

# 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



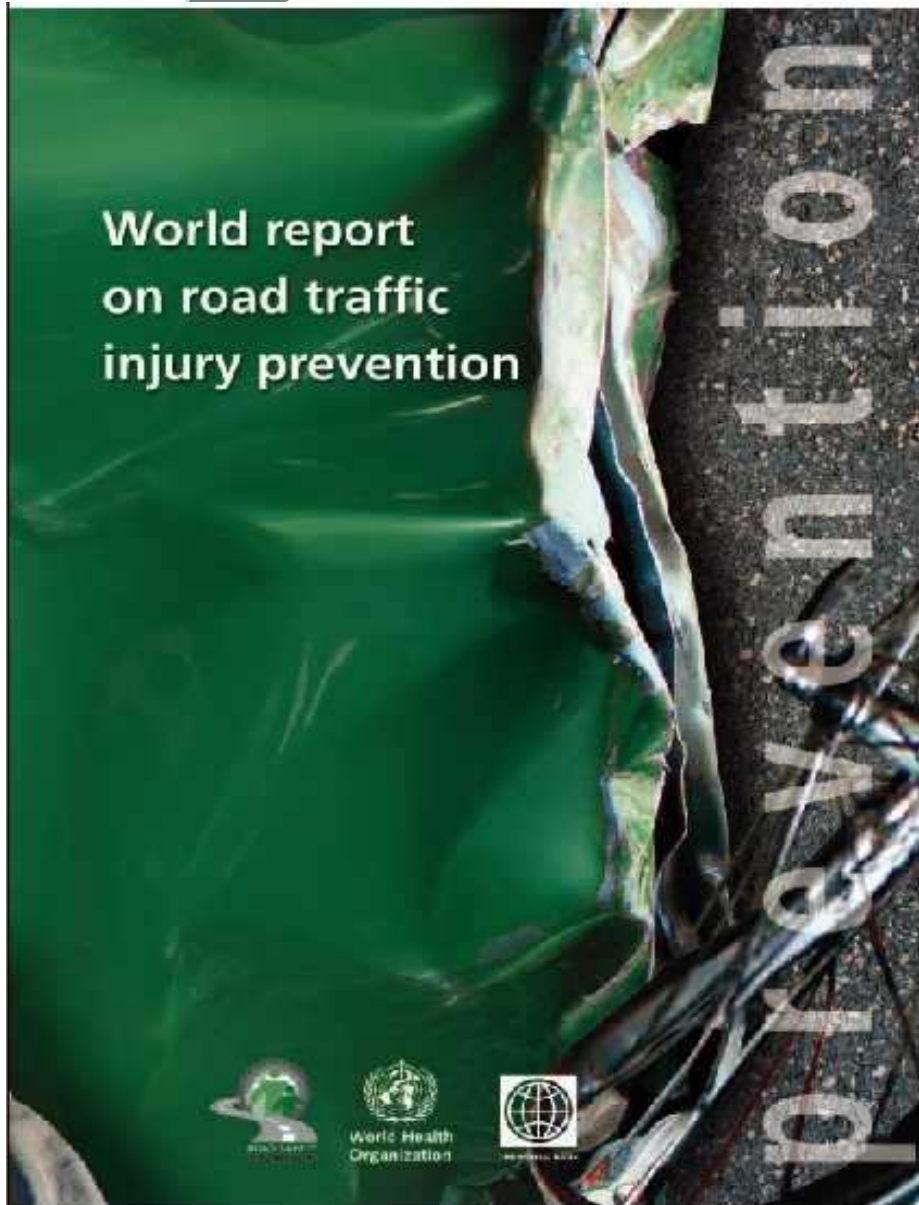
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Developing and improving  
national and community  
strategies on road crash injury  
prevention...

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



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# 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

2009



# 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

2009

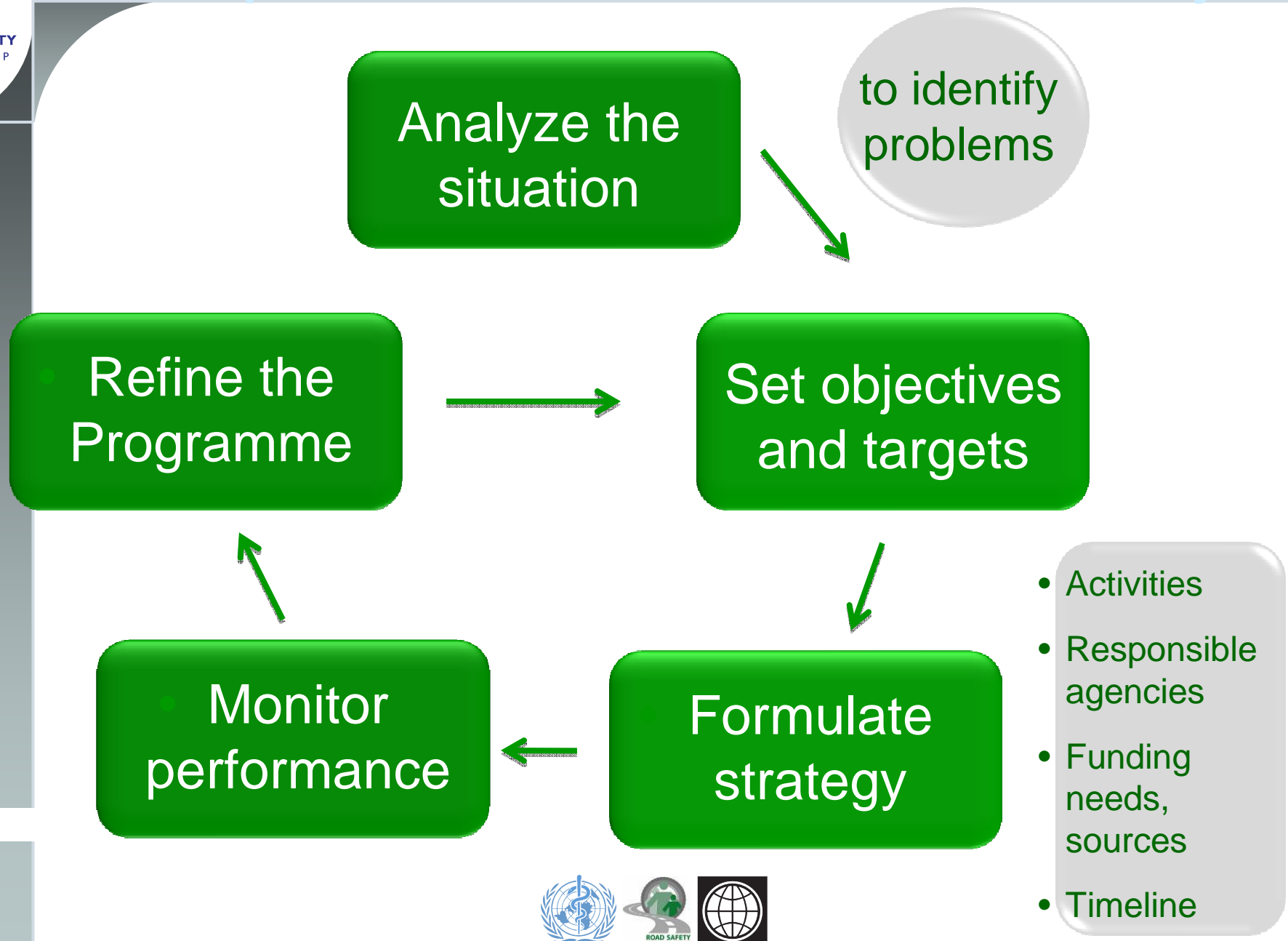
# Why focus on the risk factors?

- 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**



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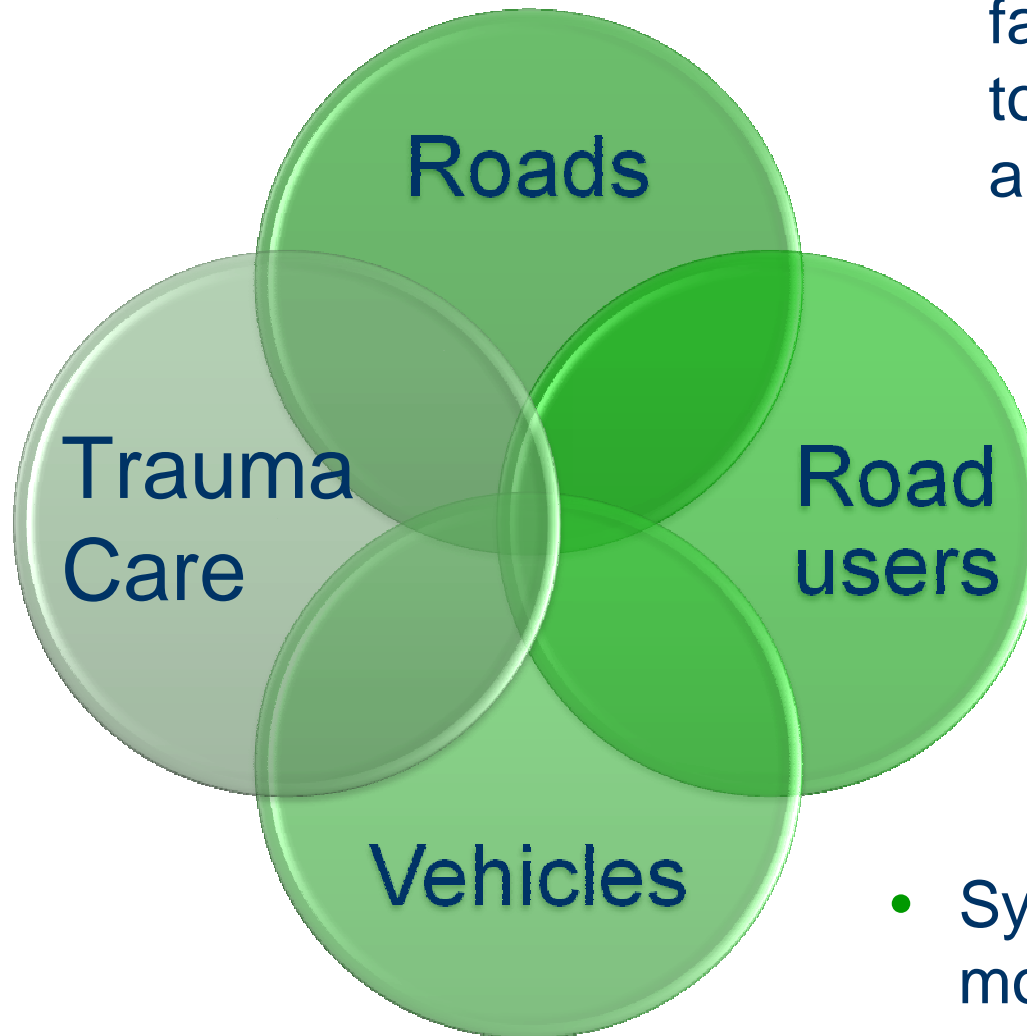
# Steps to success – the theory





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# The road safety system



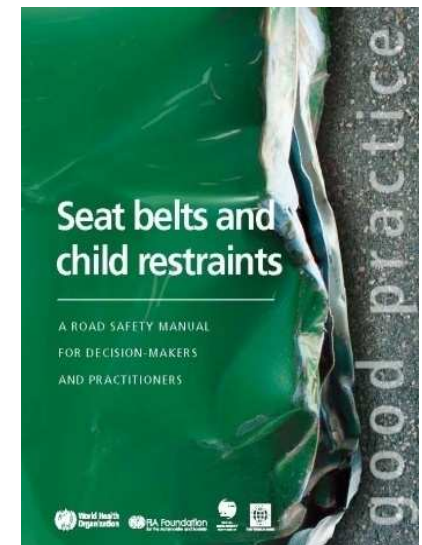
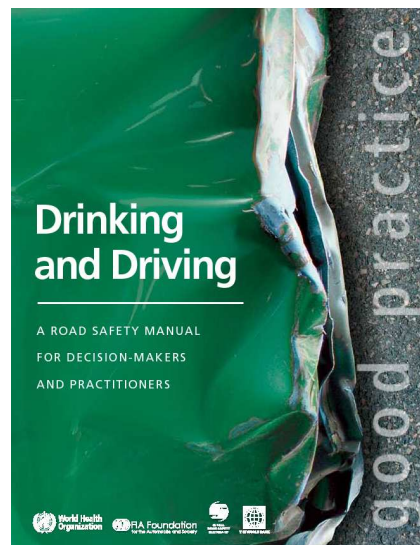
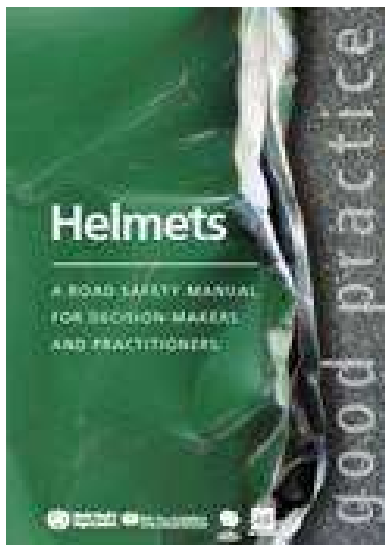
- A wide range of factors contribute to road crashes and injury severity
- Interventions should consider and build on linkages among components of the system
- Systems approach is most effective at preventing road crashes and injury



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# 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



2009

Data Systems (expected 2010)

*Translations into many languages*



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# 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



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# 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



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# Key to success

**Enforcement**



Strategic, robust and  
well publicised

**Public  
education**



targeted, long-term to  
change attitudes

**Partnership**



government, business,  
civil society

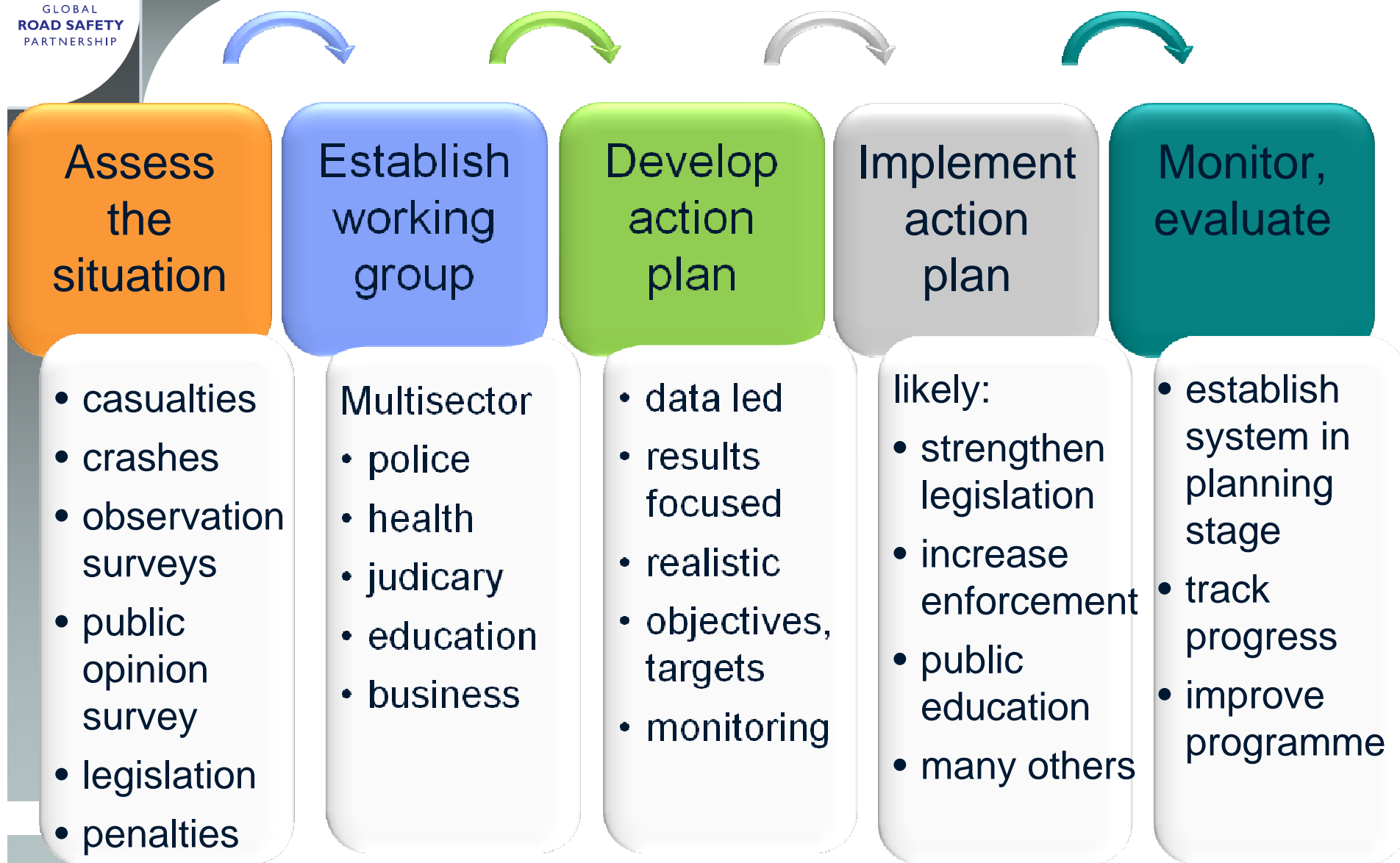
police, health, roads,  
transport, education etc

**Programme,  
not project**



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

# Turning theory into action!

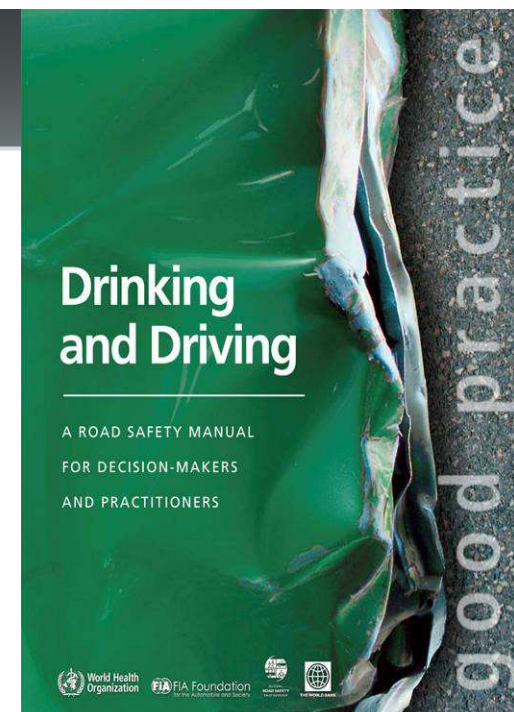


# Example Programme

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



PARTNERSTWO  
DLA  
BEZPIECZEŃSTWA  
DROGOWEGO



PIŁEŚ?  
**NIE**  
JEDŹ!



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# Olsztyn, Poland - Drink Drive



**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

# 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)



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# Aspects of the programme

**Strong  
political  
commitment**



Patronage by Mayor  
and city government  
leadership

**Legislation &  
penalties**



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

**Programmes  
based on  
good practice**



Recommendations in  
manual provided  
guidance

**Management,  
capacity and  
funding**



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



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# Key to success

**Enforcement**



Increased controls,  
more equipment,  
strategic plan

**Public  
education**



Annual campaign  
Diverse community  
programmes

**Partnership**



government, business,  
civil society

police, health,  
education and growing!

**Programme,  
not project**



2 year plan, vision,  
activities, local data (!),  
monitoring

# Effectivness...

## 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



22% in May 2008  
vs.  
11% in Dec 2008

People should have the right  
to decide how much they can  
drink and still be able to drive



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%)

2009

National level call to scale up the programme

# Hungary – national seat-belt programme

- **Multi-year:**

- 2004, 2005, 2006, 2007, 2008, 2009 in planning

- **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)



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# Hungary – communication highlights

2005

Nem hal bele, ha beköti!



Biztonsági övvel túlélheti.



GRSP  
MAGYARORSZÁG EGYESÜLET

2006





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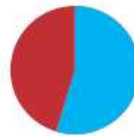
# Hungary – communication highlights

2007

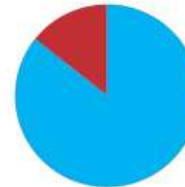


Magyarországon évente  
több mint 1200-an halnak meg  
az utakon

Magyarországon  
55%  
köti be magát



Nyugat Európában  
85%  
köti be magát



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



GRSP  
MAGYARORSZÁG  
EGYESÜLET

[www.grsphungary.hu](http://www.grsphungary.hu)

Az övet bekötni  
hátral is gyerekjáték

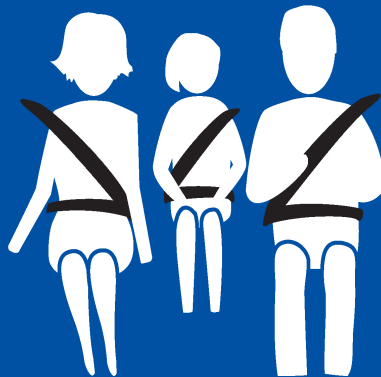


[www.grsphungary.hu](http://www.grsphungary.hu)



GRSP  
MAGYARORSZÁG  
EGYESÜLET

EGYBEN TARTJA



A CSALÁDOT



GRSP  
MAGYARORSZÁG  
EGYESÜLET



2008

# Hungary – communication highlights

## 2008 Target

Front seat	Increase usage from 60% to 70%
Back seat	Increase usage from 20% - 40%

## After study

Front seat	67,8%
Back seat	40%

Thank you for your attention!

[www.grsproadsafety.org](http://www.grsproadsafety.org)