



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

OECD/ ITF JTRC Report, 2008

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International Transport Forum

Joint Transport Research Centre



TRANSPORT RESEARCH CENTRE

TOWARDS ZERO

**Ambitious
Road Safety Targets and
the Safe System Approach**



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
- Report launched – Seminar - September 25/26, 2008

What did we find?

- Targets are vital but most are aspirational - **not empirically derived**
- **Existing Targets unlikely to be achieved** by most countries
- 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**

Understanding opportunities to improve performance

- Raise **long term ambition**
- **Do** what you can now! - proven interventions
- Review road safety management **capacity**
- Adopt safe system approach
- Improve **interim achievement** - robust strategies and associated targets
- Boost **funding adequacy**
- Build community and **political support**
- Support **knowledge transfer**

What should be the level of **long term ambition** ?

Adopt a level of ambition to **eliminate** road fatalities and serious injuries in the longer term

What should be the level of **long term ambition** ?

- 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

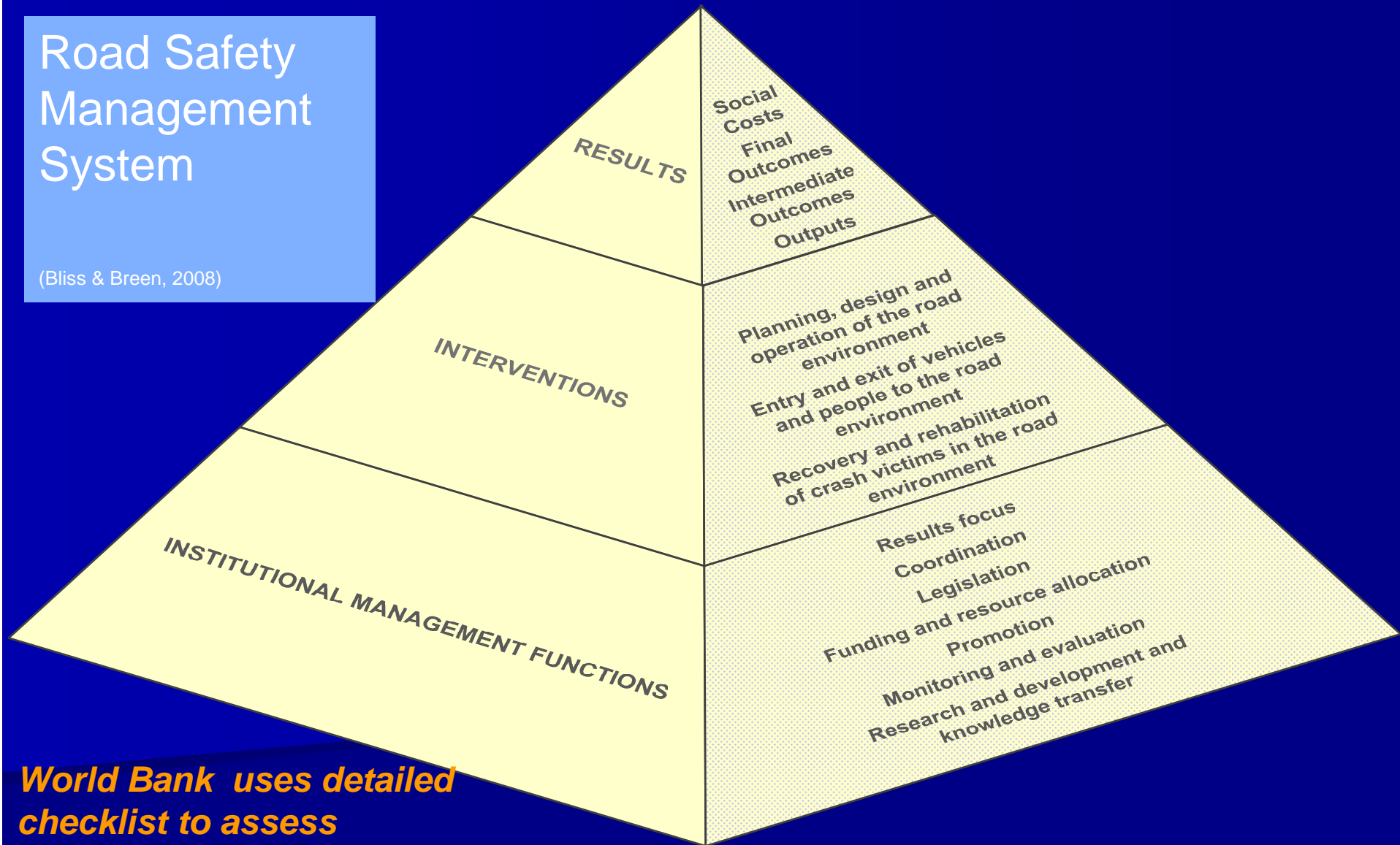
Do what you can now! - proven interventions

- Adapt and implement interventions used in more successful countries

Review road safety management **capacity**

Road Safety Management System

(Bliss & Breen, 2008)



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

Review road safety management **capacity** - Institutional Management Functions

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

Review road safety management **capacity**

Key institutional management functions

Developing a “Results focus”

- Achieve appropriate **political and institutional management framework** to deliver results
- Lead agency ?
- Define roles and responsibilities – agencies
- Develop management capacity :
 - ❖ understanding issues
 - ❖ increased knowledge – develop safe system thinking
 - ❖ **evidence - based** policy recommendations
 - ❖ comprehensive interim strategy with associated target

Review road safety management **capacity** - 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 agency commitments
- consultative mechanisms with NGO's, business, public
- engage professional organizations e.g. engineering and medical professions
- encourage all party Parliamentary transport and health interest in road safety.

Adopt safe system approach

- **Means** to achieve ambitious vision of elimination
- Challenge - **a different view of risk** on the network.
Work towards a **system which is safe**
- **Energises** necessary development over time
- **Institutional means** of achieving long term vision
and 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

Improve **interim achievement** – adopt robust strategies and associated targets

- develop strategy **options (data/ research)**
- prepare **targets** for **strategy options**
- adopt **strategy** - it drives interim targets
- **adopt associated calculated** target
- set sub-targets for outputs, performance indicators, final outcomes
- **Good intentions not enough!** “How to implement” issues need to have been fully considered
- interim calculated target – comparable to interim targets of successful countries ?

Build community and **political support**

- appropriate **political and institutional management framework** to deliver results
- 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
- strengthen government/ community confidence by providing **competent** policy and day to day advice for political level

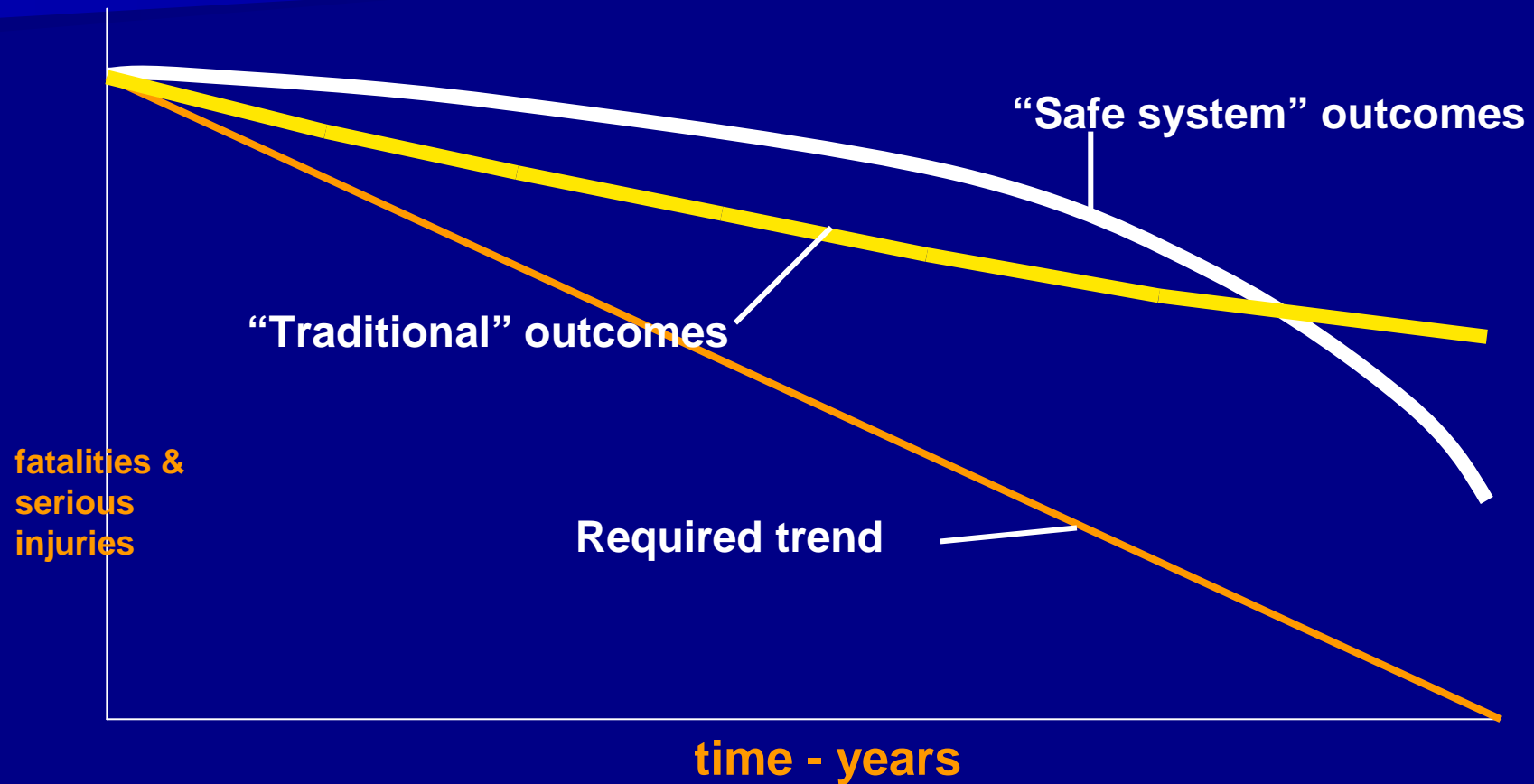
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Interim and longer term ambition

- 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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<http://www.internationaltransportforum/jtrc/safety/targets/08TargetsSummary.pdf>



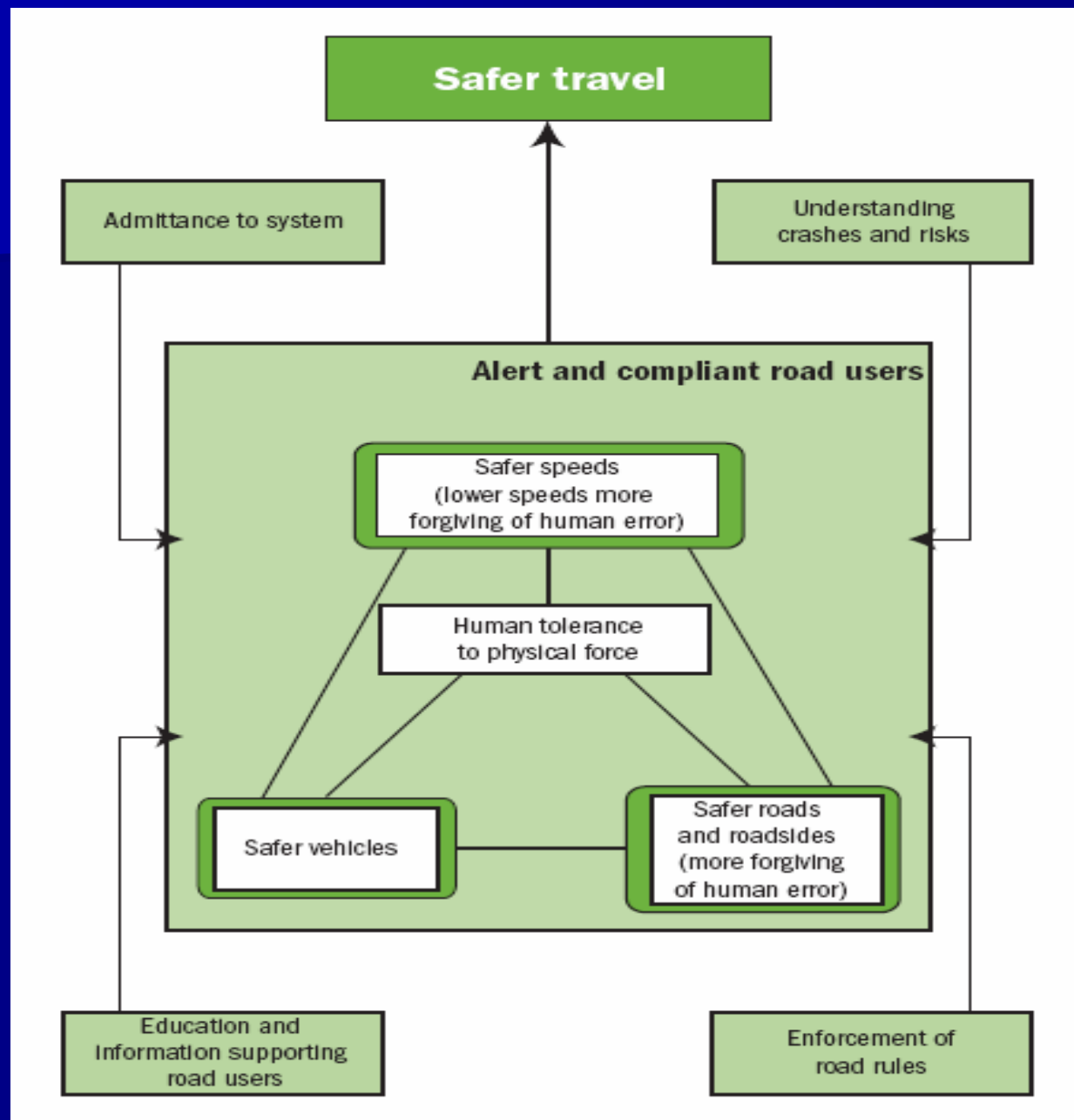


Boost **funding adequacy** - Invest in Road Safety

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 serious injury prevention
by government and insurers

Investment opportunities exist - strong business case preparation is required





Support knowledge transfer

- **resource needs** - suitably skilled practitioners
- **leading** the journey from **concept to practice** for \ agency operating policies
- **enhance capability** - invest in dissemination/ collection of best practice
 - How can we apply what we know?
 - Understanding others knowledge – to help us apply ours?
- need for **tools to improve performance** to implement principles
- benefits of **guidance** for the non- government sector
- importance of **convergence/ alignment**



Review road safety management **capacity**
Key institutional management functions

Developing a “Results focus” (2)

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