



*Training Course:  
Road Safety Management*

*25 - 29 May 2025  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

## Training Course: Road Safety Management

Training Course code: HE235841 From: 25 - 29 May 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6000 ₺ Euro

### Introduction:

Road safety management is a crucial aspect of ensuring the safety and well-being of road users, whether they are pedestrians, cyclists, drivers, or passengers. Globally, road traffic accidents have emerged as a leading cause of death and injury, especially in urban areas. Effective road safety management programs involve a combination of proactive policies, public education, infrastructural development, enforcement of traffic laws, and behavioral change campaigns.

This training program aims to provide participants with the knowledge, tools, and skills necessary to understand and manage road safety issues effectively. By the end of the training, participants will be equipped with the strategies needed to reduce road-related accidents, prevent fatalities, and enhance the overall safety of road systems.

### Objectives:

- To understand the principles of road safety management and its importance in reducing road traffic accidents.
- To learn the best practices for implementing road safety initiatives across different levels local, national, international.
- To gain knowledge of risk factors and how to mitigate them in road safety programs.
- To equip participants with effective tools for analyzing road safety data and developing safety strategies.
- To promote collaboration among various stakeholders government, local authorities, businesses, and community organizations for road safety enhancement.
- To develop action plans for road safety initiatives that can be implemented in their respective organizations or communities.

### Target Audience:

- Traffic Safety Officers
- Road Safety Planners and Managers
- Local Government Authorities and Policymakers
- Road Engineers and Infrastructure Planners
- Public Health Professionals

- Non-Governmental Organizations NGOs focused on road safety
- School Officials/Organizations promoting safe school transportation
- Corporate Safety Managers

## Outlines:

### Day 1:

#### Introduction to Road Safety Management

##### Opening & Introduction to Road Safety

- Welcome and Icebreaker activities
- Overview of the global road safety crisis
- Importance of road safety management and its impact on communities

#### Road Safety Fundamentals

- Definition of road safety management
- Key components of road safety education, engineering, enforcement, evaluation
- Types of road accidents and their causes human, vehicle, road, environmental
- Statistical analysis of road safety issues globally and locally

#### The Road Safety Pyramid

- Understanding the "Safe System" approach: Safe roads, vehicles, speeds, and road users
- The relationship between risk management and accident prevention

#### Case study analysis

- Participants will review a high-profile road accident case and analyze the contributing factors human error, infrastructure, traffic law enforcement.

### Day 2:

#### Risk Factors and Data-Driven Road Safety

##### Identifying Risk Factors

- Human factors in road safety: Driver behavior, distraction, fatigue, and alcohol
- Vehicle-related risk factors: Vehicle design, maintenance, and safety features
- Road-related risk factors: Road conditions, signage, and infrastructure quality
- Environmental factors: Weather, lighting, and traffic volume

#### Data Collection and Analysis for Road Safety

- Importance of road safety data collection and monitoring
- Techniques for collecting data on road traffic accidents
- Data analysis tools and their role in risk assessment
- Creating a road safety data dashboard

#### Road Safety Audits and Inspections

- What is a road safety audit? Purpose and procedure
- Conducting road safety inspections and evaluating existing infrastructure
- Identifying high-risk road zones and hotspots

#### Activity: Workshop on data analysis

- Hands-on activity: Participants will analyze sample road accident data to identify patterns and risk factors.

#### Day 3:

#### Designing and Implementing Road Safety Programs

##### Road Safety Program Design

- Key components of a road safety program
- Setting road safety goals and objectives
- Engaging stakeholders and securing support for road safety initiatives
- Budgeting and resources allocation for road safety projects

#### Implementing Road Safety Initiatives

- Strategies for educating the public public awareness campaigns, school programs
- Enforcement strategies speeding, seat belts, DUI laws, traffic rules
- Engineering solutions road redesigns, signage, lighting improvements, pedestrian crossings
- Community engagement and partnerships

#### Monitoring and Evaluating Road Safety Programs

- Developing key performance indicators KPIs for road safety
- Continuous monitoring of road safety efforts
- Adjusting programs based on evaluation and outcomes

#### Group Discussion

- Participants will develop a mini road safety program proposal for their community or workplace, including strategies for education, enforcement, and engineering.

#### Day 4:

#### Road Safety Infrastructure and Technologies

##### Infrastructure Design for Road Safety

- Designing safe roads for all users pedestrians, cyclists, and vehicles
- Importance of road markings, signs, and signals
- Road safety design for vulnerable road users children, elderly, and disabled

##### Emerging Technologies in Road Safety

- Intelligent transportation systems ITS and their role in improving road safety
- Advanced driver-assistance systems ADAS and autonomous vehicles
- The role of artificial intelligence and machine learning in predicting and preventing accidents

#### Sustainable and Resilient Road Safety Infrastructure

- Building roads that are adaptable to climate change and disasters
- Safe road infrastructure in urban and rural settings
- Green road safety initiatives and reducing environmental impact

## Day 5:

### Collaboration, Advocacy, and Action Plans

#### The Role of Stakeholders in Road Safety

- Government roles: Policy-making and regulation enforcement
- The role of NGOs and the private sector in road safety campaigns
- Collaborating with local communities, schools, and businesses

#### Road Safety Advocacy and Awareness Campaigns

- Building awareness through media and social platforms
- Successful road safety advocacy campaigns around the world
- Engaging influencers and communities in spreading road safety messages

#### Creating Action Plans for Road Safety

- Participants will create a road safety action plan for their respective roles or organizations, considering all aspects of road safety management.
- Presentations of action plans and peer feedback

#### Day 5 Activity: Final Action Plan Presentations

- Each participant will present their road safety plan, including objectives, strategies, and metrics for success.

## Registration form on the Training Course: Road Safety Management

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Istanbul Esentepe Training Course Fees: 6000 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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