**Driving ambitious road safety outcomes** **through system management**

Road safety must be recognised and managed as a key public health issue if we are to achieve ambitious road safety outcomes. Leadership, coordination, engagement, and accountability are all critical elements. The best performing nations, in terms of serious road trauma reductions, typically adopt formal strategies based on data-driven problem identification that outline evidence-based countermeasures and are supported by ambitious, quantitative targets and transparent lines of institutional accountability. These are all key components of effective system management. The presentation starts by comparing management approaches applied to road safety with those of other public health issues. This is followed by a discussion on the key elements of system management and strategies for managing better road safety results.