Good practice measures in preventing road crashes and road crash injury

*The World report and good practice manual series*

UNECE Seminar on Improving Global Road Safety
Halkida, Greece 24-26 June, 2009
Kathleen Elsig, Global Road Safety Partnership
Developing and improving national and community strategies on road crash injury prevention…

Where do you start?
The World Report

A great place to start! – THE reference on global road safety

Developed by global experts + practitioners

Identifies main risk factors influencing crashes and injury severity

Identifies main « enablers » for an effective road crash injury prevention programme
Key factors in crashes + injury

- Inappropriate speed
- Drinking and driving
- Seat-belts and child restraints
- Helmets
- Visibility
- Infrastructure
- Inadequate post crash care
- … vulnerable road users, young drivers
Key “enablers”

- Political commitment
- Strong management and coordination
- Sufficient resources
- A data-led long-term strategy with targets, and objectives (not ad hoc single initiatives)
- Professional capacity
- Multi-sector, multi-disciplinary partnership
- International cooperation
Why focus on the risk factors?

- They are factors in the majority of crashes & injuries
- Quick wins
- Optimize use of limited resources to prevent road crashes, death and injury
- … you will save lives, and use money and time more effectively and efficiently
Steps to success – the theory

- Analyze the situation
  - to identify problems
  - Refine the Programme
    - Set objectives and targets
    - Formulate strategy
    - Monitor performance
    - Activities
    - Responsible agencies
    - Funding needs, sources
    - Timeline
  - Activities
  - Responsible agencies
  - Funding needs, sources
  - Timeline

2009

GLOBAL ROAD SAFETY PARTNERSHIP
UN Collaboration Good Practice Manuals

Build on the recommendations of the World report
Recipe books for good practice on main risk factors implemented via a systems and partnership approach

Data Systems (expected 2010)
Translations into many languages
Coordinating interventions across sectors

The Combined Approach

Legislation, standards, penalties

Mandatory
- Legislation
- Penalties & fines
- Standards & equipment

Voluntary
- Law Enforcement
- Publicity Campaigns
- Community programmes
- Safe infrastructure
- Better public transport
Key to success

- Strong political commitment by decision-makers, key stakeholders
  - clear, realistic, enforcable
  - swift + severe penalties
- Legislation & penalties
  - adapt global good practice to the local situation
- Programmes based on good practice
- Management, capacity and funding
  - well trained professionals with sufficient resources
Key to success

Enforcement

Strategic, robust and well publicised

targeted, long-term to change attitudes

government, business, civil society

Public education

Partnership

Programme, not project

long term, local data, clear objectives, monitoring + evaluation
Example Programme

Drink drive pilot at the municipal level in Olsztyn, Poland using the manual
Build national advisory group

Win interest, support, commitment from national stakeholders

Build local working group

• Win support from local stakeholders,
• Build working group to coordinate programme
From analysis to implementation

Situation assessment
- Random breath testing
- Data collection
- Driver survey - opinion and knowledge on drink drive

Analysis + report
- Identify target group
- Proposals for action

Develop Action Plan
- Workshop to develop city action plan:
  - Olsztyn city council
  - Police
  - National and local partners

Implement Programme
- Increased enforcement
- Information campaign
- Community programmes

Monitor Assess Improve
- Random breath testing
- Driver survey
- Data collection
- Working group meetings
Aspects of the programme

- Strong political commitment
- Legislation & penalties
- Programmes based on good practice
- Management, capacity and funding

Patronage by Mayor and city government leadership

- Poland has EU standard for laws
- Better cooperation with judiciary needed

Recommendations in manual provided guidance

Working group, training, local + national funding e.g alcohol sales tax
Key to success

- **Enforcement**
  - Increased controls, more equipment, strategic plan
  - Annual campaign
  - Diverse community programmes
  - Government, business, civil society
  - Police, health, education and growing!

- **Public education**

- **Partnership**

- **Programme, not project**
  - 2 year plan, vision, activities, local data (!), monitoring
**Effictivness…**

**Enforcement**

- **4 050** breath tests in 2007/ **11 518** in 2008 (**+284%**)

- Breath tests now standard procedure by Olsztyn police at road controls

**Drive knowledge and opinion**

- Small quantity of alcohol does not impair driving skills
- People should have the right to decide how much they can drink and still be able to drive

- 22% in May 2008 vs. 11% in Dec 2008
- 11% in May 2008 vs. 4% in Dec 2008
Impact

Olsztyn statistics
76 drink drive crashes in 2007
59 drink drive crashes in 2008
(-22%)

vs.

National statistics
3 420 drink drive crashes in 2007
3 529 drink drive crashes in 2008
(+3%)

National level call to scale up the programme
Hungary – national seat-belt programme

• **Multi-year:**

• **Partnership:**
  • Traffic police (OBB), GRSP, others

• **Components:** Based on FIA Foundation + GRSP toolkit
  • Before study – observational, injury data, public opinion/knowledge/market research
  • Campaigns – together with enforcement by Police
  • After studies – evaluation of campaign effectiveness (wearing rates, campaign recognition, knowledge/opinion)
Hungary – communication highlights

2005

Nem hal bele, ha beköti!

Biztonsági övvel túlélheti.

Van jobb megoldás is!

Nem hal belé, ha beköti!
Hungary – communication highlights

Magyarországon évente több mint 1200-an halnak meg az utakon

- Magyarországon: 55%
- Nyugat-Európában: 85%

85%-os övveszély arány alól a Magyarországon évente 300 emberrel kevesebb nem meghalt.

Az övet bekötni hátul is gyerekjáték

www.grsp.hu

2007

2008
### 2008 Target

<table>
<thead>
<tr>
<th>Location</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front seat</td>
<td>Increase usage from 60% to 70%</td>
</tr>
<tr>
<td>Back seat</td>
<td>Increase usage from 20% - 40%</td>
</tr>
</tbody>
</table>

### After study

<table>
<thead>
<tr>
<th>Location</th>
<th>Usage Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front seat</td>
<td>67.8%</td>
</tr>
<tr>
<td>Back seat</td>
<td>40%</td>
</tr>
</tbody>
</table>
Thank you for your attention!

www.grsproadsafety.org