

**Zero Road Deaths and Serious Injuries:  
Leading a Paradigm Shift to a Safe System.**

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## Zero Road Deaths and Serious Injuries

Leading a Paradigm Shift to a Safe System



Research Report



## The four principles of a Safe System

1. People make mistakes that can lead to road crashes;
2. The human body has a limited physical ability to tolerate crash forces before harm occurs;



## **Four Principles of a Safe System (cont'd)**

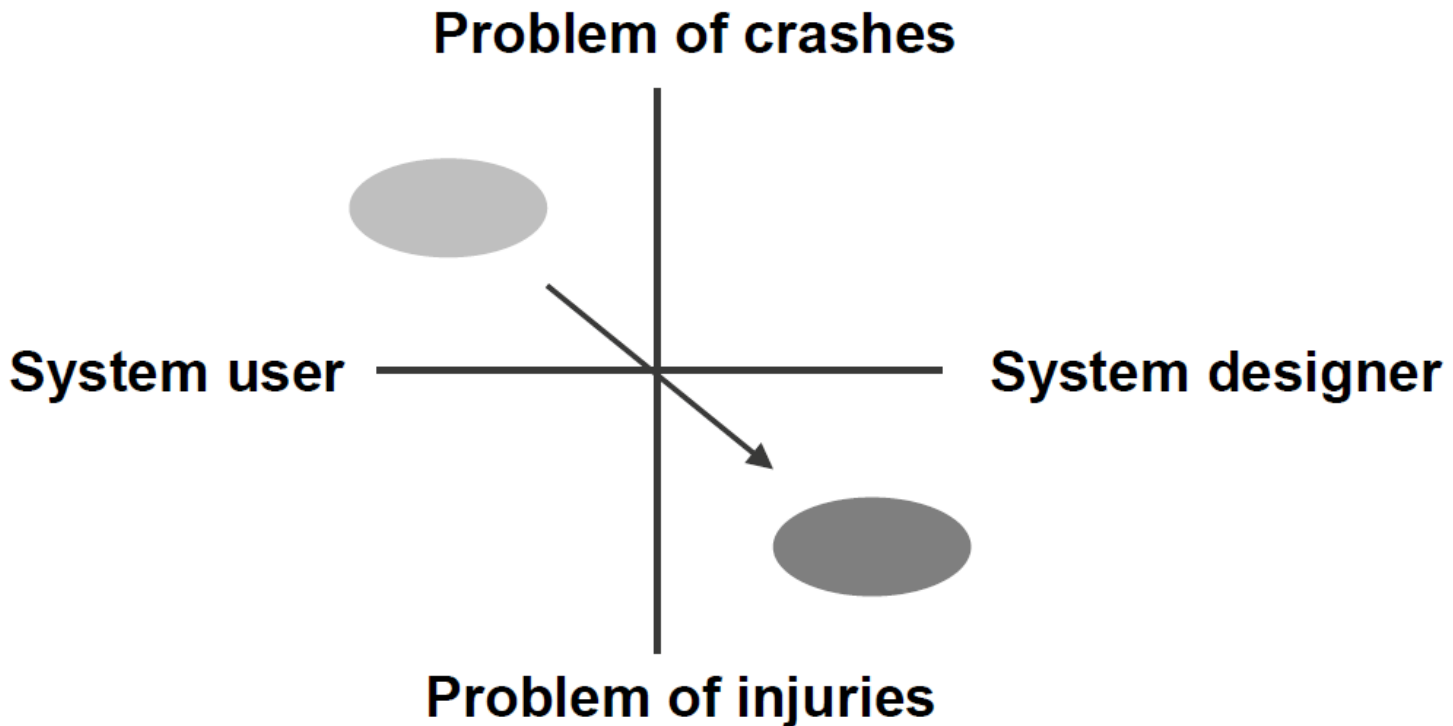
3. A shared responsibility exists amongst those who design, build, manage and use roads and vehicles and provide post-crash care to prevent crashes resulting in serious injury or death; and

4. All parts of the system must be strengthened to multiply their effects; and if one part fails, road users are still protected.



# The Paradigm Shift to a Safe System

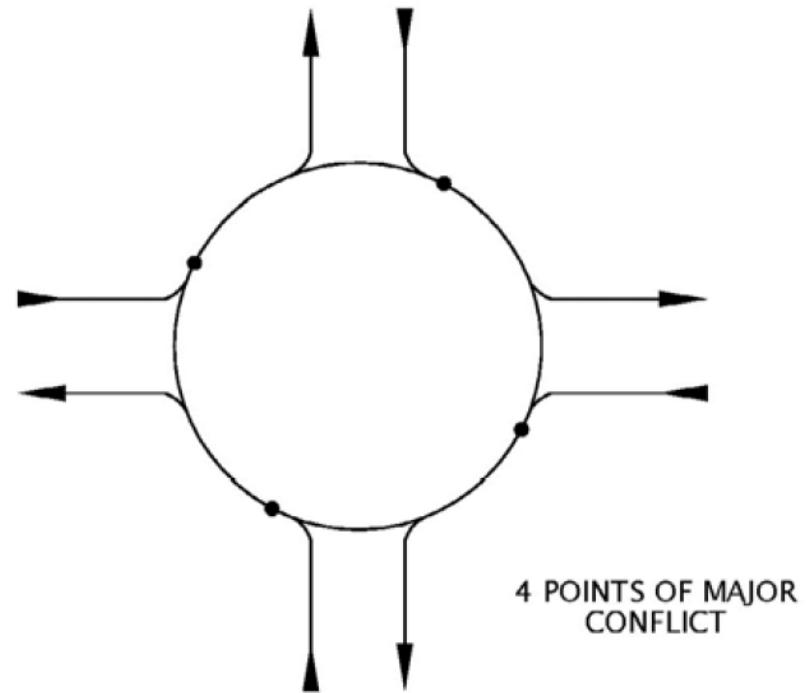
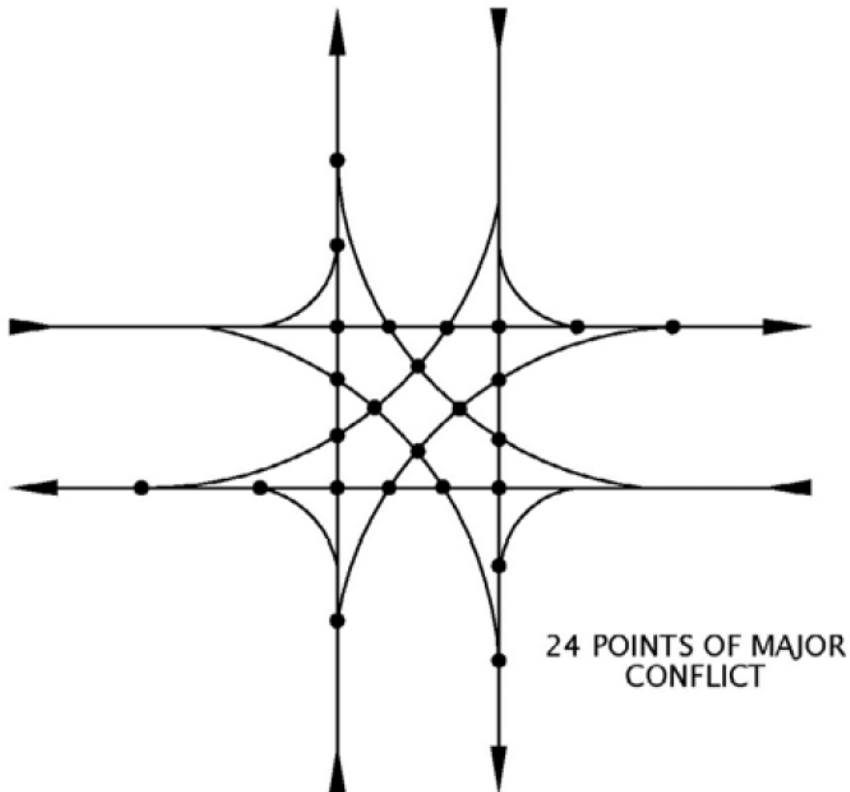
## From crash reduction to injury prevention



	Traditional road safety policy	Safe System
What is the problem?	All crashes	<b>fatal and serious</b> injury crashes
What is the appropriate goal?	<b>Reduce the number</b> of fatalities and serious injuries	<b>Zero</b> fatalities and serious injuries
What are the major planning approaches?	<b>Reactive</b> to incidents Incremental approach to reduce the problem	<b>Proactively</b> target and treat risk Systematic approach to build a safe road system
What causes the problem?	Non-compliant <b>road users</b>	People make mistakes and are physically fragile. <b>Inconsistent guidance to users</b> from varying quality of infrastructure and operating speeds.
Who is ultimately responsible?	Individual <b>road users</b>	<b>Shared responsibility</b> by individuals with system designers
How does the system work?	<b>Isolated</b> interventions	<b>Combination</b> of elements to produce a summary effect greater than the sum of the individual treatments

# Traditional intersection vs Round about

## 24 points of major conflict vs 4 points of major conflict



## Why Act Now?

- Unsustainable burden- 1.25m deaths and up to 50m injuries world-wide
  - Rapid motorization in LMIC's
  - UN SDG's- 50% by 2020
  - Opportunity for new thinking, holistic
  - Sustainable legacy for future generations
-



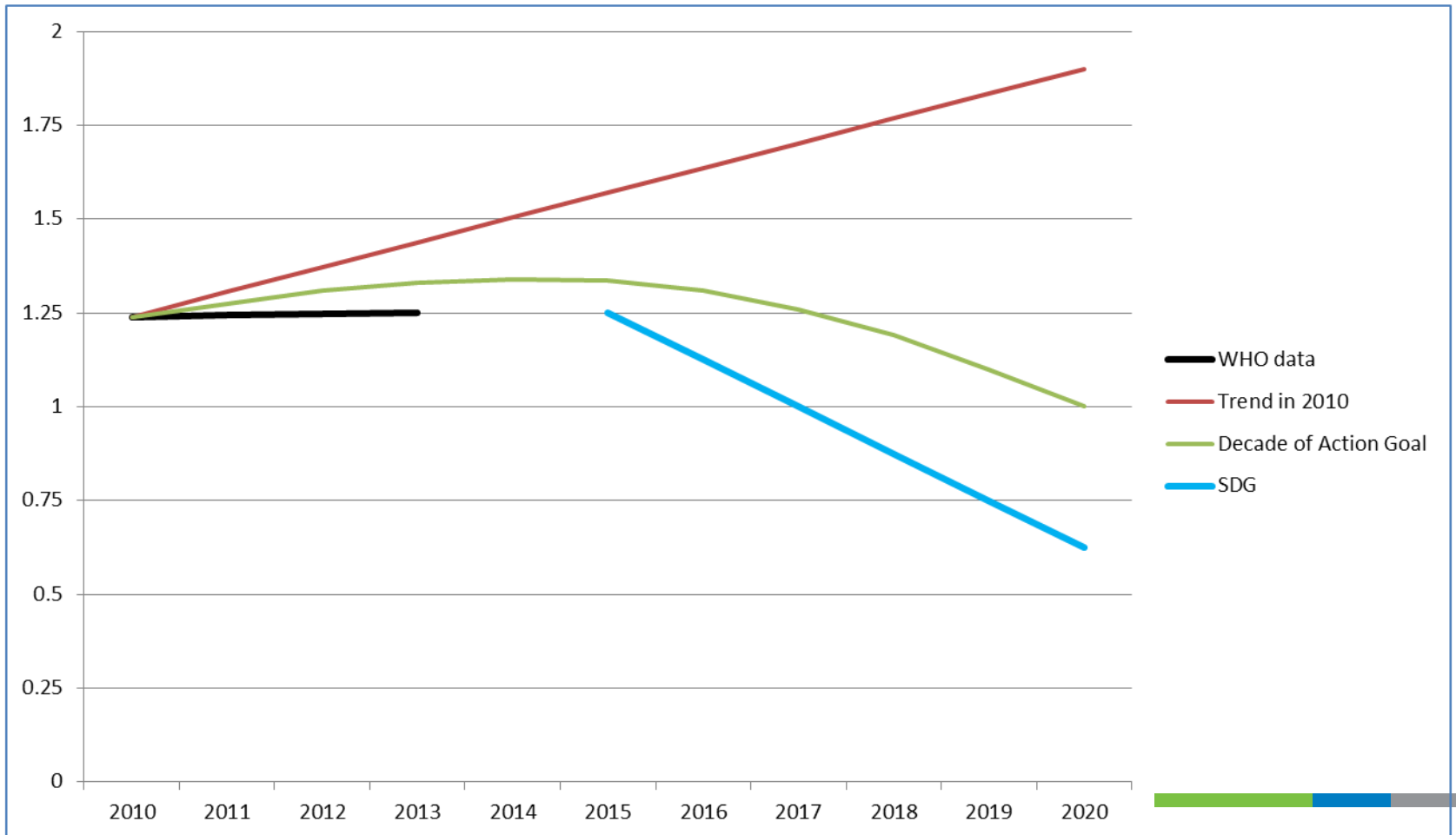
## **Ingredients for a paradigm shift**

The principles of a safe system are simple and clear. But how to get there?

- Urgency for a change
- Convince and involve all stakeholders
- Leadership



# Urgency for a Change UN Decade of Action Goal and Sustainable Development Target (millions people killed)



## **The Ingredients for a Safe System Journey**

- **Strong and Sustained Leadership to:**
  - Overcome persistent community awareness and demand deficits in the problem, the real dangers and the solutions through communicating evidence
  - Press the political system to embrace a safe system with the four principles as foundations to guide the journey



## **Leadership to:**

- Foster leaders at all levels of society, including bottom up
- Ensure coordination for shared responsibility
- Develop a strategy with vision and safe system principles
- Manage for results- set objectives- monitor



## Recommendations

1. Think safe roads, not safer roads
2. Provide strong, sustained leadership for the paradigm shift
3. Foster urgency to drive change
4. Underpin aspirational goals with concrete, operational targets



## Recommendations Cont'd

5. Establish shared responsibility
6. Apply a results focussed approach
7. Leverage all parts of a Safe System for greater overall effect and so that if one part fails, the others will still prevent serious harm



## Recommendations cont'd

8. Use a safe system to make city traffic safe for pedestrians, cyclists and motorcyclists.
9. Build safe system capacity in rapidly motorising low/middle income countries
10. Grow data collection, analysis and research on traffic in a safe system.



## Acknowledgements

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**Merci, Thank you**

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