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INFORMATIONAL AND LEGAL BASIS FOR ROAD TRAFFIC SAFETY: INTERNATIONAL EXPERIENCE

The article analyzes the international experience to improve information and legal principles of road safety, as the appropriate level of road safety is an important factor in public safety in any country. Informational and legal support of road traffic safety is an urgent problem not only in Ukraine but also in many countries. As for the world experience, the basis of information and legal support for road safety are the national strategy, doctrine, concepts, programs, plans, etc., which are implemented through coordination and cooperation between state agencies and the public. The author conducts research of experience of individual countries, efficiency of improving road safety based on changing model to improve the behavior of road users.

Proper implementation of these models depends largely on the extent of compliance strictly required by society and government. International experience

shows that informing people about innovation in traffic law relating to its security, training of road users, information about the work of public authorities, both in social work and in education, use of the television, radio, agitation in the form of social advertising contribute to the quality of the road traffic. Important role is played by awareness of road users on roads and road infrastructure, level of roads equipment. Such information minimizes the chance of accidents, maximizes protection of citizens from the adverse effects and provides the appropriate level of protection and security as components of road traffic safety.

This study demonstrated that the use of the best international practices in the field of road traffic safety with adaptation to local conditions, can provide an opportunity for Ukraine to get tested and the most effective solution of basic problems in this area: accidents and deaths.