

MODULE 2

SAFER ROAD USERS: UNDERSTANDING ROAD TRAFFIC RISKS FOR ROAD USERS

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GLOBAL
ROAD SAFETY
PARTNERSHIP





The Global Road Safety Partnership is hosted by:



Every 24 seconds...

Overview



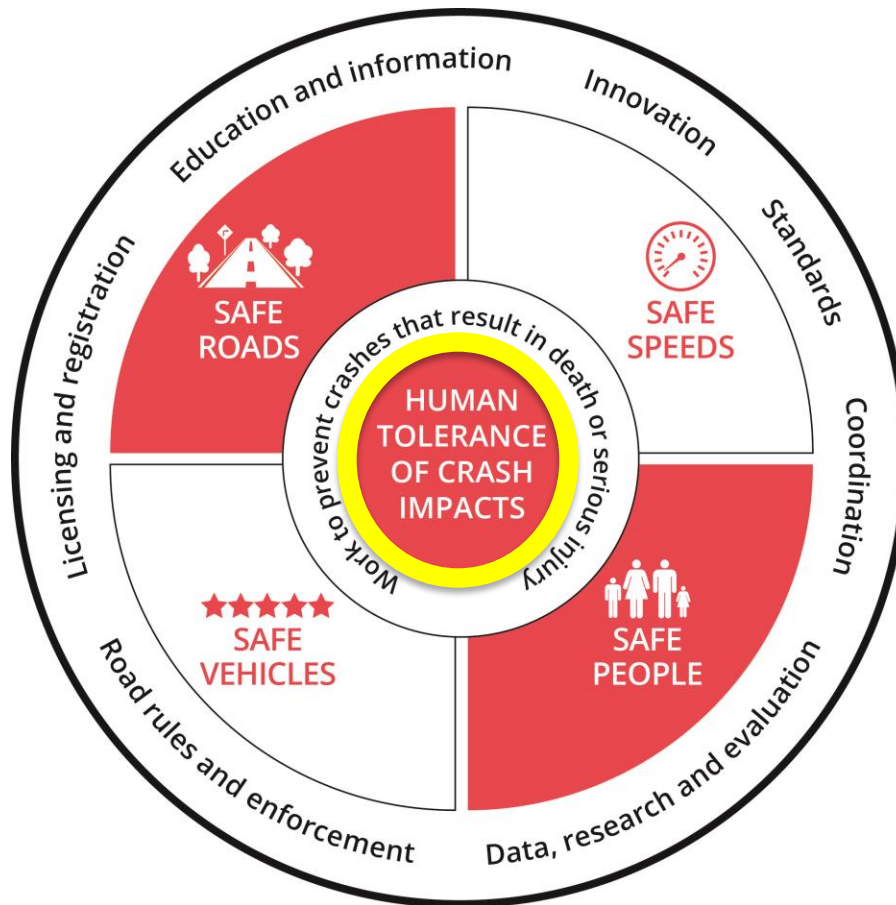
The Global Road Safety Partnership is hosted by:



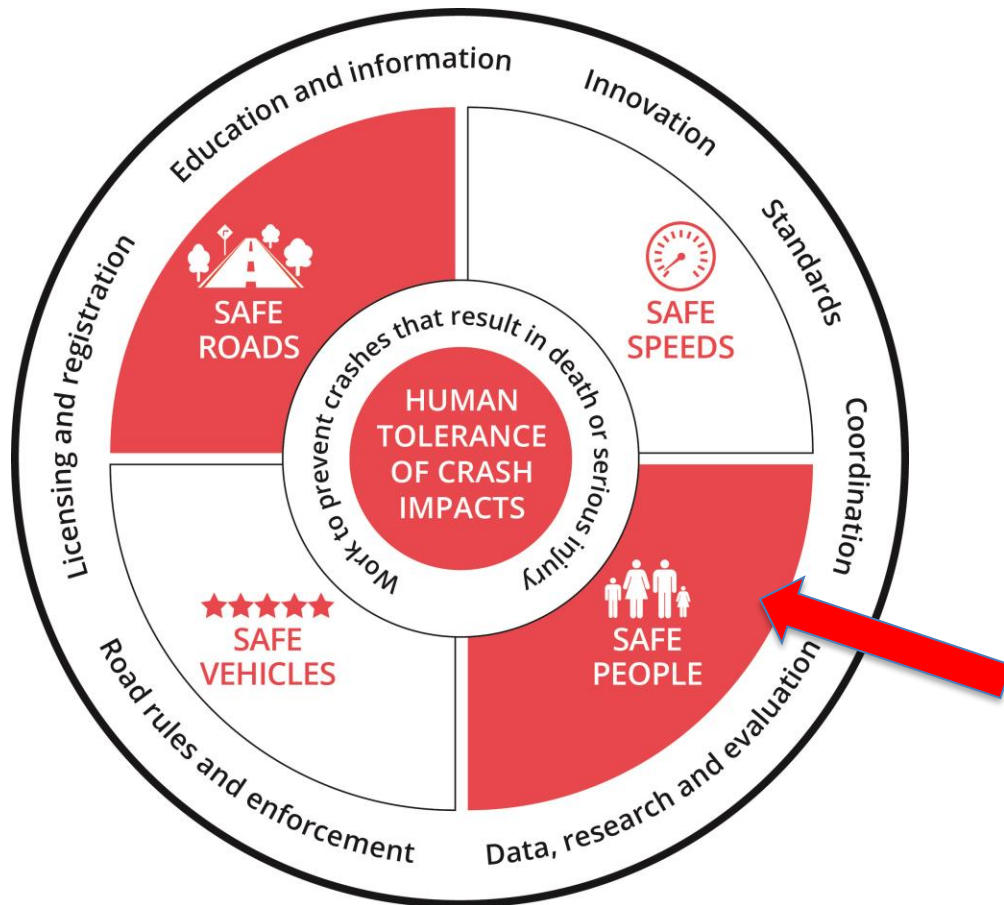
- Brief summary of the Safe System Approach – Road Users
- Risk and Exposure
- Who is Vulnerable?



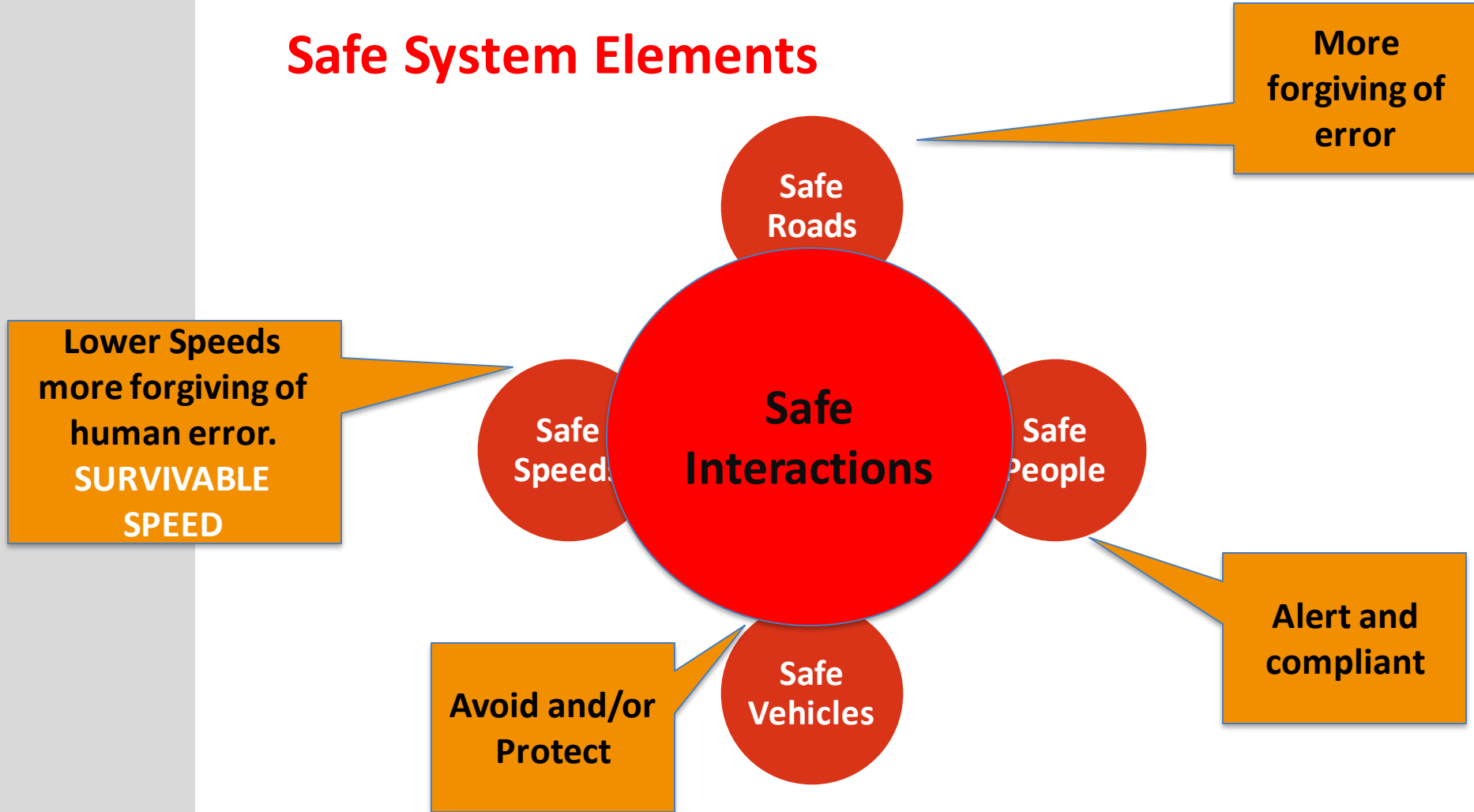
The Safe System Approach



The Safe System Approach



Safe System Elements





Who is at risk on roads in your country?



Who is **MOST AT RISK** on roads in your country?



How do you know this?




Risk and Exposure

Exposure (to Risk)

- **Exposure:**
 - The extent to which groups or segments of the population are likely to be involved in a crash
 - Usually defined as *amount of travel*
- **Risk:**
 - Used to quantify the level of safety, relative to level of exposure



Exposure (to Risk)

- 
- **Increased exposure leads to greater risk of crash involvement**
 - **Exposure relates to the amount and type of road use. For example:**
 - Commercial drivers are on the road for longer
 - Younger people may drive more at high risk times
 - Older people may limit their driving

Exposure

- **MANY different ways to define and assess**
 - Distance travelled
 - Number of kilometres travelled per travel mode
 - Vehicles, pedestrians
 - Traffic volumes, number of vehicles passing a point
 - Time spent travelling (time in traffic)
 - Fuel consumption (national level)



Data Sources

- **Mass Crash Databases**
 - Usually based on police investigation
- **In-depth Crash Studies**
 - Research institutions
- **Hospital Databases**
 - May be more complete than police records
- **Insurance Databases**
 - May include cases not reported to police
- **Traffic Offences**
 - May assist with understanding trends in road user behaviour




Data Sources

- **Traffic volumes**
 - Often collected for traffic engineering purposes
 - Motorways, main rural roads, major intersections
 - National fuel consumption (proxy measure)
- **National Travel Surveys**
 - Road user groups: car drivers, car passengers, public transport passengers, cyclists, pedestrians
 - Number of trips made, time & purpose of trip
- **Speed surveys**
 - Consideration of travel speeds for different road user groups
 - Higher speeds – higher risk



Exposure (to Risk)



The lack of detailed and high-quality exposure data is one of the reasons that in many cases, international comparisons are conducted on a per capita or per-vehicle basis.

Risk Perceptions



What do road users think about risky road use and their risk of being caught if breaking the traffic laws in your country?

Road User Perceptions

- **Community attitude surveys**
- **Allows you to follow trends over time**
- **Perceptions about how risky it is to:**
 - Speed, drink & drive, ride without a helmet etc
- **Perceptions about likelihood of:**
 - Being caught by police
 - Receiving penalty when caught

Use to guide mass media campaigns

Use to guide mass media campaigns and enforcement operations



E-survey of Road Users' Attitudes - ESRA

- **Joint international initiative of research centres and road safety institutes**
- **Collects comparable data on road safety situation and culture**
 - Past and habitual behaviours
 - Attitudes, beliefs, perceived norms and values
- **Online surveys provide evidence for policy making at national and international level**
 - ESRA1 – 38 countries
 - ESRA2 – 48 countries
 - New countries welcome to join



Learn More About ESRA

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ESRA2 Webinar Series: Measuring Global Traffic Safety Cultures to Support Effective Road Safety Policy Development

Enforcement and traffic violations - Seat belt & Child restraint systems - Senior road users - Support for policy measures - Pedestrians - Cyclists - Moped drivers and Motorcyclists - Gender Issues - Young road users - Subjective safety and risk perception - Vehicle automation

September 2020 - February 2021
Recordings of all our webinars are available online!

(see here below)

Road Safety Country Profiles

The Road Safety Country Profiles gives a precise assessment on the magnitude and complexity of road safety challenges faced by low-and middle-income countries (LMICs) and helps policy makers understand the road safety framework in context of their own country systems and performance.

This road safety country data presents information on all pillars of road safety (management, roads, speed, vehicles, road users, and post-crash care), along with information on the current status for each country and region along with extensive information on key risk factors, issues and opportunities.

East Asia and Pacific →

Europe and Central A... →

Latin America & the C... →



Interactive Website – Global Road Safety Facility:
https://www.roadsafetyfacility.org/#road_safety_country_profiles

ROAD SAFETY COUNTRY PROFILE

CAMBODIA

Cambodia's Road Safety Country Profile

This road safety country data presents information on all pillars of road safety (management, roads, speed, vehicles, road users, and post-crash care), along with information on the current status for each country and region along with extensive information on key risk factors, issues and opportunities.

 Print 


Photo source: World Bank

 THE SCALE OF THE ROAD SAFETY CHALLENGE Ref: 1,2,3,4,5


CLOSE

78%

Percentage of Road Crash Fatalities and Injuries in the economically productive age groups (15 - 64 years.)

3:1

Ratio of Male to Female Fatalities with the 15 - 49 year age group being most vulnerable to fatalities.

1,332

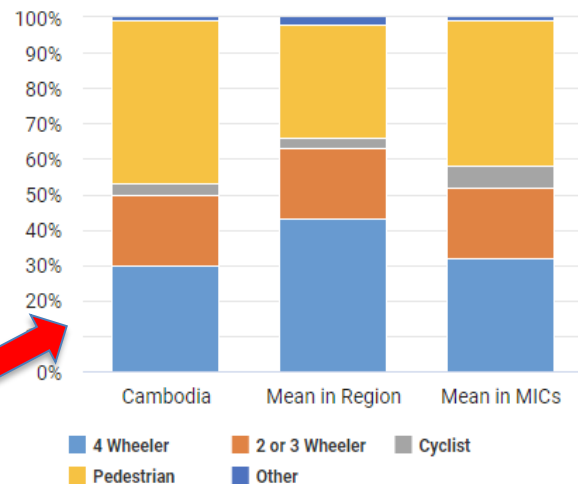
 life yrs.

affected due to disability from road crash injuries per 100,000 people.

Road crash fatalities and injuries snapshot

Country Population, 2016:	15,762,370
Country Reported Fatalities, 2016:	1,852
WHO Estimated Fatalities, 2016:	2,803
GBD Estimated Fatalities, 2016:	3,995
WHO Est. Fatalities per 100,000 Pop., 2016:	17.8
Estimated Serious Injuries, 2016:	42,045
Cost of Fatalities and Serious Injuries, 2016:	\$1,192 million

Fatalities by user comparison chart



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HELP



FAQ



Vulnerable Road Users

Who is Vulnerable?

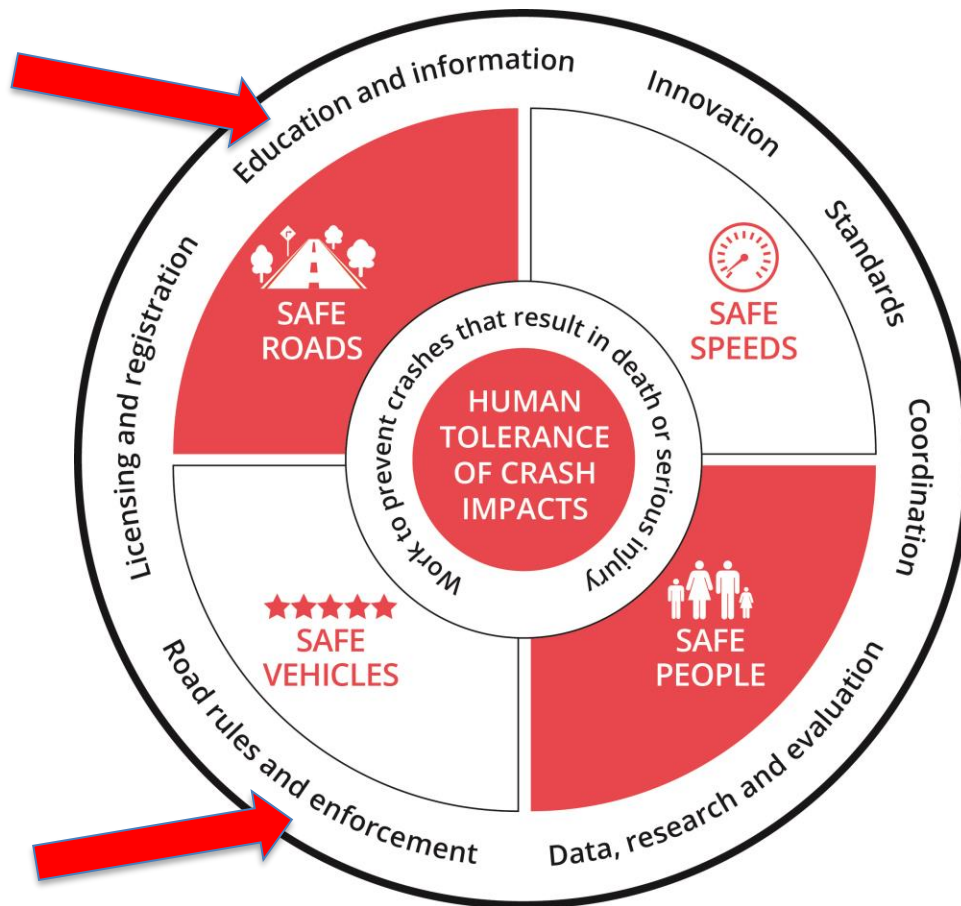




- People with little or no protection from impact forces
 - **Pedestrians**
 - **Riders of 2 & 3 wheelers**
- Limited task capability
 - **Novice drivers**
 - **Older people**
- Less resilient in the event of trauma
 - **Children**

Vulnerable Road Users or Vulnerable Transport Planning?

The Safe System Approach



Cannot Rely on Education to Protect People

- Educating people about risks is important, BUT
- Should not be seen as a stand-alone intervention
- Evidence:
 - **Education combined with sustained enforcement can bring about desired behaviour change**
 - **Must be long term and well resourced**



SUSTAINABLE & SAFE

A Vision and Guidance for Zero Road Deaths



WRI.ORG | WORLD.BANK.ORG/GRSF

- Provides guidance on developing context-specific road safety strategy based on Safe System Approach
- Describes SSA, principles, examples of application in policy, & evidence
- Discusses opportunities for wider application in LMICs
- Outlines specific steps policymakers can take to create a plan



4 Key Findings



The Global Road Safety Partnership is hosted by:



Safe System Approach:

1. **shown to be more effective in reducing traffic deaths & injuries than more traditional approaches**
2. based on evidence-based measures
3. is sustainable
4. can be adopted by countries at all income levels

GLOBAL ROAD SAFETY PARTNERSHIP SECRETARIAT



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