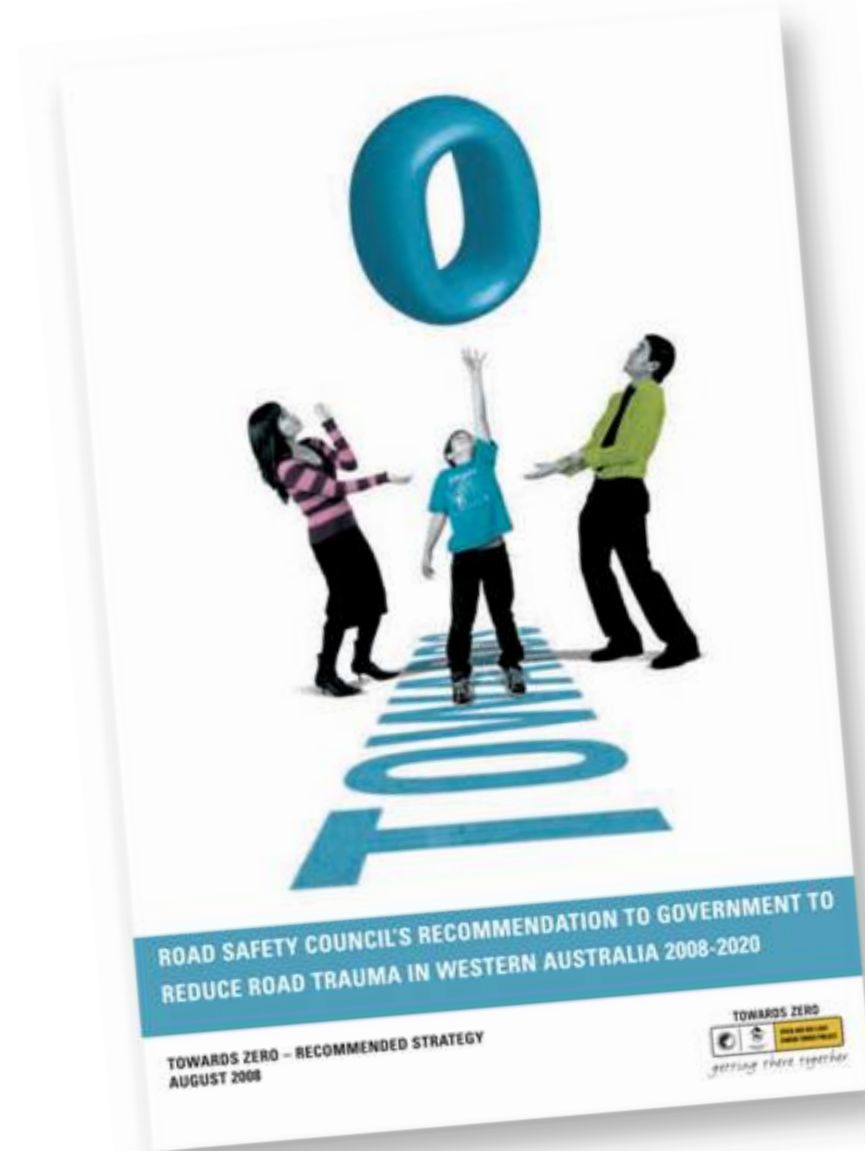


REGIONAL ROAD SAFETY MANAGEMENT WORKSHOP

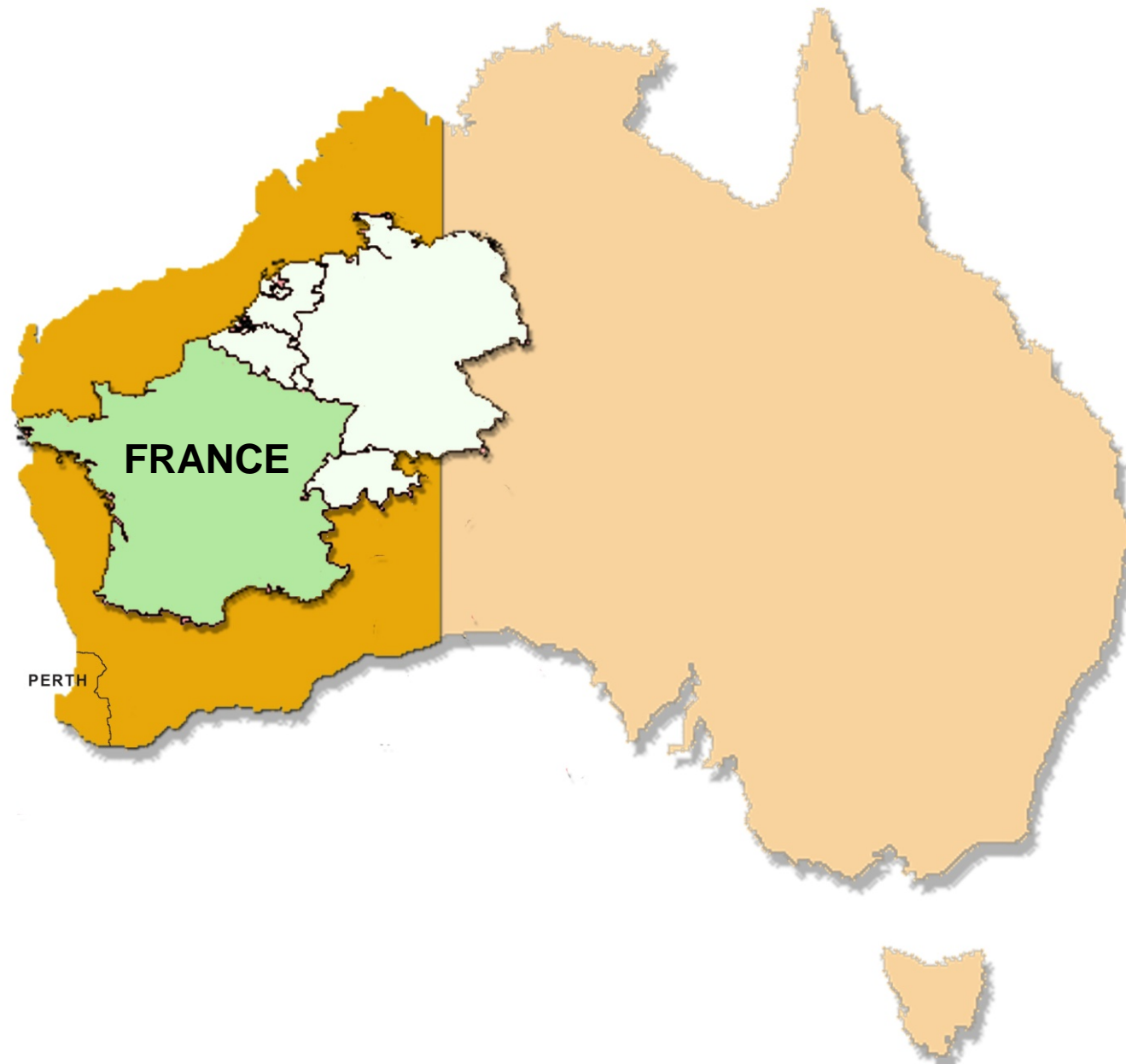


Engaging Scientists and the Community to develop a new road safety strategy

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



Our Location

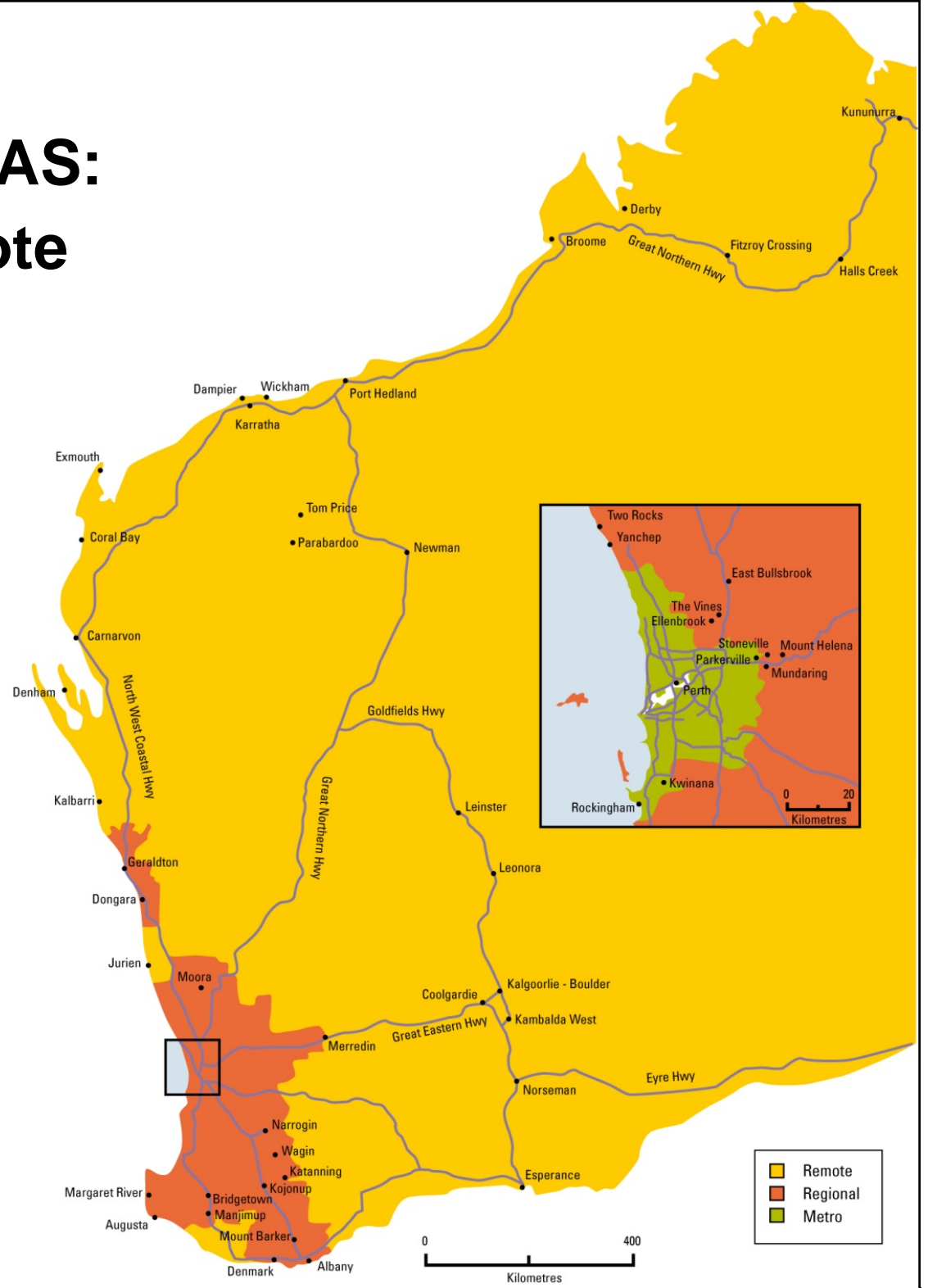




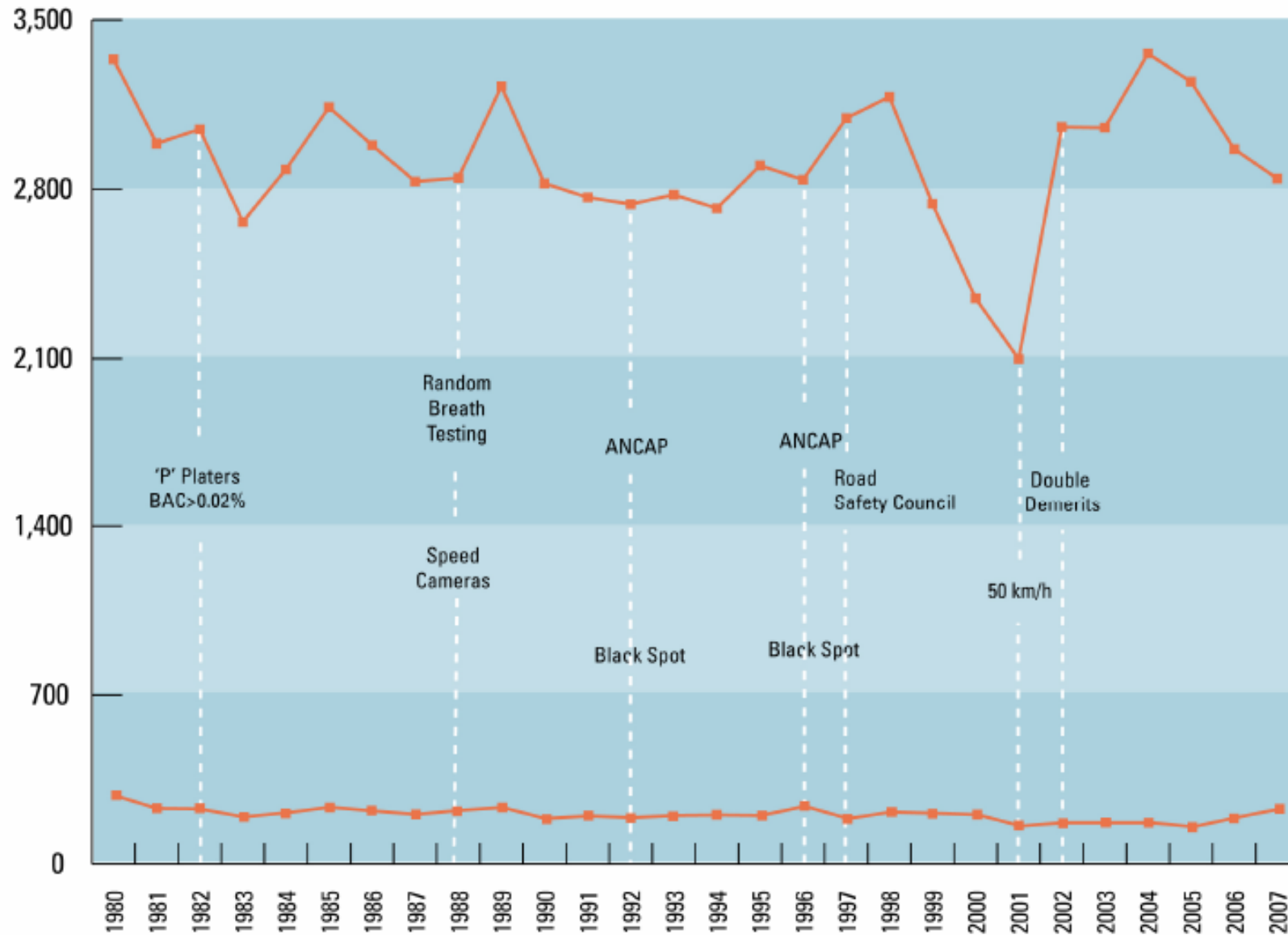




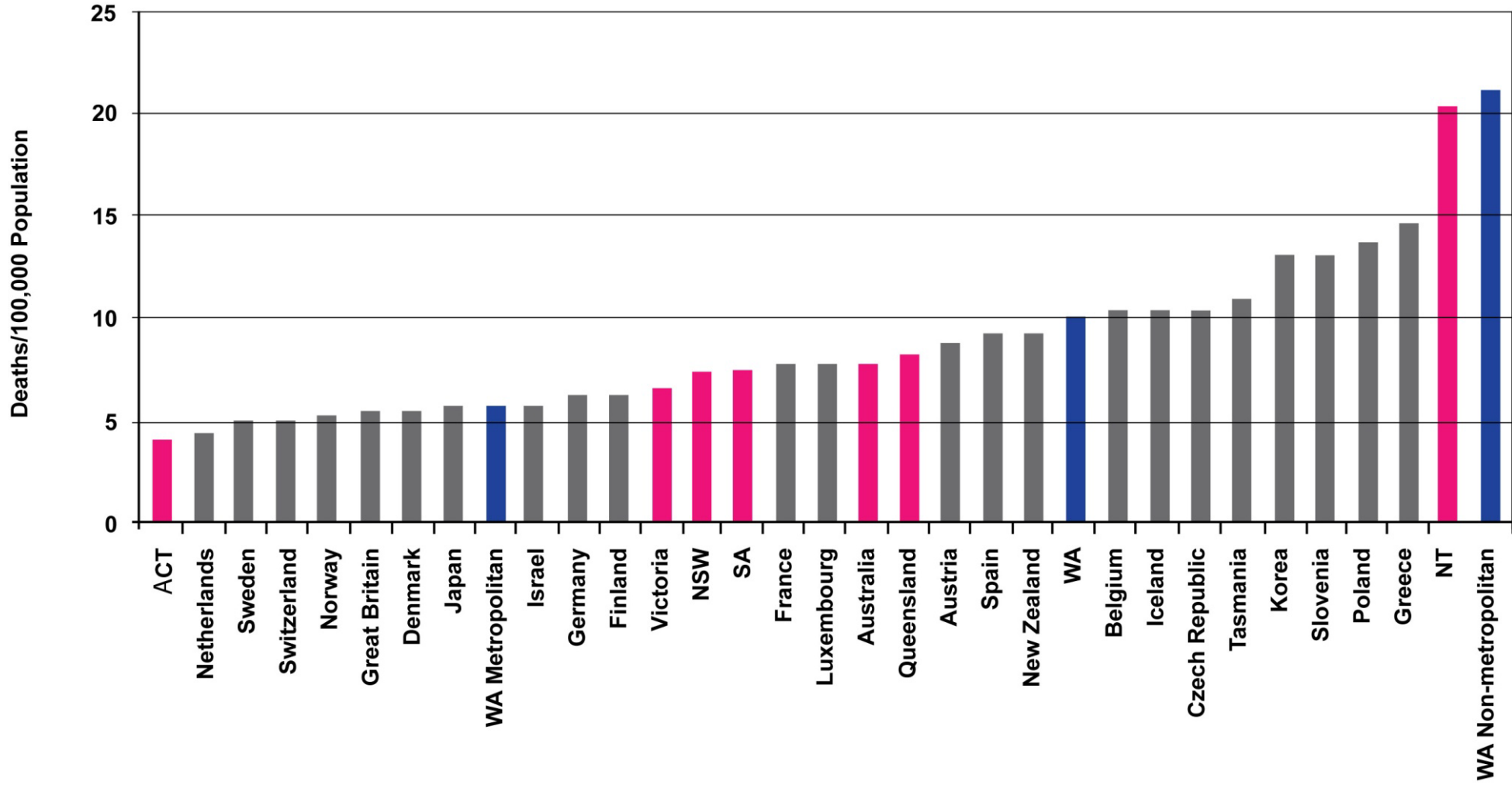
GEOGRAPHICAL AREAS: Metro, Regional, Remote



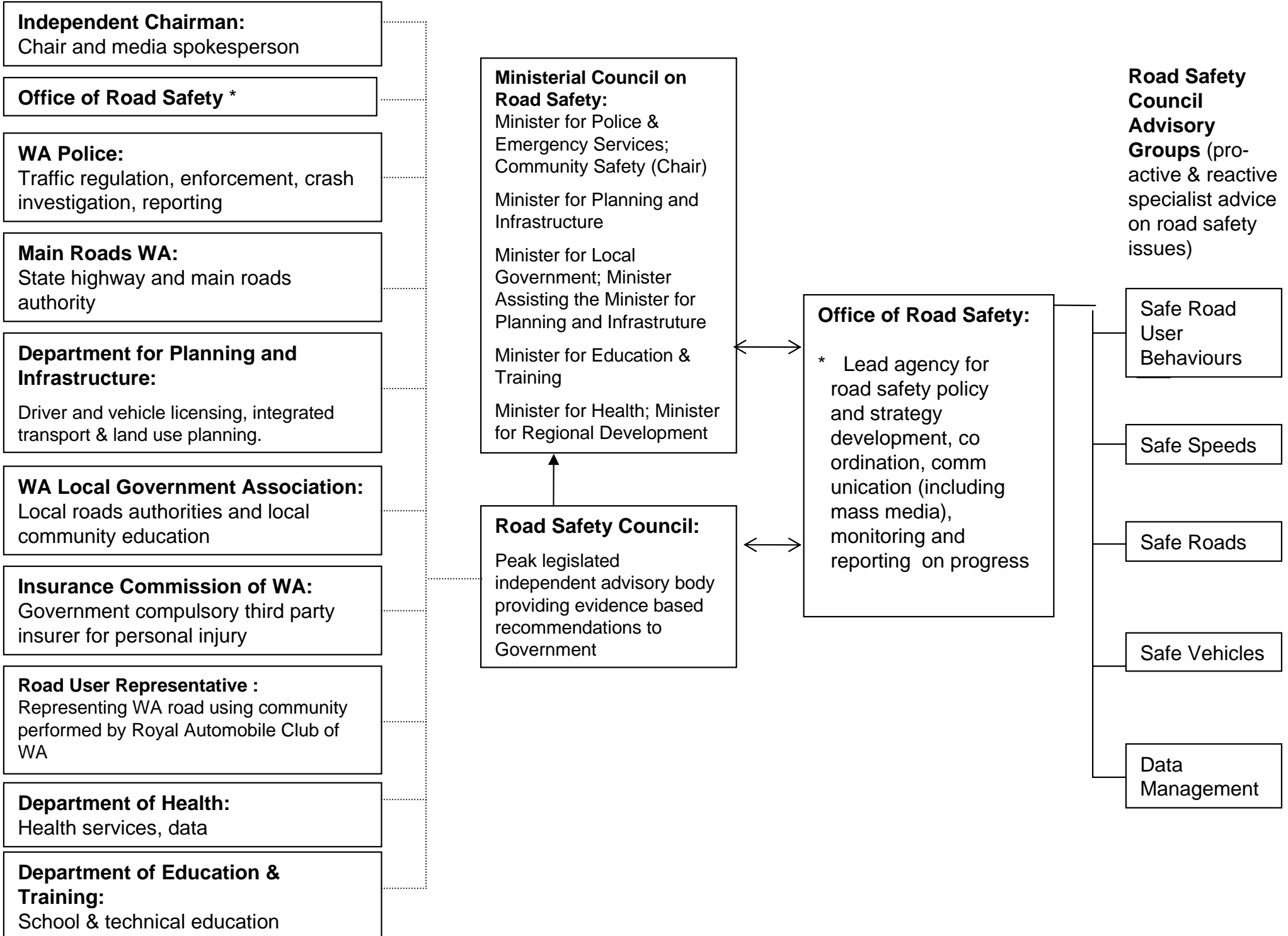
People Killed and Seriously Injured on WA Roads 1980-2007



WA Road Deaths Compared to other Jurisdictions



Road Safety Decision Making and Coordination in Western Australia

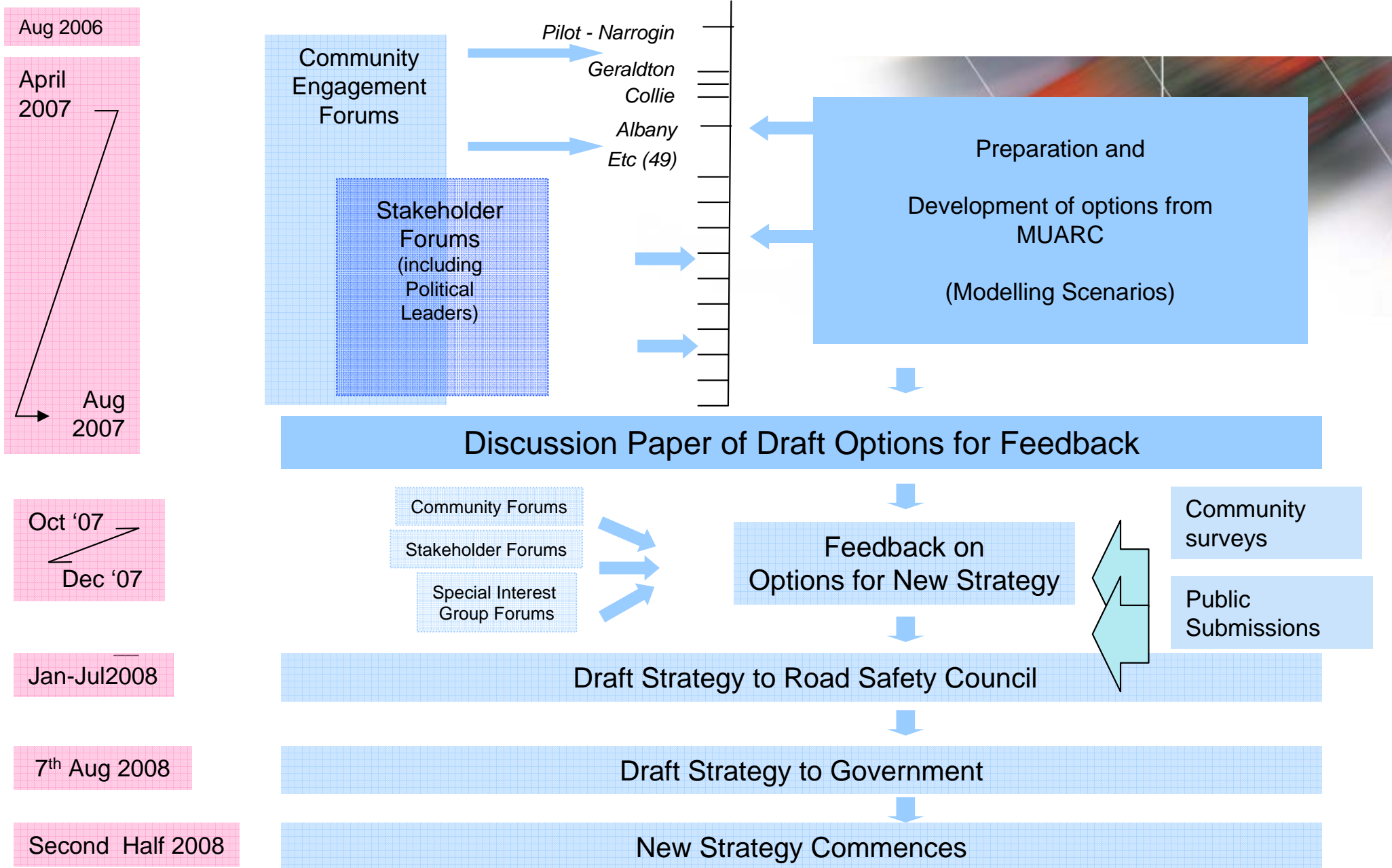




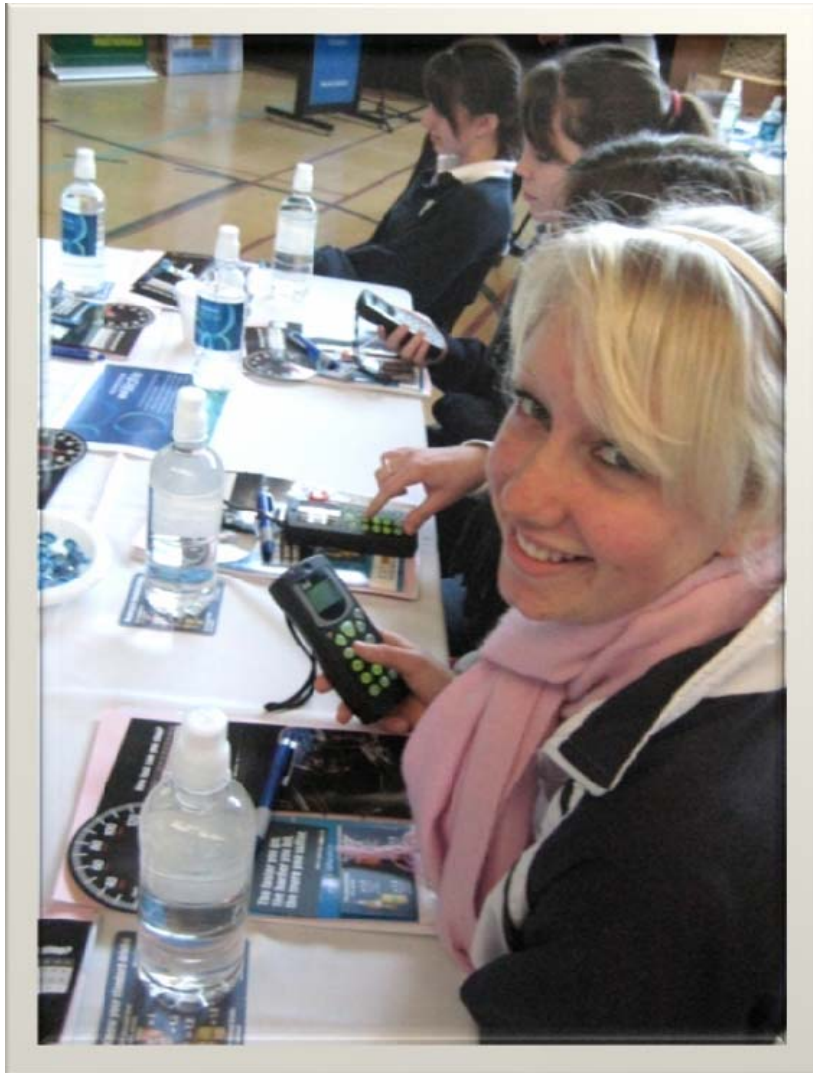
**We identified that the strategy
Development process needed to be;**

- **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?

1. Very realistic -
I know I could do something to make a difference



2. Quite realistic -
I think I could probably do something to make a difference



3. Not sure -
I haven't really thought about what I might be able to do



4. Quite unrealistic -
I doubt there is anything I can do to make a difference



5. Very unrealistic -
I know there is nothing I can do to make a difference

0%

Another Example of Responses



When you are driving would you say that you:

1. Always wear a seat belt



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



High Priority Category	Metropolitan		Rural		Remote		WA	
	n	%#	n	%#	n	%#	n	%#
Intersections	1,855	44%	1,006	29%	102	7%	2,963	33%
Run-off-road	774	18%	1,349	39%	860	62%	2,983	33%
Head-on	141	3%	289	8%	67	5%	497	5%
Other crash types	1,444	34%	810	23%	357	26%	2,611	29%
Speed	582	34%	556	32%	316	40%	1,454	34%
Fatigue	na	na	na	na	na	na	2,263	25%
Distraction	na	na	na	na	na	na	2,263-3,621	25-40%
Drug driving	na	na	na	na	na	na	42	26%
Drink driving	418	10%	350	10%	228	16%	996	11%
Non-restraint use	122	5%	202	8%	280	26%	604	10%
Young drivers	768	29%	680	29%	203	27%	1,651	29%
Indigenous drivers	na	na	na	na	na	na	814	9%
Motorcyclists	516	12%	440	13%	107	8%	1,063	12%
Pedestrians	403	10%	151	4%	63	5%	617	7%
Bicyclists	198	5%	84	2%	11	1%	293	3%
Older road users	518	12%	387	11%	92	7%	997	11%
Heavy vehicle occupants	19	0.5%	56	2%	71	5%	146	2%
Casualties involved in heavy vehicle crashes	170	4%	262	8%	130	9%	562	6%

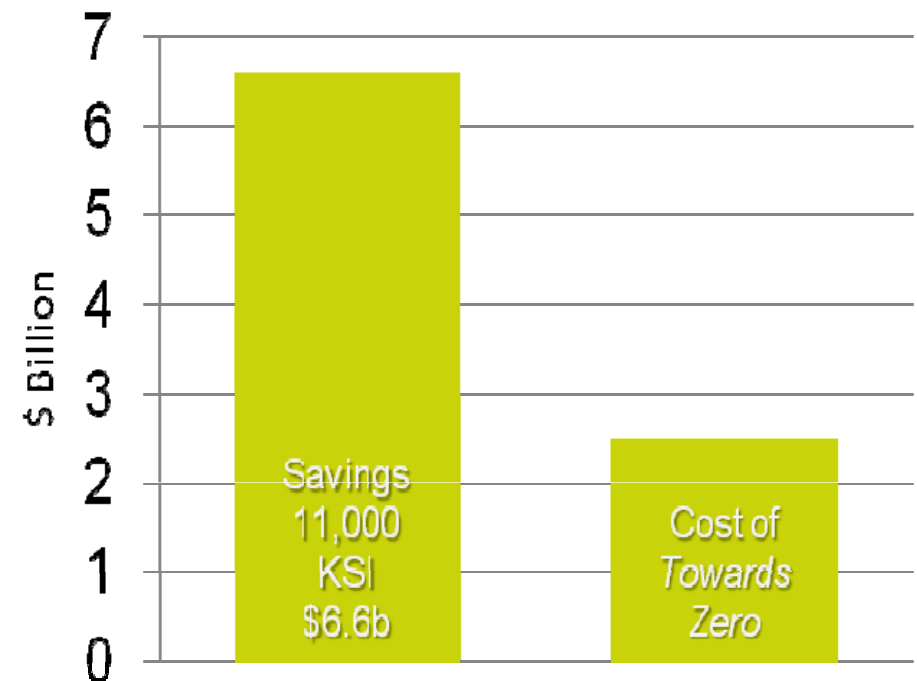
Costs and Benefits



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

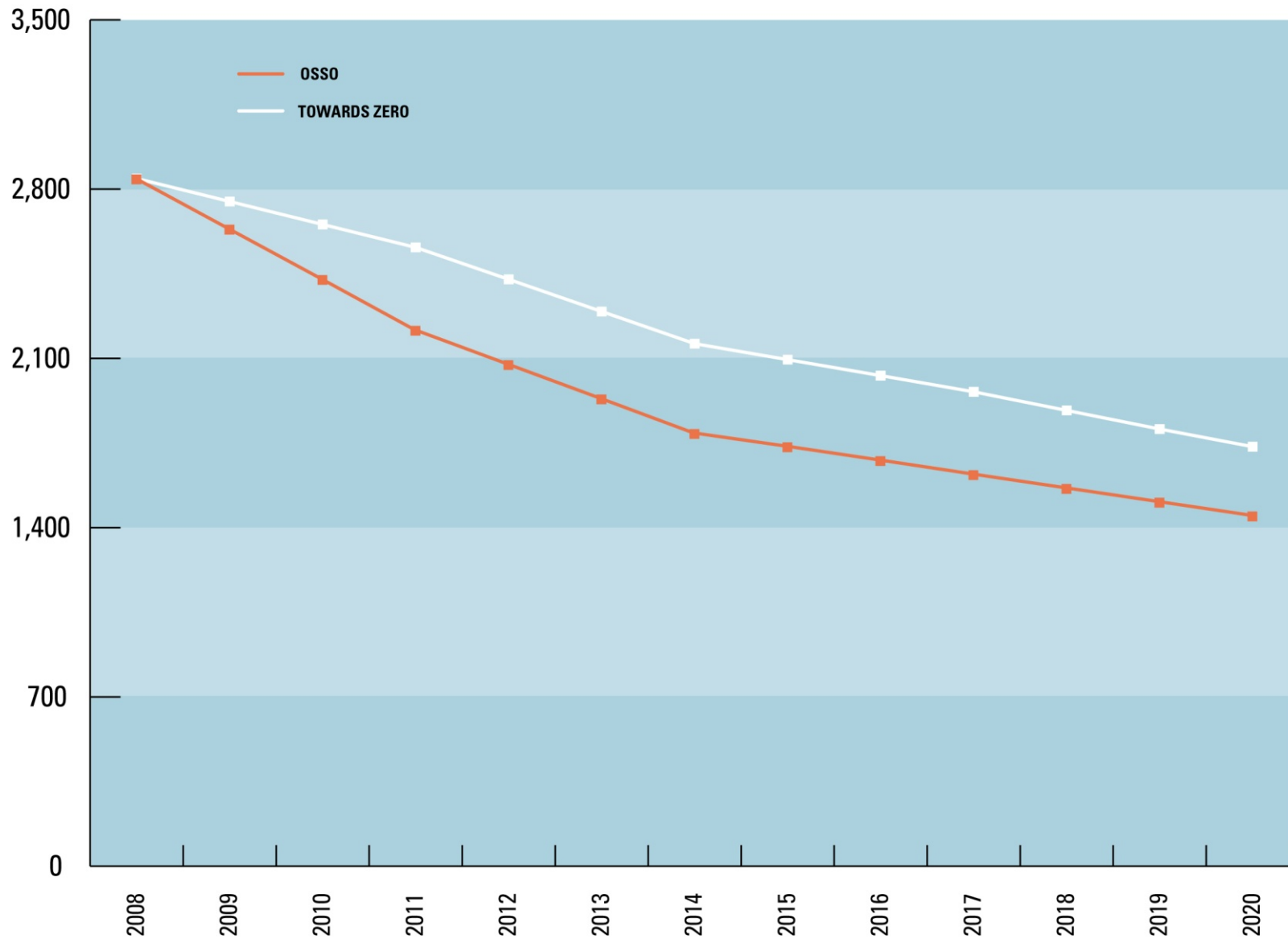
***Towards Zero:*
costs and benefits 2008-2020**



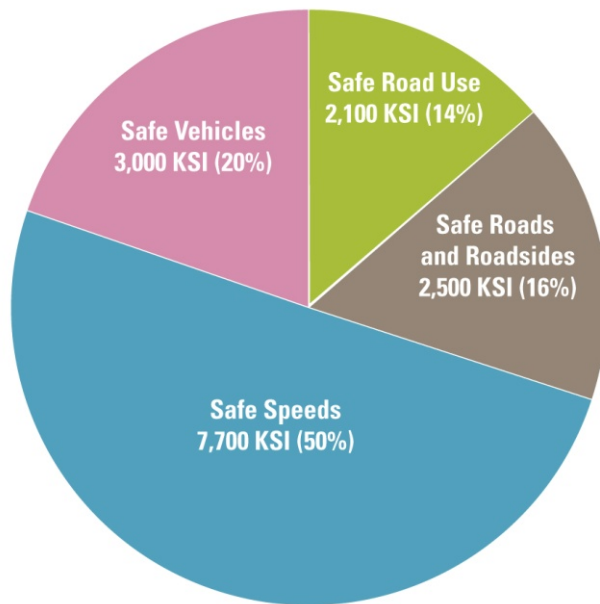
Projected Reductions in Trauma



Projected number of people killed or seriously injured 2008 - 2020

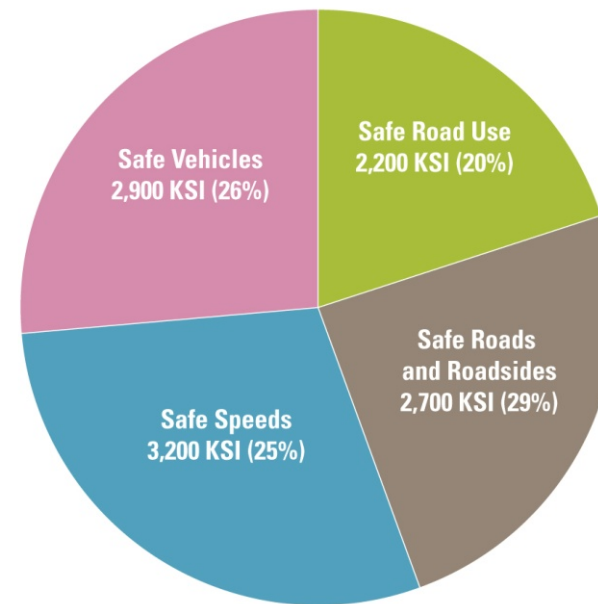


The Cornerstones of the Safe System



Optimum strategy

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

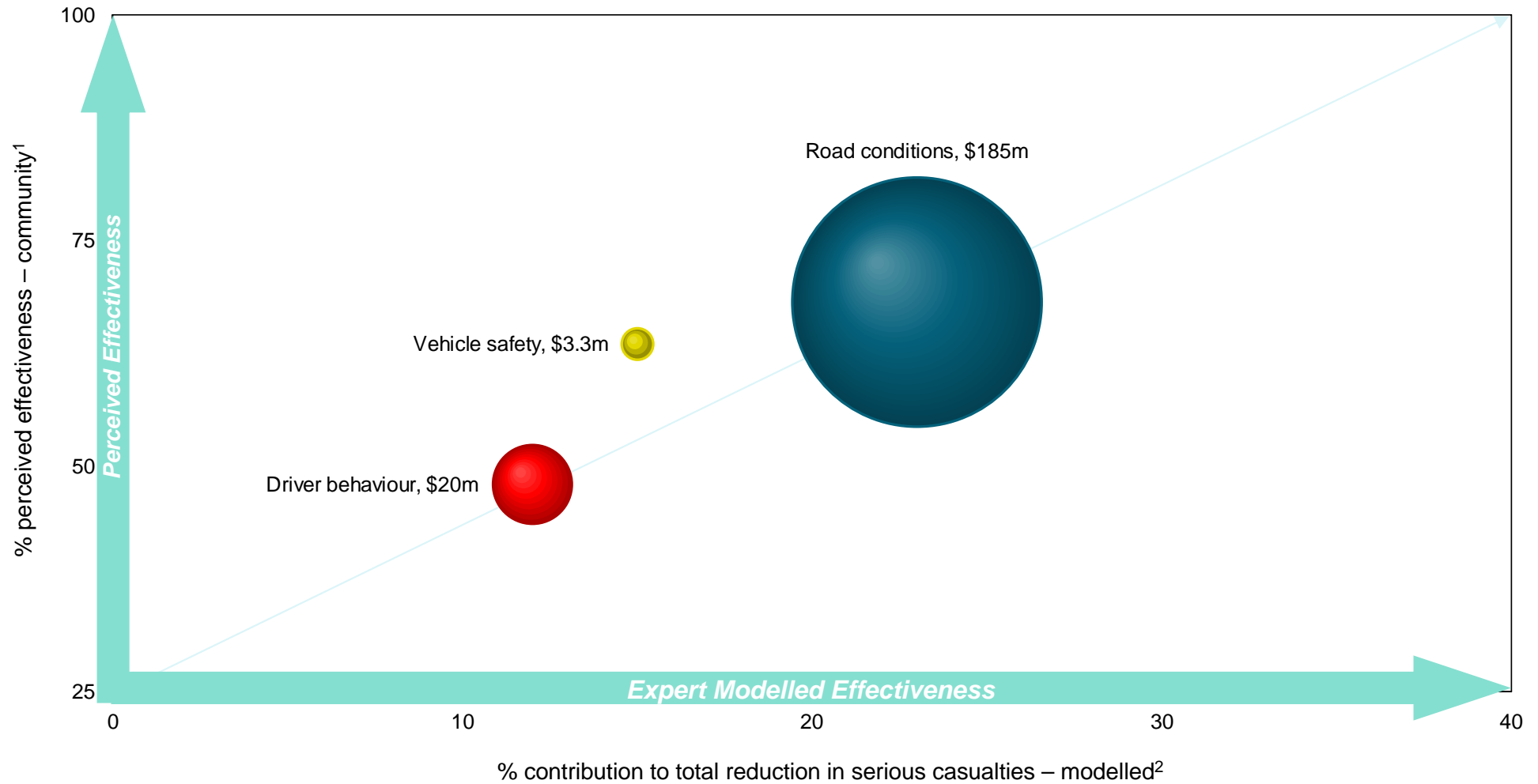


Recommended strategy

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



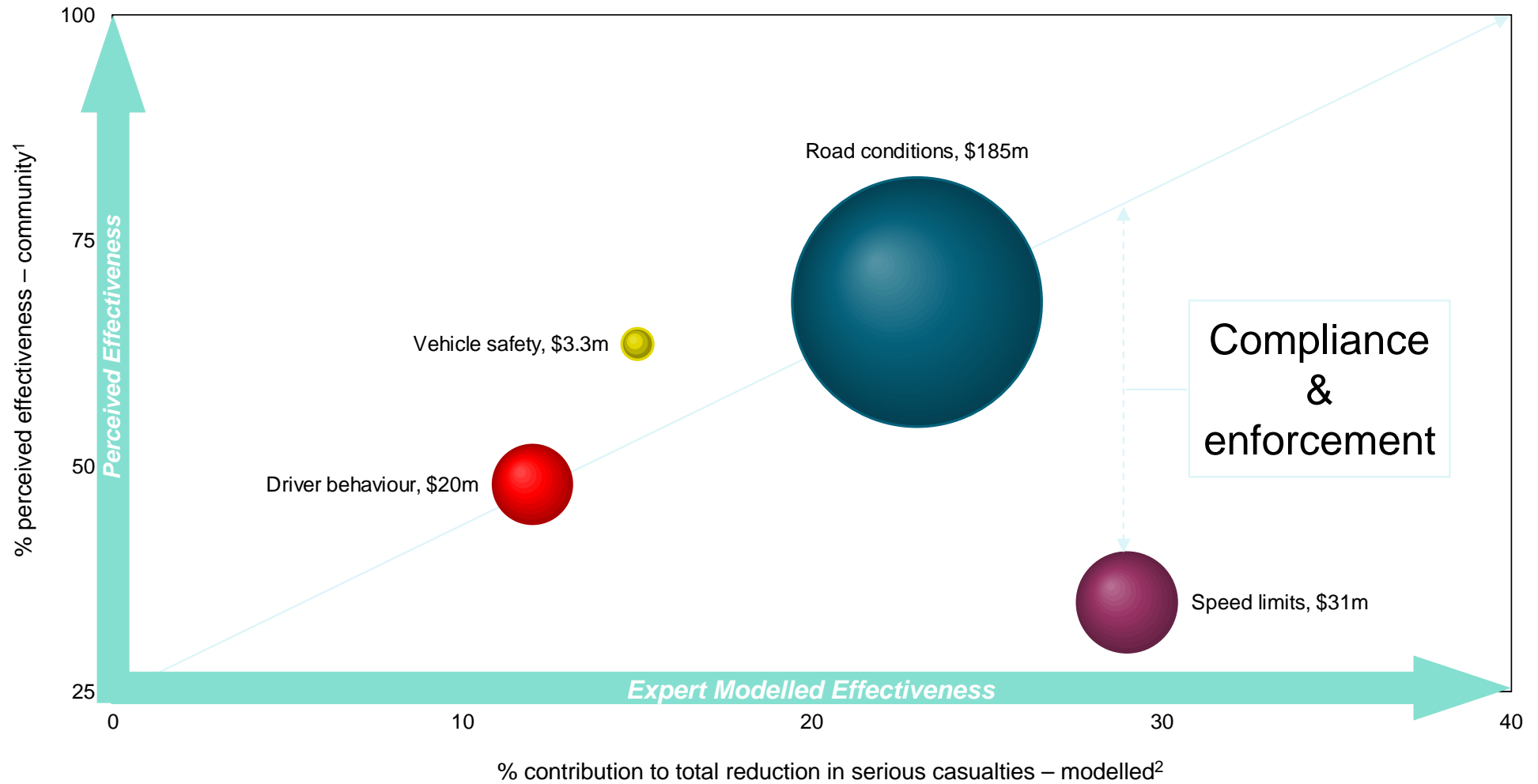
Sources:

¹ Safer Vehicles Campaign Evaluation, August 2007, Synovate

² Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC



Community perception versus Expert modelled effectiveness of safer systems cornerstones



Sources:

¹ Safer Vehicles Campaign Evaluation, August 2007, Synovate

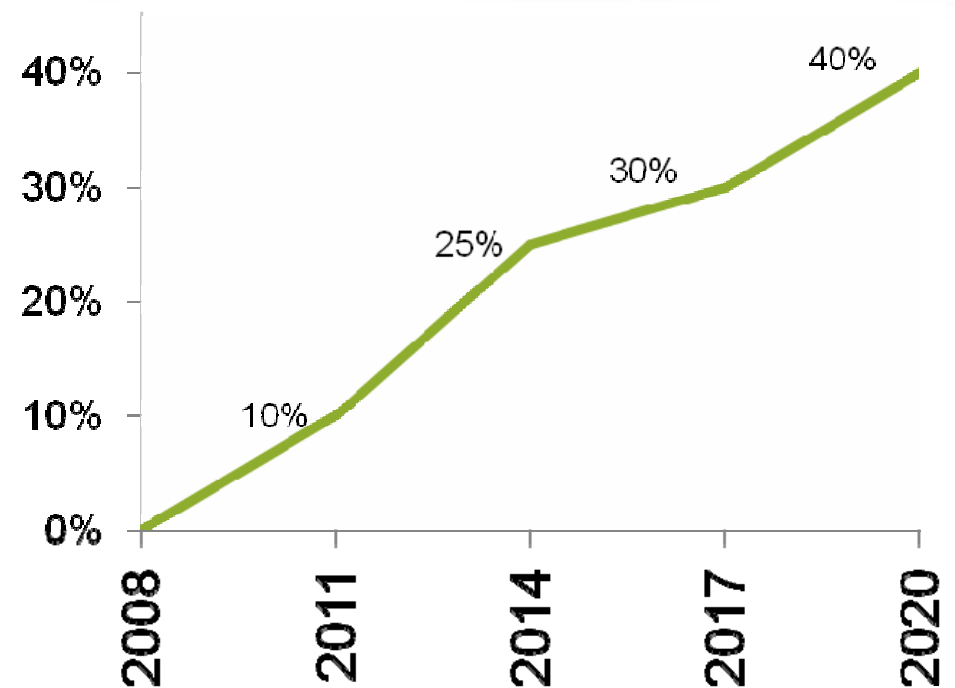
² Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC

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

% reduction in KSI compared with 2005-2007 baseline

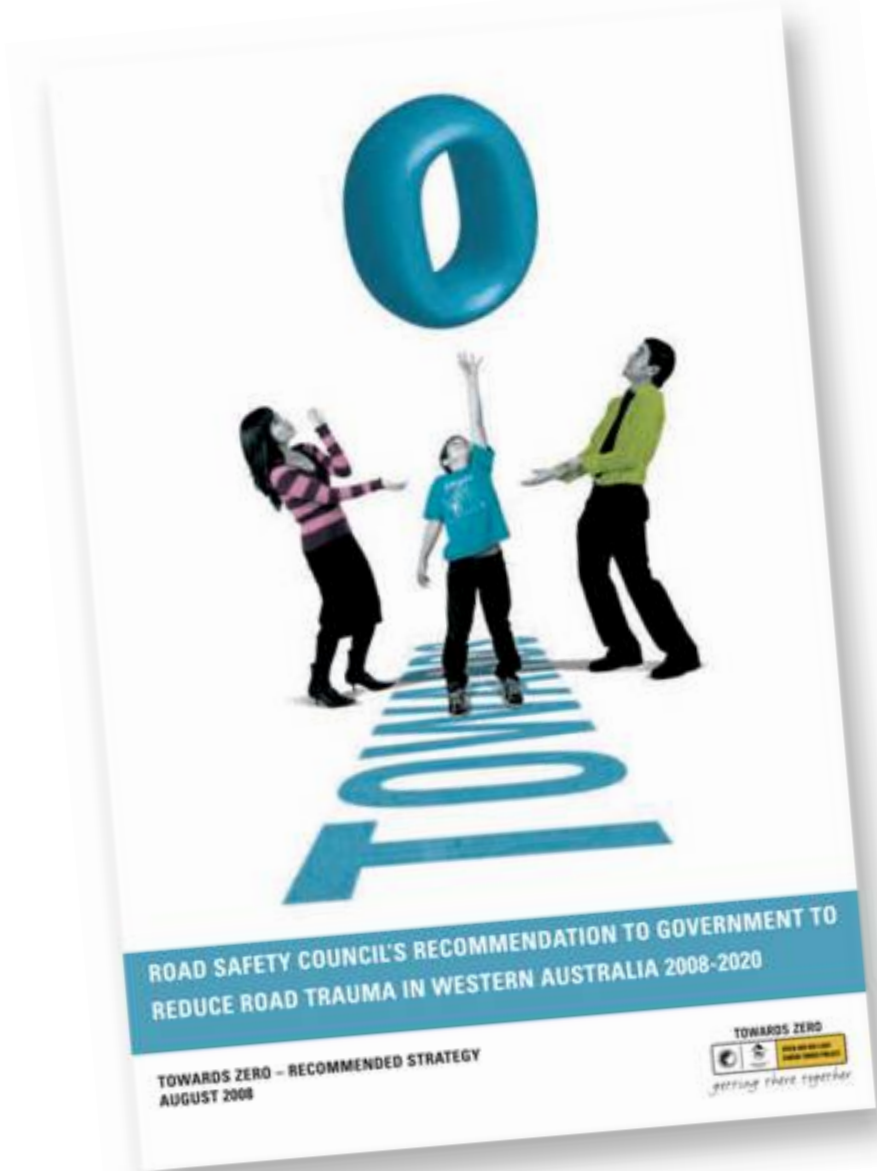


Where to from here?



- **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?