Good practice measures in preventing road crashes

The World report and good practice manual series

UNECE Seminar on Improving Global Road Safety
Minsk 11 – 14 May, 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
- Set objectives and targets
- Formulate strategy
- Monitor performance
- Refine the Programme

To identify problems

- Activities
- Responsible agencies
- Funding needs, sources
- Timeline
A wide range of factors contribute to road crashes and injury severity.

Interventions should consider and build on linkages among components of the system.

Systems approach is most effective at preventing road crashes and injury.
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

- Legislation
- Penalties & fines
- Standards & equipment

Interventions

Mandatory
- Law Enforcement

Voluntary
- Publicity Campaigns
- Community programmes
- Safe infrastructure
- Better public transport

April 2009
Key to success

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

- Enforcement: Strategic, robust and well publicised

- Public education: targeted, long-term to change attitudes

- Partnership: government, business, civil society

- Programme, not project: police, health, roads, transport, education etc

- Long term, local data, clear objectives, monitoring + evaluation
Turning theory into action!

Assess the situation
- casualties
- crashes
- observation surveys
- public opinion survey
- legislation
- penalties

Establish working group
- Multisector
  - police
  - health
  - judiciary
  - education
  - business

Develop action plan
- data led
- results focused
- realistic
- objectives, targets
- monitoring

Implement action plan
likely:
- strengthen legislation
- increase enforcement
- public education
- many others

Monitor, evaluate
- establish system in planning stage
- track progress
- improve programme
Example Programme

Drink drive pilot at the municipal level in Olsztyn, Poland using the manual
Olsztyn, Poland - Drink Drive

- Build national advisory group
- Build local working group

Win interest, support, commitment from national stakeholders

• 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
Olsztyn Drink Drive Prevention Action Plan

• **Vision:**
  - Elimination of all traffic crashes caused by drink-drivers in Olsztyn by 2020

• **Main target group:**
  - Activities addressed to highest risk group – men 18-24
  - The need to address youth as future drivers is also recognised in the action plan as crucial

• **Components:** Based on situation assessment + manual
  - Strengthened enforcement, publicity campaign, diverse community programmes (with driving schools, bars, schools, university)
Aspects of the programme

- **Strong political commitment**
  - Patronage by Mayor and city government leadership
  - • Poland has EU standard for laws
  - • Better cooperation with judiciary needed

- **Legislation & penalties**

- **Programmes based on good practice**

- **Management, capacity and funding**
  - Recommendations in manual provided guidance
  - Working group, training, local + national funding e.g. alcohol sales tax

2009
Key to success

- **Enforcement**: Increased controls, more equipment, strategic plan
- **Public education**: Annual campaign
- **Partnership**: Diverse community programmes
government, business, civil society
- **Programme, not project**: police, health, education and growing!
2 year plan, vision, activities, local data (!), monitoring
Efficiency

**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

Nem hal bele, ha beköti!

Biztonsági övvel túlélheti.

Van jobb megoldás is!

Nem hal bele, ha beköti!
Hungary – communication highlights

2007

Magyarországon évente több mint 1200-án halnak meg az utakon

Magyarországon Nyugat Európában
55% 85%
kölbe magát kólbe magát

Az övet bekötni hálul is gyerekjáték

85%-os önvétői arány esetén Magyarországon évente 300 emberrel kevesebb halna meg.

www.grsphungary.hu

2008

www.grsphungary.hu
### 2008 Target

<table>
<thead>
<tr>
<th>Seat Type</th>
<th>Target Usage</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>Seat Type</th>
<th>Usage %</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!

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