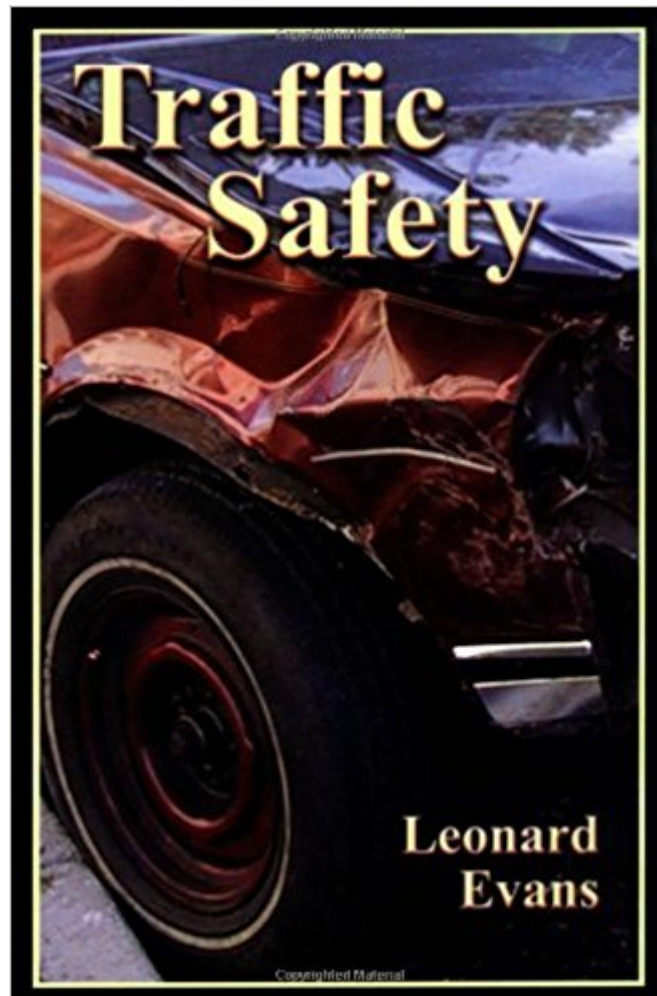




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# Traffic Safety



## Synopsis

Book Description "Traffic Safety" applies the methods of science to better understand one of the world's most pressing public health problems. More than a million people are killed annually in traffic worldwide. This 2004 book is even better than the author's 1991 classic "Traffic Safety and the Driver". The present book covers many safety policy topics. "Traffic Safety" goes to the heart of the problem, with unconstrained analyses of the inadequacies of government in one of its chief responsibilities -- to protect life. A dramatic development since the earlier book is that the United States has fallen far behind other countries in traffic safety. Prior to the mid 1960s, the US had the world's safest traffic. By 2002 it had dropped from first to sixteenth place in deaths per registered vehicle, and from first to tenth place in deaths for the same distance of travel. Over 200,000 more Americans were killed in traffic than would have died if the US had matched the safety progress in such better performing countries as Britain, Canada, or Australia. This topic is treated in detail, and explanations are offered for the ongoing US failure.

## Book Information

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## Customer Reviews

.. well written and easy to understand. -- insightful and thought provoking. -- Transportation Research Forum, Vol 44, Issue 1, 2005 Drivers will learn tips for being safer - but chapter "The Dramatic Failure of U.S. Safety Policy" is the showstopper. -- Journal of the American Medical Association - JAMA, August 10, 2005 Evans is a brilliant scientist whose work deserves to be read. -- The Lancet, October 16, 2004 It is truly an enjoyable and easy book to read. Evans has included

some great stories to illustrate concepts. -- Choice (American Library Association-ALA), February 2005  
The encore is even better than the original 1991 classic, "Traffic Safety and the Driver" -- Israel Medical Association Journal, January 2005  
highly readable, entertaining, and educational volume on the scientific evidence regarding road safety interventions. -- British Medical Journal, February 12, 2005

The author's 1991 book "Traffic Safety and the Driver" received world-wide acclaim, and has been repeatedly called a "classic". Readers of the August 2004 "Traffic Safety" who were familiar with the earlier book are universally agreeing that "Traffic Safety" is even better.

Great text! A little dated but good review...

Dr. Evans has correlated and summarized the important aspects of motor vehicle crash dynamics up to the time of publication of his revised work. It is useful for anyone interested in motor vehicle safety.

This book contains a lot of information. It is written very clear and I can advise it to everyone who is really interested in traffic safety.

This wonderful book--always by my side-- is essential reading for those who want to know what to do about the US's dismal failure to reduce its road death toll in the last decade. The centerpiece of the book is an angry chapter in which Evans asks why the US has not introduced speed camera networks which reduced deaths in absolute numbers fell by 40-50% in Australia, the UK and France. Evans applies models derived from Newtonian physics, which relate mass, velocity and kinetic energy, to assess the proportional contribution of an array of countermeasures for reducing road deaths and injuries. He comes to some conclusions which shake the groupthink Ptolemaic mindset of US injury prevention specialists, a tribe publishing more and more about interventions which yield less and less. The book contains a wealth of information, recommendations and insights on alcohol, seat belts, air bags, vehicle safety standards and much more in road safety, and demonstrates a glittering ability to cut through a lot of nonsense and get to the core of the issue on what works and what doesn't. Again a must read. A detailed review is available by this reviewer in Israel Med Assoc Journal. (IMAJ: 2005: 7: 62-3) Elihu D Richter MD, MPH Hebrew University

On September 11th, 2001 about as many people died in the world in traffic as died in the terrorist attacks on America. More than a million people are killed on the world's roads each year. Leonard Evans provides a superb overview of the most important scientific findings in the field of traffic safety. (Most people in the US think traffic safety is about crash tests, but the truth is very different!) The writing is lively and clear. There are tables and graphs throughout the book illustrating key data and principles. The early chapters cover the fundamentals of traffic safety. Later chapters build on this to analyze controversial subjects such as the dangers of SUVs, older drivers, and airbags. The heart of the book is the last two chapters analyzing the tragic mistakes that have been made in US traffic safety policy, why they happened, and a proposal for a more rational traffic safety policy. I highly recommend this book to anyone looking for a fascinating read on an important subject that receives too little attention. It should be required reading for anyone in the field or involved in traffic safety policy.

Whether you are a traffic safety researcher, professional or advocate, Leonard Evans' new book on the subject is essential reading. Dr. Evans draws both upon his own and other reputed scientists in the field to present baseline information to researchers across the comprehensive sub-disciplines of traffic safety. The facts are not shrouded in scientific jargon, however, and will be understandable to non-academics and decision-makers alike. In the closing chapters, Dr. Evans fearlessly moves from the scientific facts to the personalities that shape the commonly held paradigms in the traffic safety community. He provides concrete examples of the reasons that current efforts have fallen short, and he clearly demonstrates that the only way to make definitive progress in traffic safety is to provide a hard linkage between the applied countermeasures and the root causes of the problem itself. David B. Brown, PhD, P.E. Director of Development CARE Research and Development Laboratory The University of Alabama brown@cs.ua.edu

On a 10-point scale, I rate the quality and veracity of the data at 9.5 to 10, and the quality of the writing at 9 to 10. Dr. Evans lucidly draws and thoroughly supports some very cogent and important conclusions, e.g., the US has placed far too much emphasis on making cars into crash-survival cells assuming that a crash is inevitable and not nearly enough on preventing crashes in the first place. While many of his suggestions for remedying this have significant merit and warrant careful consideration by the regulatory community, Evans does make some suggestions that may have theoretical merit, but are probably impractical and/or impracticable in the real world, e.g., mandatory speed governors on all vehicles. Evans also does an excellent job of soundly and robustly

documenting and supporting his opinions, e.g., the auto safety rubric in the US places doctors, lawyers and politicians in charge of policies that should instead be administered by engineers. He skillfully and incisively excoriates a regulatory system gone horribly wrong without sounding as though he's hysterically pushing conspiracy theory or a self-serving agenda (cf. Ralph Nader). Evans' comparative analysis of the results of various countries' overall traffic and road safety regulation schema is enlightening, educational and-for those of us in North America-alarming.

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