

# COMPARATIVE ANALYSIS OF INFLUENCE OF PARENTS IN CHILD BEHAVIOR IN TRAFFIC BETWEEN URBAN AND RURAL AREAS

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**Abstract:** Suffering in road traffic crashes are the leading cause of death and injury worldwide. Every year, according to the World Health Organization, about 1.2 million people are killed and more millions people becomes injured. About 90% of lethal road accidents occurred in developing and middle-income countries. Furthermore, one's knowledge in the field of transport is often insufficient in these countries, which with poor infrastructure, increases the risk of traffic accidents. One way to solve this problem is primarily the education of participants in traffic with the aim of improving and strengthening positive attitudes and behavior which are important for safe participation in traffic. The importance of education in order to acquire knowledge and skills, as well as training positive habits necessary for safe participation in traffic have to reach out to traffic participants, especially to the parents because they are the ones who teach their children how to behave in traffic. Results of a survey which referred to the trial participants in traffic from urban and rural areas are presented in the paper, the main objective of survey was to determine what attitudes and behaviors participants have.

**Keywords:** Road traffic safety, Children, Parents, Behavior, Attitudes

## 1. INTRODUCTION

Every year nearly 1.2 million people are killed and more millions people becomes injured as a result in road traffic crashes. About 90% of lethal road accidents occurred in developing and middle-income countries, and children under 25 years of age are the participants of the accident to over 30%. According to the data of World Health Organization (WHO, 2012) the suffering of children in traffic is the eighth leading cause of death in children worldwide. But speaking by age groups, children aged 15 to 19 years suffering in road accidents is a major cause of death, children aged 10 to 14 and 20 to 24 years, deaths in road accidents is on the second, and in children 5 to 9 years road traffic accidents are the third leading cause of death.

In addition to the loss of life and negative consequences for the family and the environment, traffic accidents represent a large economic losses for the participants in the accident and for the state itself. Material losses resulting from traffic accidents in developed countries vary within the limits of 1% do 2% GDP. Because of this tendency arises to better investigate and study the possible causes and circumstances of accidents occurring, and that on the basis of acquired knowledge to develop appropriate preventive mechanisms for the prevention of traffic accidents. Observing the range of factors of traffic safety, human-vehicle-road-environment, it was noted that the man is the weakest link in the chain, to which can apply a large set of measures that would lead to an increase in the level of security. Keeping this in mind, developed countries have focused their attention in the field of traffic safety in this direction, especially towards educating parents and children.

The result are a series of directives and recommendations of the Commission of European transport ministers to discuss methods of improving the behavior of road users. Perhaps most important is the resolution No. 50/87 CM(87) 13 – about the safety of children in traffic – which points to the adjustment of the traffic environment for children, especially in residential areas, the education of children by parents, use retro-reflecting materials and child seats.







