

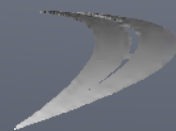


## National Summit for Rural Traffic Safety Culture 2010

# Developing Traffic Safety Culture in Europe and Beyond

July 12, 2010  
Big Sky, Montana

John Dawson  
Chairman



**EuroRAP**  
EUROPEAN ROAD ASSESSMENT PROGRAMME

European Road Assessment Programme

# European Safety Culture

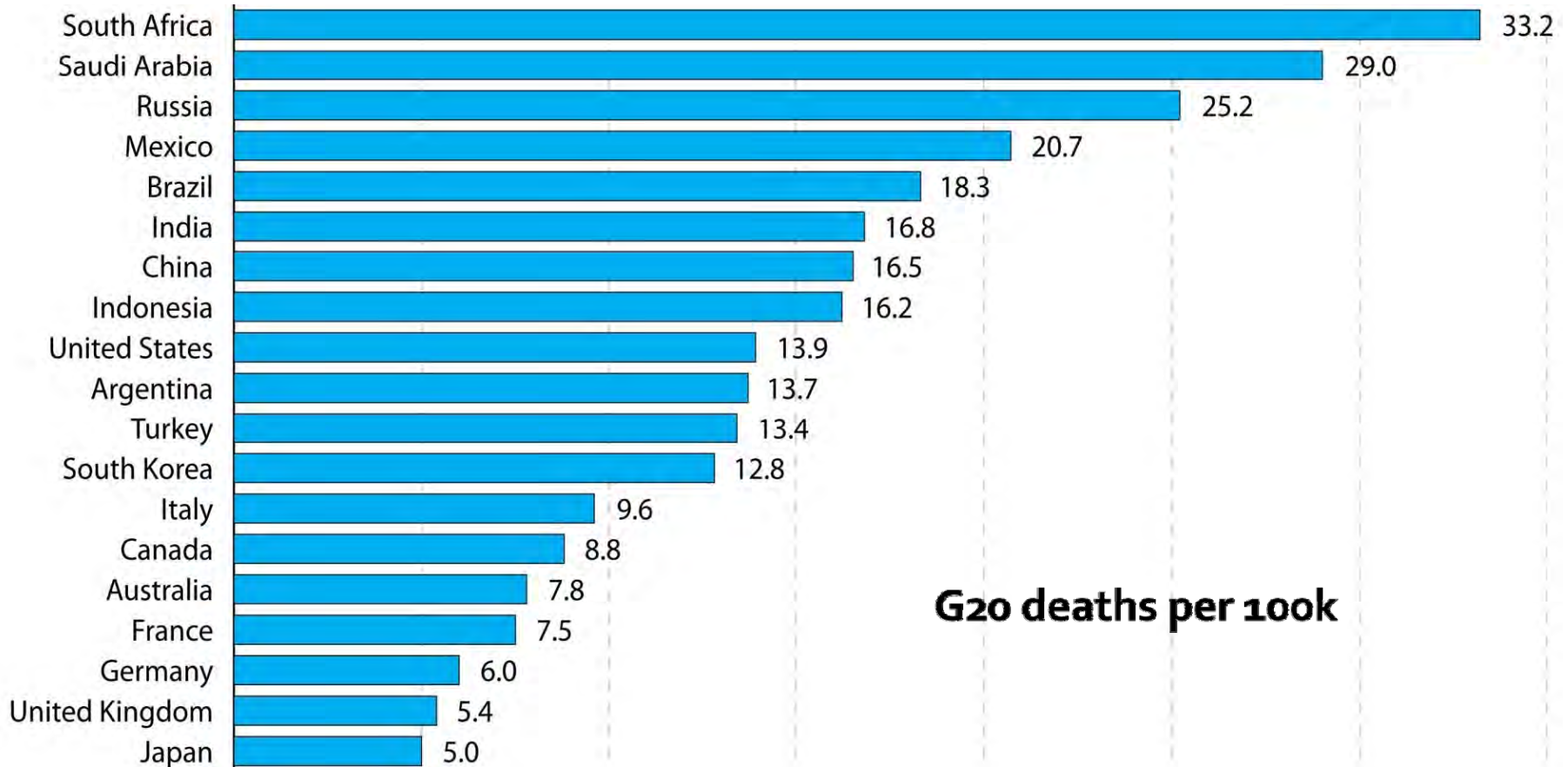
- **Motorists**
- **Stakeholders**
- **National, regional, local, organisational, cultural**
- **Rural, urban**



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# The puzzle of poor US performance



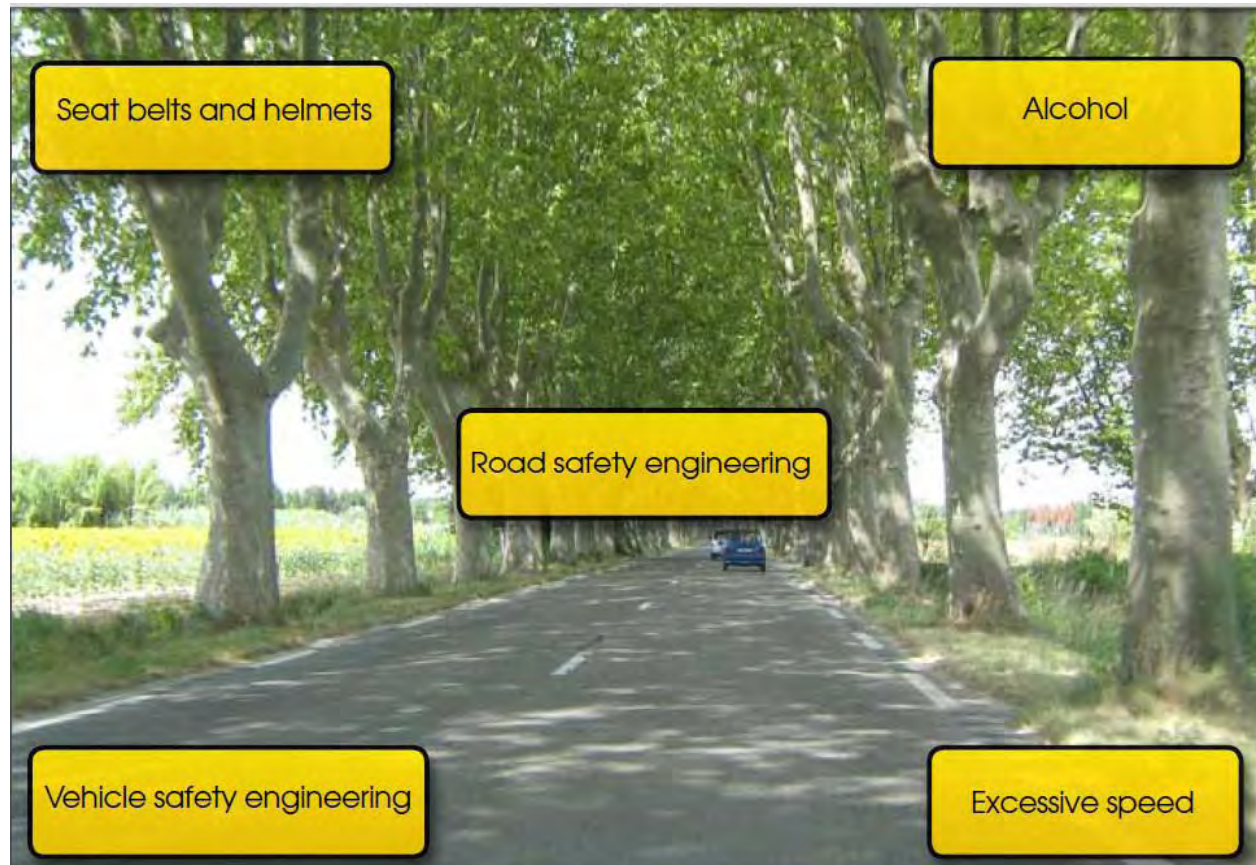
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# 1980s Europe

## Era of Evidence Based Policy



UK ascendant

1<sup>st</sup> national targets

The three E's

engineering

education

Enforcement

Seat belts ✓

Drink ✓

Speed ✗



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# 1990s: Fundamental Rethink

- How do we stop road deaths?
- Netherlands and Sweden take leadership
  - 'Vision zero', 'Sustainable safety'
  - UK - more of what worked before
- Who is responsible for road deaths
  - the victim? The designer?
  - new law



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# Last Decade

- *"I'm Spartacus"* – shared responsibility
  - drivers, manufacturers, road operators
  - final responsibility on system designer not victim
- EuroNCAP, EuroRAP, intolerance of 'road violence'
- Europe-wide targets

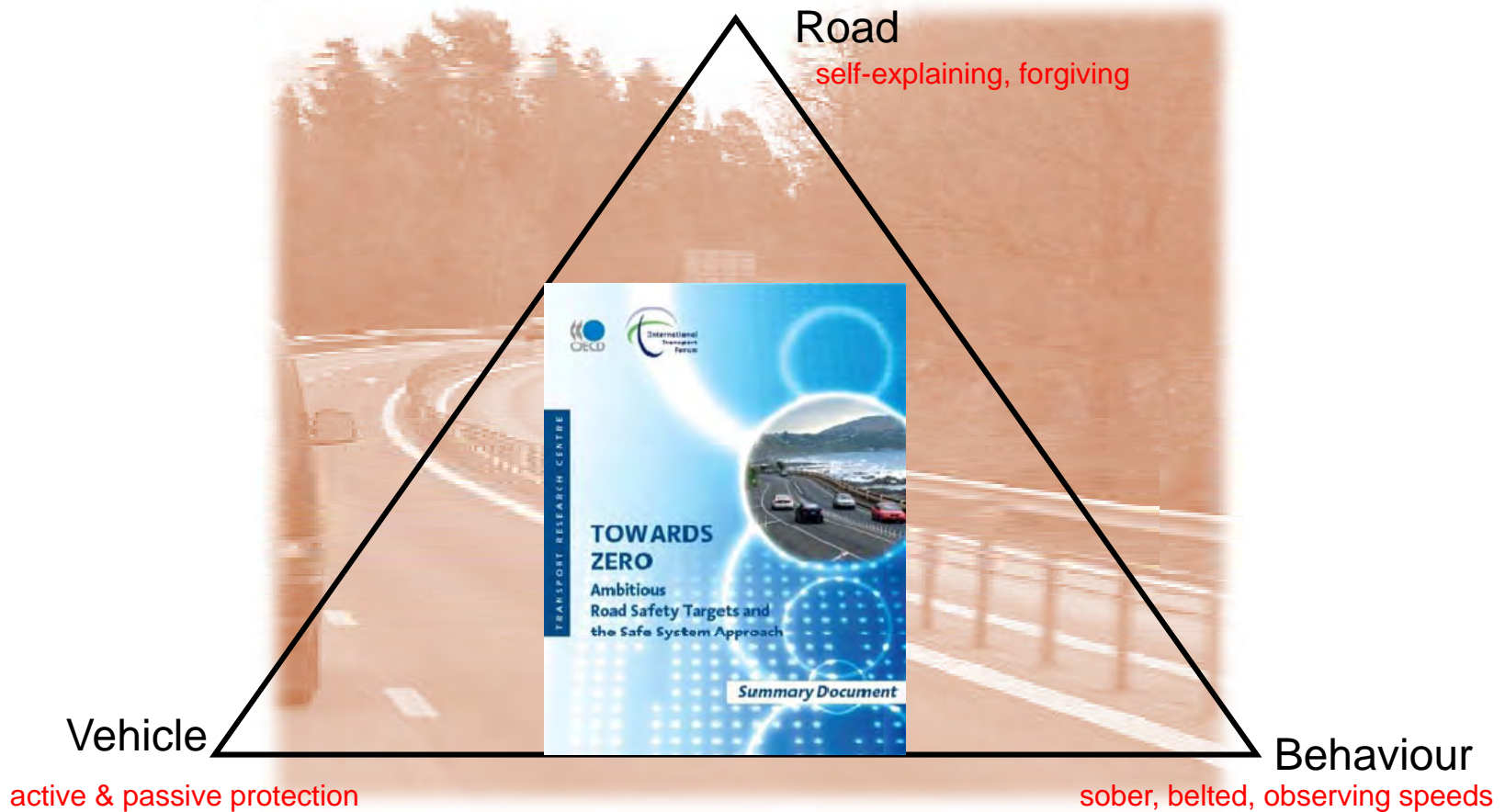


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# The Safe System



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# Building the safe system layers of protection



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# A Safe System Manages Energy

The human body cannot survive uncushioned impact of more than 25mph



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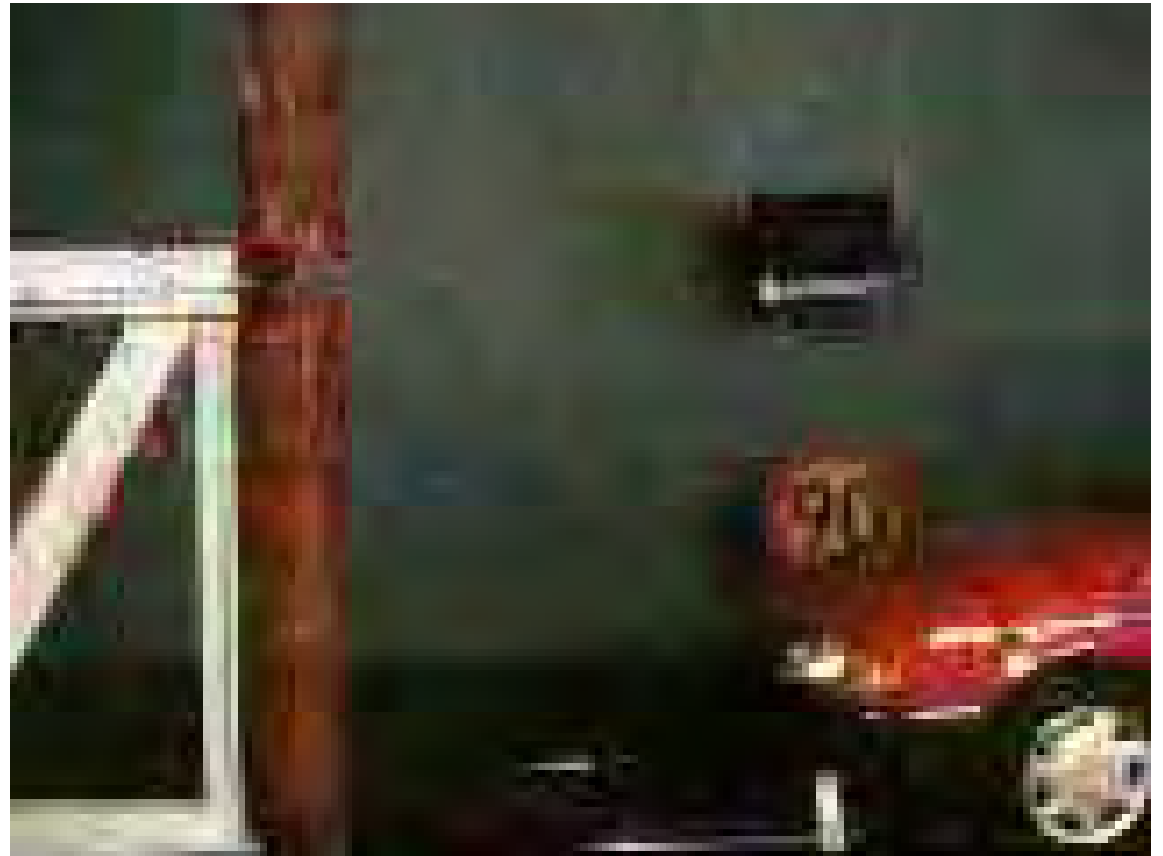


# Surviving more than 40mph

A 4-star car alone cannot  
protect above 40mph

Legal speeds kill unless car  
and road work as a system

Sweden has reset speed limits  
to protection



# Managing Energy – the road

2 star car, 4 star road  
– not enough



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# The Safe System

5 star drivers

5 star cars

5 star roads

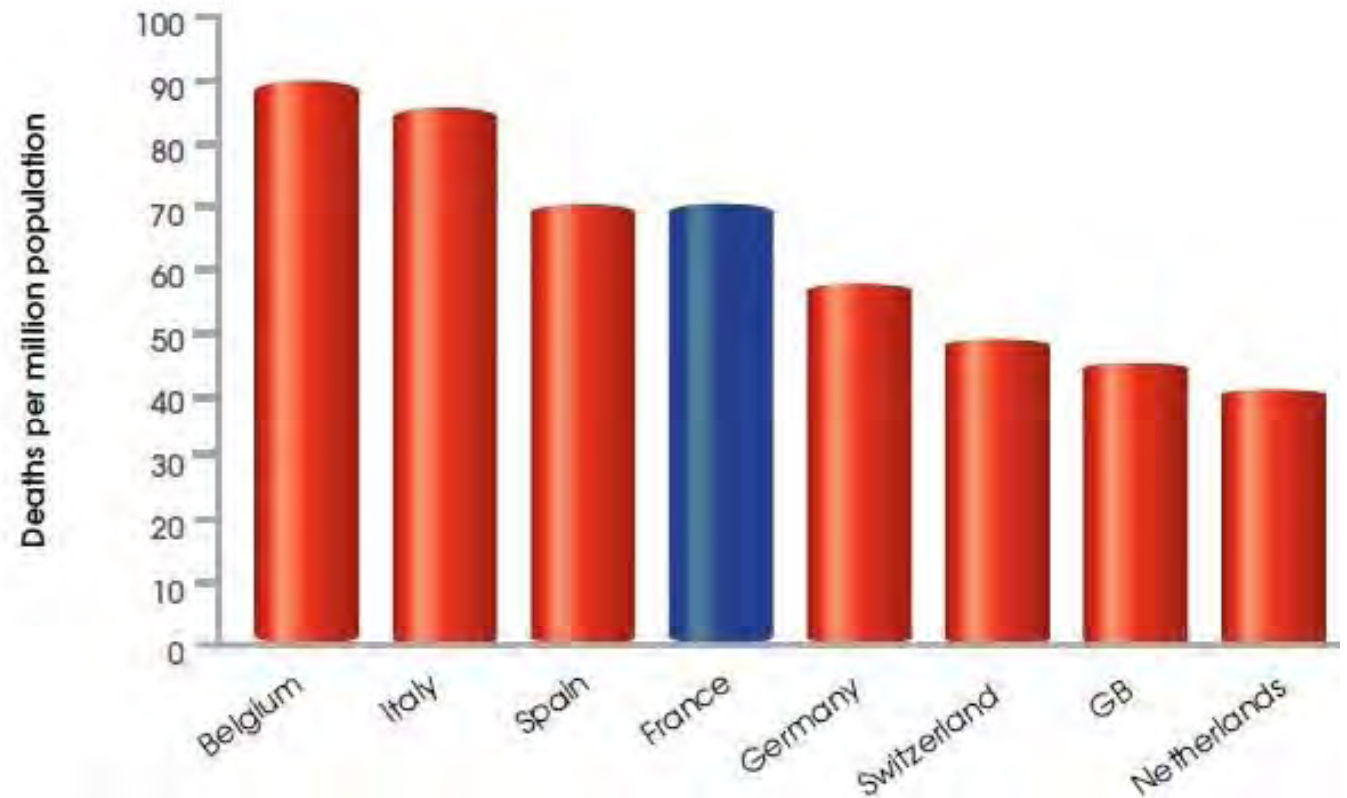
30% of Swedish mileage compliant, 3% deaths

No-one let off hook



# DEATH RATE

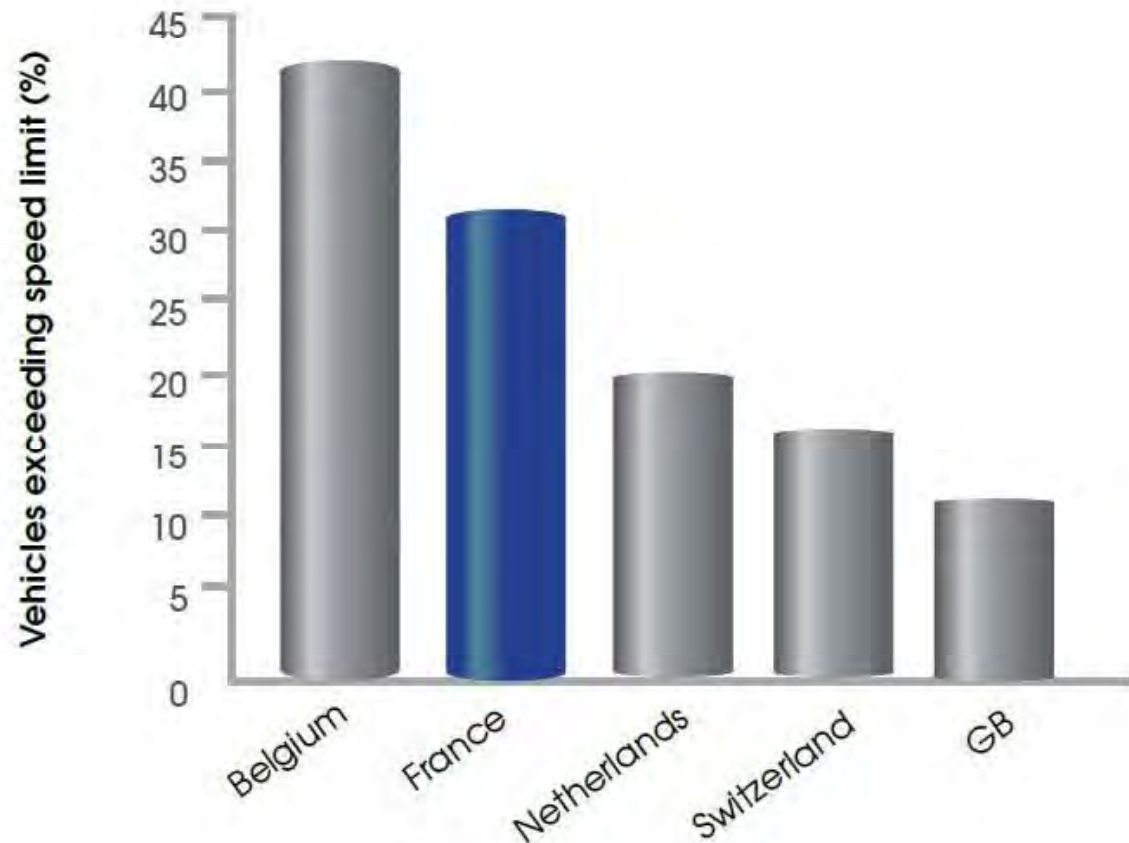
Culture matters..



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# SPEEDING

Culture matters..



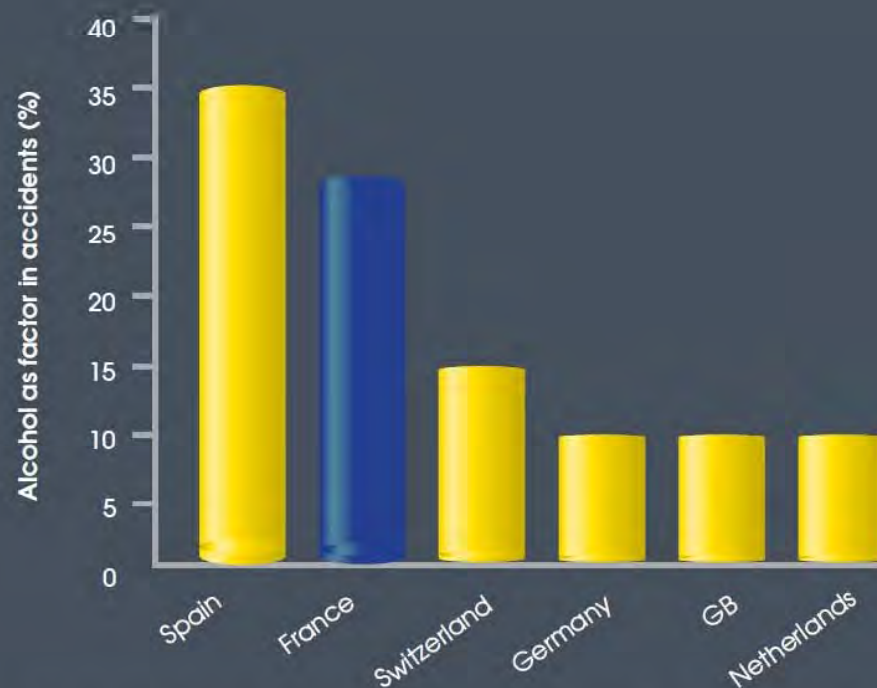
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# ALCOHOL

Culture matters..



Alcohol as a factor in fatal accidents for France and neighbouring countries - 2006  
(Spanish data from 2003; Netherlands data from 2009; non comparable data for Belgium; Data unavailable for Italy)  
(OECD/IRTAD, 2008)

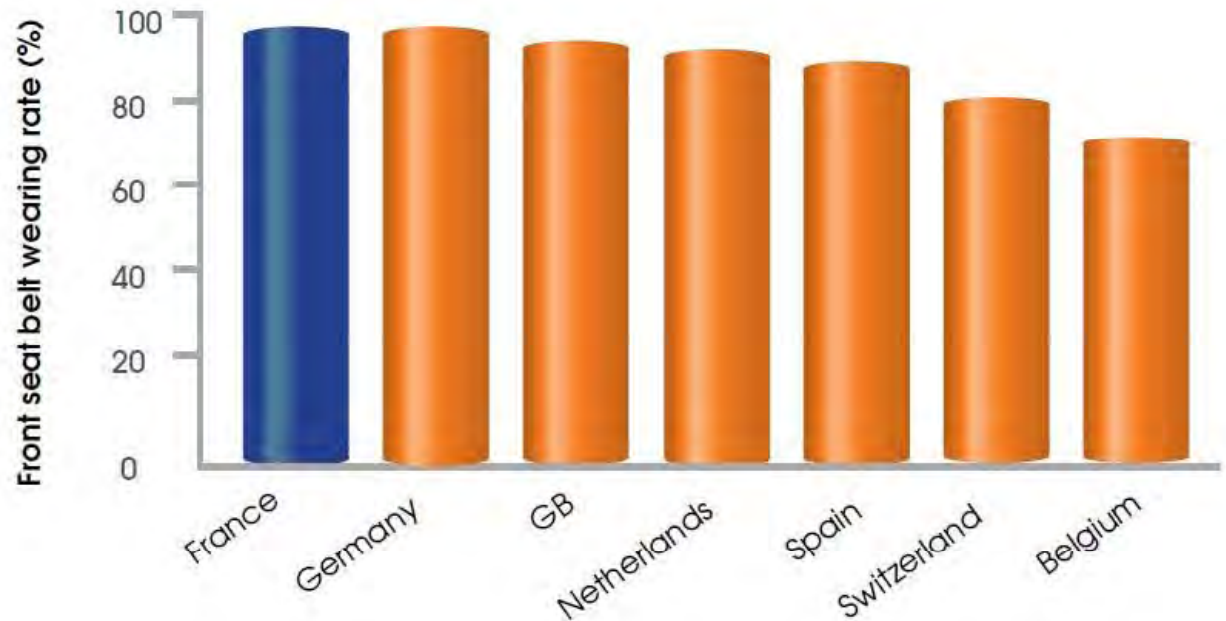


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# SEAT BELTS

.. but it can be changed



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# Courage is not enough

- Education/enforcement on belts worked
- drink campaigns worked in northern Europe
  - people police each other
- speed is working
  - much execution lacks consumer insight



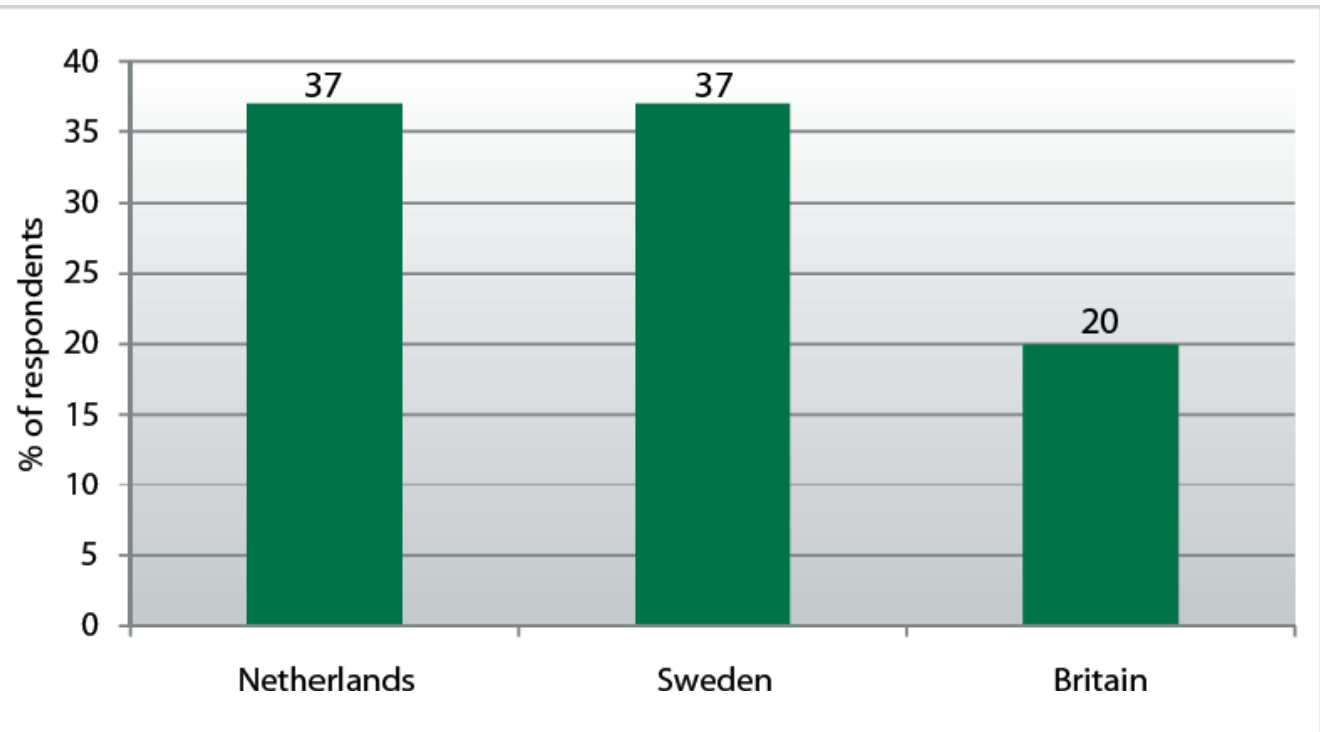


# Creating Demand for Safe Roads

public understands  
safe drivers

NCAP educated on  
safe cars

RAP is educating on  
safe roads



*Figure 6. Per cent saying investment in safe roads would save the most lives in the next 10 years*



# Safe Roadsides



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# Safe Junctions



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# Safe Overtaking



The new 4-star single carriageway  
The world's safest road type



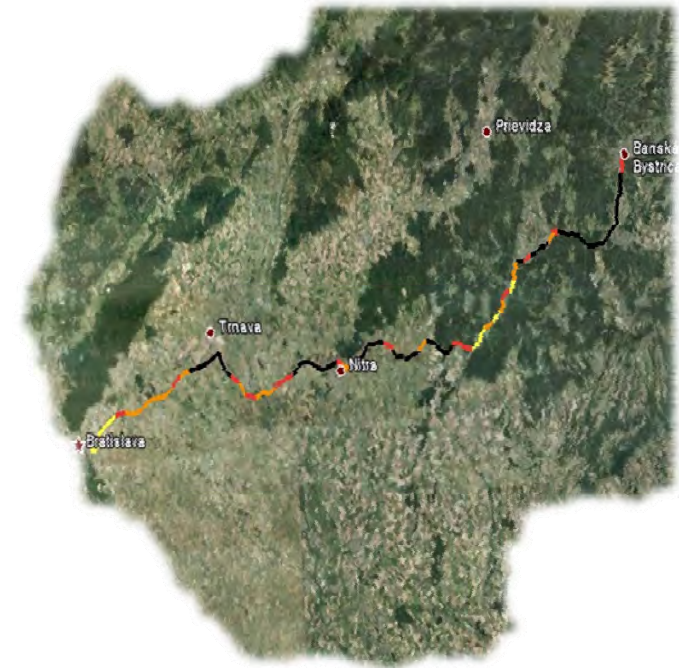
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# We can measure safety...



Risk mapping  
measures the system  
— road, vehicle and driver



Star Rating  
measures the road



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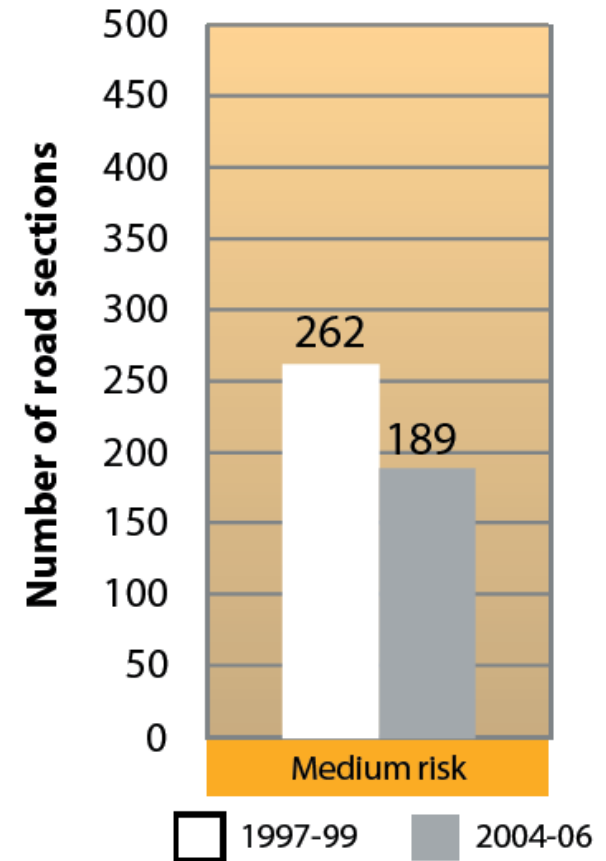
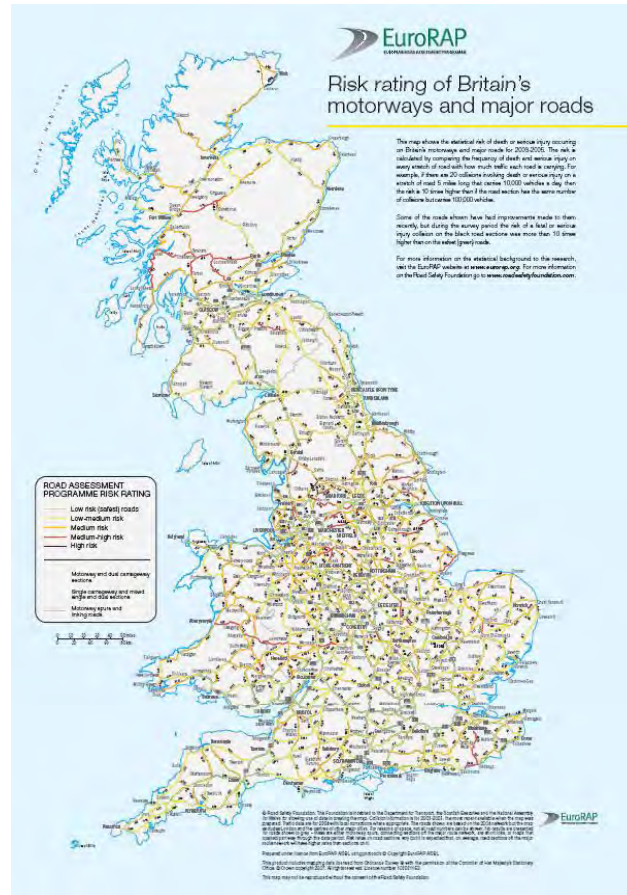




# .... and track improvement

Typically,

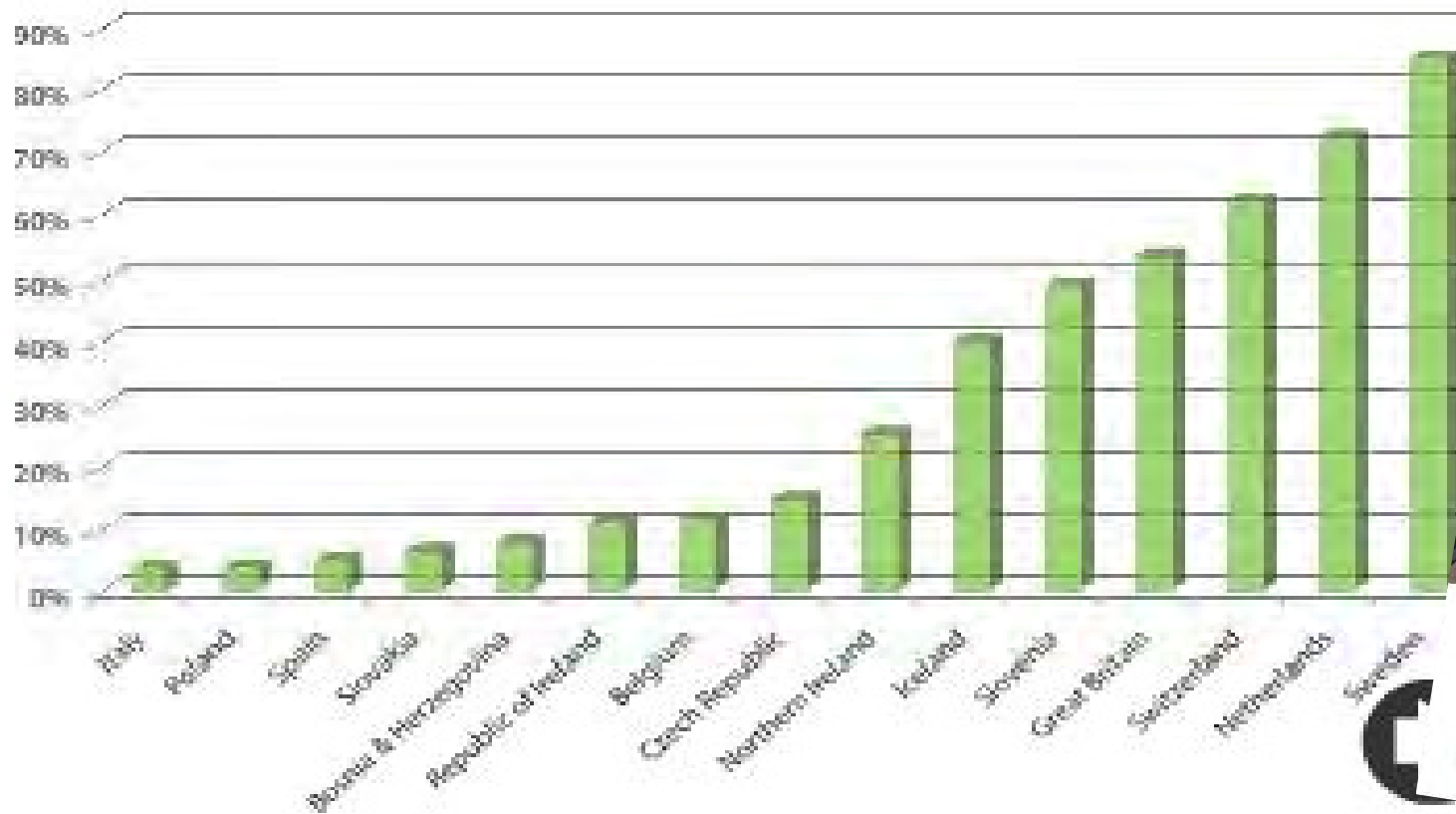
50% of deaths on  
10% of network



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# Creating Competition in Safe Roads



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# Is Europe transparent?

## Council of Europe Signatories Providing Available Data to EuroRAP

Belgium, Bosnia, Croatia, Czech Republic, FYROM, Greece, Hungary, Iceland, Ireland, Netherlands, Italy, Serbia, Slovakia, Spain, Poland, Slovenia, Sweden, Moldova, Montenegro, United Kingdom

## Council of Europe Signatories

France, Germany, Norway

*Accountability liberates but is uncomfortable – most countries work with EuroRAP*

## Yet To Be Asked

Armenia, Azerbaijan, Bulgaria, Denmark, Estonia, Georgia, Latvia, Lithuania, Luxembourg, Finland, Portugal, Romania, Russian Federation, Ukraine



# Beyond US and Europe

2005 WHO Report on Global Death and Injury

2006 Make Roads Safe global campaign begins

2008 OECD Towards Zero published

2009 1<sup>st</sup> inter-Ministerial in Moscow  
Joint statement by 7 development institutions

2010 UN General Assembly declares *Decade of Action*

2011 Ensuring the Decade is Action

