

# Traffic safety review

Includes a summary of the year 2019



## Did you think about what kind of an example you show to others?

In 2019, the traffic safety work in North Ostrobothnia and Kainuu tackled a challenging topic – the example shown by all adults and especially parents in traffic. The ‘Tulitko ajatelleeksi?’ (Did you think about it?) campaign started with the creation of three posters that were distributed to the day care centres, schools, and maternity and child health clinics in the area. On one hand, the poster shows children the right way to act, and on the other hand, it also shows adults what they are doing wrong. In addition to the posters, ice scrapers with thought-provoking ideas about the responsibility of parents as examples and educators were handed out to adults.

### Tulitko ajatelleeksi?

Vanhemmat ovat pienten lasten esikuvia. Lapset toistavat ja oppivat lähes kaiken tekemämme.



liikenneturvallisuus.info



In addition to municipalities, several stakeholders do traffic safety work in North Ostrobothnia and Kainuu; the most important of them are the Centre for Economic Development, Transport and the Environment (ELY Centre) for North Ostrobothnia, the Finnish Road Safety Council, the rescue departments in the area, the police and the regional councils.

The traffic safety plan of North Ostrobothnia and Kainuu for 2019–2022 presents the vision and goals of traffic safety work. In addition to the active work by operators, the aim is to increase the visible appreciation of traffic safety and improve wellbeing with smart and safe mobility.

You can find the event calendar, a map showing traffic accidents and safety measures, the regional traffic safety plan and social media accounts, among things, at:



# Active work on traffic safety

## Things are happening in traffic safety work in every municipality

All municipalities in North Ostrobothnia and Kainuu continued to operate actively. There were five operator areas, where shared operating models were mainly used and common themes were discussed. In the meetings of the traffic safety groups of all municipalities in 2019, preparation for the entry into force of the new Road Traffic Act on 1 June 2020 started and various events and measures were planned. In addition to the traffic safety groups of the municipalities and municipal actors, various stakeholders organised events for all age groups.

**Approximately 11,000 residents participated in the events** set up with the traffic safety operator of the City of Oulu, and **nearly 10,000 residents** participated in the events in the municipalities surrounding Oulu.

**An estimated 4,200 residents** participated in the events set up with the **Koillismaa** traffic safety operator.

The 'Taikuri Puijon Paroni ja Tappomopo' (The magician Puijon Paroni and the killer moped) shows were held in seven upper stages of comprehensive school in Oulu. Approximately 1,000 pupils participated in the shows.

In Kuusamo, Pudasjärvi and Taivalkoski, **surveillance with rewards** was carried out.

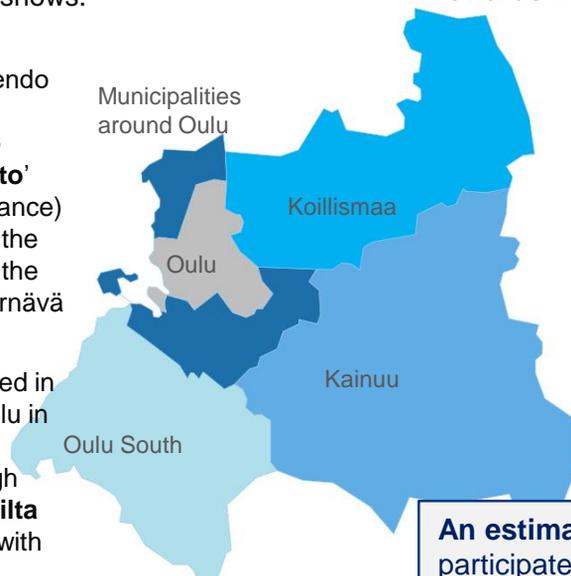
The shows 'Taikuri Alfredo ja Taika-avain' (The Magician Alfredo and the Magic Key) for younger schoolchildren as well as 'Taika-Petteri ja tarkkaavaisuuden taito' (Magic Petteri and the art of vigilance) toured several municipalities. Of the municipalities surrounding Oulu, the shows were held in Kempele, Tyrnävä and Ii.

**Reflector trees** were implemented in all municipalities surrounding Oulu in the autumn, and thousands of reflectors were distributed through them. In Liminka, the **Välkkyjen ilta** (Night of Lights) event was held with the theme of mobility in the dark.

**An estimated 10,400 residents** participated in the events set up with the **Oulu South area** traffic safety operator.

In the Oulu South area, the **Turvaa tenaville** (Safety for Kids) events gathered more than 1,400 pupils from grades 1–2 to the traditional traffic safety orienteering event. Approximately 4,000 pupils in the upper and lower stages of comprehensive school were reached via **shows and thematic evenings on the topic of safety**.

In eight municipalities, **pensioners' organisations** arranged an event on the topic of traffic safety.



In every municipality in Koillismaa, **Liikenneluotsi** (Traffic Pilot) activities for people of 65 years and older started. Liikenneluotsi (Traffic Pilot) refers to an eager volunteer or a small group that keeps their community constantly informed about traffic safety topics. The Finnish Road Safety Council publishes a thematic newsletter for the traffic pilots.

**An estimated 8,300 residents** participated in the events set up with the **Kainuu** traffic safety operator.

The **Liikenneluotsi** traffic pilot activities were also started in all municipalities in Kainuu.

The 'Tulitko ajatelleeksi?' (Did you think about it?) posters were also distributed in the municipalities in Kainuu, and different kinds of shows and theme days were held.

In all municipalities in Kainuu, **occupational health and safety personnel were trained**, and a **commuting exercise day** was held at the Kuhmo city hall.



Photo: traffic safety operators

## Highlights of the activities in 2019

The aim of the traffic safety plan of North Ostrobothnia and Kainuu is to promote wellbeing through **smart and safe mobility**. A natural part of the work on traffic safety is to promote the use of sustainable transport modes and improve their safety through various measures.

An important target group of traffic safety work is **school children** of different ages; through the work of operators, plenty of traffic education measures are targeted at them and the conditions for safe mobility on the way to school and leisure activities are improved.

For example, **pedestrian crossing supervision** at the time when school starts was implemented in most of the municipalities surrounding Oulu. Among other things, **traffic safety days and bicycling days, campaigns for exercise on the way to school, surveillance of school trips with rewards, shows and visibility campaigns were held in different formats at schools in the municipalities**. The digital teaching materials of the Finnish Road Safety Council were used as a part of education.

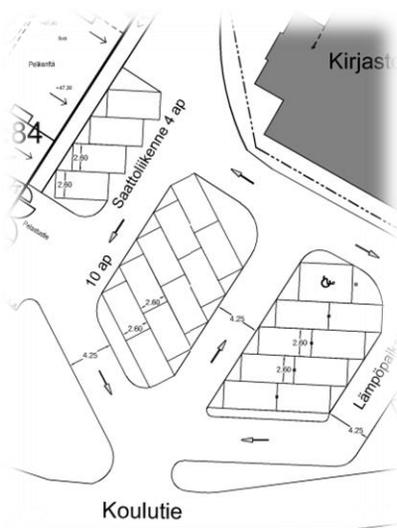


*The magician Alfrendo in Haapajärvi on 5 September 2019. Photo: traffic safety operators*

**School transport drivers** were offered traffic safety training in Muhos and Kuusamo among other places by the Finnish Road Safety Council, the police and the rescue department. At the events, the role of the driver as a traffic educator as well as what to do in case of an accident were discussed.

The yard of the new **preschool and day care centre** in Merijärvi was designed to be safe for different activities, such as accompanying traffic and the parking of various means of transport.

Through the work of operators, municipalities are encouraged to apply for **government aid** for mobility guidance and traffic safety. In Kalajoki, government aid was received for a project, in which the **safety of the routes to the new Merenoja school** was ensured by mapping the routes to school, investigating the major problem areas on the routes and planning and implementing improvements. When school work began, the city encouraged parents to avoid transporting children on short trips to school and children were guided on how to **go to the school on their own**. Motorists were also **informed** about school routes and the need to be careful.



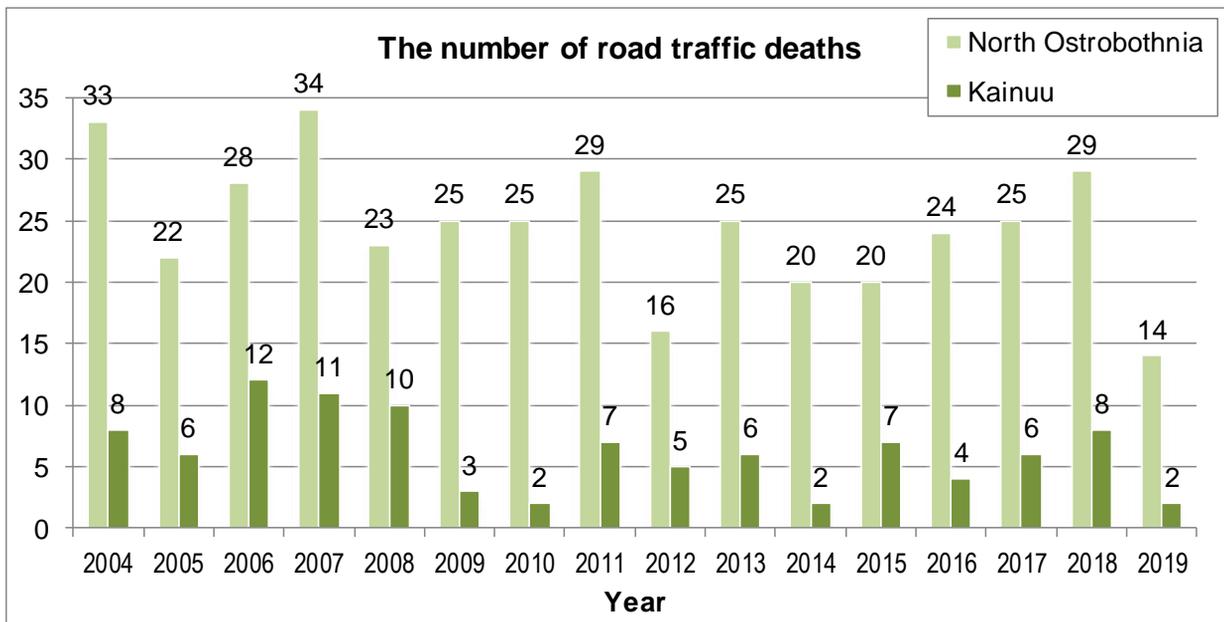
*Photo: traffic safety operators*

The wide range of measures will also continue in 2020. **Promoting safe bicycling** has been highlighted as a special theme.

## Clearly fewer deaths in traffic than before

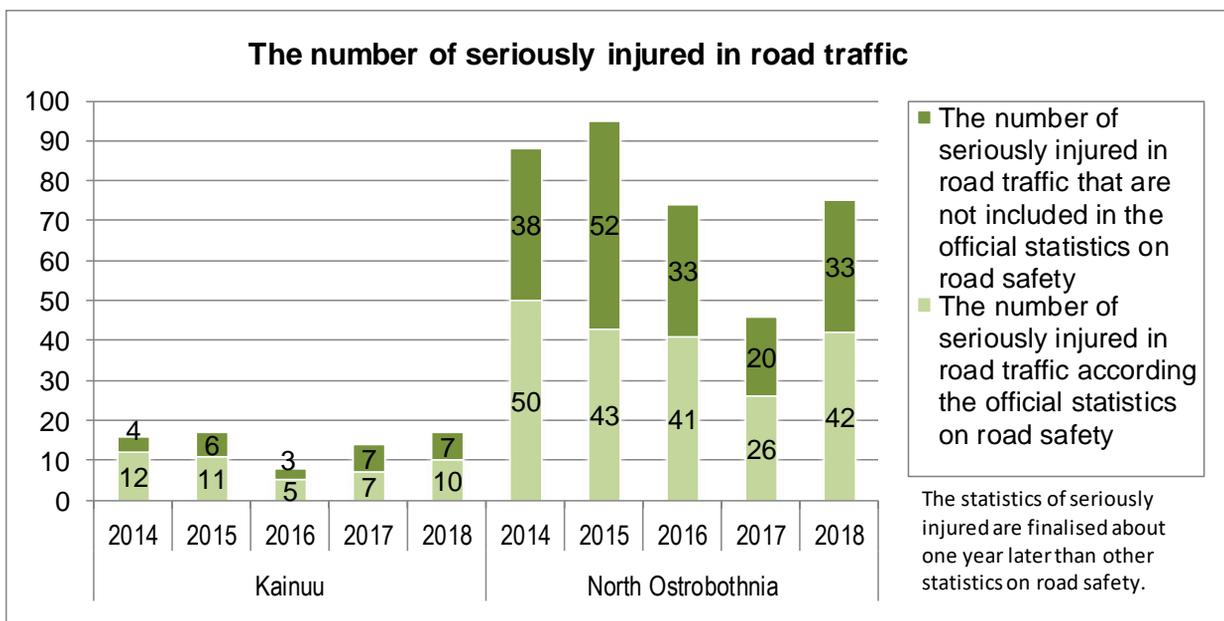
The number of deaths in traffic decreased in Kainuu and North Ostrobothnia in 2019 in parallel with the positive trend on the national level. According to preliminary information, fewer people died in traffic in North Ostrobothnia than in decades. Also according to preliminary information, there were 282 people injured in road traffic in North Ostrobothnia and 50 in Kainuu in 2019. There were also clearly fewer people injured than in previous years. In recent years, seriously injured people have been included in statistics as a separate category.

Number of road traffic deaths in Kainuu and North Ostrobothnia by region.  
The information on 2019 is preliminary.



Source: Statistics Finland

The number of people seriously injured in road traffic in Northern Ostrobothnia and Kainuu in official statistics and outside them.



Source: Statistics Finland