

Dr Mario Fiad

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Changing road user behaviours through strong road user legislation backed with enforcement



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DR MARIO FIAD, MEMBER OF PARLIAMENT

Dr Fiad is from the province of Jujuy, where in 2019, 47 motorcyclists were involved in road traffic crashes and sadly lost their lives. None of them was wearing a helmet.

Compulsory helmet wearing was one of several measures introduced as part of the 2018 Jujuy Provincial Law No. 6.082. Other measures covered by the new law and implemented in the province of Jujuy include mandatory use of seat belts and the use of daylight running lights, as well as a zero-tolerance policy on alcohol and drugs for drivers. Introduction of Law No. 6.082 was accompanied by strong enforcement operations, including substantial fines for non-compliance with the new rules and regulations.

The CON CASCO SIEMPRE campaign – which translates from the Spanish to ALWAYS WEAR A HELMET – was implemented in December 2020 by Argentina’s National Road Safety Agency. This scheme delivers helmets and reflective equipment free to motorcyclists in Jujuy and other provinces to incentivize motorcyclists who have obtained their first licence, who use motorcycles as a means of transport for work or who have been stopped for not wearing a helmet to wear one. In the year after

the implementation of the CON CASCO SIEMPRE campaign, the number of deaths decreased from 47 to 30. Dr Fiad has been a strong supporter of the new law and is convinced its introduction and robust enforcement throughout the province has contributed to the marked decrease in the deaths from prior years.

Dr Fiad is also a strong advocate for reducing speed, a major killer on the roads. In May 2021, to coincide with UN Global Road Safety Week, Dr Fiad authored a draft bill (S1534/2021) which proposes 30 km per hour limit on urban streets. It is his hope that its adoption, combined with public education, will follow the success of the helmet law and further reduce deaths.

Dr Fiad recognizes that laws by themselves do not change behaviour but need to be implemented in conjunction with other public health interventions. He is a firm advocate of multisector collaboration and continues to convene meetings and to promote open dialogue with representatives of civil society organizations and other bodies with an interest in road safety. He says, it is only through engagement, collaboration and a sharing of experiences – both positive and negative – that we hope to understand which actions are going to make the greatest improvements to road safety.