the good, the bad and the potential for improvement
The Good, the Bad and ... the potential for improvement

Fred Wegman
SWOV Institute for Road Safety Research
The Netherlands
Fatalities in main OECD/ITF regions
(OECD/ITF, to be published)

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September 2008

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Development in OECD/ITF regions

- EU15: 91-00: 3.1% / 00-07: 5.4%
- NMS12: 91-00: -2.3% / 00-07: -0.8%
- Europe-rest: 91-00: -1.7% / 00-07: -5.04%
- Asia: 91-00: 3.5% / 00-07: 5.6%
- N-am: 91-00: 0.2% / 00-07: 0.2%

Traffic fatalities
1991=100

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“PRESS RELEASE
15th September 2008
Progress in road safety slowing down
Road fatalities for the countries for which data are available show a slowdown in the downward trend of recent years (see Table 1 below). It is important, however, to consider the data within a larger timeframe…..”

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Predicted road traffic fatalities
(World Bank, Kopits/Cropper, 2003)

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Evolution in fatality and injury crashes
(OECD/ITF, to be published)

Evolution in the number of fatality and injury crashes for 32 OECD/ITF countries

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We have more than fatalities ….

- A less positive conclusion can be drawn about progress made in OECD/ITF countries when using injury figures than figures on fatalities.
- It is recommended to add injury data to international databases (such as IRTAD) based on an international agreement on definitions and on how to respond in a harmonized way to underreporting.

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Progress of mortality rates by age (I)

Rate by million population, EU14

1991
1998
2006

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Progress of mortality rates by age (II)

Rate by million population, changes EU14

1991-1998
1998-2006
1991-2006

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Relative fatality rate and its relative annual reduction for different settlement types of Belgian communes

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Mortality for different settlement types; EU-25 countries in 2004 (Eksler)

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Regional differences for mortality and population density in the Netherlands

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Mortality rates for NUTS-2 regions in EU (2004)

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Evolution road fatalities in the EU

Evolution 1990 - 2010
EU road fatalities

Source: - CARE (EU road accidents database)
- National data

2010 objective: 25,000 lives to save
EU fatalities

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Progress on fatalities in the EU

European Union 27 Member States
European Union 15 Member States
European Union New Member States

All trends on 1991-2000

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All countries move to the same spot?! 
Fatality rate vs. mortality rate

fatality rate vs. mortality rate for 20 European countries

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An example: number of traffic fatalities in the Netherlands (running total)

One third of 20% drop could be explained by speed, alcohol, seatbelt and less moped use.
How to speed up our learning curve?

• We have to learn more from ex-post evaluations
• Not only from high-impact, short-term and more or less isolated interventions; progress is coming from many, small steps forward in an ever changing world
• We have to improve our ex-ante evaluations to support decision making on road safety programmes

• Scientific Research on Road Safety Management
  ▪ Workshop in the Netherlands 2009
  ▪ Special Issue Safety Science 2010

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How to measure progress?
Example from New Zealand

- Social cost
- Deaths
- Hospitalisations
- Drunk drivers killed
- Open road speed
- Urban speed
- Seatbelts not worn
- Peds, cyclists killed + hosp.

2001 baseline | 2004 target

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Road Safety Benchmarking

- Not only fatality rates and mortality rates
- The process of measuring various aspects of a road safety performance of a country (or other jurisdiction) and comparing this with the performance of others, i.e. the best-of-class by identifying, understanding and adapting their (outstanding) practices
  - Who performs well?
  - Who is the most compatible to benchmark with?
  - What can I learn?

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A framework for our knowledge: road safety target hierarchy (SUNflower)

- Social costs
  - Number killed and injured
  - Safety performance indicators
  - Safety measures and programmes
  - Structure and culture

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Composite indicator for benchmarking purposes

• Three entrances:
  ▪ Outcome indicators (final and intermediate outcomes)
  ▪ Quality of road safety ‘measures and programmes’
  ▪ Indicators on ‘structure and culture’

• SUNflower in SafetyNet (initial results later this year)
Towards a composite indicator for ROAD SAFETY PERFORMANCE?

• Advantages
  ▪ Simplification
  ▪ Quantification
  ▪ Communication

• Accepted in many other fields, e.g.
  ▪ Financial world: Dow Jones, CAC,
  ▪ Human Development Index
  ▪ Environmental Sustainability Index
  ▪ Overall Health System Index
Go fishing where fish is, but ....

- Look for high risks, high proportions, high increases
  - e.g. novice drivers, elderly road users, PTW, high-risk locations
- Road crashes *can* occur and *will* occur everywhere
- We were (relatively) successful in fishing where the fishes are
- However, fishes are more and more everywhere
- The answer is a systems approach
Road fatalities are scattered

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Our fundamental road safety problem

• Today’s road traffic is inherently unsafe
• The road system of today has not been designed with safety in mind, as is the case with air transport or rail transport
• Which means we are almost fully dependent on whether a road user makes a mistake or error in preventing a crash
• Another approach is needed: Safe Safety Approach
To conclude

• We are all Good and Bad
• All countries/regions have potential for improvements
• Road Safety Management could be improved considerably
• Which approach? Safe System Approach