

*10 Years to Change our World  
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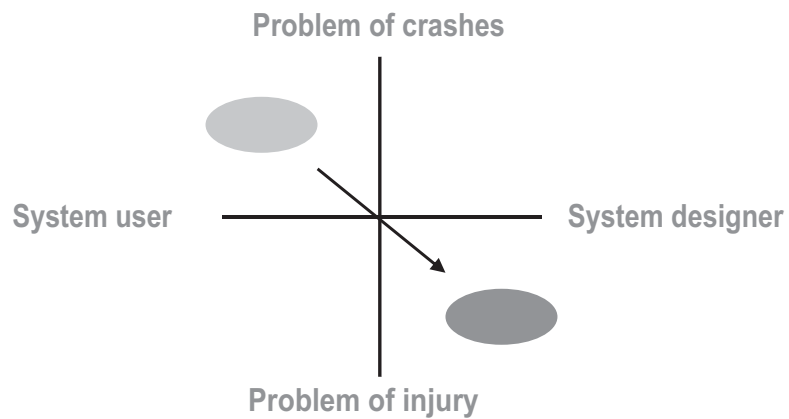
## **Community Development and the *Safe System* Approach**

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### **Evolution of road safety management**

<b>1950s</b>	the road user – <i>blame the victim.</i>
<b>1960 – 70s</b>	systemic interventions – <i>the 'Haddon matrix'.</i>
<b>1980 – 90s</b>	targeted national plans – <i>agency accountability.</i>
<b>1990s onwards</b>	<i>Safe System</i> approach – <i>shared responsibility.</i>

## From crash reduction to injury prevention



## Speed and interfaces

Speed regulates the lack of safety in the road transport system: for a given standard of system safety, if network speeds increase network safety deteriorates and vice versa.

The interfaces between road infrastructure, vehicles and road users should be designed to respect the levels of violence the human body can tolerate and speed limits should not exceed the levels above which the human body is endangered.

## Right to survival and safety rating

In Sweden citizens and communities were seen to have a right to survival and health in the road transport system and road safety began to be promoted on this basis, rather than just continuing to call for improved road user behaviour.

It was considered that road transport system providers should openly specify the safety limitations of their facilities and set clear and unequivocal rules for their safe use.

## Shifting community focus

Hence in Sweden the focus began shifting from one of educating communities about how they should behave in the road environment to one of empowering them to require road operators to provide them with a *Safe System*.

Safety rating tools like KiwiRAP) can assist this process. Road operators become more accountable for the safety of their road network, and programs can be designed to improve the safety ratings of roads in a systematic fashion.

Other new tools like ISO 39001 are emerging.

## Engaging the community

In Sweden, a significant effort was made to introduce *Safe System* concepts to the community, as people do not have a good understanding of the basic biomechanics concerning the horizontal exchange of kinetic energy in a crash that can kill or seriously injure road users.

Novel forms of communication were used to convey key *Safe System* concepts.



Source: Claes Tingvall, Swedish Road Administration



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## Accelerated knowledge transfer

In moving forward the *Safe System* approach reinterprets and revitalizes what is already known about road safety, and raises critical issues about the wider adoption of interventions that have proven to be effective in eliminating deaths and serious injuries (e.g., median barriers, roadside improvements and roundabouts).

The question becomes one of how to introduce these proven safety interventions more comprehensively and rapidly, and this applies to all elements of the road safety management system with potential for improvement.

## Innovation becomes a priority

The tools and accumulated practices used to support the results management framework for the *Safe System* approach are the same as those used in the past to prepare targeted national plans.

Targets are still set as milestones to be achieved on the path to the ultimate goal, but the interventions are now shaped by the level of ambition, rather than vice versa. Innovation becomes a priority to achieve results that go well beyond what is known to be achievable.

## Community implications

Community development initiatives seeking to contribute to the innovation process will be tensioned by their shared responsibility and their right to health in the transport system.

This will shift the relationship between communities and system designers and operators to a more proactive, necessary engagement by communities, aimed at seeking ways of contributing to the achievement of the *Safe System* goal.

## Co-benefits

There are potentially positive linkages between the achievement of the *Safe System* goal and the wider community goals of reduced greenhouse gases, improved energy efficiency and enhanced community wellbeing arising from cleaner local air and increased walking and cycling.

These co-benefits of shifting to a *Safe System* approach further strengthen the business case for its implementation and provide community members with a broader platform for engagement.

## Discussion of issues raised

New funding model?

Bottom up versus top down?

Vision for previous CRSP and where DMCP now fits?

Desired community outputs and outcomes?

Performance management issues?

**Thank you**