



PARALLEL SESSION: IMPROVING THE BEHAVIOR OF ALL ROAD USERS

Session Conclusions

Date: February 20, 2020

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1. TITLE OF THE SESSION: IMPROVING THE BEHAVIOR OF ALL ROAD USERS

2. TOPIC OF THE SESSION

This session focuses on improving the behaviour of all road users as reflected in Pillar 4 (safer road users) of the Global Plan for the Decade of Action and in the Global Road Safety Performance Targets 6, 7, 8, 9, 10, and 11. While the Safe Systems concept is grounded in the belief that human beings will inevitably make mistakes and, as such, systems need to be designed to minimize the impact of those mistakes, road users still have the responsibility to comply with road safety laws and regulations. Within this context, panellists in this session highlighted best practice interventions that promote safe behaviours, including the improvement of the legislative environment, enforcement of laws, and mass media campaigns that could facilitate the creation of a safety culture. They also discussed new approaches including the use of technology. All panellists emphasized the need for a holistic and integrated approach when trying to improve the behaviour of all road users.

3. SHORT SUMMARY OF SESSION

The primary aims of this session were to:

- Showcase best practice national and local road safety laws on key risks which have proven to save lives
- Highlight the contribution of law enforcement to such efforts
- Highlight the role of the public and private sectors in ensuring occupational health and safety for their employees and the communities they serve

- Identify actions required to achieve the Global Road Safety Performance Targets 6,7,8, 9,10 and 11 by 2030.

The session “Improving the Behaviour of All Road Users,” commenced with an introduction by Dr. Abdul Bachani who highlighted the fact that human beings make mistakes and, as such, systems (“safe systems”) need to be designed to minimize the impact of those mistakes. He emphasized that while the traditional approaches to promoting safe behaviours like enacting, implementing and enforcing good laws as well as carrying out mass media campaigns are key, there is also a need to think outside of the box. Subsequently, the moderator Dr. Judy Fleiter asked the participants, “what can we do differently given this knowledge that human beings do make mistakes?” The four panellists – Mr. Michael Dreznes, Mr. Benacer Boulaajoul, Ms. Pamela Milligan, and Mr. Nikhil Seth – emphasized the importance of 1) forgiving roads, 2) mobilizing vulnerable users, 3) the use of technology to provide real time information on roads, 4) working at the community level, and 5) using an integrated approach.

Ms. Milligan further elaborated on the need to integrate advanced software into cars, highlighting that currently, the software in cars are very outdated. Moreover, she emphasized that higher levels of connectivity will allow vehicles to be safer. Mr. Boulaajoul reflected on the need to bring stakeholders together and to use a holistic approach which includes education, enforcement, and infrastructure that aligns with standards as well as technology. Mr. Seth highlighted the fact that road safety cannot be discussed in isolation. He further emphasized that the logic of driving private cars rather than using sustainable transport needs to be challenged. Mr. Dreznes discussed about the need to automate enforcement in order to reduce corruption.

The session ended with the following conclusions: 1) changing individual behaviour is very difficult and cannot be the sole focus, 2) an integrated approach is required, 3) there is a need to incentivize industries to help improve road safety, and 4) new technologies should be capitalized to improve behaviour of all road users.

4. OVERALL MESSAGES

- Human behavior is incredibly complex and can be influenced by a constellation of factors
- Humans are not good at assessing risks related to road traffic and vehicle speeds
- Road users are prone to make mistakes whether intentional or unintentional. Consequently, a safe systems approach is needed in order to minimize the impact of those mistakes
- Along with punitive measures, having incentives for good behavior may be more effective for compliance with behaviours.
- While traditional approaches to promoting safe behaviors like passing good laws, enforcing good laws, and carrying out mass media campaigns to raise awareness continue to be of vital importance, there is also a need to think outside of the box and beyond these traditional approaches. This may include the use of technology, modal shifts and the use of incentives
- In addition to thinking outside of the box, the panelists also emphasized an integrated approach, highlighting that there is “no magic bullet”

5. OVERALL RECOMMENDATIONS

- It is important to focus on the system rather than on human behaviour; focusing solely on changing road user behaviour is a “losing battle”
- Systems need to be designed to minimize the impact of road user mistakes as human beings inevitably make mistakes and are not good at assessing risks
- It is necessary to use an integrated approach combining traditional methods (e.g. legislation; enforcement, mass media campaigns) with new and innovative approaches (e.g. technology, modal shifts, and incentives for industries)

6. IMPORTANT FINDINGS (EX. TECHNICAL OR OTHERS)

- There is a need to think beyond the traditional approach to help improve the behaviour of all road users. Suggestions included the use of incentives (e.g. incentives for employees to promote safe behaviours) as well as technology (e.g. updating software in cars and ensuring better connectivity) to achieve this goal. Studies need to be undertaken to assess the effectiveness and cost-effectiveness of these aforementioned suggestions.

7. SPECIFIC RECOMMENDATIONS FOR DIFFERENT STAKEHOLDERS INCLUDING GOVERNMENTS AND THE PRIVATE SECTOR

- For the government:
 - Design safe systems that help minimize the impact of road user mistakes
 - Use an integrated approach to address road safety
 - Automate enforcement to reduce corruption
 - Provide incentives to industries to improve road safety
 - Collaborate with different stakeholders as an integrated approach is needed to address road safety
- Private sector
 - Improve technology in cars (e.g. update software, ensure better connectivity) to improve road safety
 - Collaborate with different stakeholders as an integrated approach is needed to address road safety
- Road safety advocates
 - Align road safety with as many SDGs as possible (not only climate change) so road safety is not seen in isolation
 - Collaborate with different stakeholders as an integrated approach is needed to address road safety

8. PREPARATION OF THE SESSION

- Dr. Patanjali Dev Nayar (WHO SEARO) coordinated this parallel session

9. SESSION PROGRAM

- Expert: Dr. Abdulgafoor M. Bachani, Director, International Injury Research Unit, Johns Hopkins University
- Moderator: Dr. Judy Fleiter, Global Programme Manager, Global Road Safety Partnership

Plan and timing:

Approx. Time	Topic/Presentation title	Speaker (title, role/position,
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		organisation)
2 minutes	Welcome & Introductions	<i>Moderator:</i> Dr. Judy Fleiter, Global Programme Manager, Global Road Safety Partnership
5 minutes	Overview of topic	<i>Chair:</i> Dr. Abdulgafoor M. Bachani, Director, International Injury Research Unit, Johns Hopkins University
40 minutes	Facilitated discussion	<i>Panellist:</i> Benacer Boulaajoul (Director, National Road Safety Agency, Morocco)
		<i>Panellist:</i> Michael Dreznes (Executive Vice President, IRF Global)
		<i>Panellist:</i> Nikhil Seth (Executive Director, UNITAR)
		<i>Panellist:</i> Pamela Milligan (Chief of Staff and Management Board Member, TomTom)
10 minutes	Questions from the floor	<i>Moderator and Panellists</i>
2 minutes	Summary of discussions	<i>Chair</i>