


Traffic safety in sparsely populated Finnish Lapland – problems and good practices already applied by national Traffic Safety association “*Liikenneturva*” and its partnership network

Problems in Finnish Lapland:

- Long distances and sparse population
- Harsh climatic conditions, wintertime darkness, temperature variation, (-30 Celsius until +40 Celsius) and rapid changes in weather causes challenging environment e.g. for traffic, tourism, safety surveillance and road construction and maintenance
- Tourism  a lot of people on the road who lack knowledge of local environment; who are in “holiday mood” (e.g. loose safety attitude, use of alcohol); who might use different kind of vehicles than locals; who drive too fast or too slow, in addition e.g. snowmobiling tourism and other new vehicles causes new risks
- Location in the middle of Barents Region: a lot of e.g. foreign heavy traffic causes risk situations as the operators might use drivers who are not familiar with road and weather conditions and different kind of vehicles than Finnish heavy traffic; e.g. mining industry will use increasing amount of heavy traffic in the future
- Local livelihoods cause presence of animals (e.g. reindeers) on the roadside and on the road as well

Good practices in Finnish Sparsely populated areas (key actor national Traffic Safety association “*Liikenneturva*”; *active cooperation with Tourism Safety and Security System*):

- National Traffic Safety association “*Liikenneturva*” operates in two levels: making multidisciplinary background research on traffic safety and sharing information in the grass-root level to whole population (all age groups included)
- Training of voluntary trainers in e.g. municipalities, specific professional groups and other specific groups (e.g. seniors, teachers at schools) who then deliver the knowledge onwards; key approach: peer training



- Key target group is young adults as they are peak in accident statistics
- Using official channels (schools, official information dissemination)
- Using informal channels; e.g. public broadcasts on contemporary topics
- Wide cooperation among stakeholders to guarantee traffic safety (unique approach)
- Participation to regional network cooperation for tourism safety and security, disseminating information TOGETHER with e.g. Police and educational institutions; see e.g. *Stay Safe in Lapland* –guide that is an example of cooperation in information dissemination:
<https://www.poliisi.fi/poliisi/lappi/home.nsf/pages/622CB1AA08C7D9E7C2257937003F5F72?opendocument>

Networking, coordination of the traffic safety work and collaboration of different traffic safety actors like road authorities, police, Traffic Safety association, customs, border guard, Regional Rescue Services and voluntary organisations in international, regional and local level strengthen the effectiveness and compensate the lack of resources. For example Traffic Safety Group of Lapland and Barents Traffic Safety Forum are formed for this purpose.

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Tourism Safety and Security System in Lapland:

http://matkailu.luc.fi/Hankkeet/Turvallisuus/en/Contact_info.iw3