

*Towards Zero – Ambitious Road
Safety Targets and the Safe System
Approach*

Raising the Level of Ambition

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Towards Zero – Ambitious Road Safety Targets and the Safe System Approach

- OECD/ITF Joint Transport Research Centre Working Group
- 2005 – 2008
- 24 representatives, including World Bank, WHO, FIA Foundation

What did we find?

- Targets unlikely to be achieved by most countries
- Targets are aspirational - not empirically derived
- Strategies incremental in nature
- Lack of longer term vision
- Unease at trauma levels and awareness of problems – but:
 - ✓ reluctance to implement proven solutions and to seek change in social norms
 - ✓ lack of certainty and confidence about achieving substantial future progress - *"how to implement"* issues

What did we find?

- A focus on **individual interventions** rather than what is necessary to make the **road transport system fundamentally safer**
- A **safe system** approach is **not yet widely understood**, promoted or implemented by practitioners
- **Institutional management arrangements** in this multi-sectoral field are generally not adequate
- Very **limited awareness** of spending levels **on treatment and on prevention** of road injury by government
- Limited evidence of efforts to **provide the public with information about the benefits of a safe system approach**

Raising the level of ambition - understanding the opportunities to improve performance

- Report has identified critical ways forward for countries to improve performance
- Level of **long term ambition** can be raised substantially
- Level of **interim achievement** can be improved

What should be the level of ambition ?

- Progression to next milestone of specified reductions in fatalities & serious injuries ?

OR

- Ultimate **elimination** of fatalities & serious injuries (with steady progress through strategies and targets proposed in the interim)?

What should be the level of ambition ?

LONG TERM

- All countries can adopt this “**elimination**” vision for the long term
- Not necessary to specify **when** it will be reached – but strong statement about **unacceptability** of serious casualties
- Informs communities - this is a **reasonable long term expectation**
- Responds to a **strong and growing market** for safety as community awareness grows
 - Volvo: **no occupant killed or injured** post 2020

What should be the level of ambition ?

INTERIM

- What is a challenging level of ambition for interim time periods?
- Suggest comparison with 5 – 10 year targeted % reductions in fatalities and serious injuries of good practice countries
- Develop performance indicators to measure progress towards a safe system

Ambitious Vision

Adopt a level of ambition to eliminate road fatalities and serious injuries in the longer term - with steady progress through interim (good practice) strategies and targets in the short to medium term

Improving future road safety performance to deliver increased ambition

Essential Steps

- **implement proven interventions**
- a new approach – a safe system
- adequacy of road safety management system in place
- robust interim target & strategy
- funding adequacy and opportunities
- supporting R & D & knowledge transfer

Implement proven interventions

- Review safety management capacity
- Address capacity weaknesses as a priority
- Adapt and implement interventions used in more successful countries

How can road safety performance be improved?

Essential Steps

- implement proven interventions
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A new approach – a Safe System

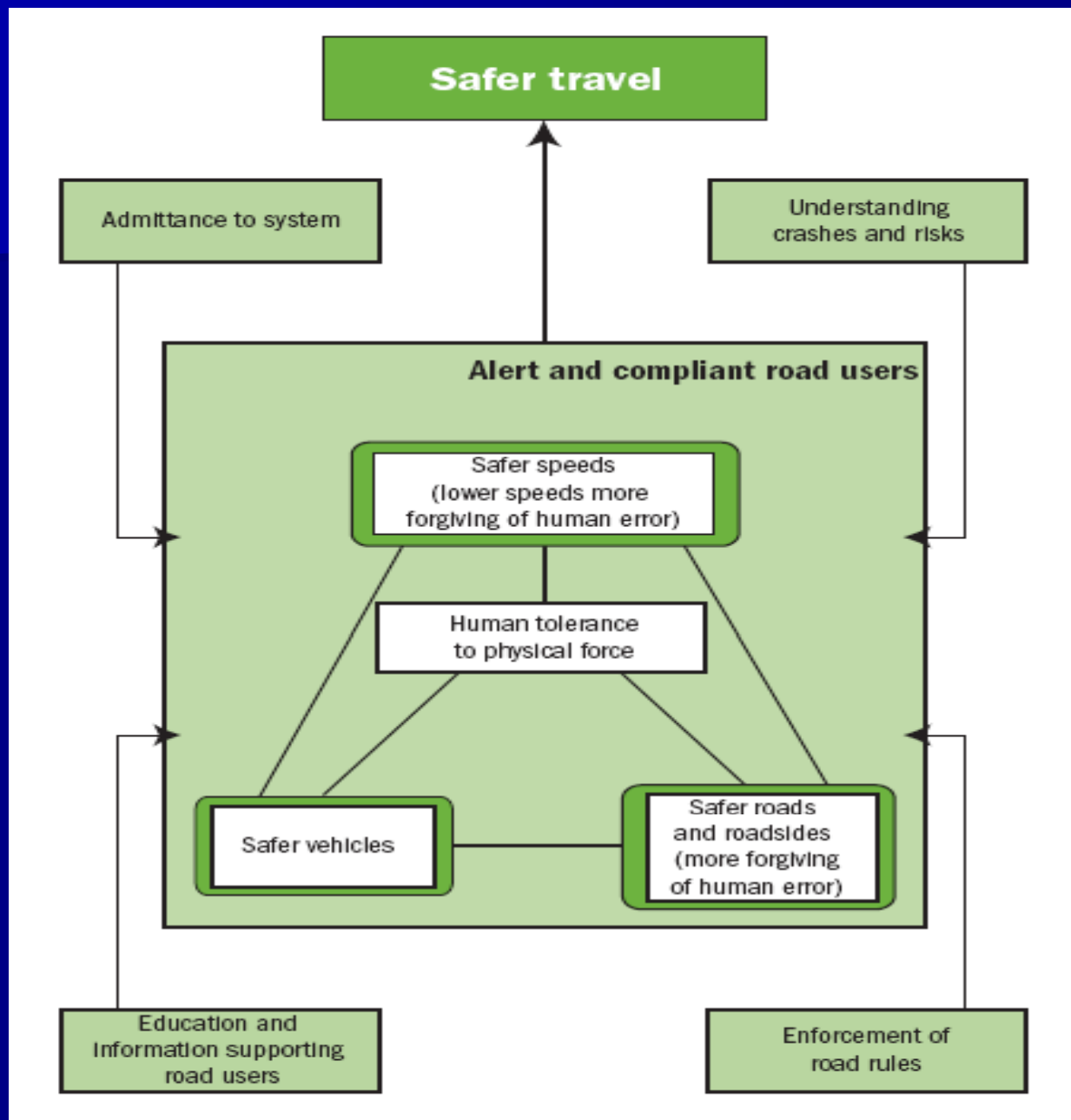
- **Means** to achieve ambitious vision of elimination
- Challenges us to take **a different view of risk** on the network, to work towards a **system which is safe**
- **Energises** necessary development over time
- The **institutional means** of achieving the long term vision and the interim results **are to be found**
- **Shapes interventions** to meet this goal – rather than relying on **“traditional”** interventions to set the limits of any long term targets

The Safe System Approach

- considers safety as an **ethical imperative**
- accommodates **human error**
- seeks to **align safety decisions** with broader community values – economic, human & environmental health, consumer goals
- Long term goal of a ***safe system*** will take time to achieve

The Safe System Approach

- **The road transport system is to be designed:**
 - recognising that accidents will happen – human error
 - to respect biomechanical limits of the human body by **better managing crash forces**
- **Individuals responsible for abiding by rules**
 - Continued efforts to improve user compliance
- **System designers responsible for building in safety**
 - licensing policy, fleet operating policies, roads and roadsides, vehicles, speed limits, new road rules, land use planning
 - redesigning system to accommodate human failings



Safe System - Human Tolerances to Physical Forces

- <30 km/h pedestrians, cyclists (motorcyclists)
- <50km/h vehicle occupants in side impact crashes
- <70-80 km/h vehicle occupants in head on crashes
- Prevent collisions with roadside objects on high speed roads



Sweden

System Designers – Typical Responses to The Challenge.

- Consumer based vehicle crash protection
- Crash protective barriers on rural roads
- Rural road speed limits based on level of road protection
- Roundabout treatments at intersections
- Encouraging 30km/h urban zones
- Better compliance (speed, alcohol, belts, helmets)
- Promoting safety as competitive variable in road transport contracts
- Employers workplace safety responsibilities – travel

Safe system

Adopt a safe system approach to
road safety in your country

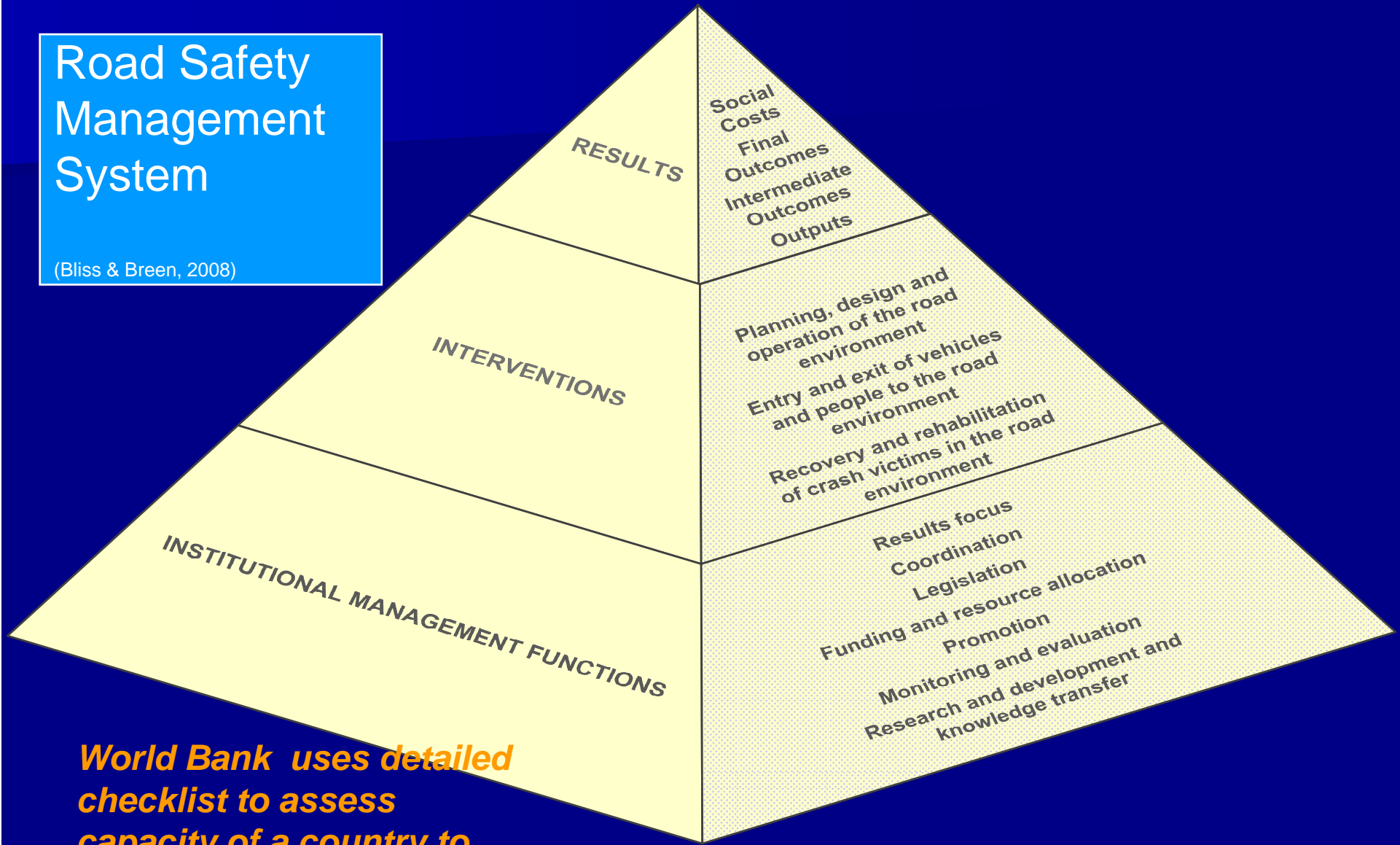
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Road Safety Management System

(Bliss & Breen, 2008)



World Bank uses detailed checklist to assess capacity of a country to deliver road safety

Institutional Management Functions

- Results focus
- Coordination
- Legislation
- Funding & resource allocation
- Promotion
- Monitoring & Evaluation
- R & D and knowledge transfer

Key institutional management functions

Developing a “Results focus”

- Achieve appropriate **political and institutional management framework** to deliver results
- Identify the lead agency
- Define roles and responsibilities – agencies
- Develop management capacity :
 - ❖ understanding of the countrys’ road safety issues
 - ❖ increased knowledge – develop safe system thinking
 - ❖ **evidence - based** policy recommendations
 - ❖ comprehensive strategy with associated target
 - ❖ build government/ community confidence by providing **competent** policy and day to day advice for political level

Key institutional management functions

Developing a “Results focus” (2)

- Adopt safety performance framework :
 - establish performance (intermediate outcome) indicators
 - specify accountability for strategy results

To support :

- ❖ intervention delivery
- ❖ measurement and review of performance
- ❖ target achievement

Key institutional management functions

Coordination

- multi – sectoral decision making hierarchy
- keep groups small – key agencies
- develop key partnerships between stakeholders e.g. police and roads authorities.
- specify individual (and combined) agency commitments
- consultative mechanisms with NGO's, business, public
- engage professional organizations in road safety e.g. engineering and medical professions
- encourage all party Parliamentary transport and health interest in road safety.

Key institutional management functions

Promotion

- critical **advocacy role for practitioners** within government - within agencies/ with ministers offices and ministers - **build political support.**
Absolutely fundamental to getting issues on agenda
- **improve public awareness** of risks on road network – build ownership of issues
- lead the journey from **concept to practice** for agency operating policies, standards & guidelines

Other key institutional management functions

- Funding & resource allocation
- Legislation
- Monitoring and evaluation
- R & D and knowledge transfer

Road safety management

Review and strengthen your road safety management capacity

Develop support for road safety at the highest political level

Improve public awareness of risks on the road network – build ownership of issues

How can road safety performance be improved?

Essential Steps

- Implement proven interventions
- a new approach – a safe system
- adequacy of road safety management system in place
- **robust interim target & strategy**
- funding adequacy and opportunities
- supporting R & D & knowledge transfer

Adopting robust interim targets

- developing strategy options based on data and research
- preparing targets for related strategy options
- adopting a strategy
- adopting the associated calculated target
- setting sub-targets for outputs, performance indicators, final outcomes, social cost savings
- steps towards the ultimate elimination goal

Adopting robust interim targets

- **Strategy drives targets.** Base the estimation of any proposed interim target on the known effectiveness of strategies and actions - introduced previously by other countries.
- **Good intentions are not enough!** The “how to implement” issues need to have been fully considered
- An interim calculated target is ‘ambitious’ - if comparable (in % terms) to current interim targets of successful countries

Interim strategies & targets

Agree robust and ambitious interim strategies and actions across government and adopt consequent calculated targets.

How can road safety performance be improved?

Essential Steps

- Implement proven interventions
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- **funding adequacy and opportunities**
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Funding Adequacy and Opportunities

Funding and investment

- Survey – levels of government expenditure
 - Post crash treatment costs (*consequences*)?
 - Investment in road trauma reduction (*prevention*)?
- Difficulties in establishing these figures - **Improved clarity/ transparency required**
- Review government and personal injury insurer outlays on post crash treatment - compared to investment in prevention
- Potential to be smarter about the expanded investment opportunities this will reveal

Invest in Road Safety

A step change in investment in road safety is required.

Improve transparency of funding levels for
(a) treatment of crash consequences and
(b) investment in trauma prevention
by government and insurers

Investment opportunities exist - strong
business case preparation is required

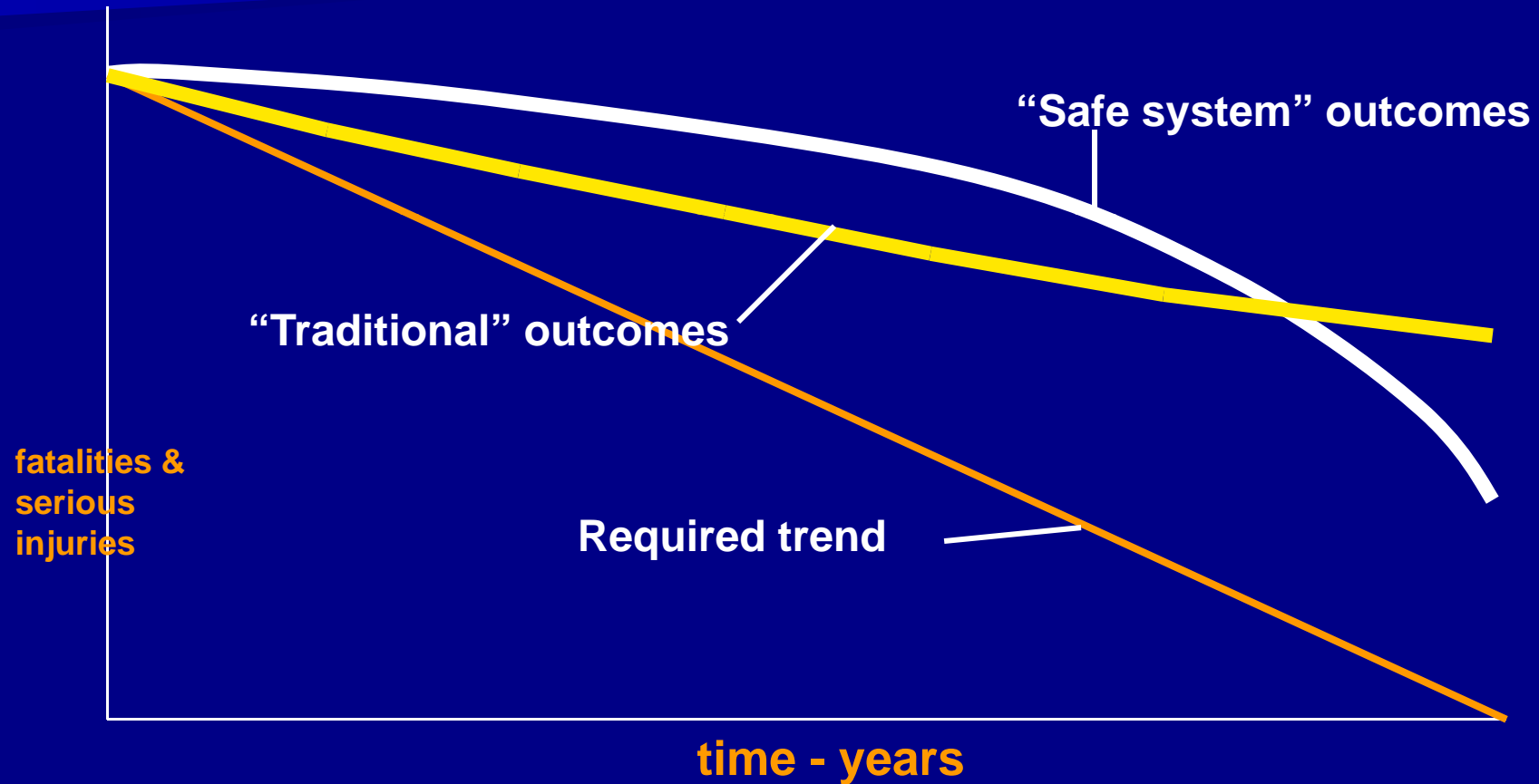
Raising the level of ambition - understanding the opportunities to improve performance

- New approaches are available to lift future performance – including:
 - Safe system
 - Strengthened road safety management capacity
 - Robust interim strategies and targets
- The level of ambition can respond to and reflect these substantial opportunities

Interim and longer term ambition

- Both are essential
- Slow but steady progress to a safe system does not imply less focus on reducing fatalities & serious injuries **in the interim.**

Interim and longer term performance



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THANK YOU

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