

# Road Safety Management Structure

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# Road Safety Management Structure

- An integrated road safety management process is defined in terms of:
  - Positive political environment
  - Mission and vision statements
  - Co-ordination of road safety management
  - Legislation
  - Funding and resource allocation
  - Public awareness
  - Research, monitoring and evaluation
  - Improving further information and decision support systems
  - Implementation of countermeasures



# Creating Supportive Political Environment

- Need for **political will** to make road safety a governmental priority
  - Essential if governments are to give road safety **the priority justified** by the prevailing levels of death and injury that occur on the roads
  - Road safety **competes** with other public policy subjects for political support that may appear more important or attractive



# Creating Supportive Political Environment

- **Factors determining whether road safety will be treated as a government priority**
  - Level of public interest and public pressure
  - Economic and political feasibility of solutions
  - Prospects of demonstrable success



# Creating Supportive Political Environment

- Politicians need **positive results** in a timeframe that is meaningful to them
- **Support is unlikely** if the reductions in deaths and injuries are either only vaguely promised or will occur only years after the end of a government's term of office



# Creating Supportive Political Environment

- Road safety policy makers and advocates must **accommodate the practical realities** of political decision-making by empirically demonstrating the value of perhaps unpopular road safety policies, to enable politicians to stand firm in the face of **opposition**



# Creating Supportive Political Environment

## Expected number of road fatalities/serious injuries in Norway in 2020, if cost effective road safety measures are implemented

Description of assumptions	Killed	Seriously injured
Mean annual numbers 2003- 2006 (basis for targets for 2020)	250	980
Target for 2020 (50% reduction of baseline numbers)	125	490
Expected number in 2020 if no road safety measures are introduced	285	1109
Expected number in 2020 if all targets for road safety indicators are realized	101	534
Expected number in 2020 if all cost – effective measures are implemented	142	665
Expected number in 2020 if cost – effective measures controlled by the Norwegian government are introduced	171	766

# Creating Supportive Political Environment

- Possible **'early wins'** should be identified and used to reinforce particularly political support for the overall strategy



**S**eatbelts  
**A**re  
**F**or  
**E**veryone

# Creating Supportive Political Environment

- Political support should be met not only to commitment to regulation but also to a **commitment to funding**, with a long term vision
- Potential involvement of targets or measures less demanding in the early phase of implementation but **more aggressive at a later stage** where primary results have been already realized



# Creating Supportive Political Environment

- Public opinion represents **a key stimulus** to political will for road safety
- It will always be easier for a government to make road safety a priority **if the public supports the effort**



# Creating Supportive Political Environment

- **Effective communication and education campaigns, especially when based on actual achievements, can help to generate the public demand for safer transport which, in turn, will encourage politicians to give road safety greater priority**



# Creating Supportive Political Environment

- **Using the media to publicize both the scale of the road toll and the feasibility of the solutions, is a major challenge**

 **Road Safety Week**  
17-23 November 2014



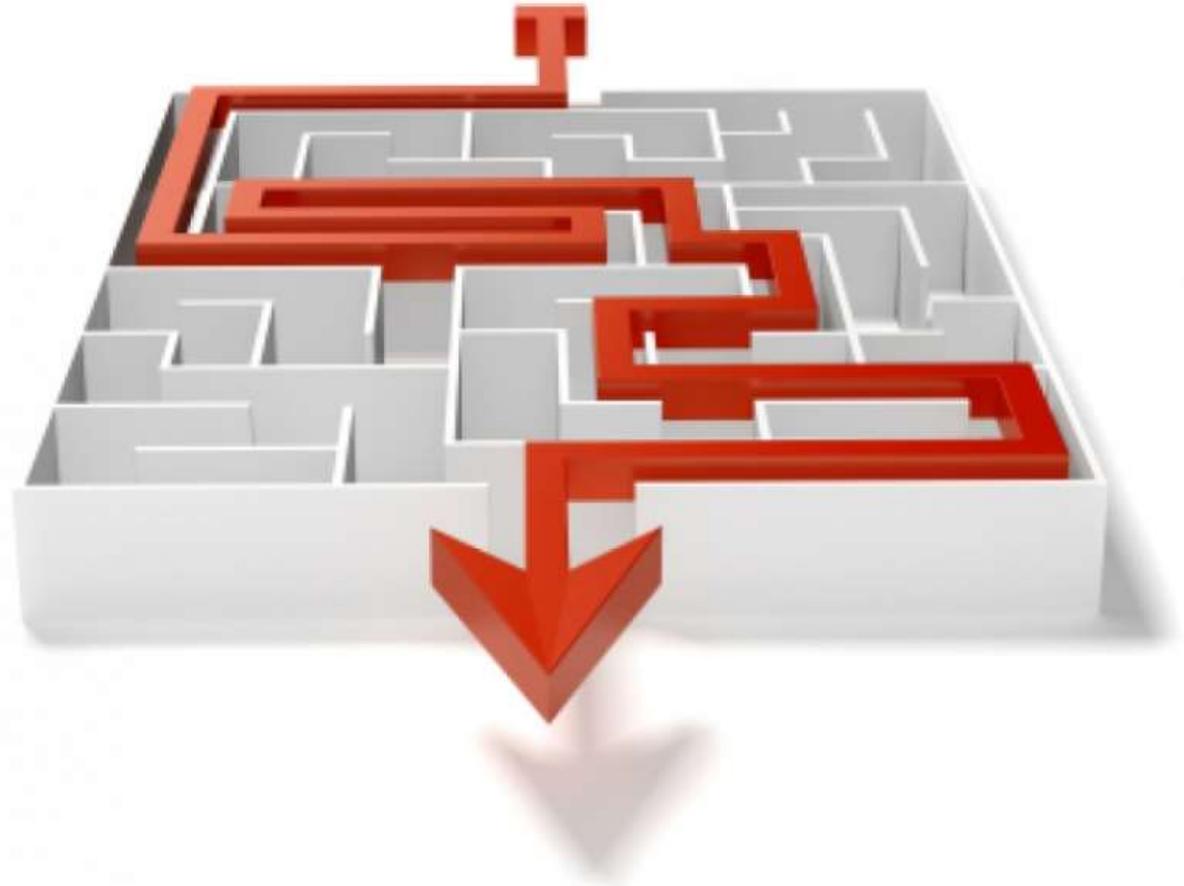
# Creating Supportive Political Environment

- **Non-governmental organizations and pressure groups** often play an important role in generating public and political support



# Mission and Vision Statements

- **Results focus**
  - **Set of requirements** that need to be pursued vigorously, if road safety performance is to be effective and achieve planned results



# Mission and Vision Statements

- Countries with **strong results** focus
  - **Identify** the lead government agency for road safety
  - **Establish** clear roles and responsibilities for the major road safety agencies
  - **Develop** the management capacity to deliver
    - In-depth understanding of the road safety issues in the country
    - Strategies and targets to meet an agreed level of ambition or vision
    - Effective interventions
    - Reviews of performance
    - Confidence by government and the community

# Mission and Vision Statements

- Mostly essential is the creation of a **lead agency** with the objective of
  - **Intensely promoting** road safety within government decision-making bodies
  - **Developing strong arguments** to ensure that sufficient funds and other resources are allocated
  - **Coordinate activity** between government and non-governmental organizations



# Mission and Vision Statements

- **Other major government stakeholders** also need to have their roles and responsibilities clearly defined to ensure that they play their agreed part in implementation
- Their performance in achieving outcomes should be regularly measured and reported to government in **a joint agency review of progress**



# Mission and Vision Statements

- In-depth understanding of the road safety issues in the country
  - **Prerequisite for addressing the problem** of death and injury on the roads is adequate knowledge as a basis for developing a strategy for action



# Mission and Vision Statements

- In-depth understanding of the road safety issues in the country
  - **Lack of evidence** about the numbers of road crashes and their circumstances is likely to mean a lack of awareness about the problems
  - Without an evidence-based planning approach with clearly articulated objectives, it is **unlikely that an effective strategy** can be developed or implemented



# Mission and Vision Statements

- In-depth understanding of the road safety issues in the country
  - A first priority is **the development of reliable national and local systems for collection of crash statistics**
    - data may be provided from police reports, health authorities or from insurance companies



# Mission and Vision Statements

- In-depth understanding of the road safety issues in the country
  - **Lack of data makes it difficult to**
    - highlight road safety as a priority for action at the strategic level
    - have a consistent evidence-based approach to problem identification and countermeasure development and implementation



**BETTER SAFETY DATA**  
FOR BETTER ROAD SAFETY OUTCOMES

# Mission and Vision Statements

- The process of strategy development
  - Planning for road safety is **not just the responsibility of central government**
  - **Consultation is needed** as to involve at least transport, health, education and planning authorities



# Mission and Vision Statements

- **The process of strategy development**
  - Part of the introduction and application of the governance model is the development of **stakeholder performance indicators**



# Mission and Vision Statements

- The process of strategy development
  - Stakeholder performance indicators are proposals from parties for **how to measure and analyze their contribution to target achievement**
  - They can set indicators that are connected to **interim targets for road safety**
  - They are offered an opportunity to show that they take responsibility as **an important party in society**



# Mission and Vision Statements

- **The process of strategy development**
  - **A suitable planning timeline also needs to be identified**
    - **if the timeline is too long, it will be more difficult to prioritize action**
    - **if too short, it will result in a focus on short-term policies, ignoring those that take longer to deliver**



# Mission and Vision Statements

- The process of strategy development
  - The strategy should **clearly identify policies** to be implemented in short, medium and longer time periods, with commensurate milestones to monitor on-going progress
  - As part of this planning, it is necessary to **recognize the time period** between policy implementation and results being sought



# Mission and Vision Statements

- Objectives and target setting
  - A road safety strategy is **most effective** if it is linked to clear objectives and time-specific numerical targets
  - Specific targets are a focus for action, and combined with monitoring of progress, are **also a spur to action**
  - It is important that targets be seen as challenging but attainable, however **overly ambitious targets may be ignored as unattainable**



# Mission and Vision Statements

- Objectives and target setting
  - **Ownership of targets** by stakeholders and all delivery agents is needed to ensure that all players are fully engaged
  - Targets solely imposed by the central government are **less likely to be achieved** than those that have been developed with the agreement of those responsible for delivery



# Mission and Vision Statements

- Future success in raising the level of ambition in order to move to a **Safe System Approach** to produce positive road safety outcomes, can be achieved through sound road safety planning and analysis, coupled with input from various stakeholders and other affected parties



# Co-ordination of Road Safety Management

- **Effective decision making hierarchy for road safety**
  - In countries which share responsibilities for road safety across different government levels, it is critical that there be **coordinating bodies to integrate overall activity**



# Co-ordination of Road Safety Management

- **Effective decision making hierarchy for road safety**
  - Arrange coordinating hierarchy including decision-making and consultation levels nationally
  - Develop key partnerships between stakeholders
  - Engage in the Coordination hierarchy
    - professionals (engineering – medical professions)
    - non-governmental organizations (NGOs)



# Co-ordination of Road Safety Management

- **Strategy implementation coordination and communication**
  - **Lack of governmental coordination**
    - poor communication
    - ineffective business practices with stakeholders
    - poor use of monetary - staff resources
  - **Responsibilities clearly defined for involved agencies**  
(data collection and analysis, public education, research, etc.)



# Co-ordination of Road Safety Management

## • Role of Safety Councils

- **Many countries** use Road Safety Councils to work with the public, promote and foster a safe driving environment
- **Increases road safety** through information and traffic education by means of campaigns, consulting and the production of instruction materials



# Co-ordination of Road Safety Management

- **Role of Safety Councils – ETSC**
  - **Independent nonprofit organization dedicated to the reduction of the number and severity of transportation crash injuries**
  - **Disseminates international scientific research and best practices through scientific reports, fact sheets etc.**
  - **Currently ETSC is developing a Road Safety Performance Index, a policy instrument to assist EU Member States to improve road safety**





# Legislation

- In national level **primary and secondary legislation is required** for the implementation of safer road transport systems
- Legislation is needed in **three areas**
  - Regulation of road user behavior
  - Road infrastructure
  - Vehicle standards
- Depending on the Government system, legislation may be at national, state or local level



# Funding and Resource Allocation

- Need for financial resources for road safety programs
  - Important to demonstrate the **practicality and cost-effectiveness** of proposed countermeasures as means to persuade both politicians and the public
  - Important to develop a **funding scheme** for road safety that will be predictable and sustainable in the future



# Funding and Resource Allocation

- Need for financial resources for road safety programs
  - Systems of **charging for road use**, assessing levies or taxes on automotive fuels, or vehicle taxation could be used as regular sources of funding for safety initiatives
  - **Allocating revenues** from enforcement fines may also gain public acceptance for greater investment in safer roads



# Funding and Resource Allocation

- **Need for financial resources for road safety programs**
  - In allocating resources to road safety, sufficient funds must be provided to ensure that **evidence-based research is available** to support the proposed countermeasures and their monitoring and evaluation



# Funding and Resource Allocation

- **Need for financial resources for road safety programs**
  - **Cost-effective allocation of funds, to be applied to all aspects of crash prevention including all the incident phases**
  - **Attention to the post-crash scenario can significantly reduce the likelihood of death and can also help to improve the long-term health prognosis**



# Funding and Resource Allocation

- **Need for financial resources for road safety programs**
  - **Insurance companies** can also contribute by moving away from an approach that simply compensates for losses due to crashes, to one where they take an active role in crash prevention
  - This makes **good commercial sense**, as investment in preventive programs can significantly reduce claims



# Funding and Resource Allocation

- **Building human resources**
  - Resource needs **are not simply financial**
  - Budgets for road safety schemes need a supply of **suitably skilled practitioners** to ensure that budgets are used **cost-effectively**
  - **Resources for training** are needed to improve the supply of skilled human resources available to **relevant authorities**



# Public Awareness

- Just as road safety must compete for the attention of politicians, it must also **compete for the attention of often satisfied road users**
- Road safety strategies should, therefore, include measures that **act as a stimulus** to greater awareness of the real level of risk of death and injury



# Public Awareness

- **The European Road Assessment Program has begun to develop a safety rating system for the roads in Europe**
- **This initiative is helping to promote competitive pressure on governments to improve the safety performance of the road network, stimulated by greater public awareness of the varying risk levels of different roads**

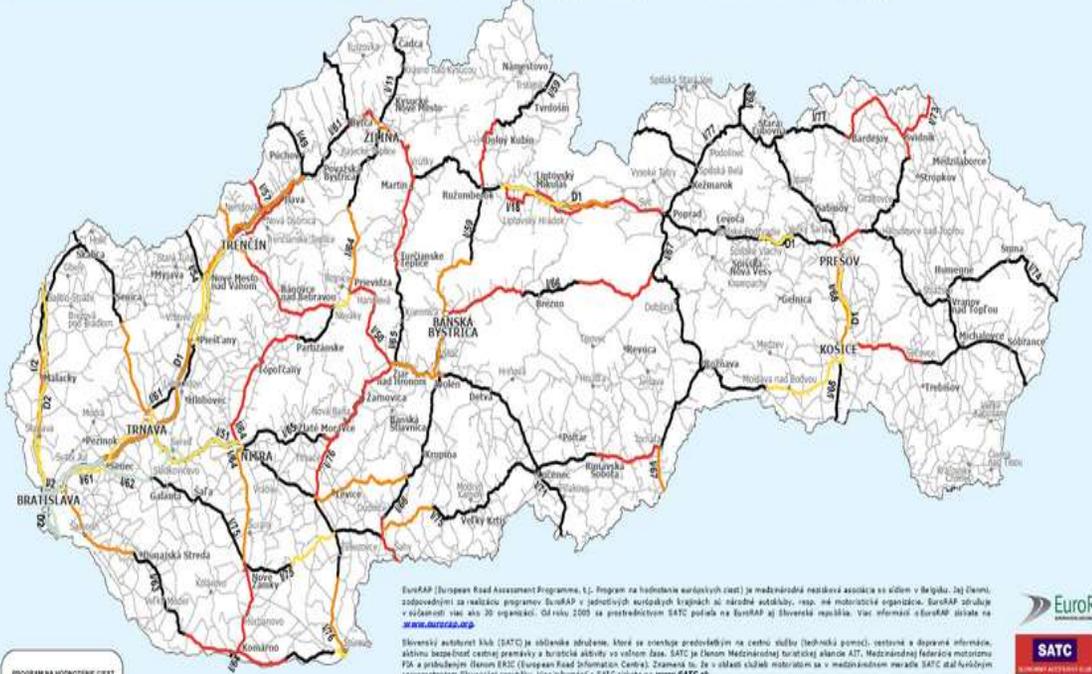


## Stupeň rizikovosti vybraných ciest na Slovensku

Táto mapa zobrazuje štatistické riziko nehôd so smrteľnými a vážnymi zraneniami na vybranej sieti ciest Slovenska v rokoch 2004-2006. Riziko je pre každý úsek hodnotené siete vypočítané porovnaním frekvencie výskytu nehôd so smrteľnými a vážnymi zraneniami s intenzitou dopravy. Napríklad riziko úseku, ktorým za deň prejde 10.000 vozidiel a na ktorom sa stalo 20 nehôd so smrteľnými a vážnymi zraneniami je desaťkrát vyššie, než je riziko úseku s rovnakým počtom nehôd, ktorým prejde 100.000 vozidiel.

Na niektorých cestách boli v poslednom období vykonané úpravy s cieľom zvýšiť ich bezpečnosť, ale v čase prieskumu bolo riziko nehôd so smrteľnými a vážnymi zraneniami na úsekoch ciest znázornených čiernou farbou desaťkrát vyššie, ako na najbezpečnejších cestách (znázornených zelenou farbou).

Viac informácií o štatistických postupoch tohto prieskumu nájdete na stránke [www.eurorap.org](http://www.eurorap.org).



**PROGRAM NA HODNOTENIE CIEST**

Stupeň rizikovosti

- nízke riziko
- stredné riziko
- stredne vysoké riziko
- vysoké riziko
- veľmi vysoké riziko

čiarová a výšková sieť  
ostriežie siete

EuroRAP (European Road Assessment Programme, t.j. program na hodnotenie európskych ciest) je medzinárodná nezisková asociácia so sídlom v Belgicku. Jej členmi, zodpovedajúcim za realizáciu programu EuroRAP v jednotlivých európskych krajinách sú národné autobusové, resp. motoristické organizácie. EuroRAP združuje v súčasnosti viac ako 30 organizácií. Od roku 2002 sa postupne rozširuje SATC podľa na EuroRAP aj Slovensko. Viac informácií o EuroRAP získate na [www.eurorap.org](http://www.eurorap.org).

Slovenský autobusový klub (SATC) je občianske združenie, ktoré sa zameriava predovšetkým na cestnú službu (technická pomoc), cestovnú a dopravnú informáciu, aktívnu bezpečnosť cestnej premávky a turistickú aktivitu vo voľnom čase. SATC je členom Medzinárodnej turistickej aliancie AIT, Medzinárodnej federácie motorizmu FIA a príslušným členom ERS (European Road Showmen's Centre). Zameriava sa na vylepšenie služieb motoristom a v medzinárodnom meradle SATC má kľúčovú reprezentáciu Slovenskej republiky. Viac informácií o SATC získate na [www.satc.sk](http://www.satc.sk).

Geomatica SK, s.r.o. je spoločnosť zameraná na zber, spracovanie a poskytovanie geomatematických údajov (kontaktné údaje). Jej produkty sa využívajú v oblasti veľkej a výskytne v oblasti GIS a integrovaných dopravných systémov (IDS). Kľúčové spoločnosti poskytujúce na projektoch "tvorbu vozovej databázy pre potreby pasívnych navigačných systémov" (neďalej na základe MDPT SR č. 103/1997), "integrovanú dopravnú sústavu" (neďalej na základe uznesenia vlády SR 512/2002) a medzinárodný projekt CONNECT. Viac informácií o Geomatica získate na [www.geomatica.sk](http://www.geomatica.sk).

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# Public Awareness

- Public information campaigns to support new countermeasures is vital as to **overcome public resistance to road safety initiatives**
- The purpose and positive impact of the intervention **must be actively communicated** to the public through the media, and with the support of a well-mobilized alliance of community supporters and stakeholders



# Research, Monitoring and Evaluation

- **Need for research and analysis, monitoring and evaluation**
  - to identify and better understand problems
  - to prioritize them for action
  - to develop, implement, and evaluate countermeasures
- **Central government** mostly responsibility, since local authorities do not have the resources for high quality research



# Research, Monitoring and Evaluation

- Cost-benefit and cost-effectiveness analyses should be an **integral part** of such research, to ensure effective use of resources and to identify benefits and positive outcomes
- The **scale, depth and extent of research** should take into account the existing state of knowledge, improving lessons learned both in local and in international level



# Research, Monitoring and Evaluation

- Pilot studies as well as post implementation monitoring and evaluation of the effects of measures can **provide vital evidence** to support the expansion and continuation of road safety policy



# Improving Further Information and Decision Support Systems

- **Strategies**

- Improve the quality of safety data by establishing programs for **quality assurance, incentives, and accountability** within agencies responsible for collecting and managing safety data
  - good crash data is the backbone of an effective safety management system



# Improving Further Information and Decision Support Systems

- **Strategies**
  - Establish and promote **technical standards** for highway safety information systems' characteristics that are critical to operating effective Strategic Highway Safety Plan programs
    - data technically flawed or subject to different interpretations can significantly compromise the effectiveness of safety information systems



# Improving Further Information and Decision Support Systems

## • Strategies

- **Integrate the planning of road safety programs and road safety information systems**
  - **key decision-making points that may significantly impact road safety will be identified**
  - **a guide will be developed to facilitate the use of safety data to support decision making**



# Implementation of Countermeasures

- **Need for comprehensive planning**
  - Even the best designed road safety strategies and countermeasures **need to be implemented properly** with potential barriers to implementation being addressed early in the planning process to maximize safety benefits
    - e.g. in US many areas adopted standard heights for guard rails that are effective in protecting the typical passenger vehicle but which may be exacerbating injuries to motorcycle riders in a crash



# Implementation of Countermeasures

- **Need for comprehensive planning**
  - Existing road safety policies and procedures **should be evaluated regularly** to determine their effectiveness and whether they are resulting in unintended outcomes



# Implementation of Countermeasures

- Commercial interests that may affect implementation
  - Commercial interests are **not always in tune** with road safety priorities and in some cases, may frustrate road safety initiatives
    - e.g. measures to increase safety may carry a financial cost and may be seen by commercial interests as likely to raise product prices, lead to market resistance and thus reduce profits



# Implementation of Countermeasures

- Commercial interests that may affect implementation
  - Employers **need to be made aware of the true cost** to their companies of road traffic injuries and the cost savings that may be realized by attention to safety
    - Such information is needed to counter the desire to cut costs by imposing unsafe practices, (e.g. unrealistic work schedules) that require drivers to speed and take insufficient rest periods



**THANK YOU!**

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