

Room Document 8

Achieving ambitious targets

Eric Howard

Chair OECD/ITF JTRC Working Group

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Purpose of Report (TORs)

- What is needed to meet targets set?
- Successful recent measures?
- Consolidate recent JTRC findings.
- Examine the benefits of 'second-generation' approaches
- Examine overall funding?
- Compare the costs typically being incurred by governments on road safety as a proportion of GDP
- Compare investment on preventative measures with the costs of treatment of consequences of road crashes
- Knowledge transfer for low and middle income countries

Key Inputs

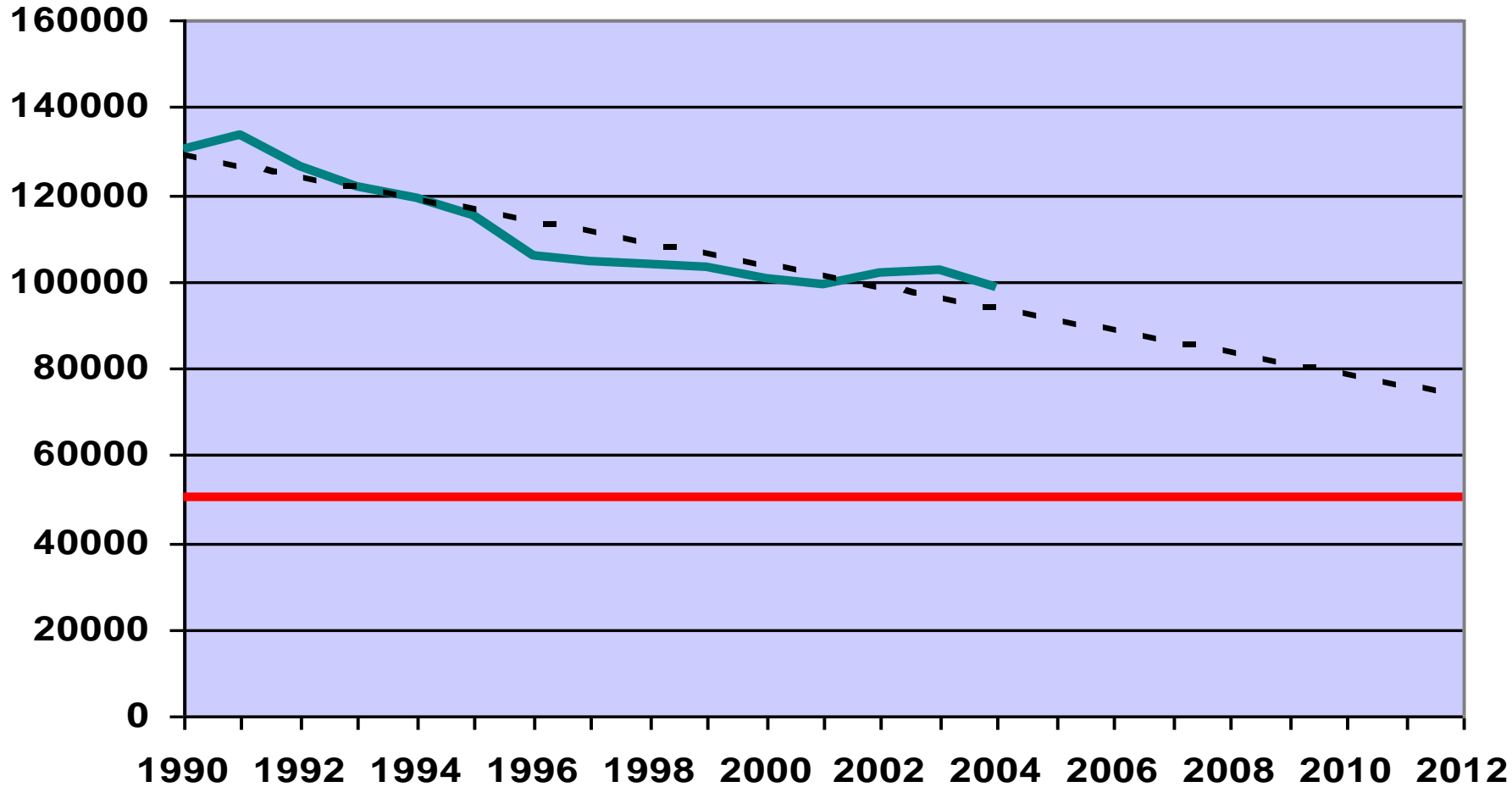
- Working Group
- Survey Of Member Countries 2005
- Policy Note and Feedback – ECMT, May 2006
- Editorial group review, mid – 2007
- Peer review and JTRC consideration of draft

Publication proposed later in 2008

How are countries going?

- Road safety gains - substantial in many HIC's
- But, meeting agreed targets (ITF { -50%} & national) **unlikely** for most OECD/ ITF countries
- Great challenges – MIC's & LIC's – **trends in many are negative**

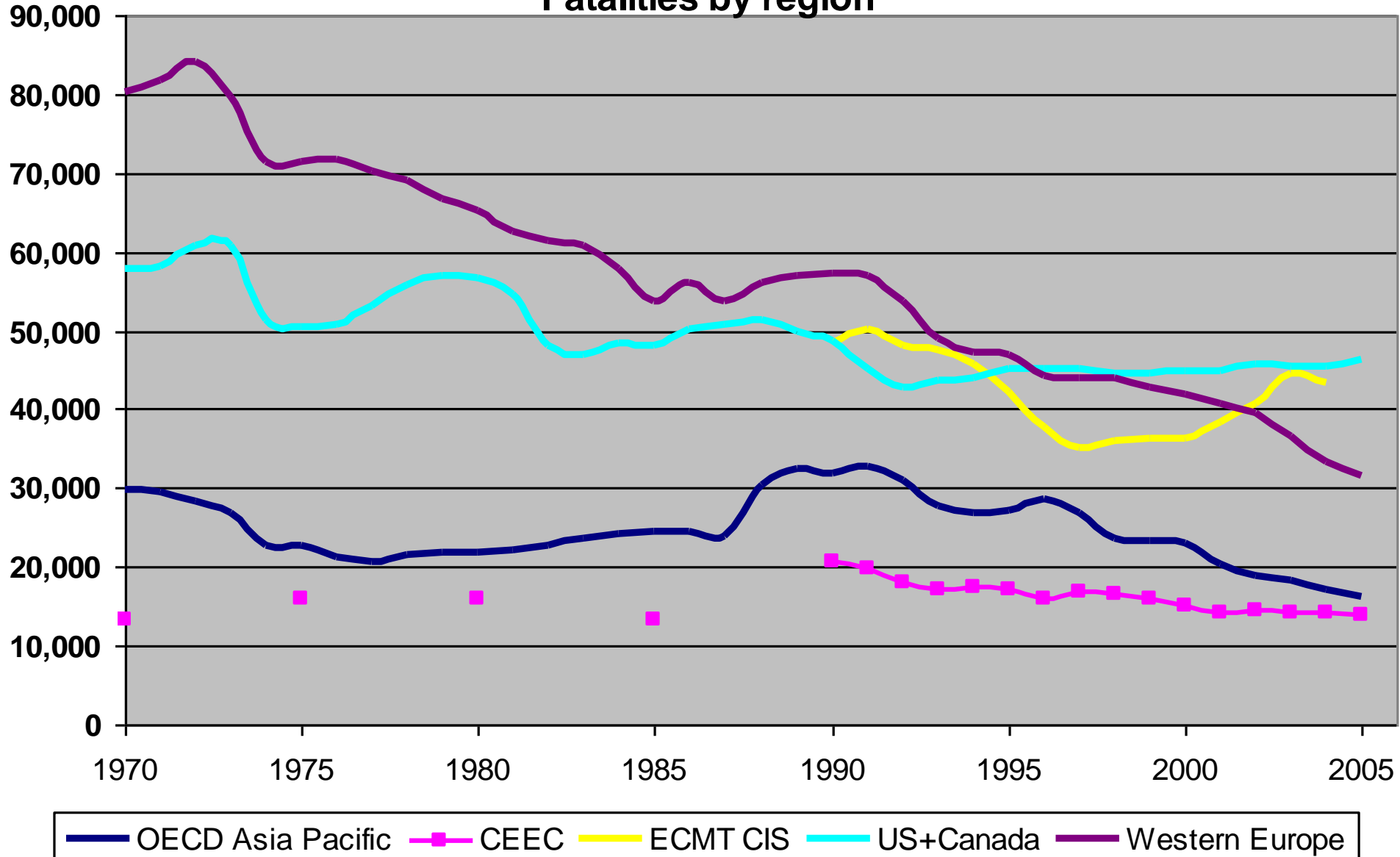
Total ECMT



Source: ECMT

Fatalities Target - - - Linear (Fatalities)

Fatalities by region



What did we find?

- Targets **unlikely to be achieved** by most countries
- Targets are aspirational but **not empirically derived**
- Strategies incremental in nature
- Unease at the levels of trauma
- Awareness of problems but **reluctance to implement proven solutions** and to **seek change in social norms**
- Very **limited awareness** of spending levels **on treatment and on prevention** of road injury by government

What did we find?

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

Improving performance in the immediate future to meet targets

- Use target existence to strengthen support for renewed efforts
- Refocus strategy and actions to address key problems
- Use proven interventions as ‘bricks’
- Capacity for all countries to expand scope/ effectiveness of existing key interventions

Short term action

Use the building bricks - proven measures - used successfully by others to:

- achieve safer speeds,
- reduce drink driving,
- improve safety belt wearing,
- provide safer roads and roadsides,
- promote safer vehicles,
- deliver graduated licensing for novices,
- improve safety for vulnerable road users and
- improve medical management after crashes

Improving Performance In The Medium and Long Term:

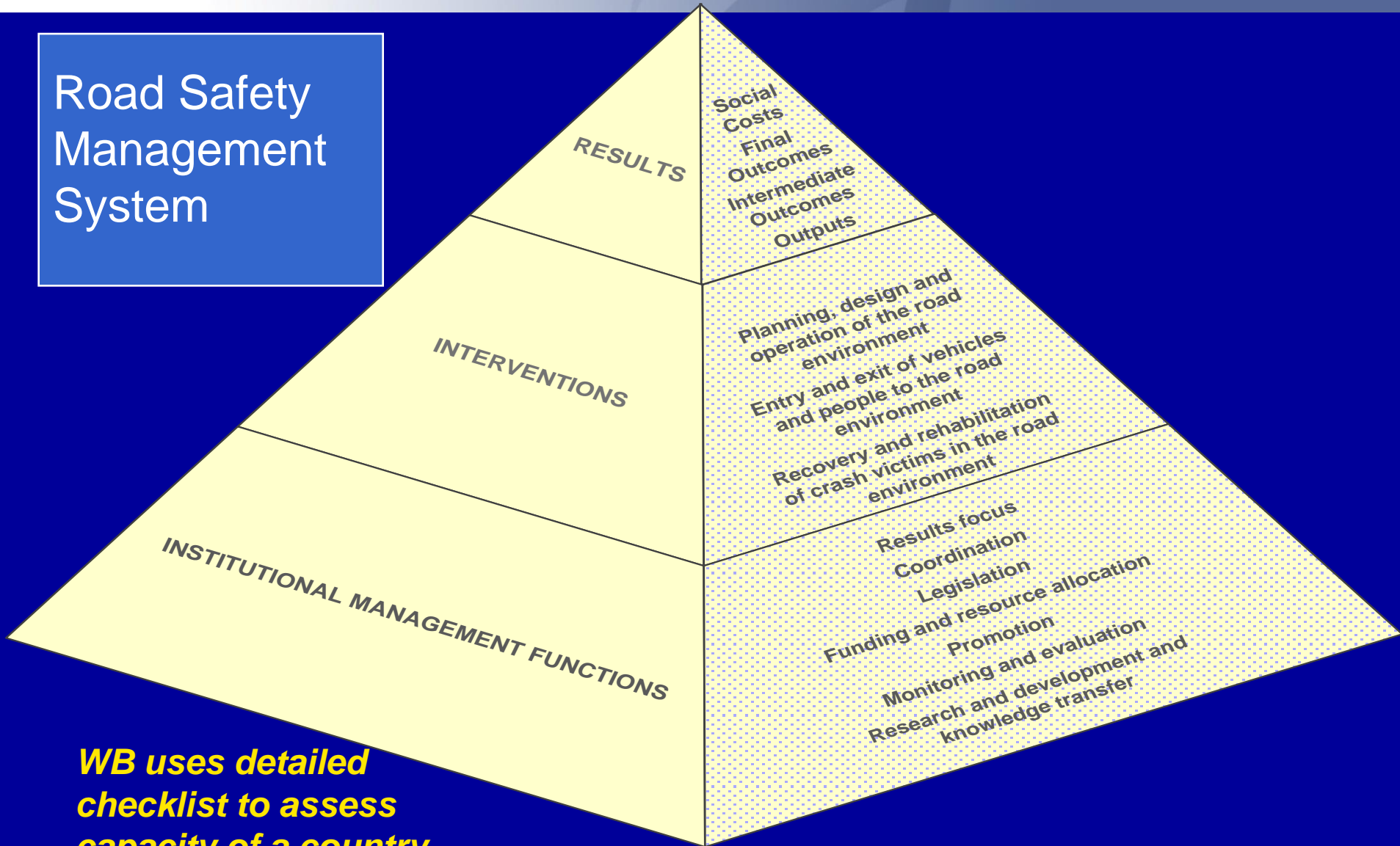
- How do we better develop targets that are ambitious but achievable ?
- How can we improve the likelihood of achievement of these targets ?

Road safety performance

Essential Steps

- **adequacy of road safety management system in place**
 - level of ambition/ long term vision
 - a new approach – a safe system
 - robust interim target & strategy
 - measuring progress – data collection and analysis
 - funding adequacy and opportunities
 - meeting management challenges – building political support
 - supporting R & D & knowledge transfer

Road Safety Management System



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

Key institutional management functions

Developing a “Results focus”

- Identify the lead agency
- Define roles and responsibilities – agencies
- Develop management capacity to deliver:
 - ❖ understanding of the countrys’ road safety issues
 - ❖ comprehensive strategy with associated target
 - ❖ interventions & target achievement
 - ❖ reviews of performance
 - ❖ confidence by government and community in level of competence

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What is 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 is the level of 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**
- Safety: A **strong and growing market** for safety as community awareness grows
- Volvo: **no occupant killed or injured** post 2020

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Achieving the Long Term Vision - The **Safe System** Approach

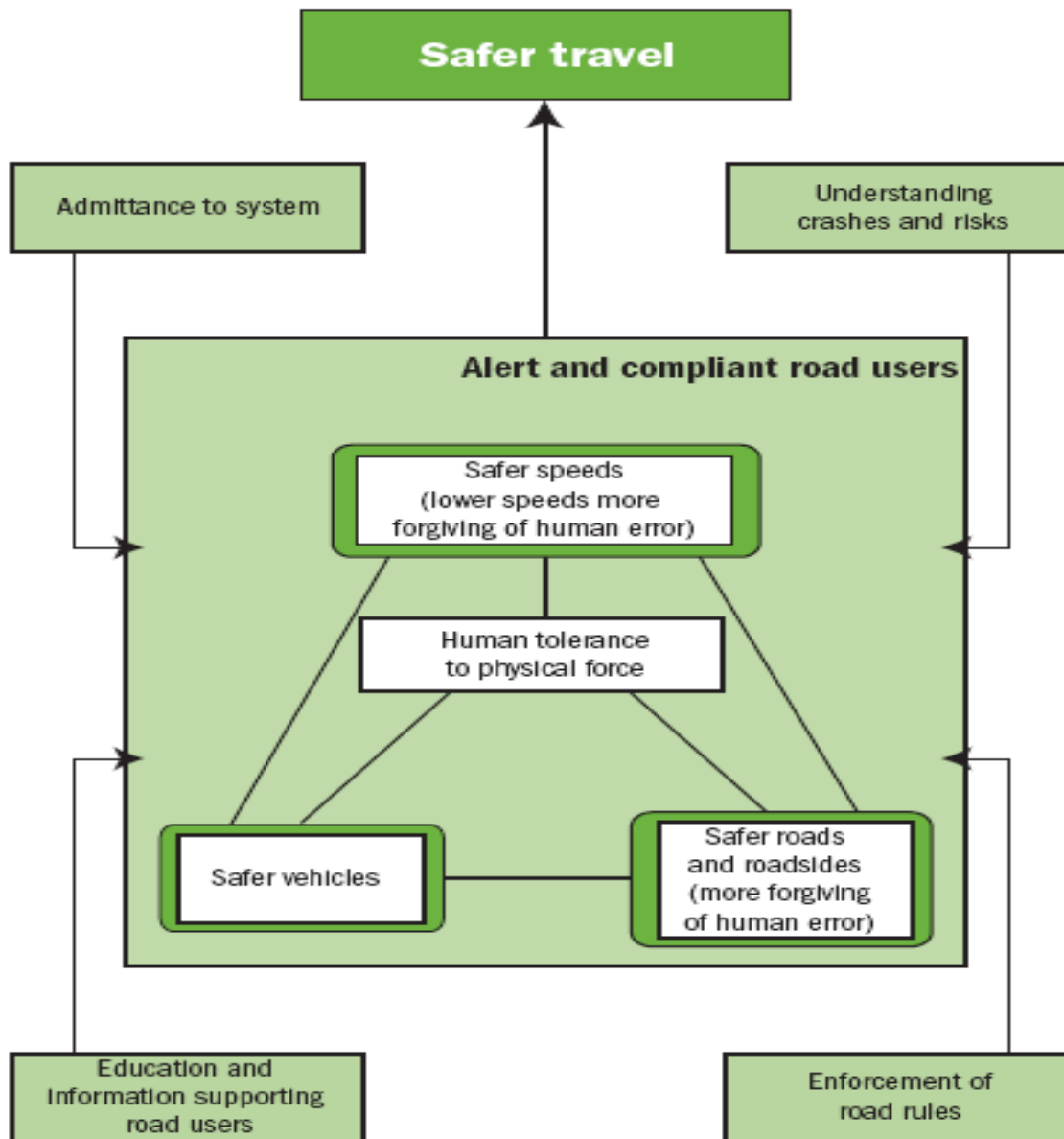
- **Means** to achieve the ambitious vision of elimination
- Challenges us to take **a different view of risk** on the network, to work **towards a system which is safe**
- **Energises** necessary development over time
- The **institutional means** of achieving the long term vision and the interim results **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
- Long term goal of a **safe system** will take time to achieve

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

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
 - 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



Vision zero

Requires fundamental changes in:

- how stakeholders encouraged to take action to improve safety
- how the road environment is managed

Travel speed is crucial to the kinetic energy equation – recognises the primacy of speed management for road safety

Vision zero

System Designers – Typical Responses To The Challenge.

- Consumer based vehicle crash protection
- Installing 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

Advancing sustainable safety

- Infrastructure to be designed to meet human capacities & limitations
- Vehicle to support execution of traffic tasks & provide crash protection
- Road user to be well informed and willing to correctly execute the task

Traffic system has to be forgiving for dangerous action by road users so that these cannot lead to crashes

Road safety performance

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- **robust interim target & strategy**
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Adopting robust targets

- developing strategy **options based on data and research**
- preparing **targets** for related **strategy options**
- **aspirational ? empirically derived ?**
- adopting a **strategy and associated target**
- benefits of **adopting calculated target**
- setting targets for outputs, intermediate outcomes, final outcomes, social cost savings

Road safety performance

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Funding and investment

Survey of countries – levels of government expenditure

- Post crash treatment costs (*consequences*)?
- Investment in road trauma reduction (*prevention*)?

Difficulties in establishing these figures

Case study, Victoria, Australia, (2004):
Treatment \$1bn *Prevention* \$0.4 bn

- Improved clarity/ **transparency** required

Funding and investment

- suggest **review** of government and personal injury insurer outlays on post crash treatment - compared to investment in prevention
- opportunities to be smarter about **identifying expanded** investment opportunities

Road safety performance

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- **meeting management challenges – building political support**
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Management challenges

- achieving appropriate **political and institutional management framework** to deliver results
- developing/ implementing **sound strategies**
- **evidence - based** policy recommendations
- demonstrated **competence** in providing advice/ day to day briefings for the political level.
- **resource needs** - not simply financial.
- suitably **skilled practitioners** – essential to support effectiveness.

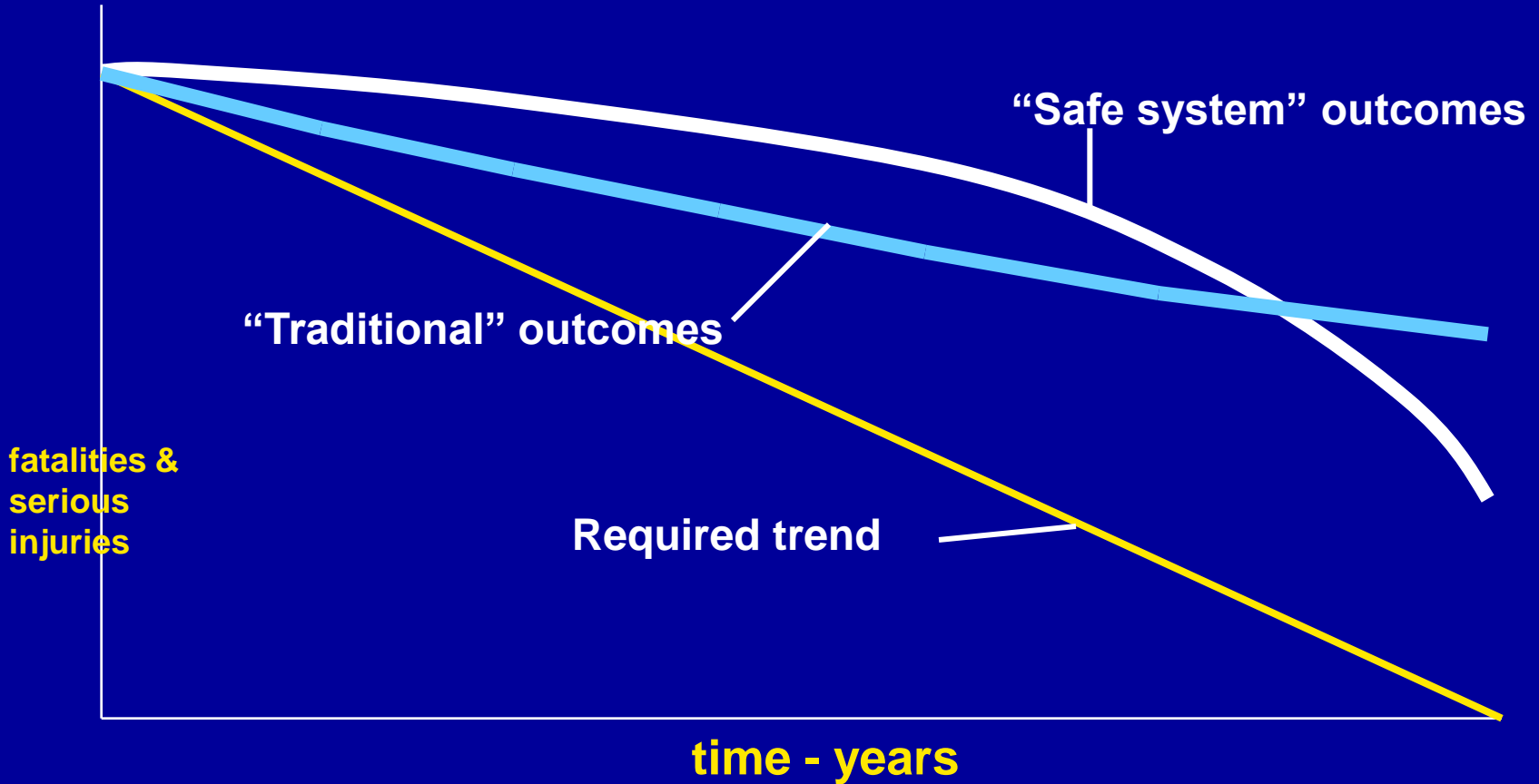
Management challenges

- critical **advocacy role for practitioners** within government. ie within agencies/ with ministers offices and ministers.
Absolutely fundamental to getting issues on the agenda
- **enhance capability** by investing in the dissemination/ collection of best practices
- **performance indicator** programs
- **Improve public awareness** of risks on road network – build ownership of issues

Interim and longer term performance

- 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



DRAFT RECOMMENDATIONS

- (1) Set targets to assist achievement**
- (2) Adopt proven interventions for early gains**
- (3) Strengthen your road safety management system**
- (4) Seek adoption of a highly ambitious vision for road safety**
- (5) Actively develop a safe system to give effect to this ambitious vision**

- (6) Build robust strategies, actions with associated empirical targets**
- (7) Conduct sufficient data collection and analysis to understand your crash risks and current performance**
- (8) Achieve greater transparency in resource allocation for treatment and prevention. Act to facilitate a step change in investment.**
- (9) Develop road safety program support at the highest political level as a priority – key management task**
- (10) Support knowledge transfer**

Where to from here?

- **Targets Report to be finalised for release by 3rd quarter 2008**
- **Road Safety Seminar 25-26 September 2008** to discuss recent Reports – Targets, Speed Management, Young Driver Safety, Child Safety
- **Acknowledgements**

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Thank you