Conclusions This pilot study served as model to other schools, governments and organisations working to improve road safety. The project identified areas at risk, brought in behavioural changes, thus effectivenes of the interventions. This project can be effective and adapted for benefit of children globally.

855 PEDESTRIANS AT HIGHEST RISK IN PAKISTAN

[1]Muhammed Navid Tahir, [2]Ali Hammad Akbar, [1]Ahsan Kayani, [1]Saif Al Ramadhani, [1]Narelle Haworth, [1]Mark King, [3]Rizwan Naseer. *[1]Queensland University of Technology (QUT), Centre for Accident Research and Road Safety – Queensland (CARRS-Q), Australia; [2]University of Engineering and Technology, KICS Lahore, Pakistan; [3]Punjab Emergency Service (Rescue 1122), Lahore, Pakistan*

Background Road crashes and injuries constitute a significant public health issue in Pakistan. Growing urbanisation and motorization trends, traffic violations, encroachments and lack of road safety awareness have placed pedestrians at highest risk in Pakistan. A recent study found that pedestrians constituted 53% of the reported fatalities in Islamabad, Pakistan during 2008 to 2010. Similarly, Road Traffic Injury Research and Prevention Centre recorded 1,130 road fatalities in Karachi during 2013, wherein 379 (33.5%) were pedestrians. The current research would be the first large scale study in the country that presents existing pedestrians safety scenario in Pakistan.

Methods Retrospective analysis of Rescue 1122 (an emergency service in Pakistan) crash data for last two years period (July 2013- June 2015) was conducted. Data were collected from 37 major cities of Province Punjab.

Results Rescue 1122 attended 407,628 road crashes across Punjab during the study period, wherein 76,737 pedestrians were injured. Of the total 5,317 fatalities, about 30% ($n = 1,577$) were pedestrians, and 80% of them were males. Maximum pedestrian injuries 19,916 (26%) were reported in Lahore, followed by 12,285 (16%) in Faisalabad and 4,876 (6%) in Gujranwala. Motorcycles (59%), trucks (10%) and cars (9%) were the major colliding vehicles with pedestrians. Whilst, speeding (42%), careless driving (32%) and wrong turn (12%) were the major crash contributing factors.

Conclusions Pedestrians are at highest risk in Pakistan. Speeding, careless driving, disregard of right of way, encroachments and lack of road safety awareness amongst all road users are the major factors behind increasing road crashes and pedestrians' vulnerability in Pakistan. Road crashes are not being dealt as a significant issue in Pakistan. Sustainable efforts on the part of government, transport organisations, law enforcers, community and media are required. School road safety education is also vital in this view.

856 COMPARATIVE ANALYSIS OF ROAD ACCIDENTS BY GENDER IN EUROPE

[1]Alexandra Laiou, [1]Katerina Folla, [1]George Yannis, [2]Robert Bauer, [2]Klaus Machata, [2]Christian Brandstaetter, [3]Pete Thomas, [3]Alan Kirk. *[1]National Technical University of Athens (NTUA), Greece; [2]Austrian Road Safety Board (KFV), Austria; [3]Loughborough University, UK*

In 2013, 26.090 people were killed in road accidents throughout the EU, approximately 6.200 females and 19.800 males. Females account for 51% of the total EU population, but only 24% of all road fatalities.

The objective of this research is the analysis of basic road safety parameters related to road users' gender in the EU countries, by the use of the EU CARE database with disaggregated data on road accidents and of other data sources such as Eurostat. Time-series data on road accident fatalities by gender from 28 EU countries over a period of 10 years (2004–2013) are correlated with basic safety parameters, such as age, road user type and transport mode. Data from the EU Injury Database are also used to identify injury patterns and improve the assessment of injury severity and additional insight into accident causation for road users by gender is offered through the use of in-depth accident data from the EC SafetyNet project Accident Causation System (SNACS).

In all EU countries, road fatalities decreased between 2004 and 2013 for both females and males. Besides the trends of that period, the proportion of male road fatalities did not change significantly. Amongst EU countries a slight tendency for male proportions to be higher in south is noted. Additionally, the ratio between male and female fatalities increases with age, reaches a peak between the ages of 30–44 and then falls, which reflects a specific gender development in the travel behaviour of men and women in Europe. As regards the road user type, the proportion of passengers' or pedestrians' fatalities is higher for females than the males, while the opposite is true for drivers.

The results of the analysis allow for an overall assessment of the gender-differentiated safety level in the European road network, providing thus useful support to decision makers working for the improvement of safety in the European road network.

857 CHARACTERISTICS OF ROAD ACCIDENTS WITH YOUNGSTERS IN EUROPE

Katerina Folla, George Yannis, Alexandra Laiou. *National Technical University of Athens, Greece*

Background Youngsters, defined as those who are between 15 and 17 years old, comprise a road user group that exhibits high risk rates due to different causes from other age groups. This age corresponds to the learning of autonomy and more particularly of access to different means of transport. In 2013, around 630 persons aged 15–17 years old were killed in road accidents in the EU, constituting almost 2,5% of all road accident fatalities for that year.

Methods The objective of this research is the analysis of basic road safety parameters related to young people aged 15–17 years old in the EU countries, by the use of the EU CARE database with disaggregated data on road accidents and of other data sources such as Eurostat. Time-series data on road accidents involving youngsters from 28 EU countries over a period of 10 years (2004–2013) are correlated with basic safety parameters, such as gender, road user type, transport mode, road type, seasonality and day of the week. Data from the EU Injury Database are also used to identify injury patterns and improve the assessment of injury severity.

Results At this age, youngsters are beginning to gain access to driving motorised vehicles and especially motorised two-wheelers. As a result, motorised two-wheelers' share is much higher for 15–17 year olds than for the other age groups. Moreover, girls killed in road accidents were more likely to be killed as