a comprehensive road safety strategy for central europe

SOL - SAVE OUR LIVES

Kathleen Elsig, Global Road Safety Partnership
SOL countries
SOL partners
SOL will...

Improve road safety and sustainable mobility in 12 pilot communities
In the participating countries
SOL core objectives …

• Reduce road crash death and injury in the pilot communities
• Increase political and public awareness about road safety and sustainable mobility at the transnational, national, regional and municipal levels
• Strengthen road safety management systems
• Up-skill road safety professionals
• Increase the public’s involvement in road safety improvement in their community
• Strengthen transnational cooperation on road safety
• Develop and pilot road safety guidance tools for the region
SOL Vision
A region and communities free of road crash death and injury

Multistakeholder partnerships
Good practice
Active and committed communities
Communicate and scale up
Road safety management
Innovative programmes
Transnational learning and network
Evidence based and results focused

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SOL Vision
A region and communities free of road crash death and injury
Project concept

The SOL project concept and methodology is based on

- European and global good practice knowledge and experience
- Current knowledge about road safety and road safety management in the CEUS
Project focus:

Road safety in the context of sustainable mobility:

*building management and professional capacity at the community level to tackle the undesirable outcomes of road transport*
Undesired outputs of transport on health and the environment

We need safe, healthy transport systems

WHO Europe 2004
CEUS region: progress made but still lags behind

Fig. 4: Road deaths per million inhabitants in 2009 (with road deaths per million inhabitants in 2001 for comparison)
CEUS Communities, road safety and mobility

- Motorisation rates are increasing in the new member states in Central Europe in particular
- In CEUS we dont have enough skilled professionals at the community level in the region
- Urban areas are vulnerable – particularly pedestrians
SOL puts communities at the center of the solution!
<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxembourg</td>
<td>17%</td>
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<tr>
<td>España</td>
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<tr>
<td>Lietuva</td>
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<tr>
<td>Sverige</td>
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<tr>
<td>Belgique/België</td>
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<td>Österreich</td>
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<td>Deutschland</td>
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<td>Latvija</td>
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<td>France</td>
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<tr>
<td>Eesti</td>
<td>31%</td>
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<td>Suomi/Finland</td>
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<tr>
<td>Danmark</td>
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<tr>
<td>Éire/Ireland</td>
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<tr>
<td>Slovenija</td>
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<tr>
<td>Nederland</td>
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<td>Česká republika</td>
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<tr>
<td>България (Bulgaria)</td>
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<td>Magyarország</td>
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<td>Kıpros (Kypros)/Kibris</td>
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<tr>
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<tr>
<td>Ελλάδα (Elláda)</td>
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<tr>
<td>Portugal</td>
<td>47%</td>
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<tr>
<td>România</td>
<td>63%</td>
</tr>
</tbody>
</table>

**National commitment must continue**

**Communities must also play a key role**

Source: DGTREN 2009
Communities and road safety
Communities can actively support national road safety objectives
1. Establish multistakeholder groups at national/regional level (guidance, support), in community (implementation)

2. Situtational assessment

3. Targeted seminars
   - main risk factors, sustainable mobility

4. Community strategies & action plans
   - Strengthen coordination, planning, data usage

5. Project Implementation

Activities

Communications
National, transnational

Project management

Transnational tools, networks

Monitoring, evaluation
Expected outcomes

• Stronger road safety planning and management in the pilot communities
• Coordinated, multisector and multidisciplinary cooperation on road safety and sustainable mobility in the communities
• Implementation of projects that are evidence based and results focused
• Development of a transnational network on road safety with a shared vision for road safety
• Production of a road safety toolkit for the region
1. Establish multistakeholder groups at national/regional level (guidance, support), in community (implementation)

2. Situational assessment

3. Targeted seminars main risk factors, sustainable mobility

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5. Project Implementation

Activities

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a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

www.sol-project.eu
1. Establish multistakeholder groups

possible stakeholders

<table>
<thead>
<tr>
<th>Roads</th>
<th>Transport</th>
<th>Health</th>
<th>Education</th>
<th>Justice</th>
</tr>
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<tbody>
<tr>
<td>Finance</td>
<td>Regional development</td>
<td>Environment</td>
<td>Tourism</td>
<td>Labour</td>
</tr>
<tr>
<td>Rescue services and trauma care</td>
<td>Police</td>
<td>School communities</td>
<td>Trauma center, hospitals doctors</td>
<td></td>
</tr>
<tr>
<td>Research, university</td>
<td>Private sector</td>
<td>Media</td>
<td>NGOs</td>
<td>Driving schools</td>
</tr>
</tbody>
</table>

Example...
- Red cross
- Automobile clubs
- Cycling group
- Sports teams
- Church
- Victims associations

Example...
- Automotive industry
- Insurance industry
- Taxi companies
- Children's stores
1. SOL national/regional advisory group (example)

- Leadership
  - SOL community focal point
  - Gov sector partners
  - business sector partners
  - NGO partners
  - Research partners

- Coordination
  - SOL country partner

- If this organisation is weak then alternative gov agency, e.g. Min Regional Dev, Interior, Health, Labour or other ...

- (ideally) Lead agency

- Advice
- Network
- Technical expertise
- Scale-up
1. SOL national advisory group (objectives)

- advise on the direction of the project within the national/regional road safety and sustainable mobility policy framework,
- support with building strong relationships with relevant partners and government agencies in the pilot communities,
- review progress
- seek to learn from the experience, lessons and results stemming from the SOL project so that they can be scaled-up and replicated in other communities in the country.
1. SOL Community team (example)

- Leadership
  - Mayor/Governor

- Coordination
  - SOL community focal point
  - SOL country partner

- Implementation
  - Local gov sector partners
  - Local business partners
  - Local NGO partners
  - Local research partners
1. SOL Community team (objectives)

- Ensure SOL is linked into (rs) structure in community
- Strengthen the overall capacity of the community to coordinate and implement multi-component road safety interventions
- Strengthen general road safety management from the development phase through delivery, evaluation and refinement of multi-component road safety interventions
1. SOL Community team (tasks)

in cooperation with the SOL project partner,

- situational assessment in the community (WP3) and monitoring and evaluation (WP5)
  - facilitate links to relevant departments and individuals to provide data and information and actively assist with data collection
- workshops, strategy and action plans (WP4)
  - Support in organising workshops including identifying and inviting relevant participants
  - Active participation in strategy and action plan development or strengthening
- Project implementation (WP5)
  - Lead implementation including co-financing
- Communications (WP2) and SOL tools and networks (WP6)
  - support with communications and knowledge transfer activities
  - possibly participate in transnational workshops where budgets are available
1. Establish multistakeholder groups at national/regional level (guidance, support), in community (implementation)

2. Situational assessment

3. Targeted seminars
   - main risk factors, sustainable mobility

4. Community strategies & action plans
   - Strengthen coordination, planning, data usage

5. Project Implementation

Activities
2. Situational assessment (objectives)

Assist SOL communities

- understand (or improve understanding) of
  - the scope of their road safety problem,
  - institutional strengths/gaps for
    - Continuously delivering and managing a systems approach to road safety including multi-stakeholder interventions
    - encouraging safe and sustainable mobility
  - public knowledge, opinion about road safety, travel preferences
  - stakeholders in the community who can participate in the SOL community team and contribute to delivery of the SOL and community road safety objectives
  - training needs of road safety professionals and community road safety stakeholders

- identify priority issues for action
- monitor and evaluate road safety progress and refine programmes long-term (after SOL!)
2. Situational assessment (components)

- **Understand road safety situation**
  - 5 yr trends
    - crash, injury, fatality
  - Population
  - Vehicle registration
  - Income
  - …others

- **Road Safety Assessment**

- **Institutional capacity assessment**
  - Road safety and traffic management system
  - Strategy, action planning
  - Sustainable mobility
  - Professional skills
  - Ongoing activities
  - Funding

- **Stakeholder analysis**
  - Understand who can contribute
    - Local gov agencies
    - Business
    - NGOs
    - Research

- **Public knowledge and opinion survey**
  - Road safety
  - Travel preferences

- **Situtational assessment report**
  - Identify priorities for action
2. Situational assessment tools

The tools will be:

- developed based on European and global good practice examples
- developed with SOL partner input
- user friendly
- Consist of
  - Part 1 - common for all countries
  - Part 2 (optional) – tailored to individual community needs
- be given to the SOL communities at the end of the project to support long-term planning and assessment
1. Establish multistakeholder groups at national/regional level (guidance, support), in community (implementation)

2. Situtational assessment

3. Targeted seminars
   main risk factors, sustainable mobility

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5. Project Implementation

Activities
3. Targeted seminars (content*)

- Modules developed by experienced professional road safety training company with leadership by an international committee including SOL partners
- Delivery by experts with a record of success

- Introduction to road safety and sustainable mobility (all)
- Multi-source data collection and analysis
- Road safety management
- Speed management
- Alcohol related road crashes
- Seat-belts and child restraints
- Child injury prevention from road crashes
- Safe vulnerable road users
- Safe infrastructure
- Effective social marketing and behavior change campaigns
- Community road safety and sustainable mobility management
- Work related road safety

*Final issues to be confirmed
1. Establish multistakeholder groups at national/regional level (guidance, support), in community (implementation)

2. Situtational assessment

3. Targeted seminars
   main risk factors, sustainable mobility

4. Community strategies & action plans
   Strengthen coordination, planning, data usage

5. Project Implementation

Activities
4. Community strategies (objectives)

- The objective of the community road safety strategies is to develop, update or confirm
  - the community’s vision for road safety
  - road safety objectives
  - an agreed framework for delivering road crash and road crash injury prevention programmes
4. Community strategies (content)

- Strategies - content
  - Community vision for road safety
  - Clear road safety objectives
  - Targets and performance indicators
  - Priority issues with measurable outcomes
  - Responsible agency/ies
  - Contributing stakeholders
  - Reporting process, outputs, timelines and budgetary sources

- Strategies will consider
  - national legislation & procedures,
  - local capacity (financial, human),
  - local interests
  - Local government approval may be sought to ensure commitment to implementation.
4. Action plans (objectives)

- The aim of the action plans is to deliver the objectives and targets of the strategy
- Action plans will
  - Provide a clear framework for action on the selected priority issues
  - Help channel road crash and road crash injury prevention efforts in the community on selected priority issues to reduce overlap, focus efforts on high outcome actions, and maximize impact and outreach
  - Help diverse stakeholders identify how they can most efficiently and effectively contribute to the community’s road safety priorities
4. Action plans (content)

- Action plans will
  - be developed for selected priority issues identified in the strategy (e.g. speed management)
  - consider national legislation/procedures and local capacity

- Action plans will have
  - A clear **management framework** including
    - clear objectives
    - targets and performance indicators
    - a coordination framework with responsible agency and contributing stakeholders
    - timeline
    - resource needs and budget sources
    - monitoring, reporting process, outputs, timelines
  - individual **visible activities** (e.g. campaign, enforcement, community programmes, low cost infrastructure improvements)
  - **measurable outcomes**
4. Strategy and action plans

SOL community road safety strategy

- Community management with SOL team

Action plan (e.g. speed)
- Management framework
  - Targeted campaign
  - Strategic enforcement
  - Community programmes
  - Safe infrastructure (low cost)

Action plan (e.g. alcohol related crashes)
- Management framework
  - Targeted campaign
  - Strategic enforcement
  - Community programmes
  - Infrastructure (e.g. lighting, fencing)
1. Establish multistakeholder groups at national/regional level (guidance, support), in community (implementation)

2. Situation assessment

3. Targeted seminars
   - main risk factors, sustainable mobility

4. Community strategies & action plans
   - Strengthen coordination, planning, data usage

5. Project Implementation
5. Pilot implementation (objectives)

- The objective of the pilot implementation are
  - to implement the measures in the individual community road safety strategy and action plans
  - (Austria) transfer regional road safety programmes to the local level through communicators who foster local awareness and action
  - drive road safety improvement in the community
5. Pilot implementation (content)

- Action plans chosen for implementation within the SOL project will
  - focus on the main road user risk factors and be sufficiently resourced (part from SOL, contribution from community).
  - be selected by the SOL community teams
  - differ among the communities depending on the outcome of the situation assessment and content of the strategies/action plans, which will be tailored to the specific local situation.
4. Pilot project implementation (examples)
1. Establish multistakeholder groups at national/regional level (guidance, support), in community (implementation)

2. Situtational assessment

3. Targeted seminars main risk factors, sustainable mobility

4. Community strategies & action plans Strengthen coordination, planning, data usage

5. Project Implementation

Activities

Communications
National, transnational

Project management

Transnational tools, networks

Monitoring, evaluation
Communications – national and transnational

**Media communication, dissemination**
- Transnational, local media networks (TV, radio)
- Press releases, articles, technical articles
- National, transnational conferences

**Non-media communication, website**
- Multi-lingual website
- E-magazine, national eNewsletters, SOL flyer, PR campaign, movie, working meetings, DVD with SOL tools

**Public education campaign**
- Road safety behavior change campaigns in all pilot communities
Communications – national and transnational
Build national level support and identify pilot community (WP3.3)

Build local multi sector team (WP 3.2)

Undertake introductory workshop on RS and sustainable transport in pilot com. (WP 4.1.13-19)

Undertake 1st national conference (WP 2.1.9..15.) Undertake EU wide and national conference 2.1.8

Undertake data workshops (3/2011 Warsaw), begin situational assessment (Wp4.1)

Draft situational assessment report (WP3.3)

Review workshop on situational assessment (WP 4.1.6-12.)

Targeted (professional development) workshops on priority risk factors (WP4.1.5)

Develop community RS and sustainable mobility strategy, 2 days workshop (WP 4.2.2.-8)

Develop action plan for pilots on main risk factors, 2 days workshop (WP 4.3.1-7)

Action plan / pilot project implementation (WP5)

Evaluation, monitoring (WP5)

Undertake 2nd national conference (WP2.1.9-15)

Communications, transnational conferences (WP2)

Capitalization, validation of tools (WP6)

Workflow
Thank you for your attention!

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