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

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Adelaide 9 November 2008
GEOGRAPHICAL AREAS:
Metro, Regional, Remote
People Killed and Seriously Injured on WA Roads 1980-2007
WA Road Deaths Compared to other Jurisdictions
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

Discussion Paper of Draft Options for Feedback

Preparation and Development of options from MUARC (Modelling Scenarios)

Community Engagement Forums

Stakeholder Forums (including Political Leaders)

Pilot - Narrogin
Geraldton
Collie
Albany
Etc (49)

Community Engagement Forums

Stakeholder Forums
Special Interest Group Forums

Discussion Paper of Draft Options for Feedback

Feedback on Options for New Strategy

Draft Strategy to Road Safety Council

Draft Strategy to Government

New Strategy Commences

Community surveys
Public Submissions

Oct ‘07
Dec ‘07
Jan-Jul 2008
7th Aug 2008
Second Half 2008

Aug 2006
April 2007
Aug 2007

Geraldton
Collie
Albany
Etc (49)
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
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
   26%

2. Quite realistic -
   I think I could probably do something to make a difference
   23%

3. Not sure -
   I haven't really thought about what I might be able to do
   41%

4. Quite unrealistic -
   I doubt there is anything I can do to make a difference
   10%

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: 69%
2. Usually wear a seat belt: 23%
3. Occasionally wear a seat belt: 5%
4. Never wear a seat belt: 3%
South West Region – Serious crashes by nature of crash
## Major Crash Types and Contributing Factors

<table>
<thead>
<tr>
<th>High Priority Category</th>
<th>Metropolitan</th>
<th>Rural</th>
<th>Remote</th>
<th>WA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>Intersections</td>
<td>1,855</td>
<td>44%</td>
<td>1,006</td>
<td>29%</td>
</tr>
<tr>
<td>Run-off-road</td>
<td>774</td>
<td>18%</td>
<td>1,349</td>
<td>39%</td>
</tr>
<tr>
<td>Head-on</td>
<td>141</td>
<td>3%</td>
<td>289</td>
<td>8%</td>
</tr>
<tr>
<td>Other crash types</td>
<td>1,444</td>
<td>34%</td>
<td>810</td>
<td>23%</td>
</tr>
<tr>
<td>Speed</td>
<td>582</td>
<td>34%</td>
<td>556</td>
<td>32%</td>
</tr>
<tr>
<td>Fatigue</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Distraction</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Drug driving</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Drink driving</td>
<td>418</td>
<td>10%</td>
<td>350</td>
<td>10%</td>
</tr>
<tr>
<td>Non-restraint use</td>
<td>122</td>
<td>5%</td>
<td>202</td>
<td>8%</td>
</tr>
<tr>
<td>Young drivers</td>
<td>768</td>
<td>29%</td>
<td>680</td>
<td>29%</td>
</tr>
<tr>
<td>Indigenous drivers</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Motorcyclists</td>
<td>516</td>
<td>12%</td>
<td>440</td>
<td>13%</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>403</td>
<td>10%</td>
<td>151</td>
<td>4%</td>
</tr>
<tr>
<td>Bicyclists</td>
<td>198</td>
<td>5%</td>
<td>84</td>
<td>2%</td>
</tr>
<tr>
<td>Older road users</td>
<td>518</td>
<td>12%</td>
<td>387</td>
<td>11%</td>
</tr>
<tr>
<td>Heavy vehicle occupants</td>
<td>19</td>
<td>0.5%</td>
<td>56</td>
<td>2%</td>
</tr>
<tr>
<td>Casualties involved in heavy vehicle crashes</td>
<td>170</td>
<td>4%</td>
<td>262</td>
<td>8%</td>
</tr>
</tbody>
</table>
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 $6.6\text{b} ($600,000/KSI)
  - to prevent them $2.5\text{b} ($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
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

% contribution to total reduction in serious casualties – modelled

Sources:
1 Safer Vehicles Campaign Evaluation, August 2007, Synovate
Community perception versus Expert modelled effectiveness of safer systems cornerstones

Sources:
1 Safer Vehicles Campaign Evaluation, August 2007, Synovate
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

- 2008: 10%
- 2011: 25%
- 2014: 30%
- 2017: 40%
- 2020: 40%
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