

Conférence Internationale sous le thème :
**"La Sécurité Routière :
Une Responsabilité de l'entreprise ?"**



20 - 21 Juin 2018
Paris - France

Alain Areal
Le Salon des Miroirs

Elements of effective road safety management

To achieve better performance in road safety we need an effective road safety management.

There is a need to address systematically the main risk factors and adopting proven measures more widely with appropriate resource by a combination of:

Wide-system approach

Sharing responsibility



Road Safety Planning



Work Related Road Safety Plans

How organizations can contribute and benefit from road safety?



Promoting and implementing a **Road Safety Culture** inside organizations focused on **Risk Management**

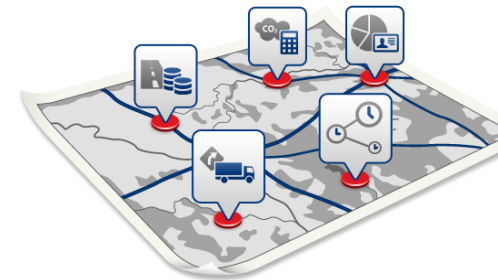
WRRSP Approach



1 - Diagnosis

Quantitative and qualitative data assessment:

- Accidents characteristics (the most common type of accident in the company, drivers over represented in statistics...);
- Transport modes and characteristics, journey planning, drivers attitudes and behaviors;
- The direct and indirect costs supported by the company;
- Road safety management and policies (recruit drivers, vehicles, risk factors,...)
- Training and communication (raise awareness campaigns, incentive programs, road safety policies...)

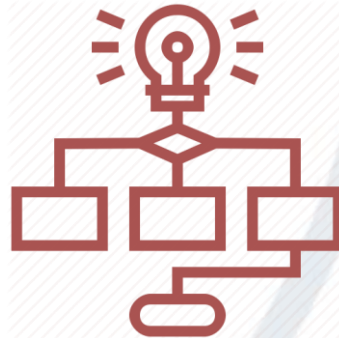


1 - Diagnosis

- **Broad picture of company road safety situation (identification of risks, problems, positive measures,...);**



- **Identifying and prioritizing needs and actions to be implemented in order to reduce the frequency and severity of accidents (organization/road users);**



Deliverable - Company road safety assessment

2 - Organization Actions

Under the road safety management commitment preventive measures are defined in order to:

- **To define the vision and the structure of a road safety company policy;**
- **To define goals and targets;**
- **To implement and develop a road safety culture;**
- **To define hiring procedures, integration and training of professional drivers and other vehicle road users;**
- **To define and implement a strategy of communication, information and motivation to raise the awareness and engagement of drivers in a safety culture;**
- **To define the planning and organization of journeys.**



2 - Organization Actions

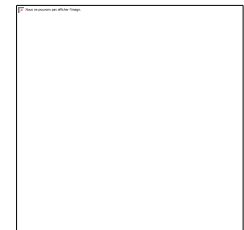
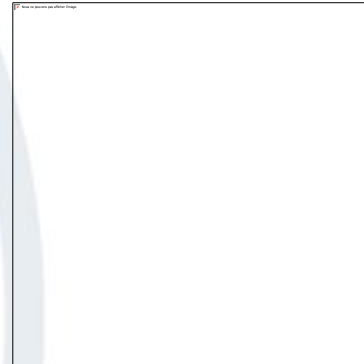
- To build a database and information collection model to systematic collect and analysis the road accidents and risk factors;
- To define KPI's;
- To design the monitoring and evaluation process of results;
- To define prevention/safety policies (vehicles; route management; speed, alcohol, distraction, fatigue programs).



Deliverable - Road Safety Organization Action Plan

3 - Behavior Actions

- The goal is to promote safe behaviors, to change opinions, attitudes and behaviors;
- To start a reflection on driving habits;
- To identify the risks involved on journeys;
- To know the opinion, attitudes and behaviors of drivers and motivate the necessary changes;



3 - Behavior Actions

- Theoretical training - Aimed at changing behavior in accordance with the goals settled by the organization management ;



- Practical training – Risk assessment; hazard perception, defensive driving, eco driving, etc.;



- Group dynamics (behavior experts – psychologist);



- Awareness campaigns/events/workshops.



Deliverable - Road Users Action Plan:

4 - Monitoring and evaluating

Monitoring and analyzing data collected and KPI's to:

- Evaluate the impact of implemented measures;
- Evaluate the impact of training and other measures on attitudes and behavior;
- Analyze and comparison of characteristics and circumstances of the accidents;
- Check the implementation of safety procedures.
- Implement corrective measures.

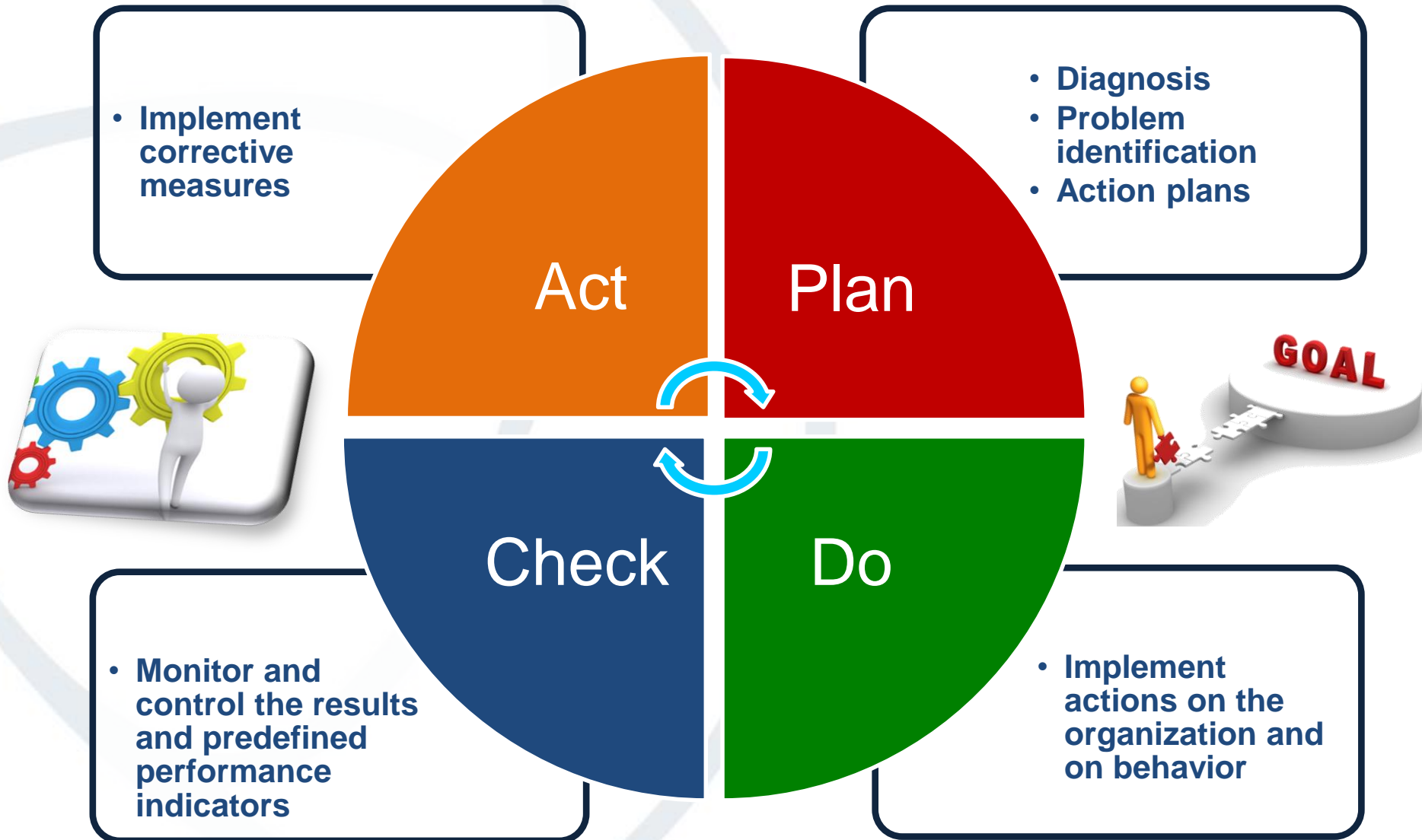


Deliverable - Evaluation and progress report / Corrective measures:

WRRSP

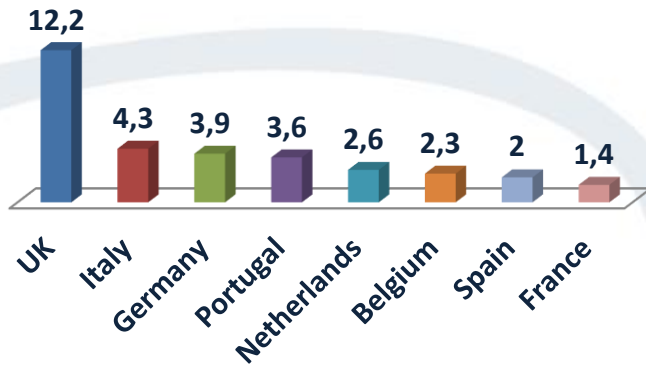
- **Company Road Safety Risk Assessment;**
- **Road Safety Organization Action Plan;**
- **Road Users Action Plan;**
- **Monitoring and Evaluation Process;**

PDCA Cycle



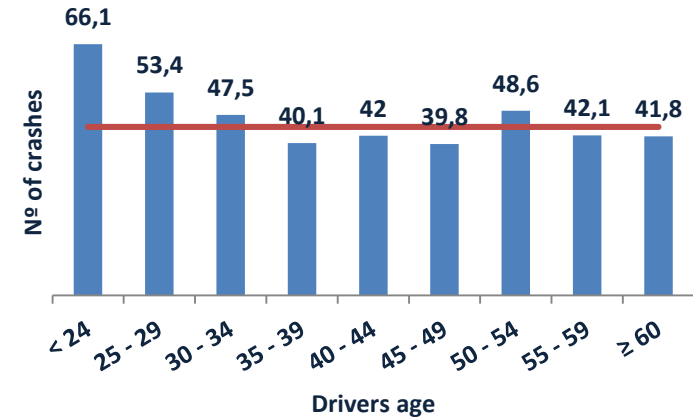
Goods transport company example

Crashes per million Km driven

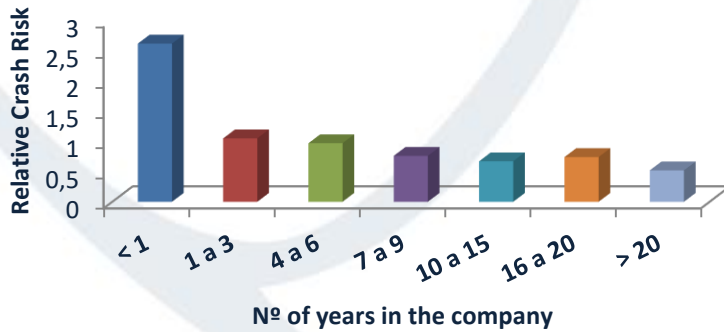


- Measures:**
- Driver training: drive on the left side
 - Initial Driver Training and awareness campaigns to young drivers

Crashes per 100 drivers/age



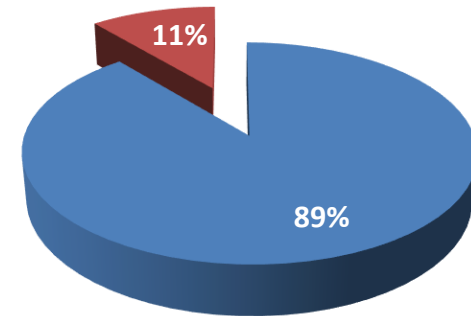
Crash Relative Risk drivers
nº years in the company



- Measures:**
- Initial Driver Training and awareness campaigns to recent drivers
 - Drivers Recruit and selection policies and integration in safety culture
 - Cameras/mirrors in vehicles

Parking crashes

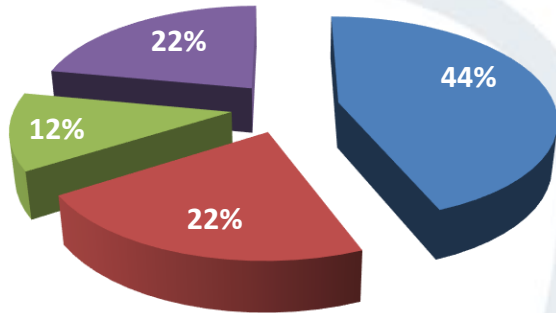
■ Direction of travel ■ Reverse gear



Goods transport company example

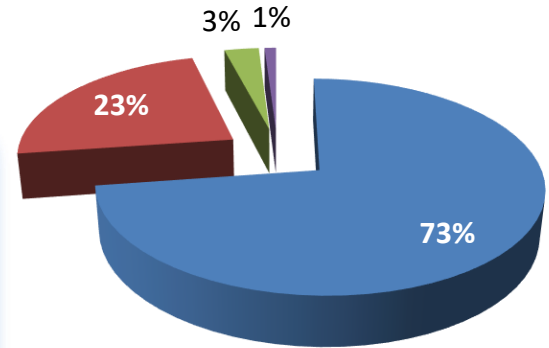
Single vehicle accidents

■ Good weather ■ Rain ■ Fog ■ Snow



Crashes changing lane

■ Good weather ■ Rain ■ Fog ■ Snow

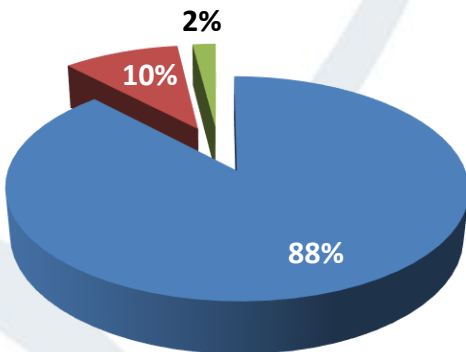


Measures:

- Driver Training under snow and rain situations
- Hazard perception training
- Regular vehicle check including tyres

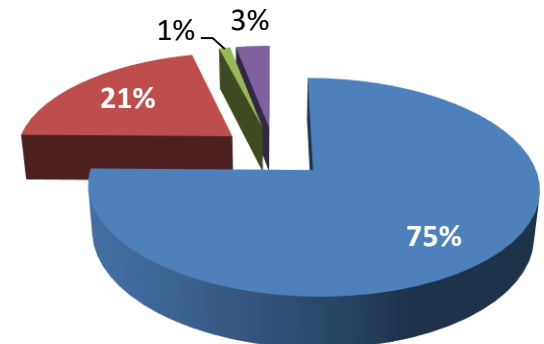
Tyre blow-out

■ Good weather ■ Rain ■ Fog



Collision with other vehicle

■ Good weather ■ Rain ■ Fog ■ Snow



WRSP Benefits



Reducing fuel costs



**Reduction in expenses
due to property
damage**



**Reduction in insurance
costs**



**Reduction CO²
emissions**



**Reducing productivity
loss and absenteeism**



**Improving corporate
image**

.....

Conclusions



- **Work related road accidents cannot be solved exclusively by general actions or measures because each organization has specific characteristics and problems to be addressed;**
- **Road safety culture must be implemented with top management commitment and risk management should be integrated;**
- **Work related Road safety plans can be an important contribution for road safety, improving the efficiency and efficacy of traffic system.**



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COMUNICAÇÃO

QUER SER NOSSO ASSOCIADO?
 DESCOBRAS AS VANTAGENS

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FORMAÇÃO REABILITAÇÃO DE CONDUTORES INFRATORES
 (14.)

		11	12
A	14.08.20	15.08.20	
B	14.08.20	15.08.20	
C	14.08.20	15.08.20	
D	14.08.20	15.08.20	
BE	14.08.20	15.08.20	

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Saber mais →

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Estudo pioneiro em Portugal quer saber o efeito de problemas de visão nos condutores

No passado fim de semana, no evento Carro do Ano 2018, a **Prevenção Rodoviária Portuguesa** e a Essilor deram início ao estudo nacional sobre as funções visuais dos condutores portugueses, pioneiro por ser o primeiro em Portugal que pretende quantificar o número de...

Ver Mais →



A PRP em associação com a Cerveja Sagres sem Alcool, a Brisa e a Galp uniram-se para sensibilizar portugueses para uma condução segura sem álcool

Manutenção de Automóveis e Segurança Rodoviária

Apresentação do novo estudo "A Manutenção dos Automóveis e a Segurança Rodoviária"

ALÃO DO AUTOMÓVEL
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 A 26 NOV.

DESCUBRA AS RAZÕES PARA COMPRAR SEU PRÓXIMO AUTOMÓVEL.

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Os componentes da rua, locais destinados à circulação de veículos e peões, ser passageiro de automóvel são alguns dos temas que podes encontrar no 1.º ano.	No 2.º ano, aprofunda o que sabes sobre o passeio e a beirra, comportamentos seguros e sinais de trânsito, entre outros jogos variados e divertidos.	Aprende a interpretar as intenções dos condutores, a atravessar em passadeiras com e sem sinais luminosos. Diverte-te com estes e outros jogos!	Cruzamentos, passagens de nível e bicicletas seguras são alguns dos temas do 4.º ano. Joga e continua a aprender.
20 jogos	20 jogos	19 jogos	21 jogos