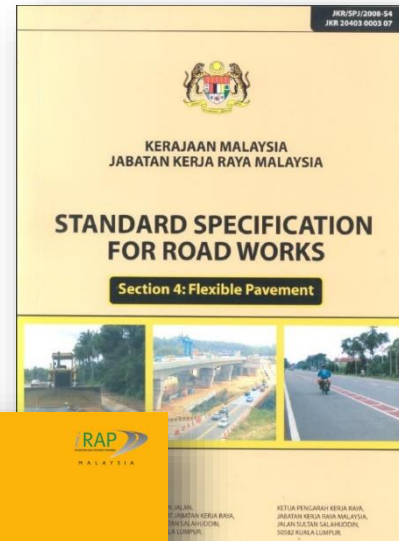
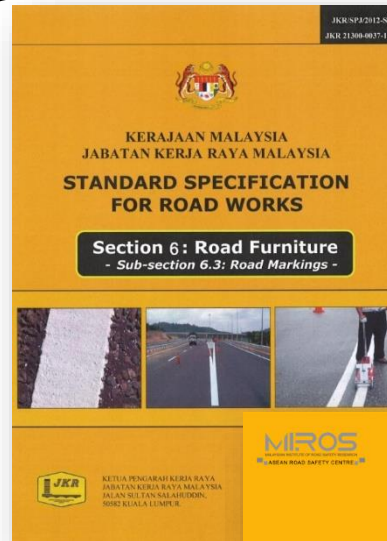
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Road Design  
Standardization

2

Safer  
Mobility and  
Roads

Strategic  
Pillars

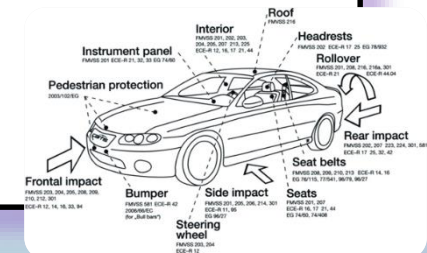




NCAP/ UNR

3

- **Manufacturers** : Encourage vehicle manufacturers to equip their products which meets the New Car Assessment Programme (NCAP) standards : ABS, EBD, ESC, Traction Control & etc
- **Regulations** : Compliance of motor vehicles with the United Nations Regulations
- **Safeguard consumers** : Introduction of the National Automotive Policy (NAP) 2014 to safeguard consumer interest by offering safer and better quality products at competitive price.





Education,  
Enforcement,  
Awareness

4

**Safer Road  
Users**

**Strategic  
Pillars**

- **Awareness** : Advocacy & Campaigns to increase awareness among road users .
- **Education** : Road Safety Education for school children to mold road safety culture as future road users.
- **Enforcement** : Road users compliance to traffic rule and regulations. Introduced the Demerit Points System in April 2017 and improve the automated camera enforcement by using radar sensor technology.

E-Call & Improving  
response time of  
Hosp./Agencies

5

## Post-Crash Management

# Strategic Pillars

- To improve the **responsiveness** to post-crash emergencies.
- Health mitigation and other systems needed to provide **appropriate emergency treatment** and longer term **rehabilitation** for crash victims.



# ROAD SAFETY CAMPAIGN/ADVOCACY

## “Never Give Up”



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Festive Seasons



Pedestrians



Target group of road users.



Train /monitor School  
Crossing Patrol/Guard



Collaboration with  
NGOs /Private/Media



National Road Safety  
Council Meeting



School children

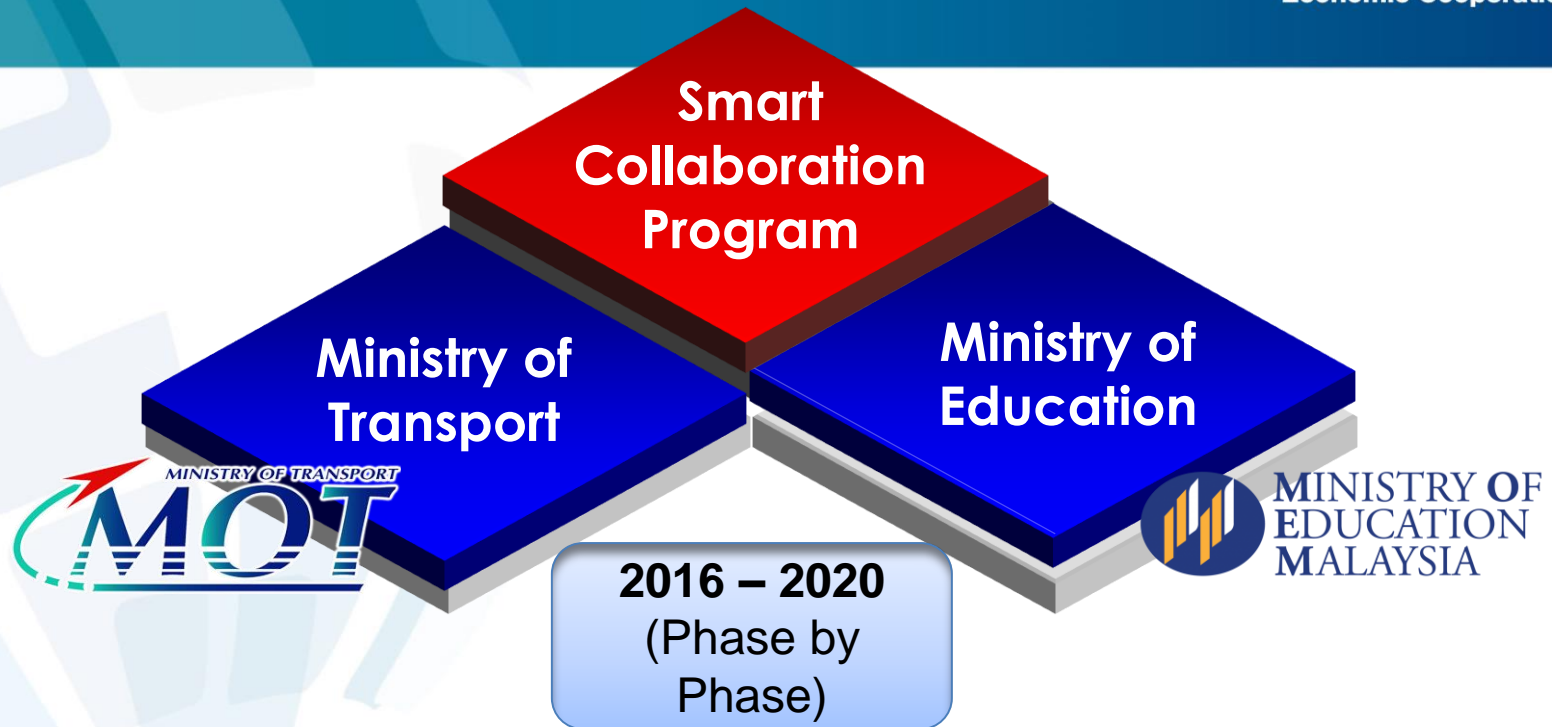


“NO WEEK WITHOUT  
ADVOCACY”

# ROAD SAFETY EDUCATION IN SCHOOLS (OFFICIAL CURRICULUM)



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- Module for Primary Schools
- Teacher's Guide Book for Nursery & Pre-Schools level
- Module for Secondary Schools (up to 15 yo)
  - Training for teachers

- Integrated under the official curriculum (Malay Language Subject)
- Road safety elements are used in teaching Malay Language Subject

# OBJECTIVE & DESIRED OUTCOME FOR ROAD SAFETY EDUCATION



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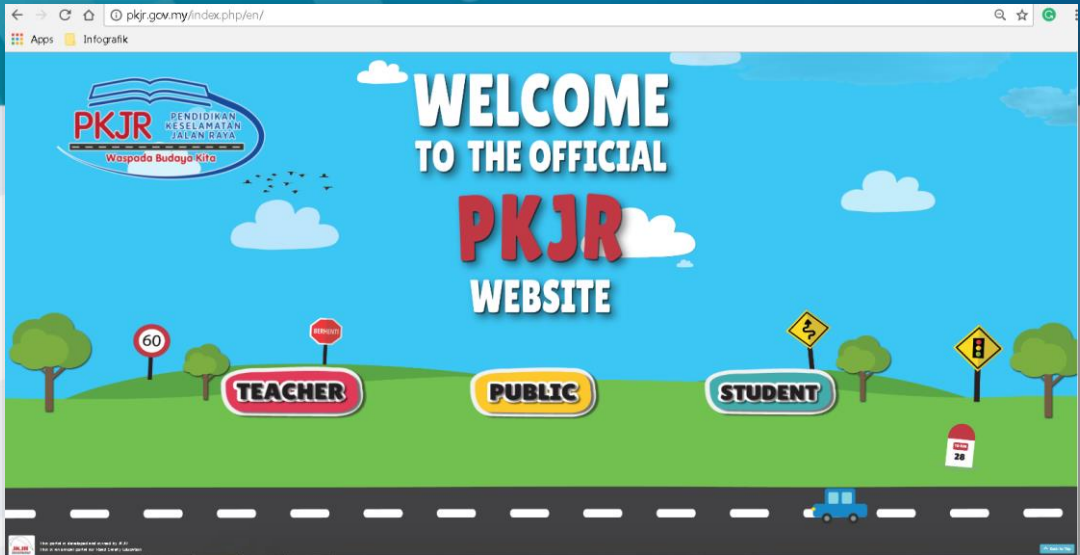
**“It is never too young to inculcate road safety values in your children”**

# ROAD SAFETY EDUCATION PORTAL

www.pkjr.gov.my



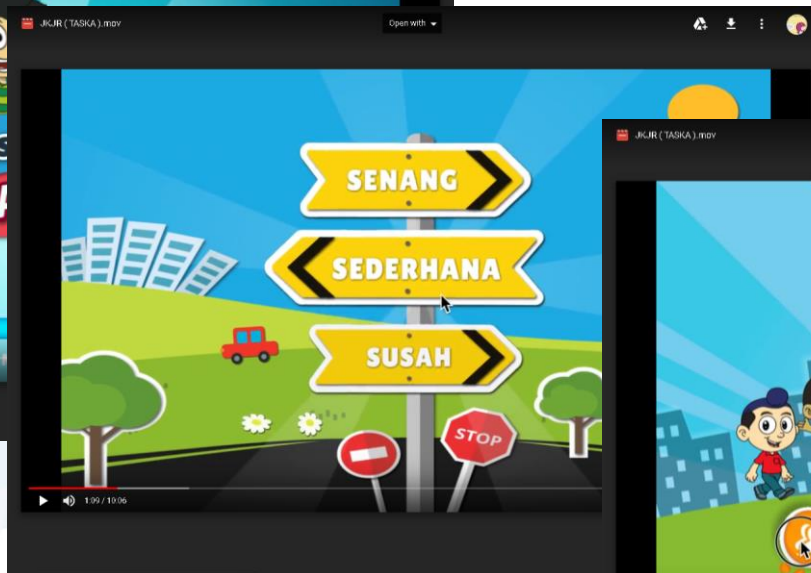
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# ROAD SAFETY EDUCATION MOBILE GAMES APPS COMING SOON



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# NATIONAL BLUE OCEAN STRATEGY IN ROAD SAFETY STRATEGY- LOCALITY & OUTCOME BASED APPROACH



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**ULTIMATE GOAL**  
10% Yearly Reduction

- Total Fatalities
- Fatality Among Motorcyclist
- Accidents Among Motorcyclist



## OUTCOME

Forgiving Roads

Road Safety Culture

Safer Motorcycle

- KPI for each desired outcome
- Intervention List
- KPI for each Intervention Output
- Evaluation for each Intervention

HELPFUL DATA AND INFORMATION

EFFECTIVE GOVERNANCE (LOCALLY)

ADEQUATE RESOURCES

**EVALUATION  
DONE  
BY UTHM**

**Steering  
Committee**

**Tactical  
Committee**

*FEB 2017 – NOV 2017 (Implementation will be monitored by UTHM)  
DEC 2017 – FEB 2018 (Impact Assessment Study by UTHM)*

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