



## **International Conference on Road Safety**

*Conference Centre, Croke Park Stadium, Dublin 3*

*Monday 13<sup>th</sup> October 2008*

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| <b>8:30 – 9:30</b>   | <b>Registration</b>  |
| <b>9:30 – 9:35</b>   | <b>Welcome Address</b><br>Brian Farrell, Communications Manager, Road Safety Authority   |
| <b>9:35– 9:45</b>    | <b>Ministerial Address</b><br>Noel Ahern T.D., Minister of State at the Department of Transport with special responsibility for Road Safety  |
| <b>9:45 – 10:00</b>  | <b>Message from the Chairman</b><br>Gay Byrne, Chairman, Road Safety Authority   |
| <b>10:00 – 10:25</b> | <b>Effective Enforcement</b><br>Eddie Rock, Assistant Commissioner, An Garda Síochána  |
| <b>10:25 – 10:50</b> | <b>Update about the situation in Europe</b><br>Marco Popolizio, PIN Project Officer, European Transport Safety Council (ETSC)  |
| <b>10:50 – 11:15</b> | <b>Drink Driving in Ireland</b><br>Dr Declan Bedford, Acting Director of Public Health, Population Health, Health Service Executive  |
| <b>11:15 – 11:35</b> | <b>REFRESHMENTS</b>  |
| <b>11:35 – 12:00</b> | <b>Road Safety: Challenges and Opportunities</b><br>Dr Ricardo Martinez, Assistant Professor, Emergency Medicine, Emory University, School of Medicine<br>(Former head of National Highway Traffic Safety Administration, USA) |

- 12:00 – 12:25**      **View from the Emergency Department**  
Dr Gerry Lane, Consultant in Emergency Medicine, Letterkenny  
General Hospital, Co. Donegal
- 12:25 – 12:50**      **Advancing Sustainable Safety**  
Divera Twisk, Programme Director, Human Behaviour Research,  
SWOV (National road safety research institute of The  
Netherlands)
- 12:50 – 2:15**      **LUNCH**
- 2:15 – 2:40**      **Expected Benefits from New Technologies**  
Anders Eugensson, Director of Governmental Affairs, Volvo  
Sweden
- 2:40 – 3:05**      **Road Engineering & How it Contributes to Road Safety**  
Forbes Vigors, Project Manager, Road Safety, National Roads  
Authority
- 3:05 – 3:30**      **Young Men and Risk Behaviour**  
Professor Ray Fuller, Fellow Emeritus, Trinity College Dublin
- 3:30 – 3:45**      **REFRESHMENTS**
- 3:45 – 4:10**      **Cost Benefit Analysis – a Proven Case?**  
Bernard Feeney, Managing Director, Goodbody Economic  
Consultants
- 4:10 – 4:45**      **Q+A Session**  
Chair: Michael Rowland, Director of Road Safety, Research and  
Driver Education, Road Safety Authority
- 4:45**      **Conference Closes**