

MODULE 2

SAFER ROAD USERS: HOMEWORK FEEDBACK

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GLOBAL
ROAD SAFETY
PARTNERSHIP





**Congratulations
for completing
assignments!**

Over-arching themes

- 
- Situation and issues were highly relatable to most and proposed actions reflected local circumstances and readiness
 - Excellent understanding that excessive speed raises crash likelihood and severity
 - Good understanding of how high-level road safety performance should be monitored and the need to use a range of data sources – more emphasis needed on FSI vs minor crashes

Over-arching themes

- Need for more effective enforcement was common and opportunity to further consider how and what awareness campaigns are implemented
- Understanding that some behaviours are not stand alone: eg. Speed and drink driving; non seatbelt wearing and drink driving.
- Further clarity required regarding road safety performance vs traffic management
- Over-estimation of the benefits of driver training



Homework Feedback – Section 1

How is Road Safety Monitored

- Most countries have NRSC and implement Safe System pillars
- Police are generally responsible for data collection but there is a lack of robust crash reporting systems and quality data collection methods in general
- Most responses did not address the full hierarchy of performance measurement
- Important to differentiate between road safety measures and traffic management measures



Mansoor responded:

*A minimum set of data is required, including **outcome data** (including the number of persons killed and injured by type of road users, type of roads, time, etc.), output level data (including performance indicators) and contextual data (including exposure data such as population, the number of vehicle kilometres driven).*

Amrita identified a range of measures that are not currently collected but should be collected in Bangladesh (e.g. speed, helmet use etc)

Homework Feedback – Section 1

How is Road Safety Monitored

Mr. They Visal's group from Cambodia included an extensive list of ideal potential data sources including:

- ✓ *Better crash investigation system (M&E)*
- ✓ *Improve driver licencing system (M&E)*
- ✓ *Public attitude surveys (Testing the views of the public in relation to laws, compliance etc)*
- ✓ *Speed surveys (on all major highways, village and city precincts) (Check on average speed, highest, lowest, mean, % above limit etc)*
- ✓ *Benchmarking year on year and five-year average on fatalities, injuries, crashes*
- ✓ *Benchmarking against other LMICs*
- ✓ *Benchmarking against HICs*
- ✓ *National Action plan to be evidence based and outcome focused.*

Watilala Fonu responded on how road safety could be monitored in the future:

Annual survey through a questionnaire; Each road safety agency to have data that is readily available. For example, Ministry of Health, Ministry of Education. A data system could be centralised where data on all road safety performance is uploaded for easy access For example, databases that link police and hospital data

Homework Feedback – Section 1

How is Road Safety Monitored



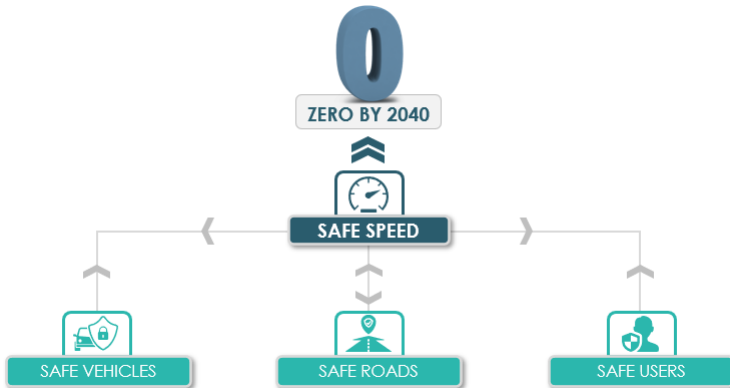
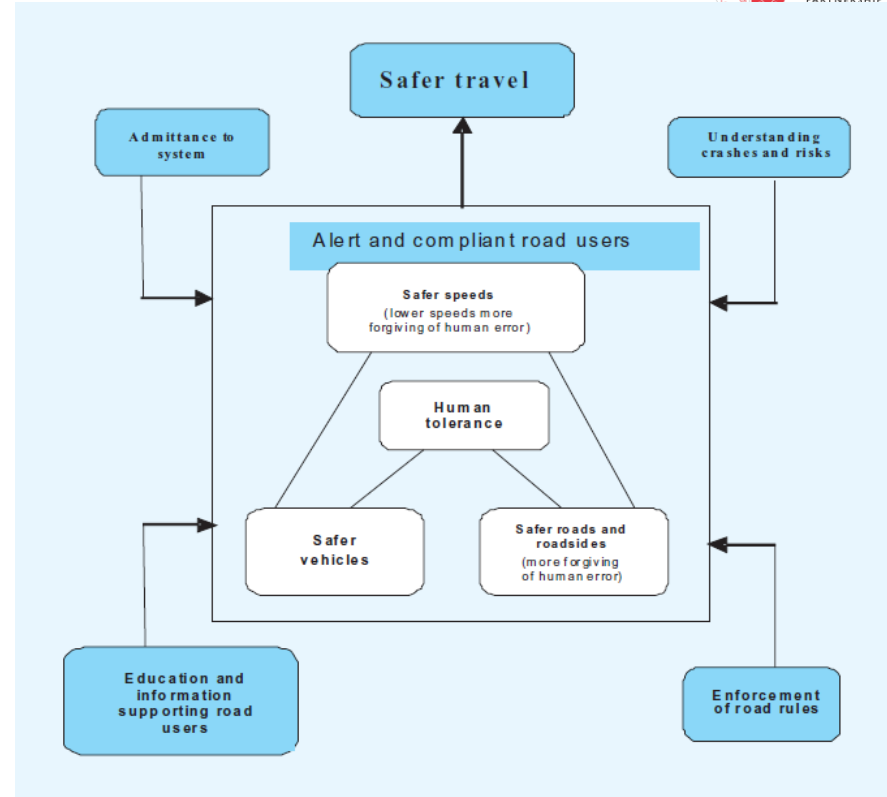
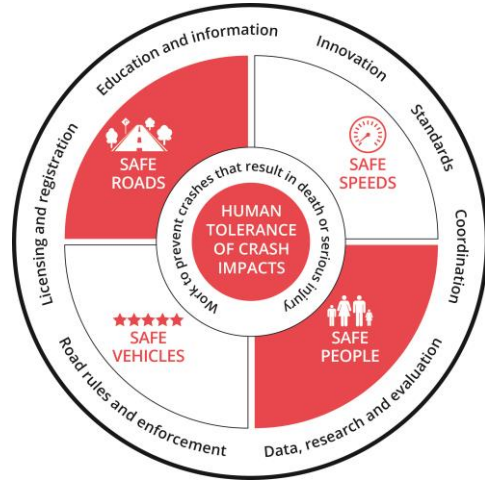
The Global Road Safety Partnership is hosted by:



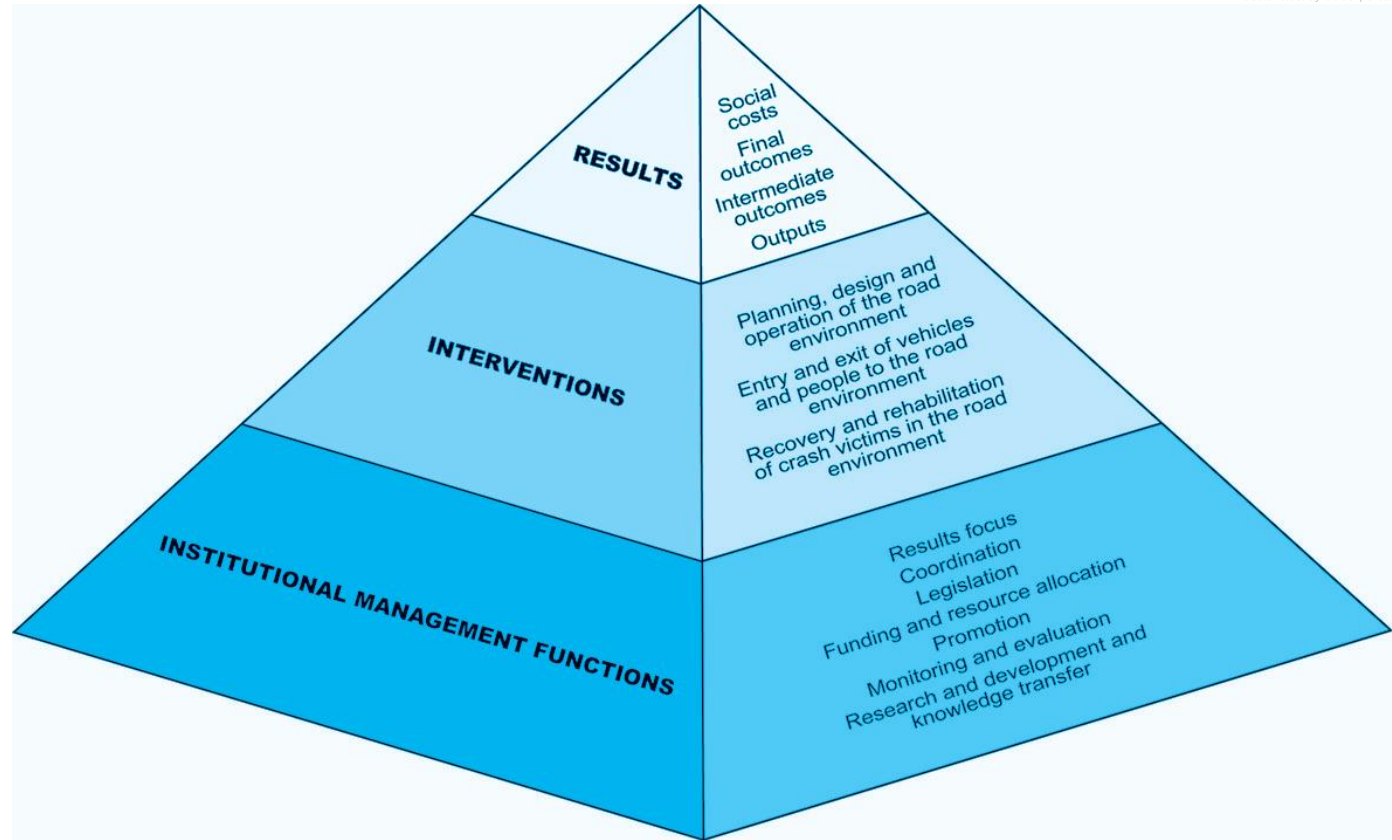
The need to have skilled people to use data and to have a whole—of-government approach was identified by Saimoni Bebenisala from Fiji who noted that:
First and foremost is the training of the staff in data management and a whole of government approach that is political will is there to ensure not only interoperability but sharing of information



More Information – Dave Shelton:



More Information – Dave Shelton & Dave Cliff:



Homework Feedback – Section 2

Identifying road safety risks – the data

- Most people correctly identified speed and differential speed as the key risk factors revealed by the data
- Lack of homogeneity (ie mixed traffic risks with fast and slow traffic in same environment) also raised
- Most referenced pedestrian risks associated with higher speeds as an issue
- Few people asked the deeper question of why are these behaviors occurring

- Mr They Visal correctly noted that:

“The higher the speed the greater distance travelled in an emergency and the longer it takes to stop and the harder you hit”

“Speed differential is a critical risk, as the data showed that:


Highest speed = 130kph Lowest = 32kph

Obvious dangers with high/low speed mix”



Homework Feedback – Section 2

Identifying road safety risks – the data

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- The Cook Islands team:
The truck drivers are breaking the law by driving below minimum speed limit. Either the law is inappropriate as most trucks cannot comply or the stretch of road prevents compliance to the law. Perhaps the survey was taken at the location where the road is steep or the road infrastructure may be of poor quality.
 - Narayan: *The provided data shows the combination of mixed traffic in a busy city.*
 - Amrit highlighted that maximum and minimum speed limits should be reviewed
 - Moses Waqalevu made the following comment on the issue of Slow Moving Vehicles - Risk for other Drivers: *There should be a separate lane created for slow moving vehicles only.*

Homework Feedback – Section 2

Identifying road safety risks – the data

- Nguyen – Highlighted particular risks posed by speeding buses
- Jinzi – *After calculation, the average speed is 84 km/hour, while the standard deviation of speed is 23 km/hour. A high standard deviation means a big difference in vehicle speed, which is like to cause collisions.*



More Information – Dave Shelton:

- Missed that most drivers comply with the upper speed limit
- No data on other behavioural confounding factors like alcohol, drugs, medical conditions, age

- No motorcycle speed data

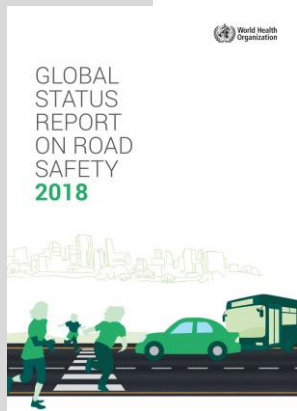
- Pongsatorn Ngowkarnjananak commented:

The fact shows that around 70 percent of road fatalities in Thailand is motorcyclist who is accounted to be one of vulnerable road users. Hence, in my point of view, at least four measures/tools should be implemented to measure road safety performance especially for motorcycle.



More Information – Anne Harris:

- Issue of very low speeds
 - Minimum speed limits, differential speed limits & the ‘stress’ of slow vehicles



World Health Organization three best practice criteria for speed management:

- Presence of a national speed limit law
- Urban speed limits not exceeding 50km/h (based on research, lower limits are recommended for urban areas and 30km/h for residential areas and areas with high pedestrian activity)
- Local authorities have the power to modify speed limits (and adapt to different contexts)

Homework Feedback – Section 3

Key Interventions to include in Strategy



The Global Road Safety Partnership is hosted by:



- Most people were able to identify high risk behaviours – with speeding, drink driving and not wearing a seatbelt most common.
- Most people included speed awareness campaigns, enforcement and driver education working together – generally good understanding that education and awareness in isolation are ineffective
- Good understanding of the role of legislation and enforcement
- Identified that there is a need for correct speed limits for the road environment and how it's being used



Homework Feedback – Section 3


Key Interventions to include in Strategy

- A few mentioned the importance of general deterrence, while others focused on the severity of the penalties.
- Some identified driver licensing reforms and regulating truck access
- Others included strategy development, improved vehicle and road design
- There was mention to introduce automated camera network including average speed or ‘point-to-point’ cameras.
- Dedicated heavy vehicle lanes was included
- A few people noted the importance of engaging with stakeholders to achieve shifts in community sentiment around road safety.



Homework Feedback – Section 3

Key Interventions to include in Strategy



Mitieli Divuana from Fiji noted *the overall measures and tools in Road Safety requires holistic approach with key stakeholders. AND...*

When the communities are informed the risks associated with certain high risk behaviours (e.g., speeding) and are convinced it's unacceptable, it's more likely to support speed reduction measures as well as other more general road safety interventions.

Samitha - mentioned that a comprehensive view of road trauma trends is required to look at road user types, injury severity, time of day etc

Patemosi gave a helpful summary on increasing police visibility and covert operations with more awareness campaigns focused on drivers

Homework Feedback – Section 3

Key Interventions to include in Strategy

Sahishnu Pokhrel – Nepal:

Frequent monitoring of the speed of vehicles should be done at varying locations. For this, the number of hand-held speed detecting devices should be increased along with the number of traffic police. Speed cameras could also be used. Trainings should be given to strengthen police enforcement. Legal penalties, which include warning notices or fixed penalties, should be imposed on those who break the speed limit rule. There Proper record of these data so that the effectiveness of various interventions adopted could be analyzed. Proper speed limit signs, indicating where the speed limit starts and finishes, should be installed.

Hang Sopolik from Cambodia noted that effective enforcement requires....police checks, penalties and sanctions, that sufficiently deter a large proportion of road users from non-compliance with speed limits via well-resourced and professionally trained enforcement personnel and or automated speed enforcement system(s).



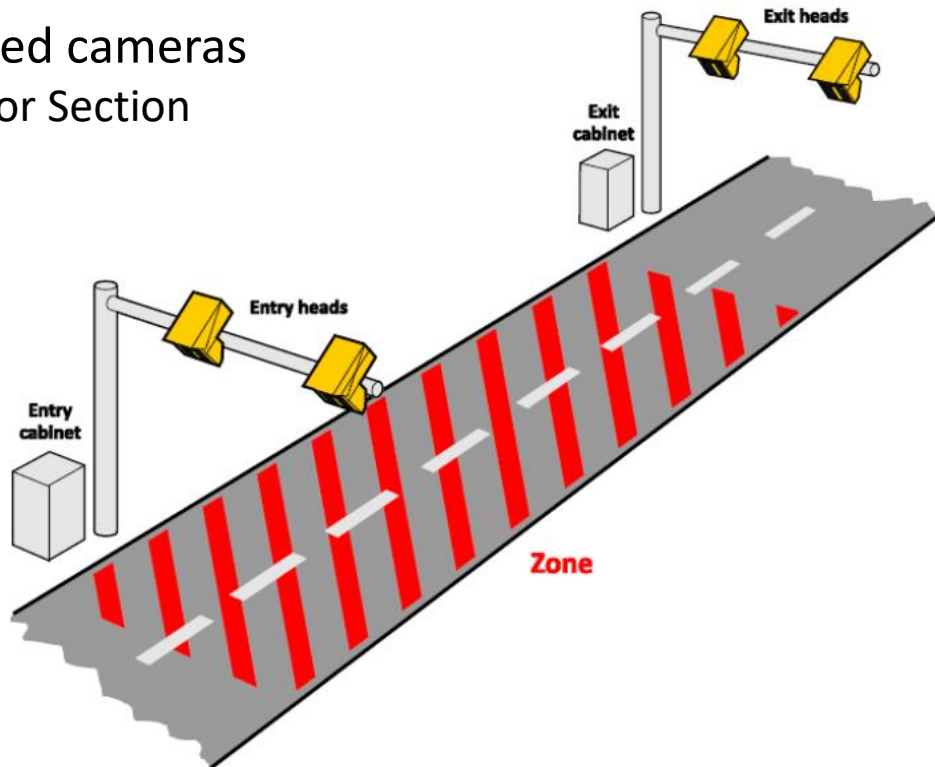
More Information – Dave Shelton:

- Are penalties scaled to reflect the exponential effect of speed on safety?
- Do penalties reflect repeat offending?
- Are speed limits set to reflect the infrastructure safety risk?
- Are there high risk locations where speed limits should be lowered (perhaps by time of day)?



More Information – Dave Shelton & Dave Cliff:

Point-to-point speed cameras
Also called Average or Section
Control cameras



GRSP & GRSF Automated Enforcement Readiness
Guide

https://www.grsproadsafety.org/wp-content/uploads/Guide_to_the_Use_of_Penalties_to_Improve_Road_Safety.pdf

More Information – Anne Harris:

Shifat Ahmed from Bangladesh noted that:

“Not everything can be achieved by enforcing law and regulation. If mass people can understand the importance of road safety regulations, only then the number of crashes will be reduced.”



To help in the development of awareness communication campaigns, remember that people need to be made aware of:

1. Aware that the behavior is not legal, and is factor in serious and sometimes fatal road crashes
2. Aware that there is enforcement of the laws, and that they may get detected anywhere, anytime
3. Aware of the penalties
4. Are encouraged to consider the range of consequences of the unsafe behavior and given one or more reasons why they should **not engage in the behavior.**

More Information – Anne Harris:

While many people noted using multi-faceted media awareness approaches, it is also important that a strategic approach to awareness campaigns could consider:

- Having sustained messaging over time – rather than one “big week”
- Giving people a reason to change their behavior....i.e. you could have a crash, or how would that effect your family, or you could get caught and face harsh penalties, shame etc.
- Survey target road users and test your messages.....

As noted by Saimoni Bebenisala: *social marketing campaigns that are based on extensive research and testing have a better chance of changing people’s perceptions.*

WHO Mass Media toolkit: <https://www.who.int/publications/i/item/road-safety-mass-media-campaigns-a-toolkit>



More Information – Blaise Murphet:

The Role of Media Advocacy

Support the prioritisation of road safety issues through the media

- **Paid Media**
 - Paid editorial
 - Advertisements
 - Social media advertising
 - Billboards
- **Earned Media**
 - Newspaper articles and opinion editorials
 - TV/Radio talk shows
 - Social media
- **Owned Media**
 - Social Media
 - Newsletter/blog
 - SMS



More Information – Blaise Murphret:

Varied tactics

- Press conference
- Press release
- Opinion editorials
- Radio/tv talkshows
- Media roundtable
- Social media
- Media event
- SMS/Whatsapp campaign
- Paid advert
- Journalist training



The Avenue Mail
Bihar's Own English Daily

Display
Reach a wide audience

HOME JAMSHEDPUR BUSINESS RANCHI KOLHAN NATION SPORTS

Home / Bihar / We Demand Right to safe roads

WALK FOR BETTER ROADS
on 20th November, 2016
IN SUPPORT OF
MOTOR VEHICLE AMENDMENT BILL 2016

Supported by
CONSUMER VOICE

RD of

We Demand Right to safe roads

BIHAR — November 21, 2016, by Desk 0 Comments 23

Patna : The Janaki Foundation and its partner Rudra Development Foundation with support from Consumer VOICE, Delhi organized a peaceful walk starting from Biscomaun, Gandhi Maidan ending at Kargil Chowk in Patna from 7.00 AM to 8.30 AM on November 20, 2016 to mark Day of



**Safer Road User
interventions are
achievable– and
make a significant
impact**

We are all here to
continue to support you!



Break