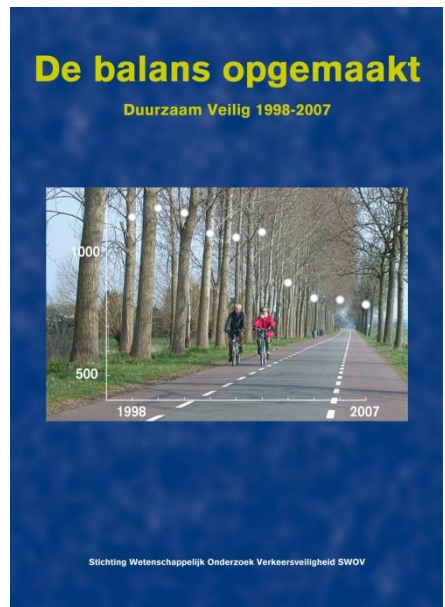




# Sustainable Safety

Wendy Weijermars



# Organisation (1)

- First introduced in road safety policy in 1991
- SWOV, together with other research institutes, worked out the vision
- Steering committee Sustainable Safety
  - Representatives of all tiers of government
  - Implementation strategy: 2 stages
    - Start up programme
    - System wide implementation
  - Demonstration projects



## Organisation (2)

- Start-up programme
  - 1998 – 2002
  - 24 actions, agreed upon by all tiers of government
  - Financial support: 50% subsidized by national government (110 million Euro), 50% paid by local authority.

# Organisation (3)

- After the start-up programme
  - Decentralisation of policy making:
  - Ideas of Sustainable Safety are still incorporated in national and regional road safety policy, although less prominent than during start-up programme.



# Implementation - Infrastructure

- Categorization of roads
  - 70% urban roads: 30km/h
  - 60% rural roads: 60km/h
- Safe intersections
  - 2300 roundabouts
- Safe design of roads



# Implementation - enforcement and education

- Enforcement
  - Regional traffic enforcement teams
  - Enforcement increased
  - Efficiency of enforcement increased
- Education and public campaigns
  - Public campaigns
  - Permanent traffic education



# Implementation - Vehicle safety

- European regulations and initiatives of industry (EuroNCAP)
- Primary vehicle safety: ESC, ACC
- Secondary vehicle safety: (audible) seat belt reminders, airbags
- Measures to decrease number of blind spot crashes with trucks

# Evaluation

- Individual measures prevented casualties
- Decrease in risk was stronger than period before
- All measures together prevented 300-400 casualties in 2007
- The implementation of Sustainable Safety is a success!





# Fabrics of success of road safety in the Netherlands so far

- High political interest (Dutch Parliament)
- Road Safety Vision: ‘Sustainable Safety’
- Road safety targets + targeted programmes
- Sometimes a real champion
- Key stakeholders act and ‘deliver’: Transport and Justice Ministries, provinces, municipalities, police forces, interest groups, communities, etc.
- ‘Trusted’ road safety knowledge (esp. SWOV)
- Advocacy work by many, such as ngo’s
- Create media support

# Lessons learned

- You need *bold ideas to meet big challenges*
- *Sustainable Safety* is ambitious and bold, meets a big challenge
- Our approach: from vision/theories/knowledge, to design manuals, to implementation, to evaluation and, if appropriate, to adaptation
- We framed the vision for professionals, not for road users
- Acceptance by decision makers, road authorities and professional road safety community is needed
- Good cooperation between research community, 'manuals organisation', and practitioners/designers
- Step-by-step approach; acceptance by road users!

# Current challenges

- Serious road injuries
- Single bicycle crashes
- Decentralized power and budgets
- Reducing budgets

