

Global Road Safety Partnership: Reenergizing road safety?

Trafinz 2018

12 TO 14 NOVEMBER 2018 | DAVE CLIFF



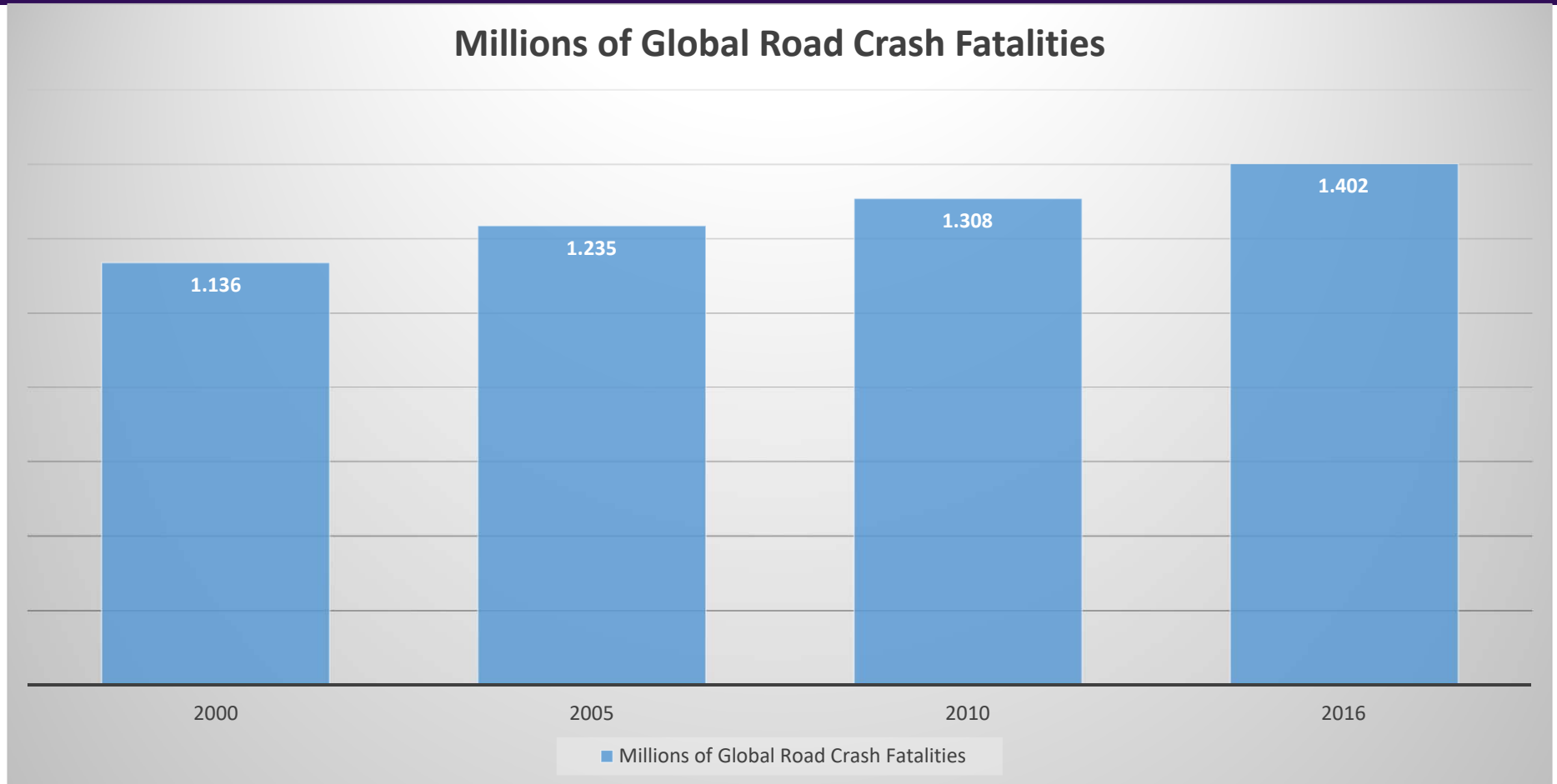
Recent history –

- World Disaster Report (1998) - *'Road trauma, a man made humanitarian crisis'*
- Moscow Declaration (2009) – *First Global Ministerial Conference on Road Safety – “Convinced that without appropriate action the problem will worsen.”*
- UN Decade of Action 2011 to 2020 – *announced March 2010 by the General Assembly*
- Sustainable Development Goals – *United Nations Resolution A/RES/70/1 of 25 September 2015*



The solutions are known!

World Health Organisation – Global Health Estimate – Annual Road Fatalities



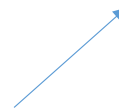
Leading Causes of Death Globally

2000 (million deaths)

1	Ischaemic heart disease	7,029
2	Stroke	5,170
3	Lower respiratory infections	3,325
4	Chronic obstructive pulmonary disease	2,972
5	Diarrhoeal diseases	2,246
6	Tuberculosis	1,684
7	HIV/AIDS	1,469
8	Preterm birth complications	1,382
9	Trachea, bronchus, lung cancers	1,257
<u>10</u>	<u>Road injury</u>	<u>1,136</u>

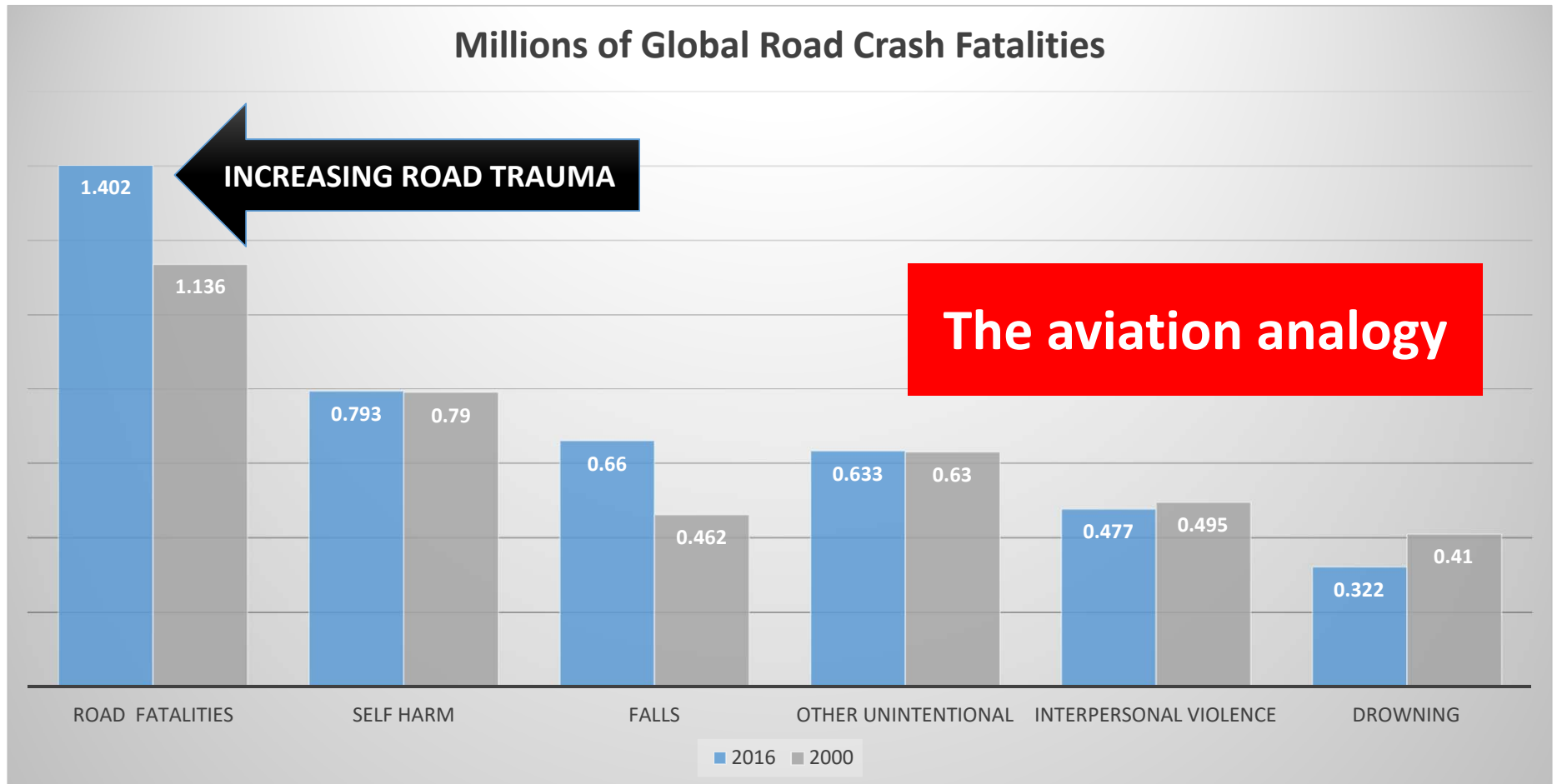
2016 (million deaths)

1	Ischaemic heart disease	9,433
2	Stroke	5,781
3	Chronic obstructive pulmonary disease	3,041
4	Lower respiratory infections	2,957
5	Alzheimer disease and other dementias	1,992
6	Trachea, bronchus, lung cancers	1,708
7	Diabetes mellitus	1,599
<u>8</u>	<u>Road injury</u>	<u>1,402</u>
9	Diarrhoeal diseases	1,383
10	Tuberculosis	1,293

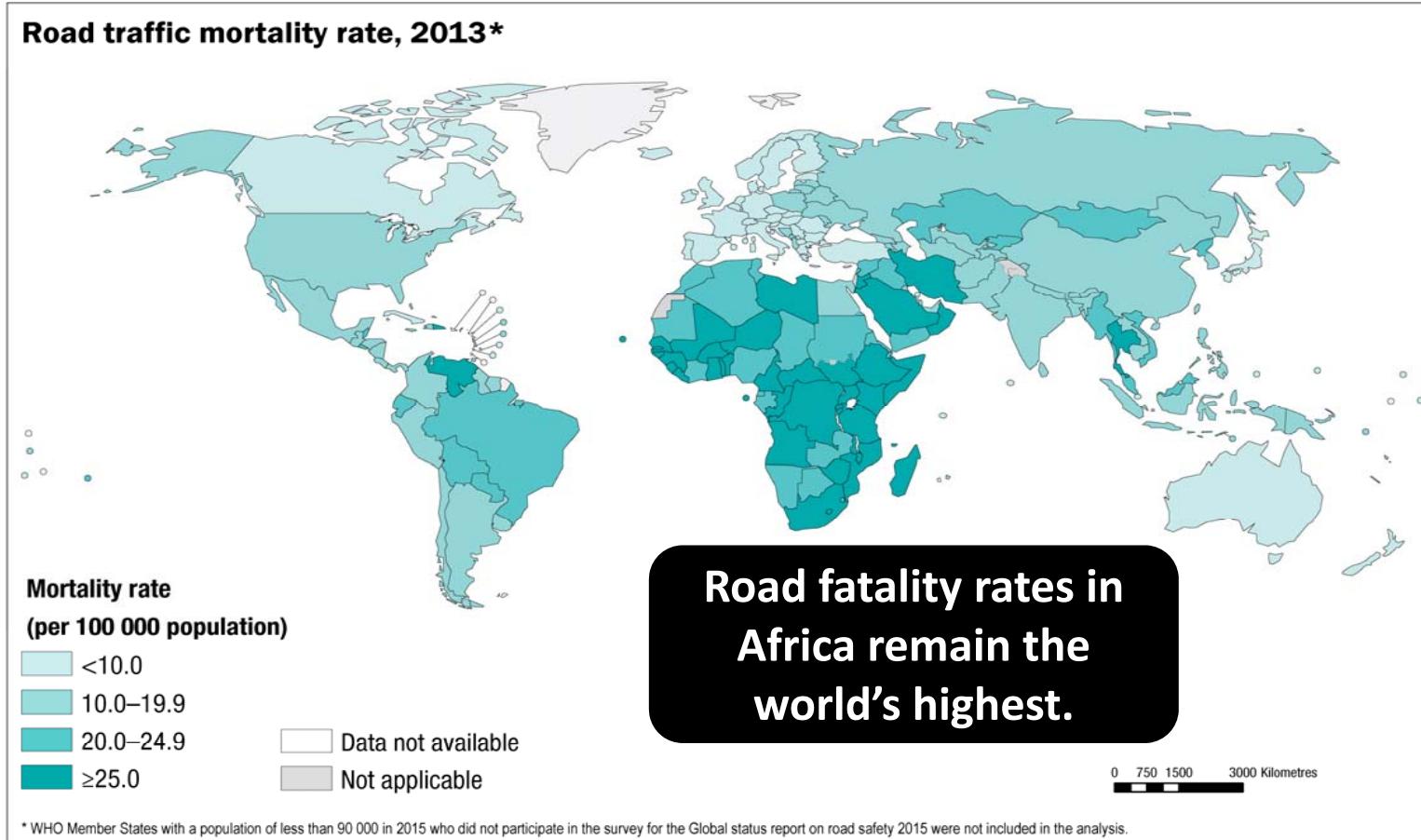


Road crash deaths predicted to be the 5th leading cause of death by 2030

World Health Organisation – Annual Top Causes of death from Unintentional and Intentional Injury



World Health Organisation – Regional Road Fatality Rates



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement. © WHO 2016. All rights reserved.

Data Source: World Health Organization
Map production: Information Evidence and Research (IER)
World Health Organization



How have our bodies changed over 200,000 years?

- What impact speeds can our bodies withstand?
- What kills in every fatal crash?



Impact speed falling
from 4 meters –
about 30 km/hour

The Broken Chair – A refusal of armed violence against civilians



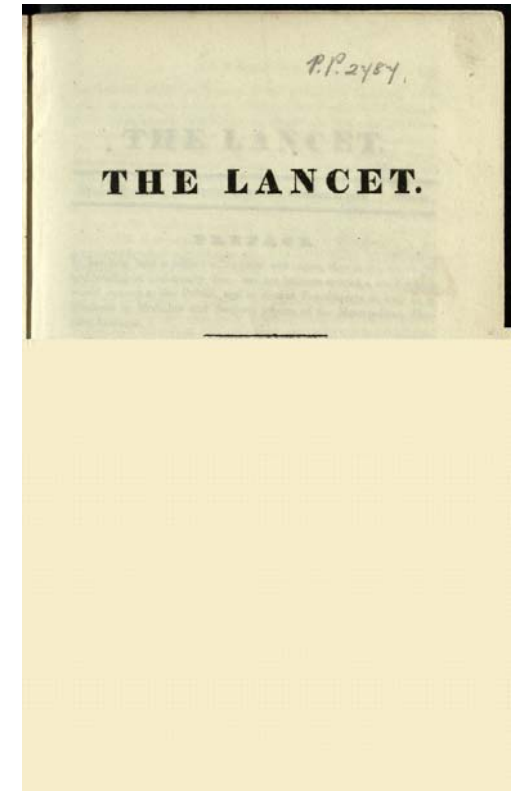
Limited demand for effective measures to improve road safety



Students formed road blocks and began road policing themselves!

The Lancet – Editorial - August 2018

- Two students killed in Bangladesh on 29 July by a speeding bus prompted mass student protest.
- 1 – 6% of GDP lost and over 21,000 a year killed
- Decade of Action aim to halve road deaths by 2020
- Fatality rates have remained largely static since 2007
- During the Decade of Action, only 17 countries adopted laws based on best practice
- While some aspects were violent and unnecessary, the policing of road traffic by the students offers insight into the nature of the problem worldwide.



Laws and their enforcement inadequate

The Lancet – Editorial - August 2018

- Easy to suggest a low-cost policy targeted at improving road safety, such as a campaign aimed at improving driver behaviour
- Such policies have little effect beyond giving the impression that the government is taking the issue seriously.



Publicise & Enforce

Slide 11

DMC1 David Mark CLIFF, 11/11/2018

The Lancet – Editorial - August 2018

- **Globally, government policy, particularly when it comes to road safety, is hollow without related financial muscle to back it up.**
- **If road users around the world can remain confident that they won't be subject to their country's laws due to insufficient enforcement, the laws will have no effect on driver behaviour and subsequently no effect on road traffic injuries.**



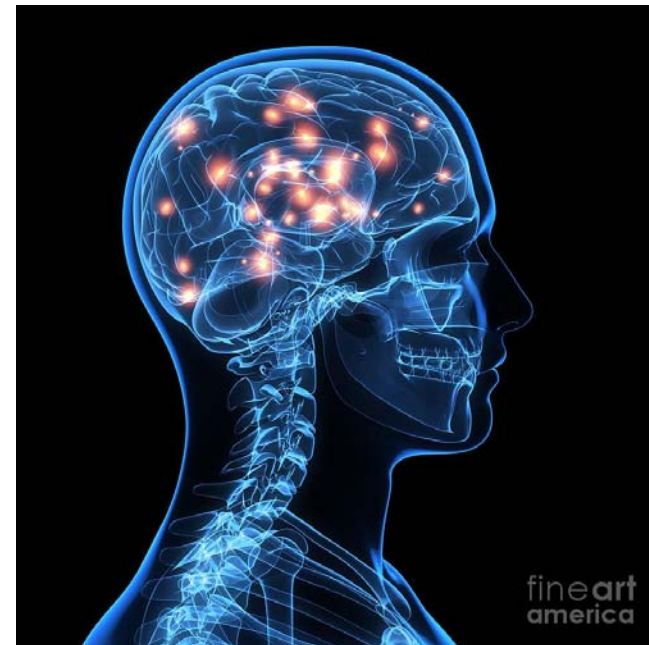
The Lancet – Editorial - August 2018

- **The sheer scale of the current problem suggests that investment is required in transport infrastructure and in traffic monitoring worldwide.**
- **The leading cause of death for young adults worldwide is a major public health issue and should be treated as such.**
- **Might well be too late for WHO's ambitious target of halving global road traffic deaths in the next 2 years, but it is not too late for the Bangladeshi Government to address the concerns of citizens in a meaningful way.**





How are we as human beings designed to interpret road traffic deaths and serious injuries?





Road crash
vs. mass
casualty
event

- A plane crash, a terrorist incident, the threat of pandemic – these cause widespread public alarm.
- Why don't the 3,800 road deaths and 36,000 serious injuries each day generate alarm?
- We don't worry about driving.
- We may be wired to view them differently?

Road crash vs. mass casualty event

- We fear dying suddenly with lots of others.
- In human history, it was a rational response. For most of our evolution we lived in small hunter gatherer bands of 20 to 50 and rarely exceeding 100 people. Sudden loss of many lives would threaten the survival of the whole group.

Gerd Gigerenzer 2014

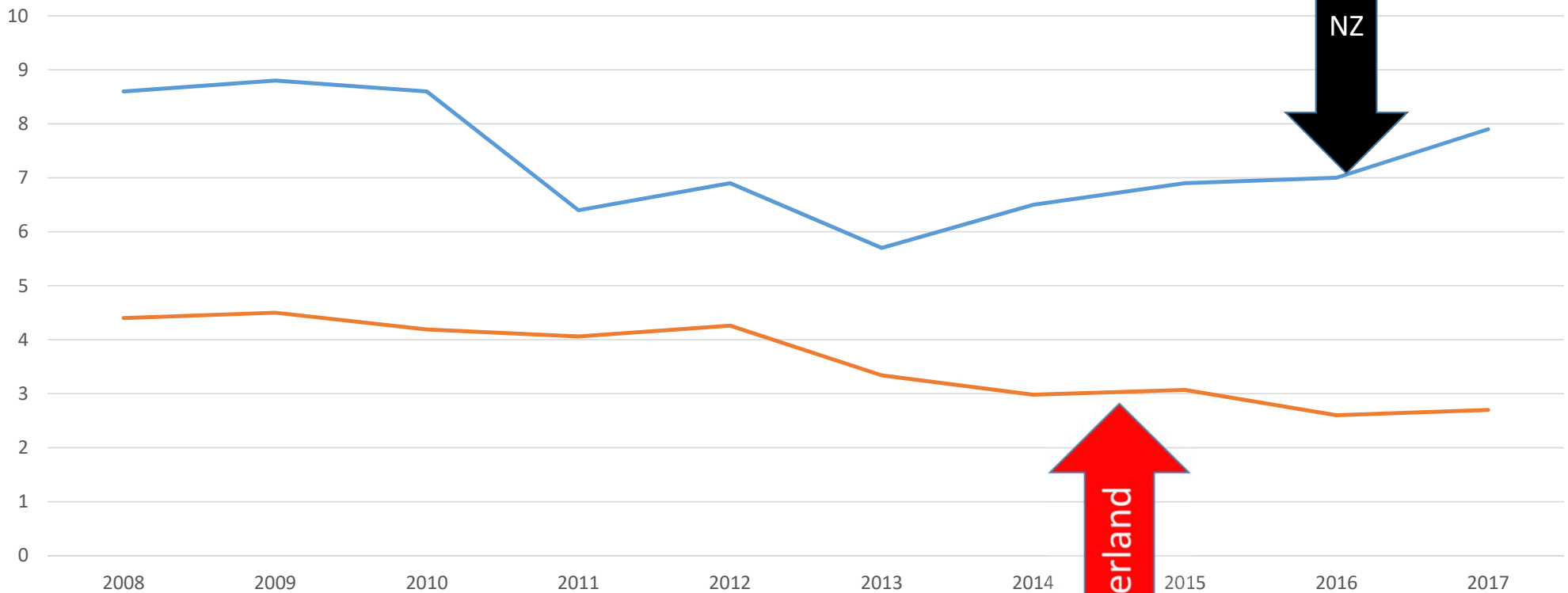


Common challenges

- **Road safety is not a political priority** – Subordinated to other priorities. Little opposition to improved outcomes but strong opposition to reforms required to achieve it
- **Road Safety is seen as an issue of personal responsibility rather than government (in) action-** We tend to blame individual road users rather than systemic failures
- **Little coordination between relevant government bodies (lack of an empowered, well funded, 'focused' lead agency')**
- **Data is lacking** – The true scale of the problem is rarely understood and usually underestimated
- **Costs and Benefits not understood** – 7% to 24% increase in GDP over 24 years through a 50% reduction in road traffic injuries
- **Lack of knowledge** – Limited understanding of what works and the 'Safe System' approach

Local trends – Road deaths per 100,000 population

A reasonable comparison?

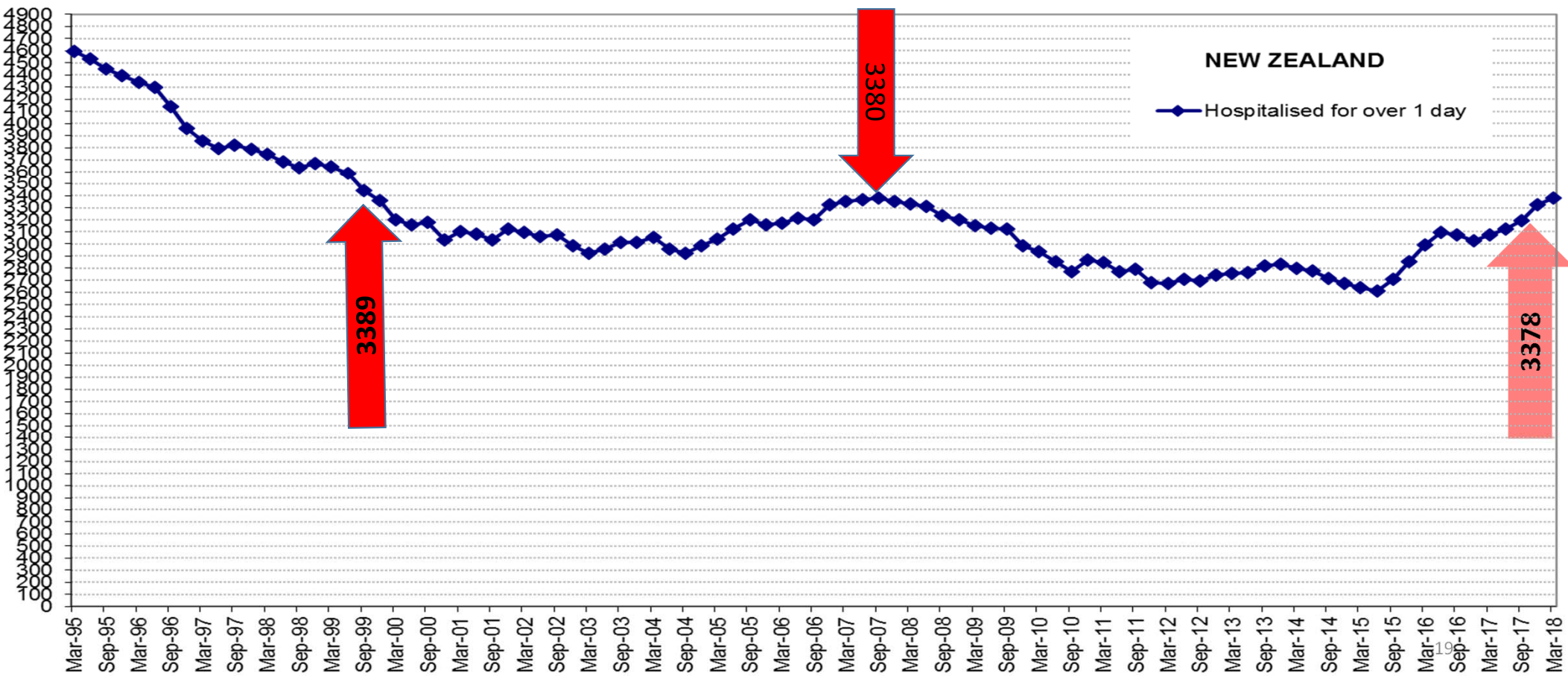


Should New Zealand compare itself with the best?

Switzerland

Final outcome measurement – calculating cost

Hospitalisations (12 month totals) resulting from road crashes



French reduce rural speed limits – Political Courage

- The maximum speed will drop to 80 kilometres from 90 on the country's 400,000 kilometres of secondary roads which do not have a central partition.

DOING THE RIGHT THING RESULTS IN ILL-INFORMED CRITICISM

- “Macron is a lofty “president of the rich” out of touch with ordinary people, especially those in the country and smaller towns.”
- Opinion polls show 74 percent against speeds on secondary roads. “It’s just a monstrous racket, they’re doing it to make money.”
- "It will annoy everybody, and will create traffic jams and accidents," said Gilles, 59, one of the bikers who took part in Saturday's protest in Paris.



Road deaths will reduce by 400 per year and car emissions by 30%

A question of choice

To save the life of you own child, would you agree to drive at 80 km/hour instead of 100 km/hour?

What about the life of someone else's child?

A 5% decrease in average speed leads to approximately a 10% decrease in all injury crashes and a 20% decrease in fatal crashes

Country example of a speed limit increase impact

In 1987-1988, 40 US states raised the speed limit on interstate highways from 55 mph to 65 mph (89 km/h to 105 km/h).

Result:

- **Speeds increased by 3mph [5kmh] on average**
- **Deaths increased by between 20% and 25%**
- **And further increases over the years, with similar results.**

Small increases in average speed - large increases in trauma!

Effective speed management - Switzerland

Speed cameras (no signage and difficult to see) – best practice approach – over 1000 devices deployed



Effective speed enforcement

- Covert deployment of mobile cameras
- Dense Fixed Camera and Point to Point technology on motorways
- Deterrent level fines (fine levels need to keep pace with CPI – means tested penalties for high speeds)
- Demerit points (officer issued and speed camera detection)
- Robust accountability mechanisms for police
- Supporting public awareness campaigns
- Sufficient dosage to create general deterrence

Research results indicate the best way to maximise road safety outcomes is to maintain an element of randomness in camera deployments and to increase the use of covert deployment. *Queensland Audit Office 'Road safety - traffic cameras' Report 2: 2015–16*

Effective speed enforcement

A driver who hit headlines around the world for getting clocked in Switzerland at 290km/h (180mph) faces a world record fine of a million francs.



Zero Star Cars – Still a global plague

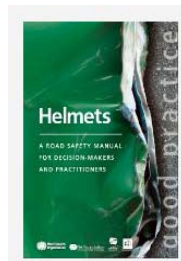
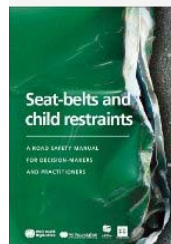
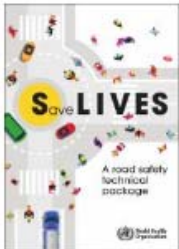
“In 2015 from a total of 68 million new cars as many as 17 million fail to meet UN minimum safety standards, lacking air bags, anti-lock brakes, or electronic stability control. This needs government action to apply UN vehicle safety standards more widely and greater effort to stimulate customer demand for safer motor vehicles.”

New Crash Test Results: Trio Of Three Stars But Shocking Zero For The Nissan 'Hardbody' - 2 November 2018



GLOBAL
ROAD SAFETY
PARTNERSHIP

Prioritization of Evidence-Based Risk Factors in Road Safety



- Extensive body of scientific research from many countries demonstrating increased risk of road traffic fatalities and injuries due to:
 - excessive or inappropriate speed
 - drink driving
 - non-use of seat-belts & child restraints
 - non-use of motorcycle helmets
- Understanding the risks associated with these unsafe behaviours, the severity of crash outcomes and the socio-economic impact is key to promoting, designing and implementing successful interventions

SaveLIVES Technical Package, World Health Organization, 2017

Good Practice Manuals, WHO, GRSP, FIA Foundation:
<https://www.grsproadsafety.org/resources/good-practice-manuals/>

Infrastructure - Separation



Critical behavioral outcomes measures

- Free travel speed surveys (urban and rural)
- Restraint use (front, rear and child restraints)
- Helmet wearing
- High alcohol hour drink drive surveys
- Public attitudes to road safety

Annual Surveys are essential to monitor targets, performance and identify trends.

Focus on what we know works

- Set speed limits that are appropriate for the road (e.g. non-divided rural roads 80 km/hr or less) and rigorously enforce – *additional benefit of substantial emission reduction*
- Invest in efficient safe public transport (*reduce private vehicle trips*)
- Establish a well resourced and empowered lead agency that holds all agencies accountable and set ambitious targets
- Have in place regular and comprehensive behavioural outcome and final outcome measures
- Separate vulnerable road users and invest in known countermeasures (e.g. wire rope barriers, traffic calming etc)

Focus on what we know works

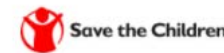
- Enforce seat belt/child restraint laws, remove exemptions and set deterrent penalties - *finest and demerit points set at levels that deter behaviours*
- Set minimum breath test targets, heavily scrutinise delivery quality, regular and unpredictable deployment and strong focus on high alcohol hours deployment
- Well resourced public awareness campaigns to highlight and explain police enforcement
- Strengthen safety standards requirements for all new and imported vehicles

EDUCATE THE MEDIA



What's the answer?

- Leadership
- Courage
- Partnerships –
Corporate, Civil Society
and Government



Global Road Safety Partnership – www.grsproadsafety.org

Thank You

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