In 2009, more than 26 000 people lost their lives as a result of a road traffic crash. According to the State Department on Road Safety, the road safety situation has been improving since 2003, when the toll of road deaths was as high as 35 600.

Despite recent improvements, road traffic crashes still represent a major threat to societal development with an estimated socio-economic cost of about USD 29 billion, representing over 2% of the Gross Domestic Product of the country.

Young males of productive age are particularly at risk of dying from a road traffic crashes, this being highest for people aged 16-39 years. Similar to other Commonwealth of Independent States, the Russian Federation has a very high proportion of pedestrian fatalities: 36% of all road deaths.

To counteract this epidemic, in 2006 the Russian Government introduced the Road Safety Improvement Federal Target Program 2006-2012. This strategy aims to reduce the number of road traffic deaths by 33% (compared with 2004 levels) and has established a multisectoral Commission for its implementation. Included in the programme are components related to the modernization of the road infrastructure, strengthening of road safety legislation – particularly drink–driving – and information campaigns.
The overall goal of RS10 in the Russian Federation is to support the Government in the implementation of their national objectives to prevent death and serious injury on the country’s roads. Project activities will initially focus on increasing seat-belt use and will then include activities on speeding.

The objectives of the project in the Russian Federation are to:
- Increase public awareness around seat-belt use and speeding through the development and implementation of tailored mass media campaigns;
- Strengthen road safety legislation as it relates to seat-belt use and speed control by analyzing the existing legislation and benchmarking it against effective legislation in best performing countries;
- Set standard procedures for seat-belt and speed enforcement;
- Improve enforcement at the project sites through capacity development and training;
- Increase public perception that enforcement will be stricter;
- Increase technical capacity in the country among professionals dealing with road safety; and
- Monitor and evaluate the impact of the interventions.

Activities to be implemented during the first phase (2010–2011) of the project include:
- Perform situation assessment on seat-belt use and speeding in the implementation sites using police reports, health sector data, ad hoc observational study, knowledge/attitudes/practices surveys, and focus groups;
- Develop effective mass-media campaigns tailored to inducing safer road in the general public and the groups most at risk;
- Strengthen the enforcement of seat-belt use and speed control through a series of workshops and other training programmes for police; and
- Monitoring and evaluate the effectiveness of the project.

### Seat-belt laws

<table>
<thead>
<tr>
<th>Applies to all occupants</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seat-belt wearing rate</td>
<td>33%</td>
</tr>
<tr>
<td>(front-seat occupants)</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Speeding laws

<table>
<thead>
<tr>
<th>Set nationally</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum limit (urban roads)</td>
<td>60km/h</td>
</tr>
<tr>
<td>Maximum limit (rural roads)</td>
<td>90km/h</td>
</tr>
<tr>
<td>Maximum limit (highways and motorways)</td>
<td>110km/h</td>
</tr>
</tbody>
</table>

#### Project implementation sites:

The project is currently being implemented in Lipetskaya Oblast. A second region will be selected in October 2010.

- **Lipetskaya Oblast**
  - Population (2009): 1 157

The boundaries shown on the map do not imply the expression of any opinion whatsoever on the part of the WHO concerning the legal status of the country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Source:
- 2008, National Traffic Safety Committee
- [http://www.who.int/violence_injury_prevention/road_safety_status/country_profiles/russian_federation.pdf](http://www.who.int/violence_injury_prevention/road_safety_status/country_profiles/russian_federation.pdf)

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