

# "Prevenção de Acidentes e Lesões no Trânsito para Melhorar a Segurança dos Trabalhadores"



Jesús Monclús  
Director, Risk Prevention and  
Road Safety Area  
Fundación MAPFRE

Fundación **MAPFRE**



# Fundación **MAPFRE**



**A walk through the  
Foundation.  
What we are and  
what do we do**



**FUNDACIÓN MAPFRE was  
created in 1975 by  
MAPFRE**

**Our commitment has  
been invariable:  
To contribute to the  
development of  
society**



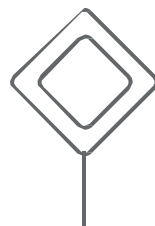
**Is a non-profit institution  
that is based on ethical  
values, and the objective is  
to improve the life of both  
individuals and society**

**To keep its purposes,  
Fundación MAPFRE performs a wide range  
of activities around the world**

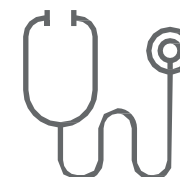
Social Projects  
**Volunteers**



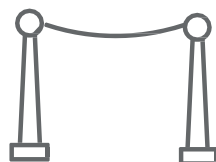
Prevention and  
**Road safety**



Insurance and  
**Social Security**



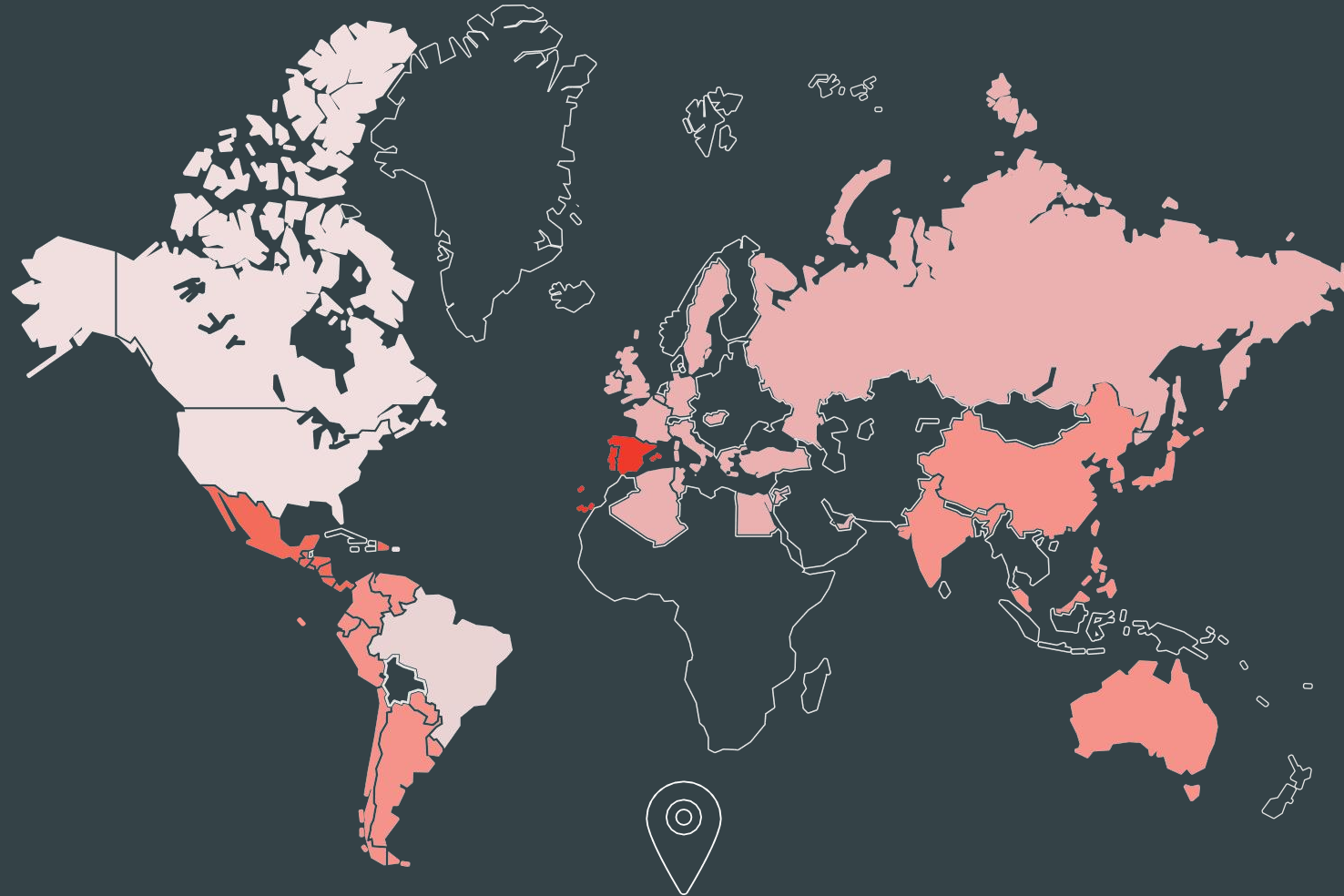
**Culture**



**Health  
Promotion**



# OUR ACTIVITIES



Activities in 30 countries



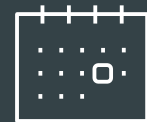
**19,1 million**  
beneficiaries



**16,6 million**  
Web visits



**451.000**  
Followers en RRSS



**3.150 events**  
**465 activities**

# Drowning Prevention - SUMMER 2016

In collaboration with other Emergency Services (EPES 061, Red Cross, DYA, Civil Protection, Fire Volunteers, giass Group) we stayed this summer in the most important beaches in the cities of Almeria, Malaga, Granada, Cadiz and Huelva, Santander and Castro Urdiales, A Coruña and Cervo (Lugo).

Under a large tent with three spaces, the following activities took place:



## Tent 1 Uncovered:

Workshop for children from 3 to 12 years old were taught the main guidelines to prevent drownings and then draw one of the tips learned on a T-carried.



## Central tent:

Basic classroom drowning prevention tips for the whole family (parents, children, grandparents, ...) offered by experts. The guide "This summer safely enjoy aquatic environments" and a reminder was delivered.



## Carp 2 Long side:

Workshop for adults: self-protection training and acquire basic knowledge for action to R.C.P. with dolls practices and Heimlich maneuver for choking.



# FIRE PREVENTION WEEK

**Awareness raising program** that aims to **spread self-protection knowledge** conveying the main prevention guidelines to **prevent fires** and if they happen how to **reduce their consequences**.

**Spain & Latin America** (Argentina, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico and Uruguay).

**Beneficiaries (2015) > 230,000**

**Evacuation house**: this is an inflatable structure with a surface area of 150 square meters.

## Objectives:

- \* To promote knowledge of **self-protection** especially among children.
- \* To teach the participants about the **basic rules for evacuation in case of fire**.
- \* To teach the participants about **basic First Aid and what to do in case of an emergency**.
- \* To teach the participants the **correct usage of child restraint systems** in vehicles.



# Fundación **MAPFRE**

Texto a procurar

- CONHEÇA-NOS
- PROJETOS SOCIAIS
- FORMAÇÃO E SEMINÁRIOS
- BOLSAS E AJUDAS
- CAMPANHAS E PROGRAMAS EDUCATIVOS
- PUBLICAÇÕES
- NOTÍCIAS

## CONVITE INTERNATIONAL PRAISE SEMINAR

3 outubro 2016 • Lisboa • 15h00



### PRAISE

Work-Related Road Safety



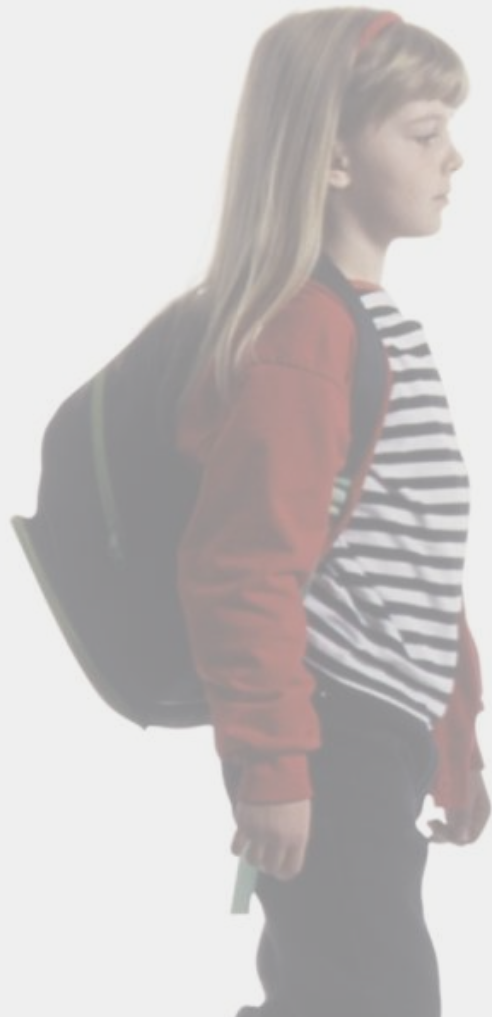
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Consideramos que é essencial para ajudar a alcançar estes objetivos, a promoção da educação, formação e investigação. Atualmente, através de mais de 11.500 ações anuais, chegamos a mais de 4.000.000 de beneficiários diretos.

Estamos presentes em Portugal desde 2006 com uma intensa atividade nas áreas da educação, desenvolvimento social e promoção da segurança nas suas muitas vertentes.



# *PREVENTION AND ROAD SAFETY*





# Prevention and Road Safety

Protecting people's physical welfare against different types of risks by encouraging prevention. **Helping to reduce traffic accidents** and **raise public awareness** about this issue.



## SEGURANÇA RODOVIÁRIA INFANTIL

O nosso propósito é viver numa sociedade onde seja cumprido o "Objetivo Zero"

NOTÍCIAS

Siga-nos em:



vítimas, pelo que colocamos à sua disposição informação prática e atual sobre

### Segurança Viária Infantil.

A cadeira mais segura

Comparador de cadeiras

Viajar em segurança

Legislação

Estudos e publicações

Pergunte a um especialista

Materiais

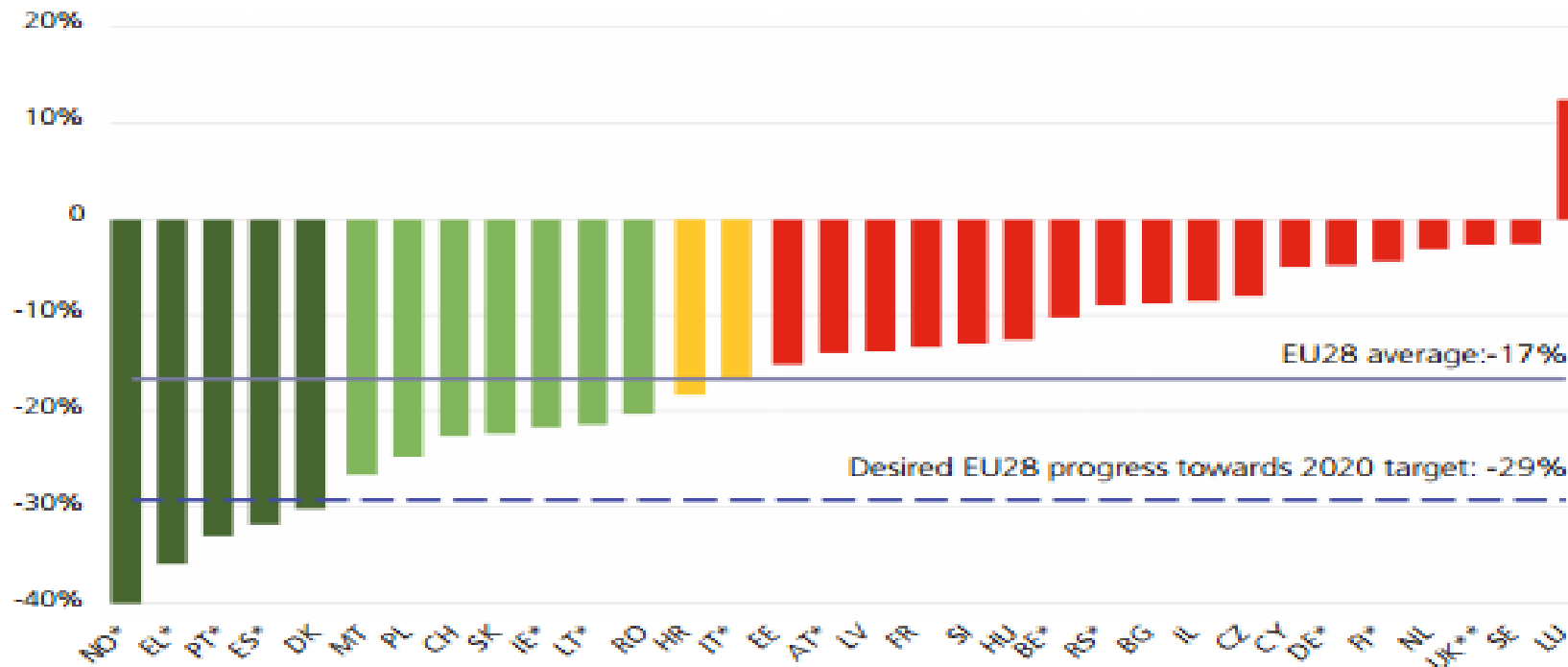


A reciclagem dos sistemas de retenção infantil quando já não servem mais

MAIS INFORMAÇÕES

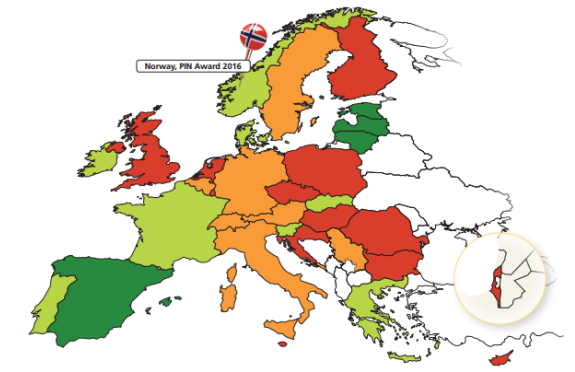


# ROAD ACCIDENT STATISTICS



## RANKING EU PROGRESS ON ROAD SAFETY

10<sup>th</sup> Road Safety Performance Index Report  
June 2016



**ETSC**  
European Transport Safety Council



The EU28 collectively reduced the number of road deaths by 17% over the period 2010-2015, far less than the required reduction of 29% needed to meet the 2020 target. Since the setting of the new road safety target **Greece, Portugal, Spain and Denmark** are the only EU member states that have maintained progress towards the 29% reduction.

# ROAD ACCIDENT STATISTICS



## Worldwide:

**1.3 million deaths every year**

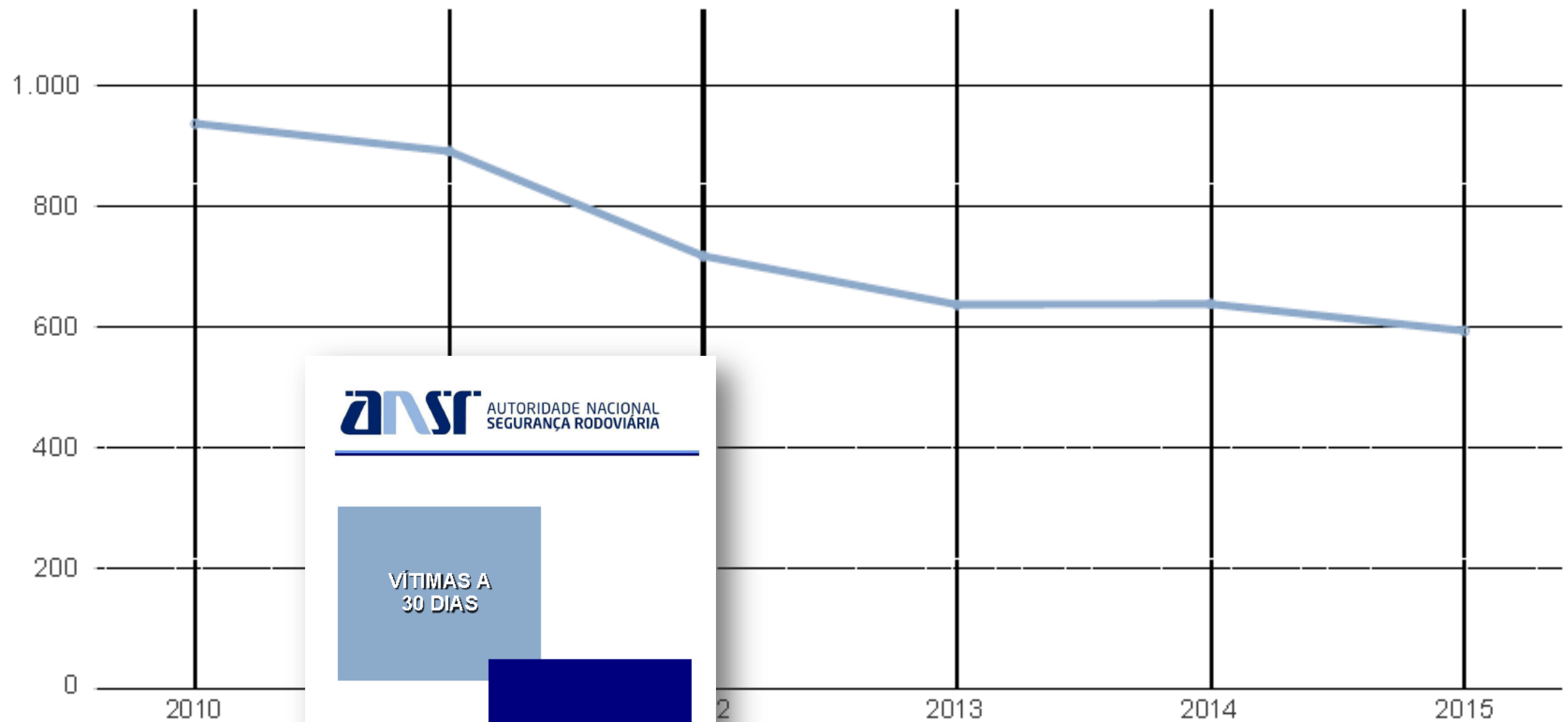
**50 million injured every year**

If the necessary steps are not taken accidents will become the 5th leading cause of death.

WHO has a generic plan worldwide: **Decade of Action for Road Safety 2011-2020**

# ROAD ACCIDENT STATISTICS

Evolução das vítimas mortais



**ANSR** AUTORIDADE NACIONAL  
SEGURANÇA RODoviÁRIA

VÍTIMAS A  
30 DIAS

ANO 2015

01-02-2016 Relatório Anual

**NO**

**OBJETIVO  
CERCA**



# ROAD ACCIDENT STATISTICS



## DRUGS

If you take drugs you are not in full control. Do you really understand the effect that different drugs have on your ability to drive?



## ALCOHOL

Alcohol is a depressant that even in small doses has a negative influence on driving as it interferes with the driver's capabilities.



## SPEED

Speeding always has a magnifying effect in road accidents, making the consequences of an accident 60 percent worse.



## CHILD RESTRAINT SYSTEM

According to the World Health Organization, child seats reduce injuries by between 50 and 80 percent.



## HELMETS

We remind you that it is of vital importance to always wear a helmet, whether as a driver or a passenger.



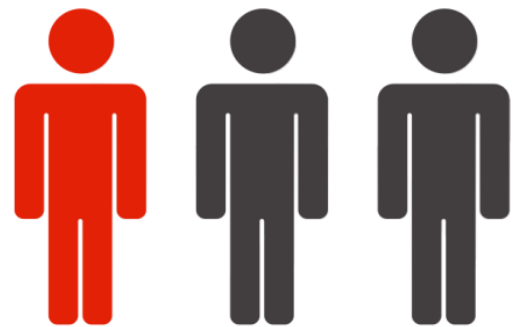
## DISTRACTIONS

It is essential to be 100 percent focused on the road when you are at the wheel.

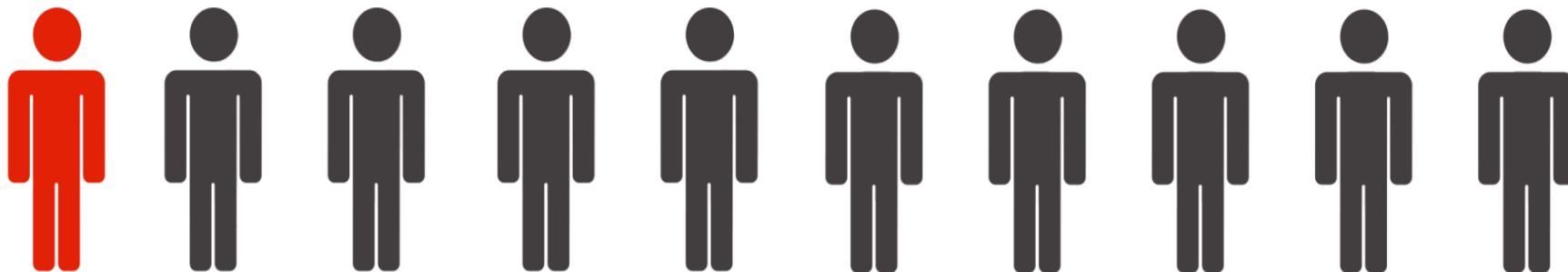


# WHY DOES WORK-RELATED ROAD SAFETY MATTER TO ME AS AN INDIVIDUAL?

1 in every 3 fatal accidents in the workplace are traffic accidents.



1 in every 10 traffic accident fatalities occur during work-related travel (including commuting accidents).



# WHY DOES WORK-RELATED ROAD SAFETY MATTER TO MY COMPANY?

**NESTLE** and **British Telecom** “business cases”:

**NESTLE** examined in detail their costs associated to work-related road crashes and come to the conclusion that *it would need to sell another 235 million KitKats to cover its non-insured expenses related to annual crashes of their European fleet! (2006 data).*

**British Telecom (BT)** did the same exercise and came to the conclusion that *profits from 1 million phone lines would be needed to repair BT’s fleet every year.*

# WHY DOES WORK-RELATED ROAD SAFETY MATTER TO ALL (INDIVIDUALS AND COMPANY)?

Because almost all, if not all, **accidents can be prevented and therefore avoided.**

Because it is possible to implement **road safety measures** that take us closer to our **“zero goal”**.

***Zero workplace accidents, zero sick leaves, zero losses.***

**The Objetivo Cero (Zero Goal) program is a tool that requires very little resources but significantly reduces workplace accidents** and, above all, detects and corrects risk situations.

# FACTORS THAT IMPACT ON ACCIDENTS

- 1. Human factor**
- 2. Vehicles**
- 3. Roads**
- 4. Organization: company, legislation, etc.**

# HUMAN FACTOR

## Main factors

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### Distractions:

- Use of cellphones and sat navs
- Smoking
- Other distractions while driving

### Physical and psychological conditions:

- Fatigue
- Drowsiness
- Psychological factors
- Drugs and alcohol
- Medication
- Stress
- Speed choice
- Non-use of child restraint systems and seat belts

## Measures

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- Ongoing training and awareness-raising courses
- Information about the safe operation and use of safety systems, navigation systems, communication systems and means...
- Company's medical services that provide advice and guidelines to employees



Buscar

Iniciar sesión

Aplicaciones

Categorías Inicio Más populares Novedades

Mis aplicaciones

Tienda

Juegos

Familiares

Selección de nuestros expertos

- Cuenta
- Mi actividad de Play
- Mi lista de deseos
- Canjear
- Comprar tarjeta regalo



# DRIVEMESAFE

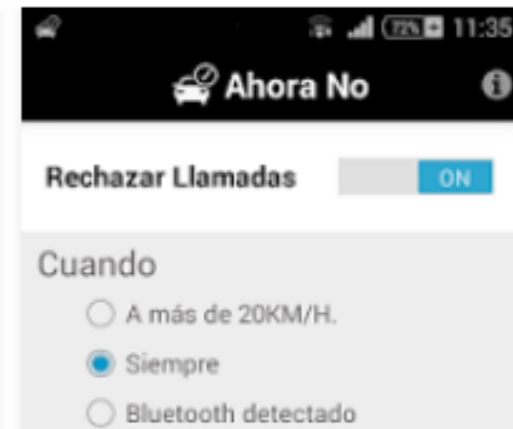
Fundacion MAPFRE Mapas y navegación

★★★★★ 28

3 PEGI 3

Añadir a la lista de deseos

Instalar



# ROADS

## Main factors

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- General road conditions (surface, signage, etc.)
- Types of roads (level of safety in each type of road, particularities...)
- Environmental (and wheather) conditions
- Traffic congestion and composition

## Measures

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- Training and awareness-raising courses
- Safe route recommendations
- Information about what to do in adverse weather conditions
- Traffic information route planning
- Routes suitable for different traffic and weather conditions

# VEHICLES

## Main factors

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- Vehicle documents
- Vehicle inspection
- Active and passive safety equipment
- Vehicle maintenance
- Child restraint devices

## Measures

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- Recommendations and information about correct documents
- Regular vehicle inspections
- Proper vehicle maintenance: tires, suspension, lights, brakes, etc.
- Information about the operation and use of safety systems



# ORGANIZATION

## Main factors

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- Company's road safety policy
- Organization of employee travel
- Maintenance protocols of vehicle fleet
- Training and awareness actions
- Prevention strategies
- Crash and accident research

## Measures

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- Define suitable prevention policies for all risk factors involved
- Accident (including road accident) prevention services
- Vehicle maintenance services
- Ongoing training and awareness-raising courses
- Organizational strategies: logical routes, information about road works, etc.
- Crash and accident research protocols

# DO THESE MEASURES REALLY WORK?

Yes. Companies that decide to act by developing and implementing a safe mobility plan achieve a substantial reduction in work-related traffic accidents in the short term. Even so, they can achieve a greater reduction in the long term.

*TNT UK & Ireland reduced their accident rate by 20%.*

Thanks to a safe driving culture, **British Telecom** was even able to reduce its vehicle accidents by 47%.



ETSC PRAISE

"PRAISE": Prevención de Lesiones y Accidentes de Tráfico para la Seguridad de los Empleados

Entrevista del ETSC con Suckling Transport



Suckling Transport

El proyecto PRAISE del ETSC, "Prevención de Lesiones y Accidentes de Tráfico para la Seguridad de los Empleados", apunta a movilizar el conocimiento necesario para crear un liderazgo en seguridad vial del entorno laboral. El objetivo del proyecto es ayudar en la consecución de la reducción de la gestión de la seguridad vial laboral y fomentar conocimientos a los empresarios, que deben enfocarse a este desafío. También se irán presentando estándares de seguridad vial laboral mediante campañas de la seguridad vial, presentando historias de éxito a los empresarios, principalmente a través de las Hojas Informativas de PRAISE. Esta en particular complementa el informe de PRAISE, "Substracción para la seguridad vial de la evaluación del riesgo a la formación", publicado en febrero de 2013.

Índice

- Presentación de Suckling Transport
- Entrevista con Peter Lainer, Director General, Suckling Transport:
- La gestión de la seguridad vial en Suckling Transport
- Análisis comercial
- Formación de conductores



ETSC PRAISE

"PRAISE": Prevención de Lesiones y Accidentes de Tráfico para la Seguridad de los Empleados



Hoja Informativa PRAISE  
Conducción laboral: gestión de la velocidad

Entrevista del ETSC con Claire O'Brien, de KTL

El proyecto PRAISE del ETSC, "Prevención de Lesiones y Accidentes de Tráfico para la Seguridad de los Empleados", apunta a movilizar el conocimiento necesario para crear un liderazgo en seguridad vial relacionado con el entorno laboral. Esta Hoja Informativa complementa el informe PRAISE "Conducción laboral: gestión de la velocidad" y aborda específicamente en el ámbito de KTL, sobre la seguridad vial en el trabajo y la gestión de la velocidad.

Introducción a KTL

- 1. Seguridad vial general en KTL
- 2. Gestión de la velocidad
- 3. Lecciones
- 4. Biografía de Claire O'Brien

# WHAT ARE THE BENEFITS FOR MY EMPLOYEES?

The first and most important benefit is a reduction in the risk of accidents and injuries (especially serious injuries).

A better attitude and commitment towards their work and company (no one likes to work at a dangerous company).

A better work environment and greater motivation.

Training in a day-to-day setting ("*training for life*"), since we are all road users at one point or another.

Increased road safety "outside work" as well.

Information about safe and sustainable alternative means of transport.



# WHAT ARE THE BENEFITS FOR MY COMPANY?

A reduction in the losses derived from accidents.

Fewer lost working hours.

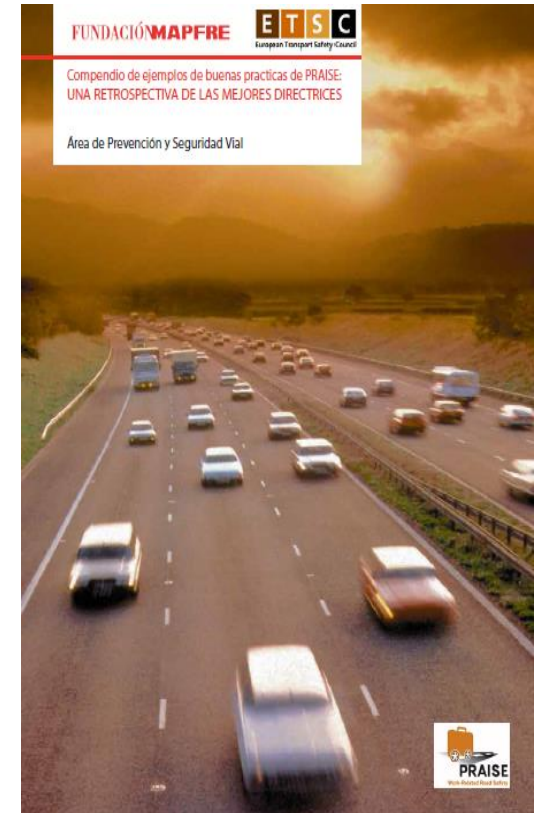
Fewer crashes = reductions in insurance premiums.

Reduction in fleet operating costs.

A more effective use of vehicles.

Improvement of general safety culture.

Reinforcement of the organization's reputation.



## WHY FUNDACIÓN MAPFRE?

Because this program has already been delivered to **more than 350 companies and 17,000 employees that have undertaken 60,000 training modules.**

Because we actively participate in the European project PRAISE (coordinated by the European Transport Safety Council) and “spread the word” in Latin America countries, Turkey...

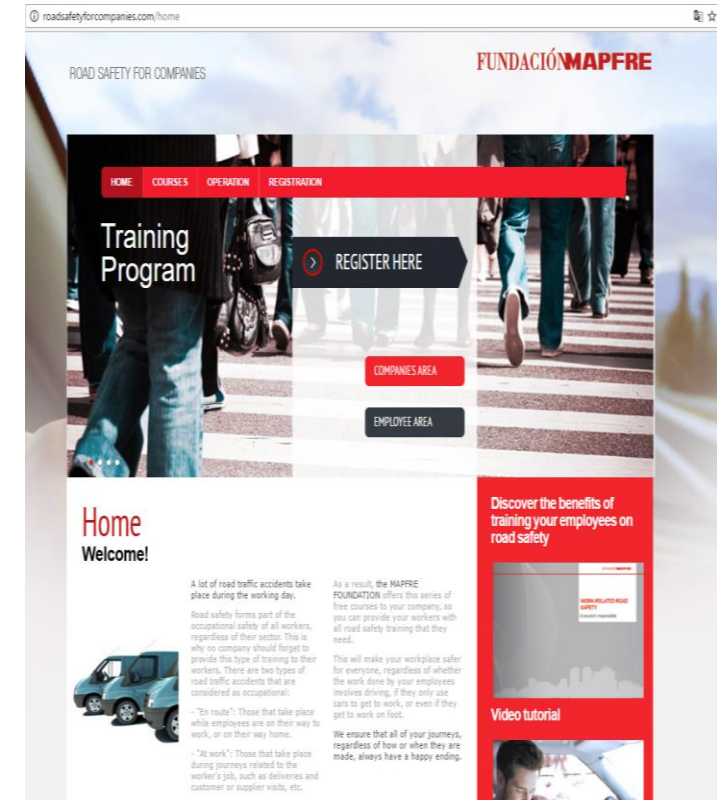
Because the primary mission of the **Road Safety Area** at FUNDACIÓN MAPFRE is to **reduce traffic accidents, including accidents and crashes AT THE WORKPLACE AS WELL.**

# HOW CAN FUNDACIÓN MAPFRE HELP?

[www.roadsafetyforcompanies.com](http://www.roadsafetyforcompanies.com)  
<http://segurancarodoviariatrabalho.pt/inicio>

FUNDACIÓN MAPFRE offers companies this web-based tool to help companies and organization (public and private) manage employee mobility:

1. Prevention technicians **can develop a road prevention plan** for their employees adapted to the individual company's needs (including training).
1. **You will also be able to train your employees** by means of different courses on road risk factors.
2. **Additionally, you will receive all the latest news** about events, good practices, videos, research projects, etc. related to occupational road safety.



Fundación  
**MAPFRE**

SEGURANÇA RODOVIARIA TRABALHO

FUNDACIÓN MAPFRE

- INÍCIO
- CURSOS
- FUNCIONAMENTO
- REGISTO

# Programas de Formação

> REGISTE-SE AQUI

ACESSO EMPRESAS

ACESSO FUNCIONÁRIOS

Início  
Bem-vindo!

Descubra os benefícios do treinamento de seus funcionários sobre a segurança rodoviária

## 2. ONLINE TRAINING

**12 online courses about road safety.** Free. Divided into 3 groups

Common factors (4 courses) – for all employees:

Human Factor

Roads

Vehicles

Pedestrians

Professionals (8 courses) – people who at some point use the road as a work tool:

Adapted  
Vehicles

Commercial  
Driver

Bus  
Driver

Worker on  
Motorcycle

Construction  
worked

Road  
Transport

Road  
cleaning

Pedestrians



## 2. ONLINE TRAINING: EXAMPLE

### DRIVER OF ADAPTED VEHICLES

This course is aimed at companies that use adapted vehicles, companies that are transport professionals, and companies that transport sick, disabled or elderly people, etc. The course explains what to avoid and how to achieve maximum concentration while driving. It also describes the elements that may interfere with driving and cause traffic accidents in a work setting. The course addresses topics such as:

- Diet
- Distractions
- Maneuvers
- Preventive driving

Stay up to date on current topics related to road safety.

Enter the website [www.roadsafetyforcompanies.com](http://www.roadsafetyforcompanies.com)



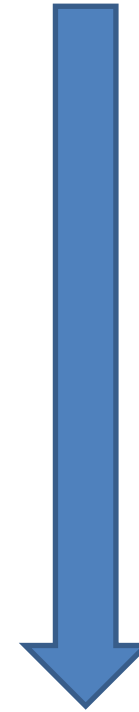
Assess the road risks to which your employees are exposed and create a road prevention plan for your company.



As part of the road prevention plan, or as a standalone activity, register the company for the training programme.



By signing up as the manager you can track employees' training: measure training progress, progress reports, deliver diplomas...



As a standalone activity, you can also register the company for the training programme.



You can contact our Support Team at any time via email or telephone.

# COMMON FACTORS

## HUMAN FACTOR

Explains the importance of concentrating while driving and describes the elements that may interfere with driving and cause traffic accidents in a work setting. The course addresses topics such as:

- Fatigue
- Drowsiness
- Psychological factors
- Drugs and alcohol
- Medication
- Distractions

# COMMON FACTORS

## ROADS

This course explains content related to traffic, vertical and horizontal signage, traffic lights, traffic officers and existing rules.

The course addresses topics such as:

- Marked intersections with yield signs
- Yield signs, traffic circles, joining traffic
- Stopping, parking
- Weather conditions

# COMMON FACTORS

## PEDESTRIANS

Workers may walk to work or combine motor vehicles and walking. For this reason, the course provides a general overview of what to do as a pedestrian.

# PROFESSIONALS

## DRIVER OF ADAPTED VEHICLES

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- Diet
- Distractions
- Maneuvers
- Preventive driving

# PROFESSIONALS

## COMMERCIAL DRIVER

This course is aimed at people with a commercial job who use a vehicle as a work tool. The course addresses prevention topics and how to forestall accidents by any means necessary.

- Diet
- Distractions
- Load
- Preventive driving

# PROFESSIONALS

## BUS DRIVER

This course is aimed at companies that work with buses and carry large numbers of passengers. The course offers advice for drivers and on how passengers should behave to avoid accidents. It addresses topics such as:

- Eating habits
- Concentration and distractions
- Common maneuvers
- Preventive driving



# PROFESSIONALS

## WORKER ON MOTORCYCLE

This course is aimed at people who use a motorcycle as a work tool. The most important element for the motorcyclist's safety is the human factor, the driver. The course focuses on raising awareness about how to control the vehicle and when to do it, depending on individual circumstances. It includes the following topics:

- Eating habits
- Concentration and distractions
- Load
- Preventive driving

# PROFESSIONALS

## CONSTRUCTION WORKERS

This course explains the correct use of on-site and off-site roads, the importance of signage on these roads, and "en route" journeys.

- On-site traffic
- Off-site traffic
- Signage
- Preventive attitude

# PROFESSIONALS

## ROAD TRANSPORT

This course teaches participants how to optimize routes for transporting goods and how to correctly refill the fuel tank on the road. It also contains information about special transport vehicles.

- General information
- Transportation of goods
- Special transportation
- Fuel refill

# PROFESSIONALS

## ROAD CLEANING

This course deals with cleaning vehicles, equipment and machinery, behavior on certain roads, risk and prevention on those roads, "en route" accidents and signage.

- Vehicles, machinery and equipment
- Roads (risk and prevention)
- Signage

# PROFESSIONALS

## PEDESTRIANS

This course offers a general overview of how to behave around pedestrians. It also teaches participants about specific actions, such as driving beside different groups, and safety signage.

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