

Talk 1b – Injury Prevention 專題 1b – 預防受傷

Project No.: 24100244

Project Title: Bicycle Injury Prevention Program in Tuen Mun District

Administering Institution: Department of Civil Engineering, The University of Hong Kong

Co-organisation(s):

1. Department of Geography, The University of Hong Kong
2. Accident and Emergency Department, Tuen Mun Hospital
3. Tuen Mun District Council

Project Team Members:

1. Ir Prof SC WONG (Chair of Transportation Engineering, Department of Civil Engineering, The University of Hong Kong)
2. Dr NN SZE (Department of Civil Engineering, The University of Hong Kong)
3. Prof Becky PY LOO, Department of Geography, The University of Hong Kong)
4. Dr KL TSUI (Senior Medical Officer, Accident and Emergency Department, Tuen Mun Hospital)
5. Ms FL SO (Nurse Consultant, Accident and Emergency Department, Tuen Mun Hospital)
6. Mr HS LEE (Councillor, Tuen Mun District Council)
7. Mr SS SO (Councillor, Tuen Mun District Council)

Project Start Date and End Date:

1 September 2011 to 28 February 2013

Purposes/Objectives:

1. To identify bicycle accidents hot zones in Tuen Mun District;
2. To develop cost-effective measures to reduce bicycle related injuries in hot zones;
3. To enhance safe cycling awareness among the community of Tuen Mun;
4. To recommend remedial measures to improve cycling safety to the transport authority.

Activities/Programmes:

1. Accident data analysis by Geographical Information System (GIS) to identify accident hot zones;
2. Accident hot zone site visits by experts in transportation engineering;
3. Featured campaign, banners and exhibitions at strategic locations;
4. Study report disseminated to transportation authority and stakeholders.

Targets/Recipients:

1. Tuen Mun District road users particularly middle-aged bicyclists, children and elderly pedestrians;
2. Transportation authority and stakeholders.

Expected and Actual Participation:

1. The exhibitions were attended by thousands of residents of Tuen Mun District;
2. The locations of hot zones were reported by local newspaper and conveyed to the public;
3. Transport Department, HK Police Force, Tuen Mun District Council received the study report.

Benefits Derived:

1. Three bicycle accident hot zones were identified;
2. Cost effective remedial measure to improve safety in the hot zones were derived;
3. Concern on cycling safety by the community was boosted;
4. Banners were displayed at the hot zones to increase community awareness.

Project Products:

A report on cycling safety in Tuen Mun District.

**Objectives Achieved:**

1. Tuen Mun District cycling accident hot zones were identified;
2. Remedial cost-effective measures to reduce cycling accidents in the hot zones were derived;
3. Safe cycling information was disseminated to the targeted road users;
4. A study report was disseminated to the transport authority and stakeholders.

Conclusion:

Bicyclists are exposed to high risk of injury and fatality in road crashes due to lack of bicycle infrastructure, low usage of protective devices and poor safety perception of bicyclists. This project exemplifies on how to involve multidisciplinary experts including university academics, engineers, medical experts and community leaders to achieve a successful cost-effective prevention program combating against bicycle injuries.