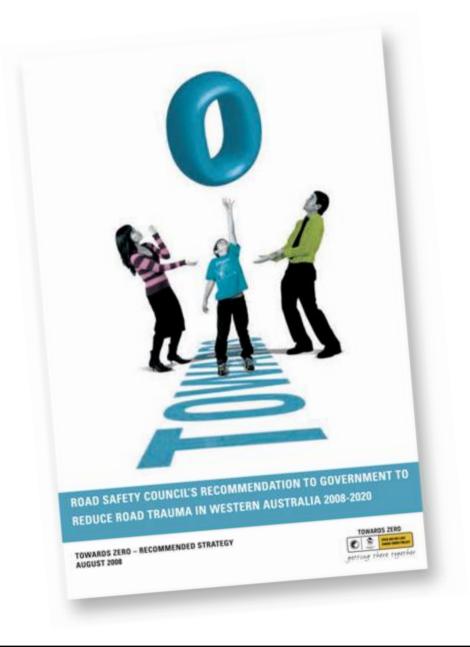
# REGIONAL ROAD SAFETY MANAGEMENT WORKSHOP



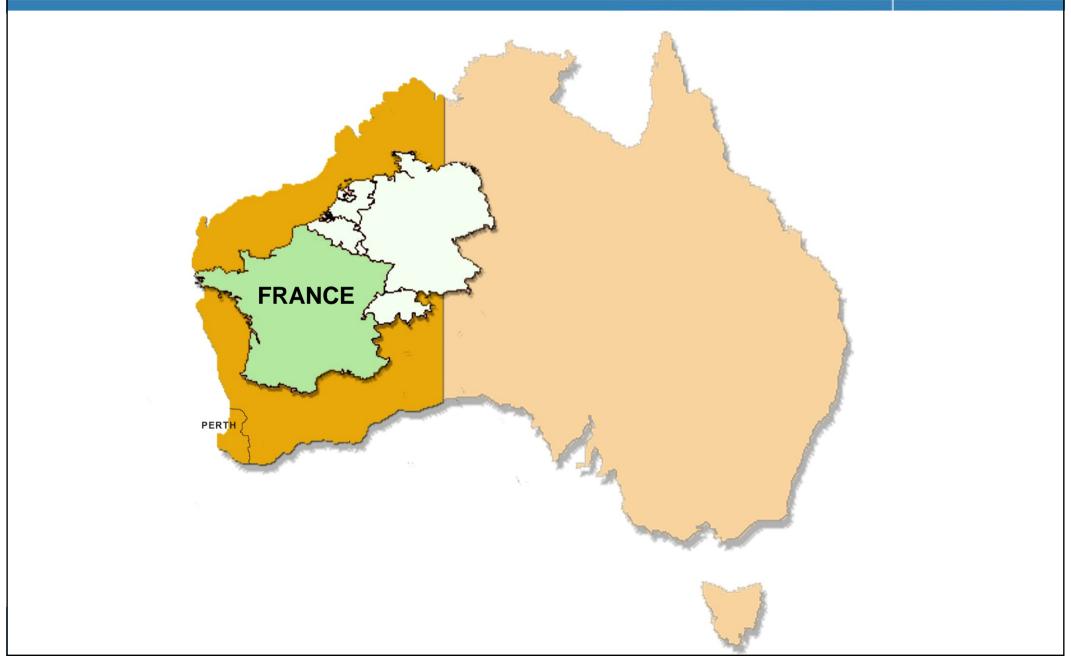
Engaging
Scientists and the
Community to
develop a new
road safety
strategy

Iain Cameron
Executive Director, Office of Road Safety,
Western Australia
Adelaide 9 November 2008



### **Our Location**



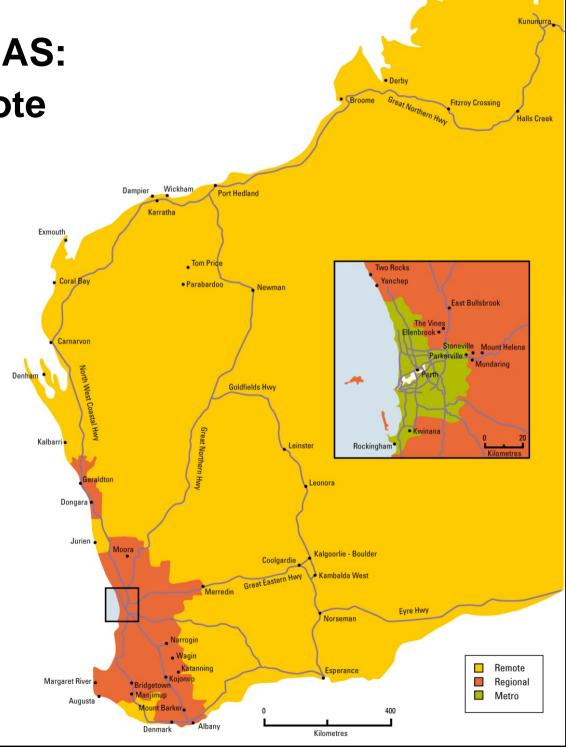






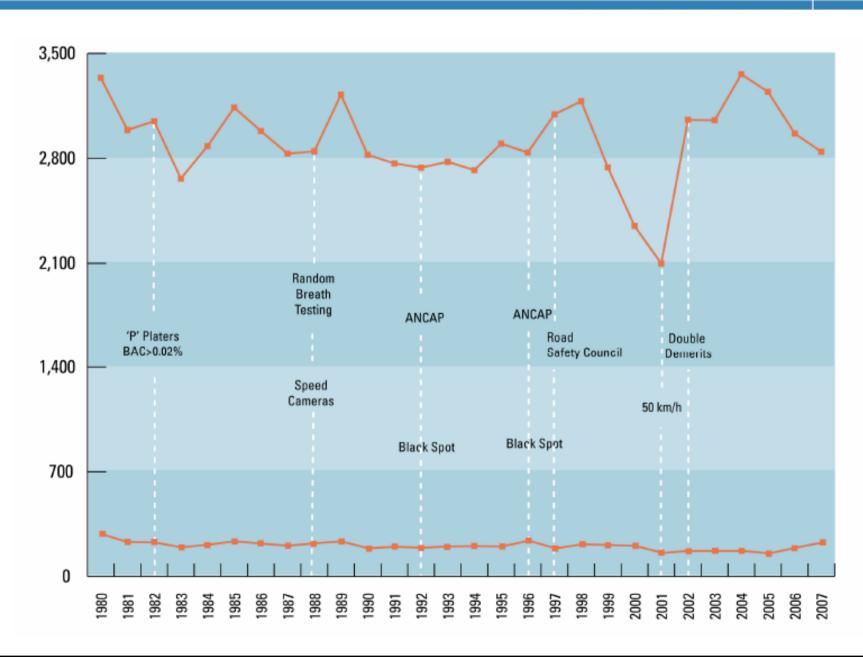


GEOGRAPHICAL AREAS: Metro, Regional, Remote



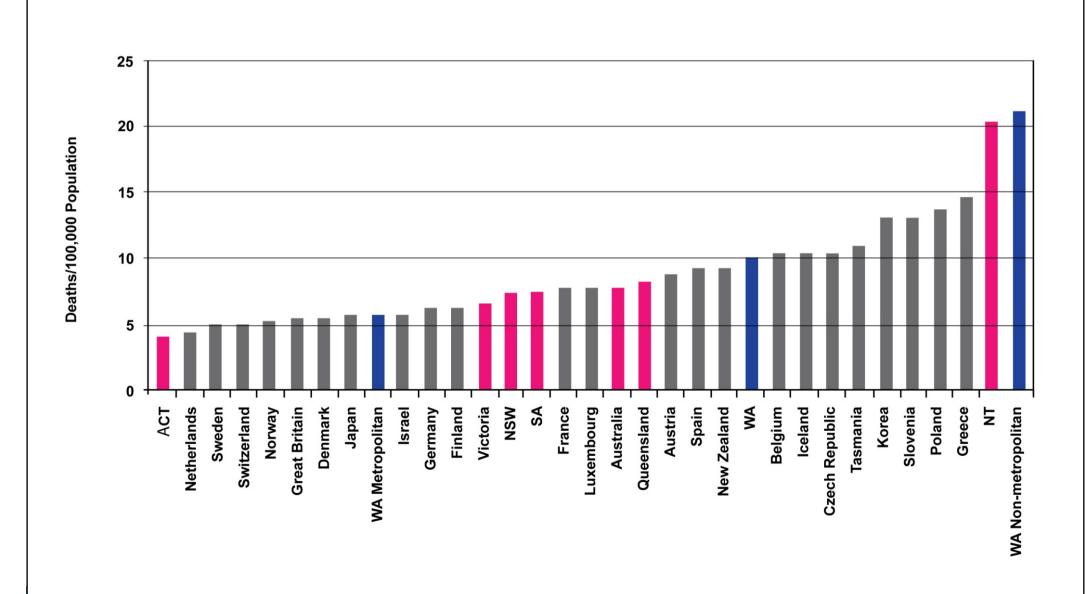
# People Killed and Seriously Injured on WA Roads 1980-2007





## WA Road Deaths Compared to other Jurisdictions





#### Road Safety Decision Making and Coordination in Western Australia

#### **Independent Chairman:**

Chair and media spokesperson

#### Office of Road Safety \*

#### **WA Police:**

Traffic regulation, enforcement, crash investigation, reporting

#### Main Roads WA:

State highway and main roads authority

#### Department for Planning and Infrastructure:

Driver and vehicle licensing, integrated transport & land use planning.

#### **WA Local Government Association:**

Local roads authorities and local community education

#### **Insurance Commission of WA:**

Government compulsory third party insurer for personal injury

#### **Road User Representative:**

Representing WA road using community performed by Royal Automobile Club of WA

#### **Department of Health:**

Health services, data

#### Department of Education & Training:

School & technical education

### Ministerial Council on Road Safety:

Minister for Police & Emergency Services; Community Safety (Chair)

Minister for Planning and Infrastructure

Minister for Local Government; Minister Assisting the Minister for Planning and Infrastruture

Minister for Education & Training

Minister for Health; Minister for Regional Development

#### **Road Safety Council:**

Peak legislated independent advisory body providing evidence based recommendations to Government

Groups (proactive & reactive specialist advice on road safety issues)

#### Office of Road Safety:

Lead agency for road safety policy and strategy development, co ordination, comm unication (including mass media), monitoring and reporting on progress

- User Behaviours

Safe Road

**Road Safety** 

Council

**Advisory** 

Safe Roads

Safe Speeds

Safe Vehicles

Data Management

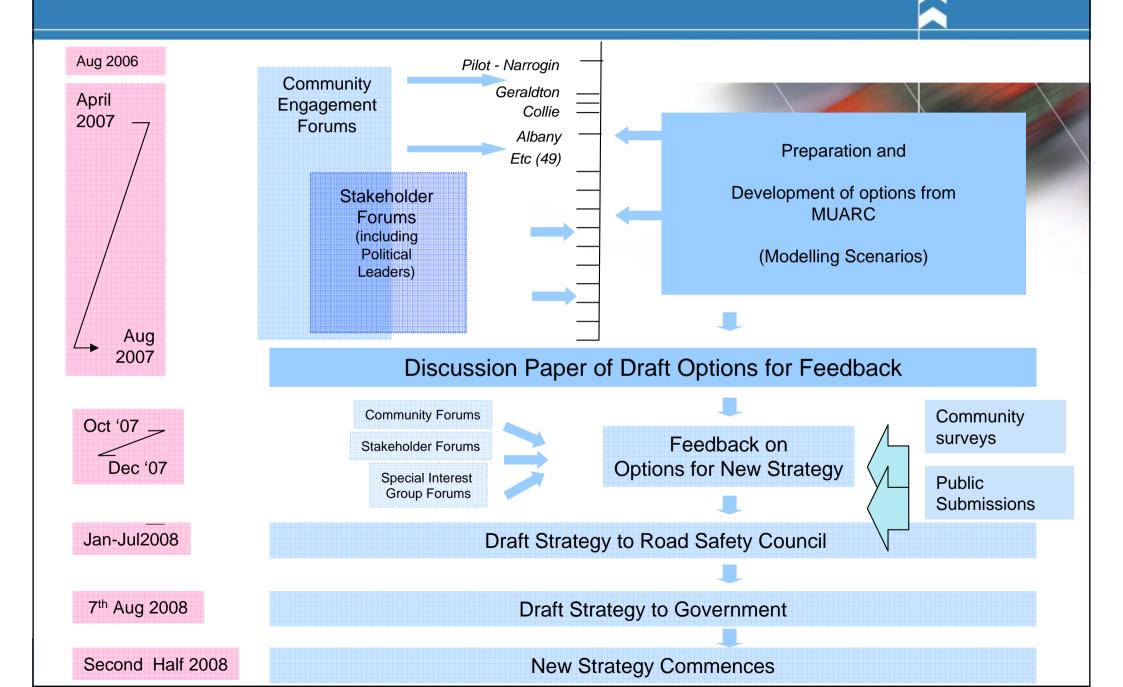
### The Development Approach



We identified that the strategy Development process needed to be;

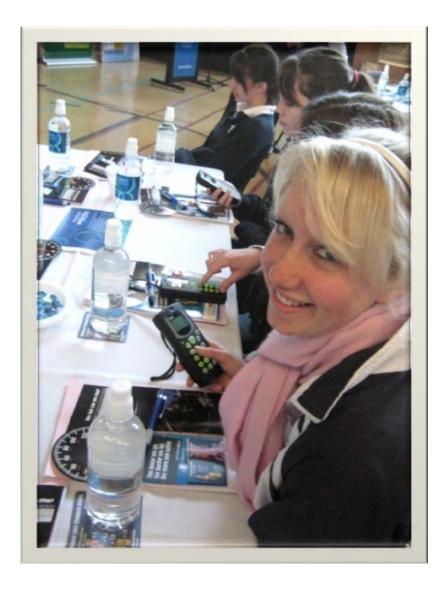
- based on evidence of what works,
- overlayed with practical and relevant implementation issues, and
- balanced with community support and understanding of the strategy components (cornerstones)
- Consultation also included a Parliamentary Reference group at identified stages of the strategy development.

### **Strategy Consultation Process**



## **Community Forums**









## **Engaging the Community in Dialogue**



Gaining honest and open feedback we utilised hand held voting machines,

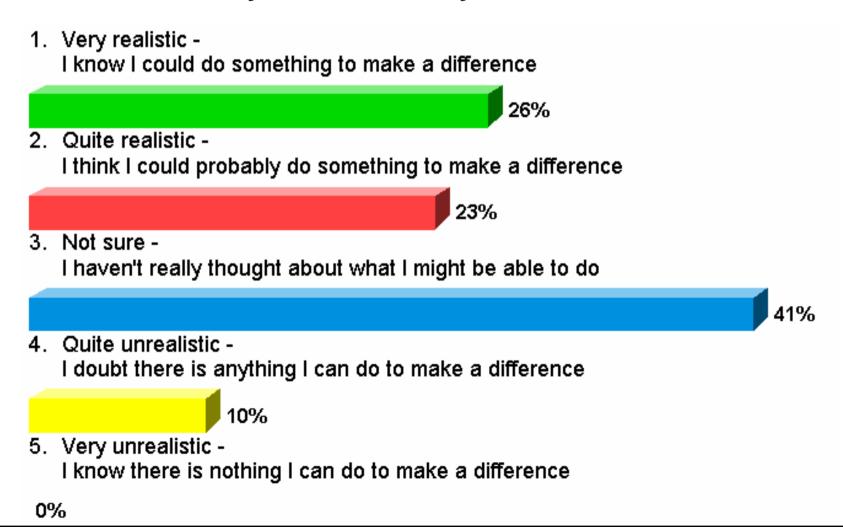
- 1. Wait for the music to start
- 2. Vote using the numbered keys
- 3.Use the 'C' button to clear an error then revote
- 4. There is no need to press enter



## What the Participants Viewed

**^** 

How realistic do you think it is that you, as an individual or as part of your community, could do something to make a difference in the level of road trauma in your community?



## **Another Example of Responses**



#### When you are driving would you say that you:

Always wear a seat belt

69%

2. Usually wear a seat belt



3. Occasionally wear a seat belt

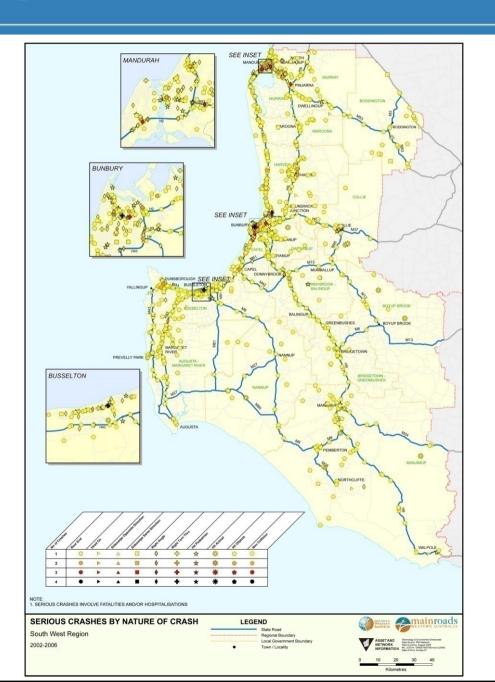


4. Never wear a seat belt



# South West Region – Serious crashes by nature of crash





# **Major Crash Types and Contributing Factors**

5%

12%

0.5%

4%

198

518

19

170

**High Priority Category** 

Intersections

Run-off-road

Other crash types

Head-on

Speed

**Fatique** 

Distraction

Drug driving

Drink driving

Young drivers

Motorcyclists

Older road users

vehicle crashes

Heavy vehicle occupants

Casualties involved in heavy

**Pedestrians** 

**Bicyclists** 

Non-restraint use

Indigenous drivers

						-	
Metropolitan		Rural		Remote		WA	
n	%#	n	%#	n	%#	n	%#
1,855	44%	1,006	29%	102	7%	2,963	33%
774	18%	1,349	39%	860	62%	2,983	33%
141	3%	289	8%	67	5%	497	5%
1,444	34%	810	23%	357	26%	2,611	29%
582	34%	556	32%	316	40%	1,454	34%
na	na	na	na	na	na	2,263	25%
na	na	na	na	na	na	2,263-3,621	25-40%
na	na	na	na	na	na	42	26%
418	10%	350	10%	228	16%	996	11%
122	5%	202	8%	280	26%	604	10%
768	29%	680	29%	203	27%	1,651	29%
na	na	na	na	na	na	814	9%
516	12%	440	13%	107	8%	1,063	12%
403	10%	151	4%	63	5%	617	7%

11

92

71

130

1%

7%

5%

9%

2%

11%

2%

8%

84

387

56

262

3%

11%

2%

6%

293

997

146

562

### **Costs and Benefits**



# Ultimately *Towards Zero* will help reduce the impact of road trauma on all our lives, ensuring a healthier lifestyle for us all

- Towards Zero will save 11,000 people from being killed or seriously injured
- estimated financial cost
  - of those injuries \$6.6b (\$600,000/KSI)
  - to prevent them \$2.5b (\$230,000/KSI)
- immeasurable emotional cost to victims and loved ones
  - benefits beyond road safety
  - free up hospital resources
  - encourage more active lifestyles
  - reduce energy consumption
  - create safer neighbourhoods

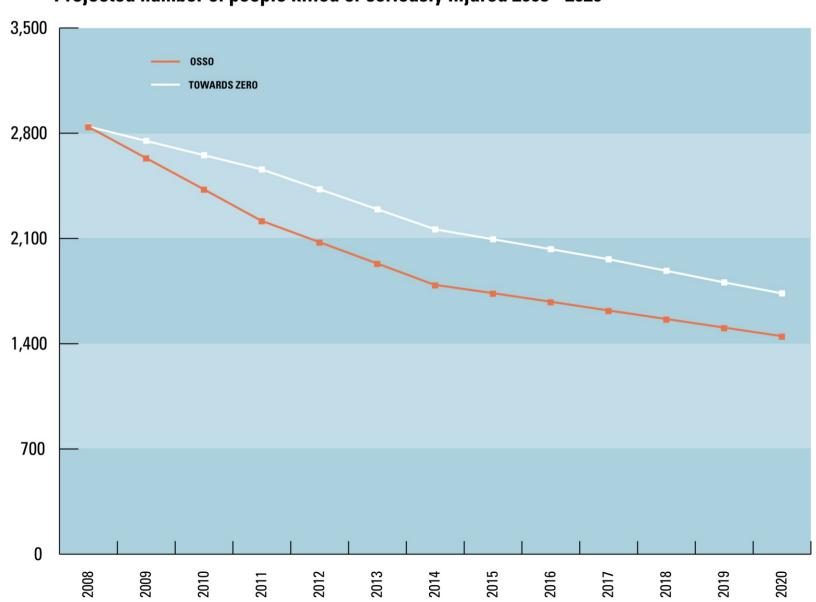
## Towards Zero: costs and benefits 2008-2020



## **Projected Reductions in Trauma**

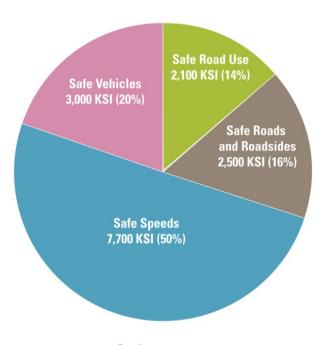






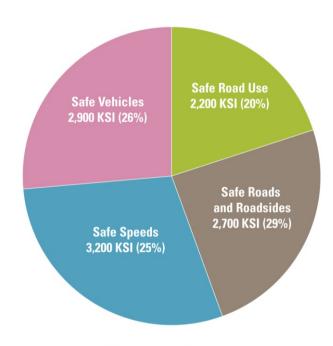
### The Cornerstones of the Safe System





**Optimum strategy** 

Projected cumulative savings in numbers killed and seriously injured 2008-2020 MURAC best possible strategy (OSSO).

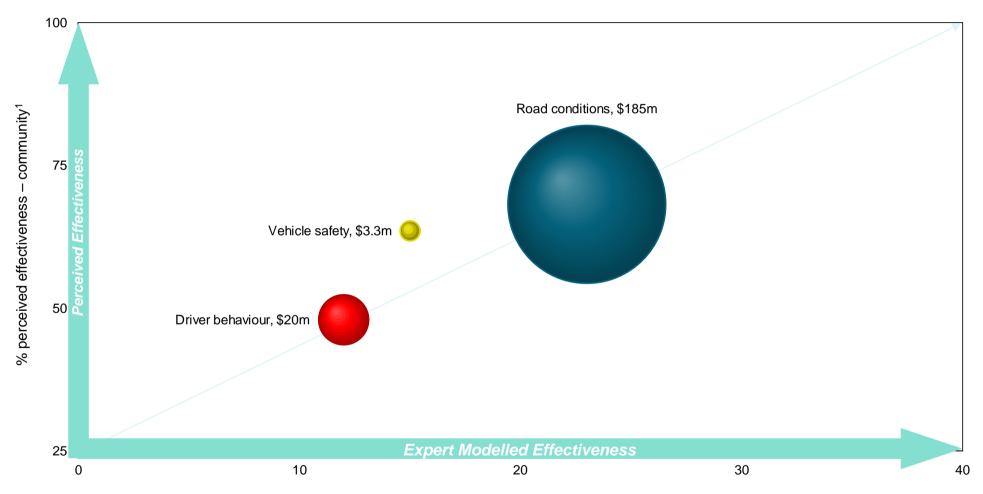


**Recommended strategy** 

Projected cumulative savings in numbers killed and seriously injured 2008-2020 Towards Zero recommended strategy.



## Community perception versus Expert modelled effectiveness of safer systems cornerstones



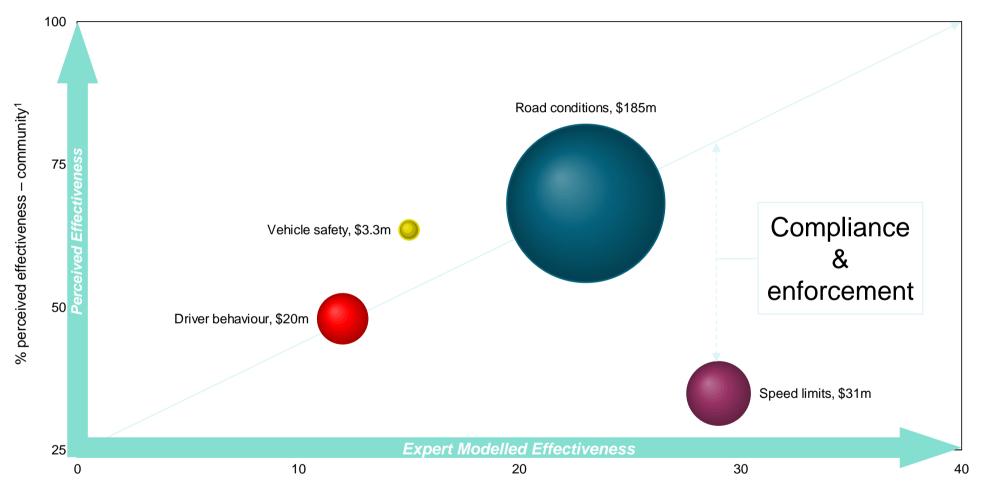
% contribution to total reduction in serious casualties - modelled<sup>2</sup>

#### Sources:

- <sup>1</sup> Safer Vehicles Campaign Evaluation, August 2007, Synovate
- <sup>2</sup> Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC



## Community perception versus Expert modelled effectiveness of safer systems cornerstones



% contribution to total reduction in serious casualties - modelled<sup>2</sup>

#### Sources:

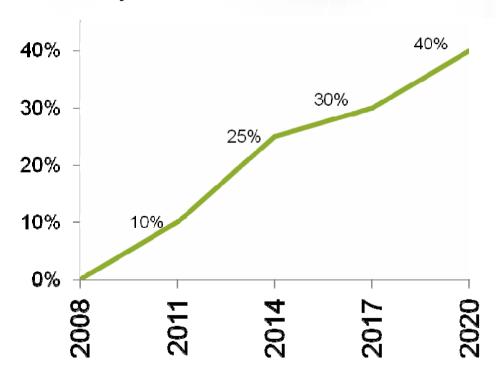
- <sup>1</sup> Safer Vehicles Campaign Evaluation, August 2007, Synovate
- <sup>2</sup> Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC

### Recommended Actions 2009-2011

## Our target by 2011 is 750 fewer people killed or seriously injured

- the RSC recommended actions document lists
  - new, significant initiatives
  - lead agencies
- all agencies contribute to a multitude of other road safety initiatives that have not been listed
- most actions will require co—operation between agencies
- successful implementation depends upon funding being made available





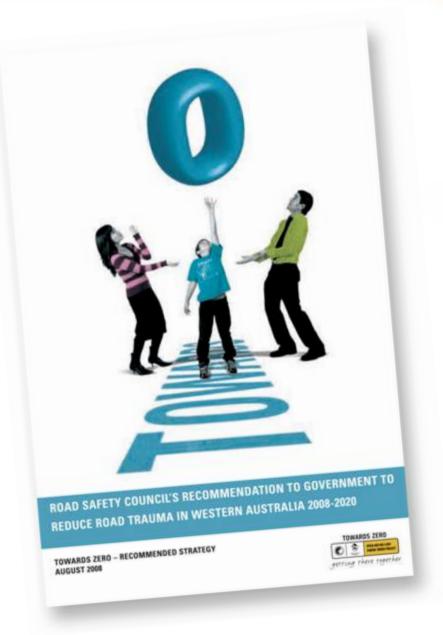
#### Where to from here?



- The recommendation is with Government to consider
- It is accompanied by the first three-year action plan (developed and owned by the agencies responsible)
- The consultation phases have assisted us in developing communication strategies for :
  - the acceptance and understanding of the Strategy Towards Zero, and
  - in the education and communication with the Community, community leaders, and our stakeholders to accept and support the implementation of the strategy.
- Engaging the community and stakeholders transparently

## Recommended Road Safety Strategy for WA





Thank You

**Questions?**