



October 2011

Road Safety Culture – Moving On Up!

The Proactive Partnership Strategy

Global Road Safety Partnership



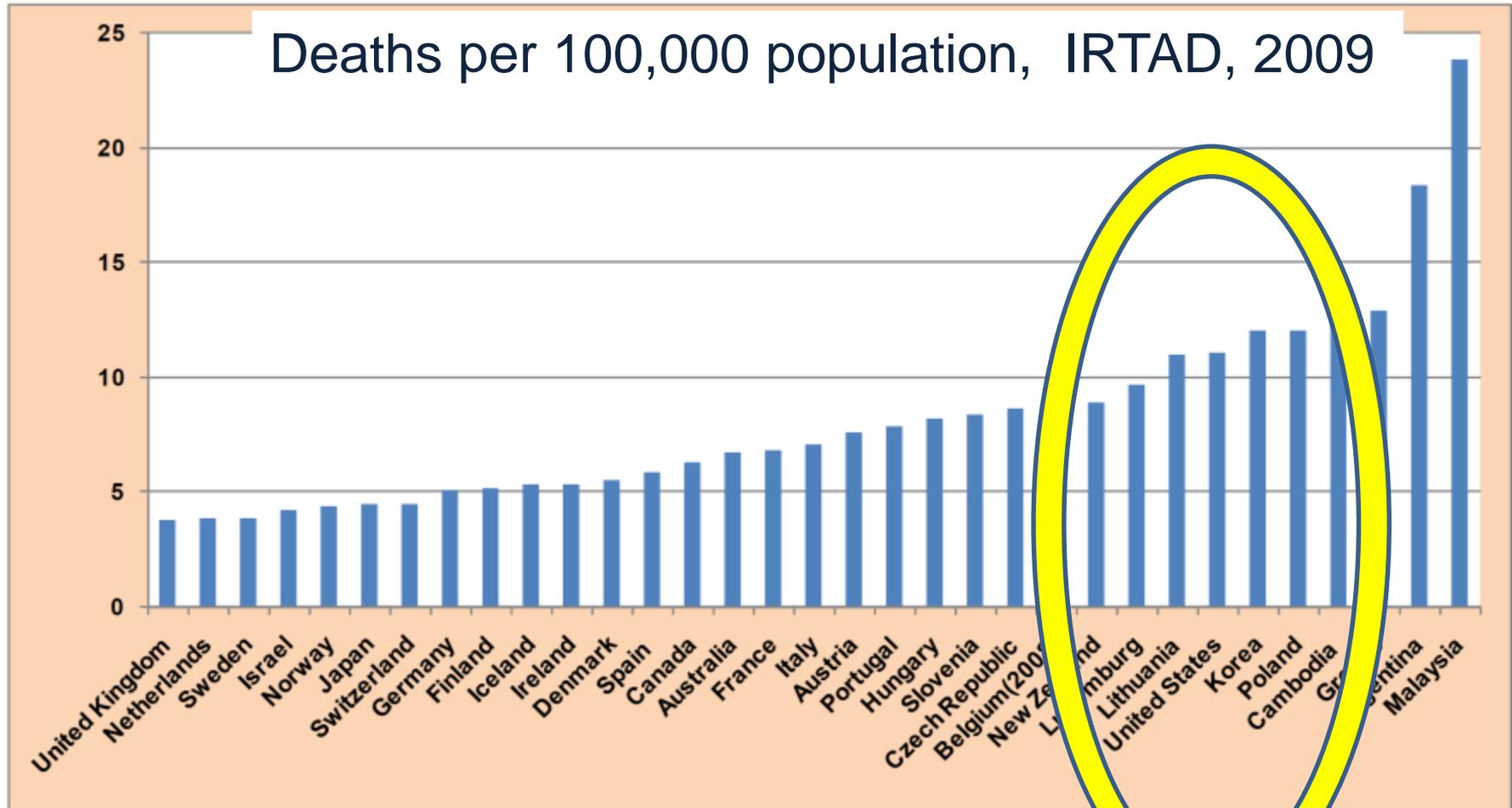


What is culture?

“The way we do things around here:”

- It is not a fixed entity
- It changes with time and stimulus from society

The way we do things around here....



Towns of 33,000 people



Manitowoc City, Wisconsin

Monroe Township, New Jersey

Pleasant Hill City, California

Louisa County, Virginia

Richmond City, Kentucky

Weakley County, Tennessee

Marion County, South Carolina

Richfield City, Wisconsin



States, pop. 1.2 to 2.8 million



Nebraska

West Virginia

New Mexico

Idaho

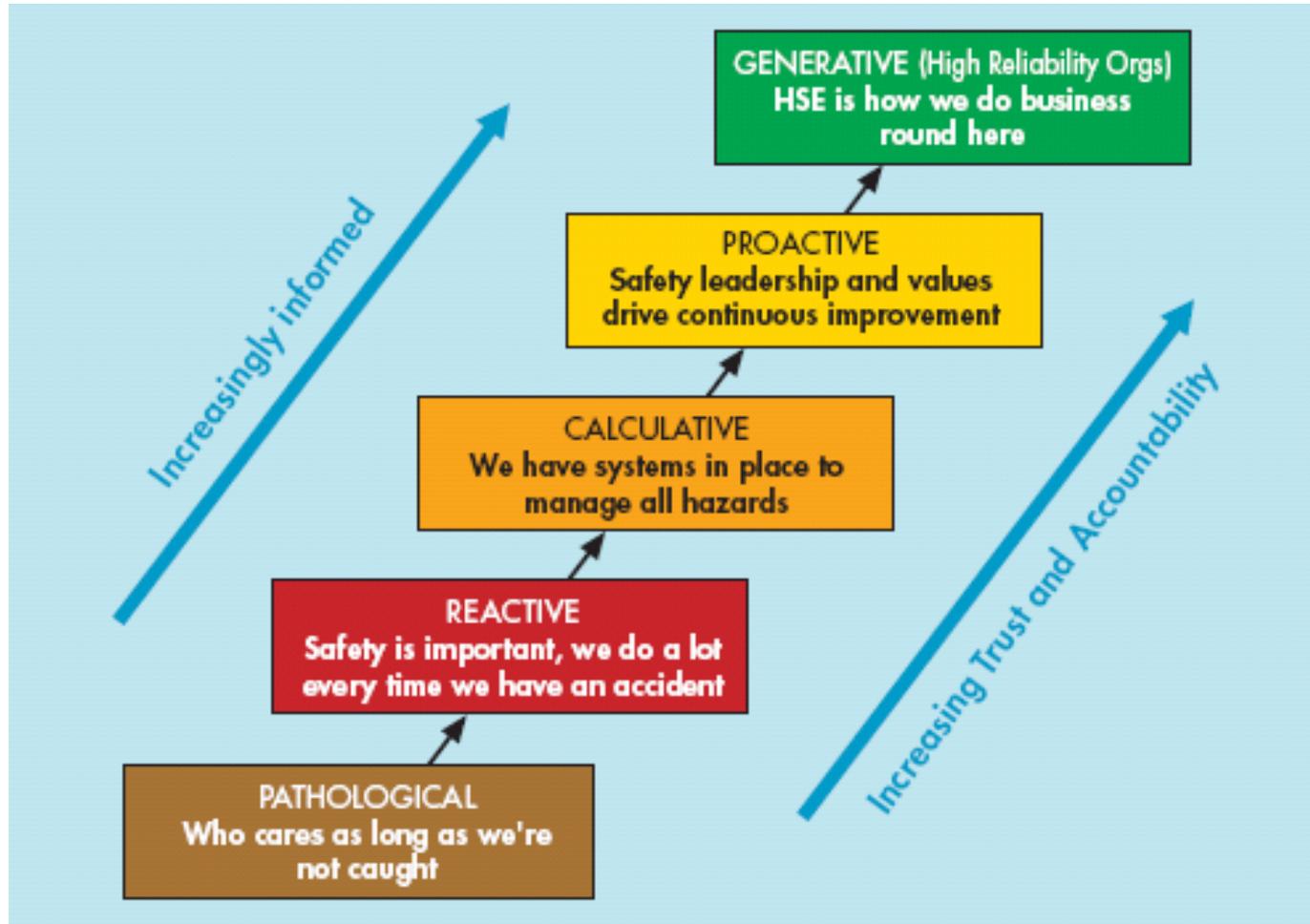
Nevada

Arkansas

Kansas

Utah

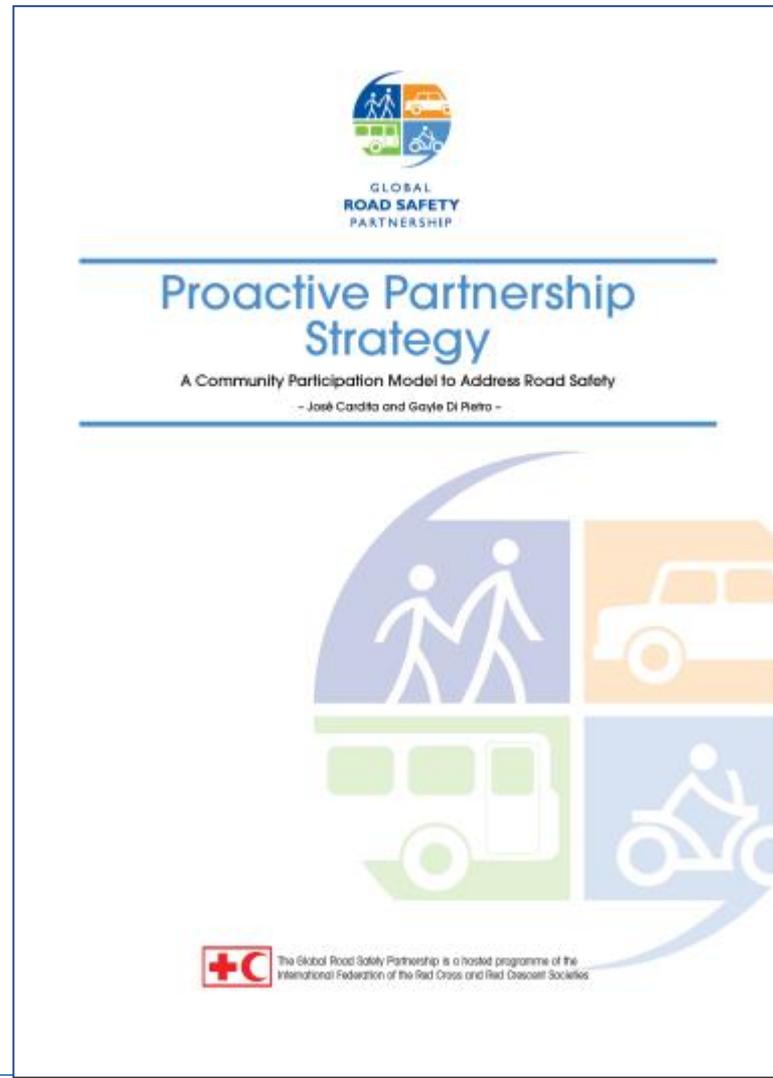
Organisational Culture Development



Source: <http://www.eimicrosites.org/heartsandminds/>



A cultural approach to road safety



The Global Road Safety Partnership is hosted by



International Federation of Red Cross and Red Crescent Societies



Starting the cultural journey

- Needs the visible commitment of the boss
- Will go at the pace you can bring people and resources on board from within



Quality of life

“Our city is a nicer place to live when we don’t have to pick up dead and injured people from our roads.”

Eduardo Cury, Mayor of São José dos Campos, Brazil



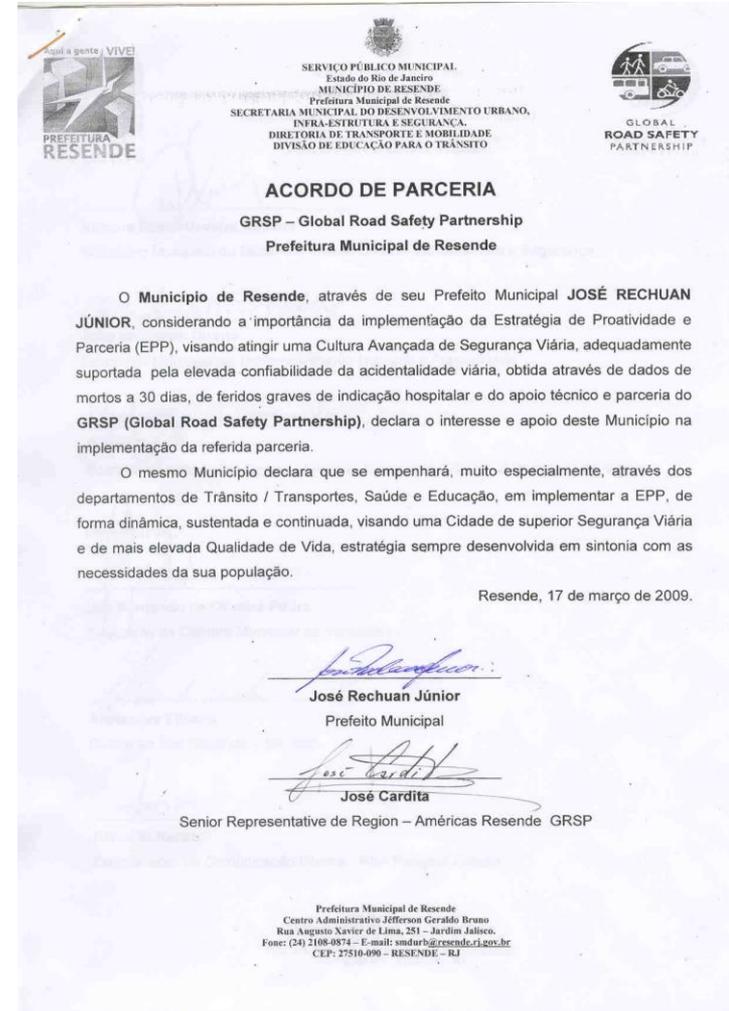
The Proactive Partnership Strategy

A Six Step Process



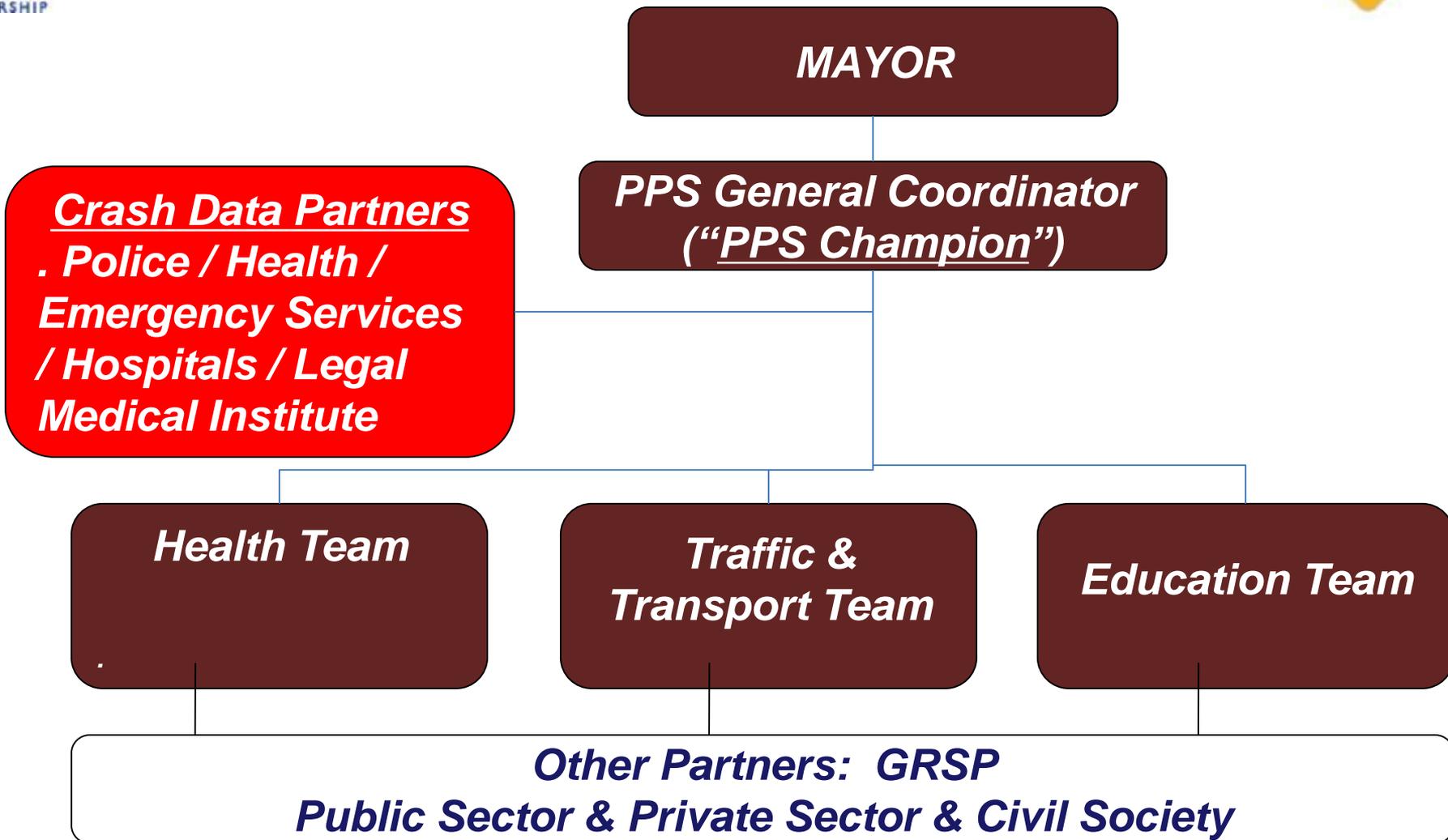


Partnership Agreement



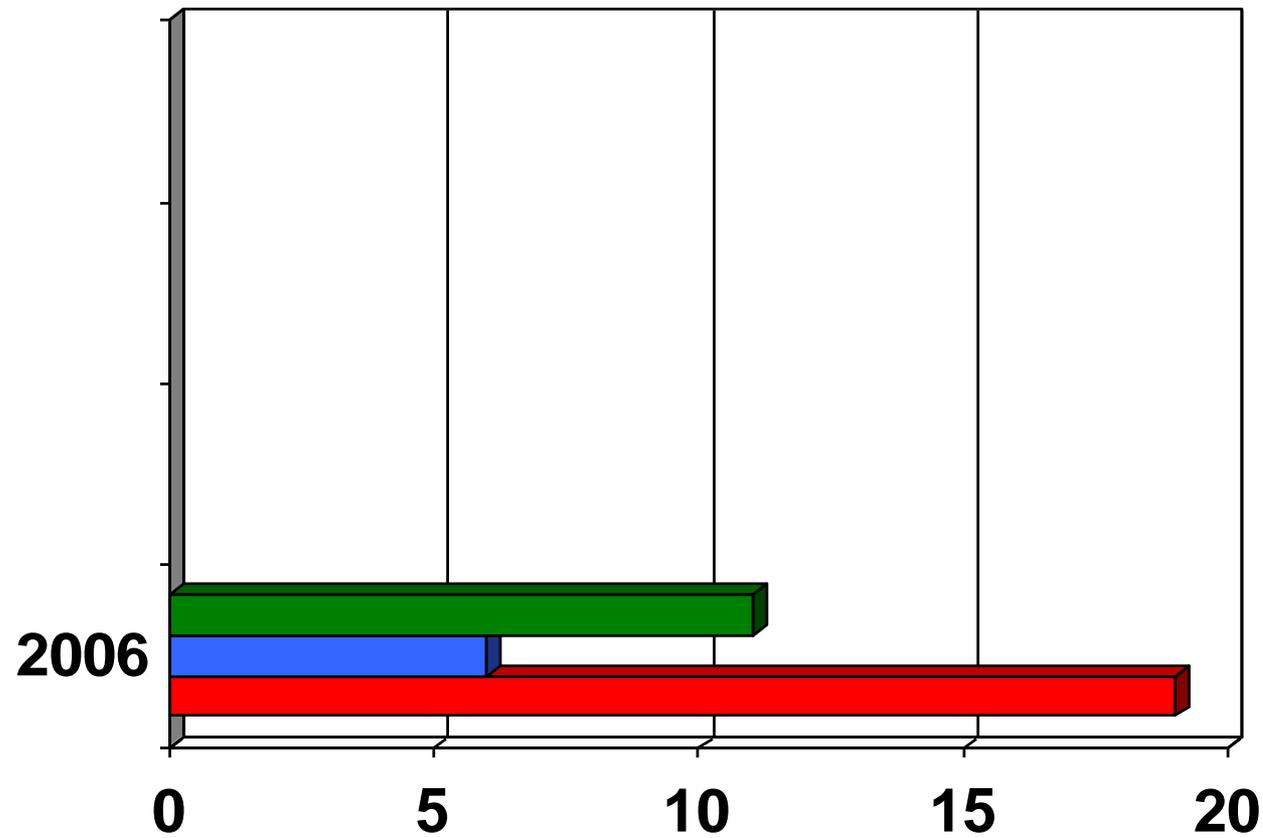


Typical PPS team in Brazil

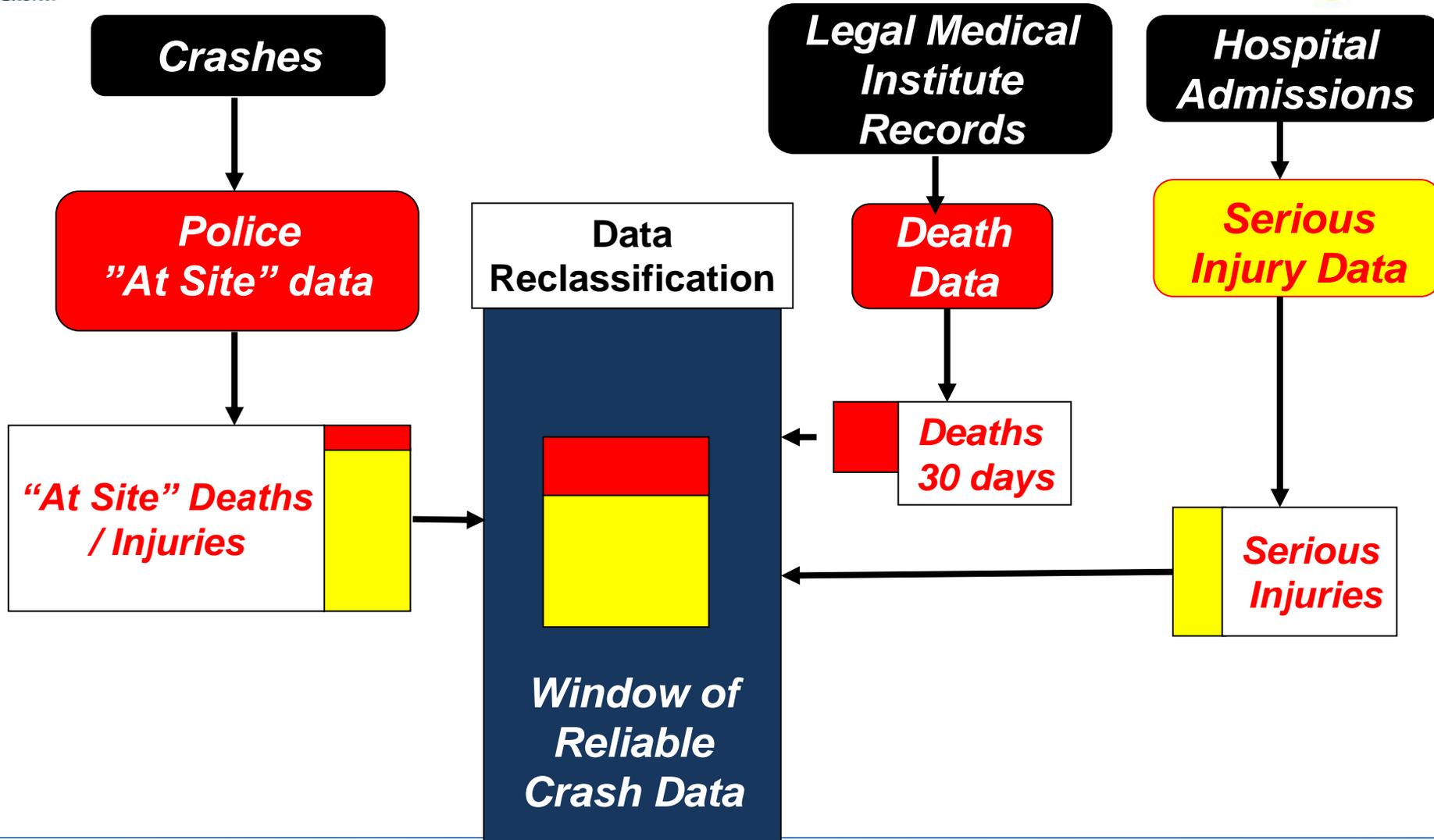




First Multi-Sector Partners



Reliable Crash Data (typical)



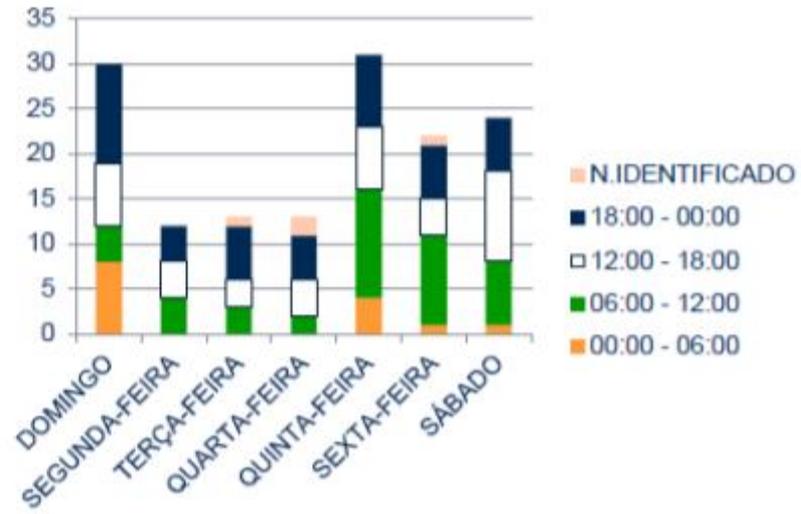


Data Collection and Analysis

Example



3º Fator Local de Risco: Motociclistas



Integrated Road Safety Actions



MACRO CULTURE

- *Speed / Helmets / Seat Belts / Alcohol*
- *Road Safety Education*
- *Infrastructure*
- *Enforcement*
- *VRUs*
- *Other*

Quality
Stamps

MICRO CULTURES

- *Safe Schools*
- *Safe Professional Drivers*
- *Safe Fleet Companies*
- *Progressively Safe Regions*

FINAL OUTCOMES

RATES

- . *KSI/100k inhab.*
- . *KSI/10k MV*
- . *Deaths/100k Inh.*
- . *Deaths/10k MV*
- . *S.Injury/ 100k In.*
- . *S.Injury/10k MV*

Yr n-1 → Yr n

-10%

ABSOLUTE FIGURES

- . *KSI*
- . *S.Injury Hospital Bed Days*
- . *Socio-Economic Costs*



Project: Motorcycles



META 48
OPERAÇÕES

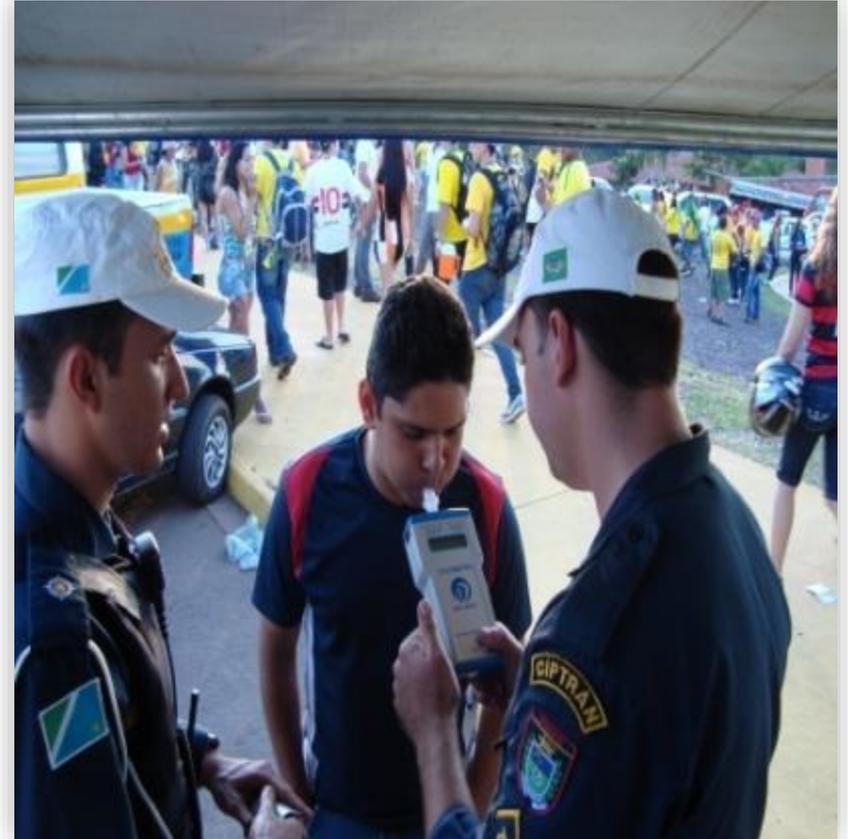
REALIZADO 21
OPERAÇÕES



Enforcement “Dry Law”



GLOBAL
ROAD SAFETY
PARTNERSHIP



1.357 OK
264 over the limit
110 people taken to the station



Electronic Enforcement



META 20
EQUIPAMENTOS

REALIZADO 22
EQUIPAMENTOS



Horizontal Signage



META
100.000 m²

REALIZADO
47.000 m²

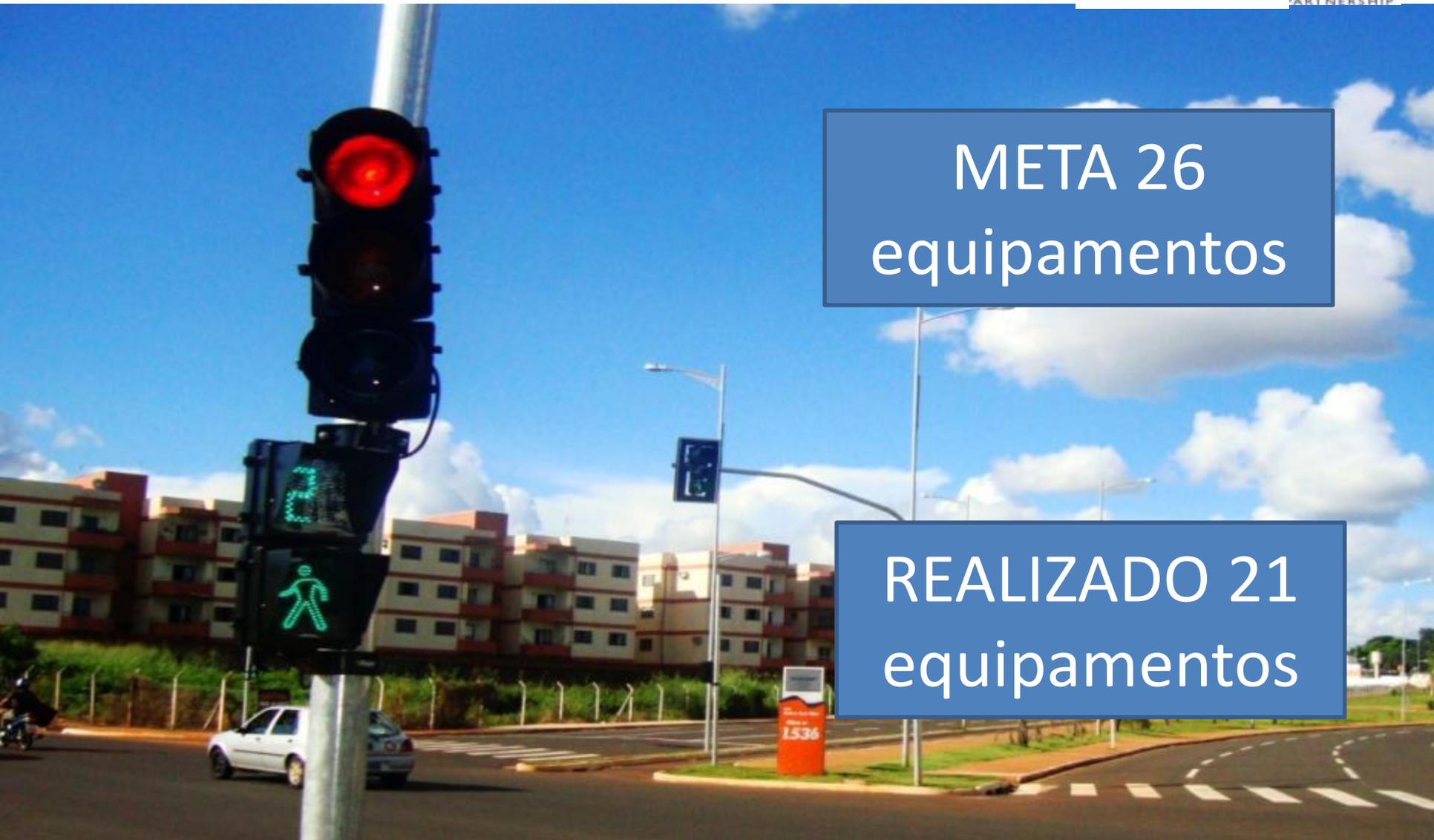


Crossing Lights



META 26
equipamentos

REALIZADO 21
equipamentos





Blackspot Treatments



Before

After





Cycle Paths



META
67 km

REALIZADO
44,64 km



Safe Schools



META 30
ESCOLAS

REALIZADO 29
ESCOLAS



AGEING PEDESTRIANS



META
7.000

REALIZADO
1.000



PROJECT "GREEN LIGHT"



GLOBAL
ROAD SAFETY
PARTNERSHIP



META: 4.000

REALIZADO: 2.859



Professional Drivers



META
5.000

REALIZADO
2.050



CHILDREN'S CLUB



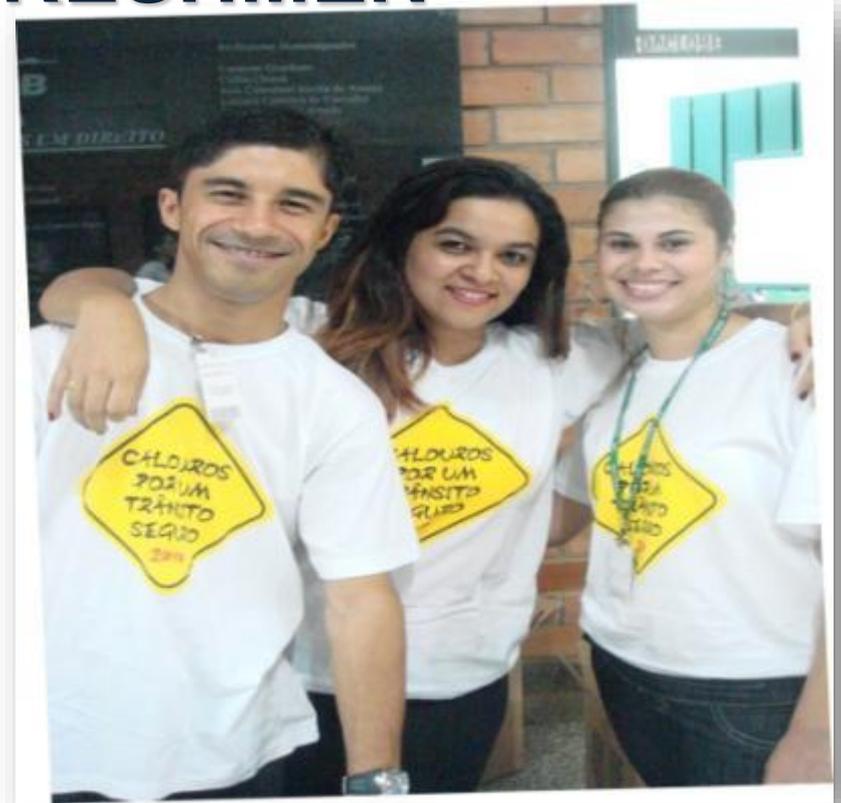
META

4.000 crianças

REALIZADO

1.233 crianças

UNIVERSITY FRESHMEN



META
10.000

REALIZADO
12.000



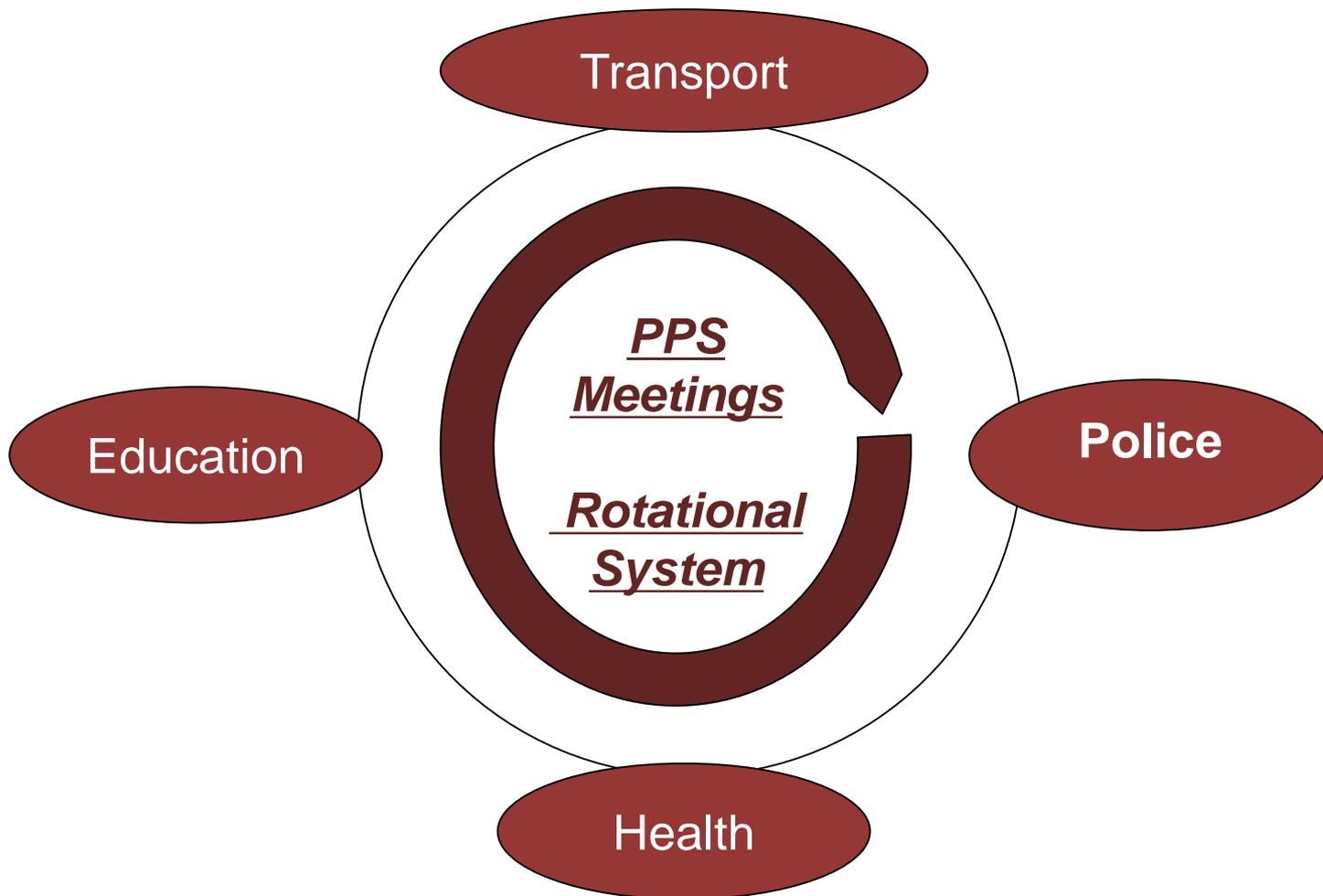
SCHOOL BRIEFINGS



META
40.000

REALIZADO
35.899

PPS Team General Meetings



PPS Team Meeting





RESULTADOS POSITIVOS





Tratamento locais críticos Avenida Gury Marques



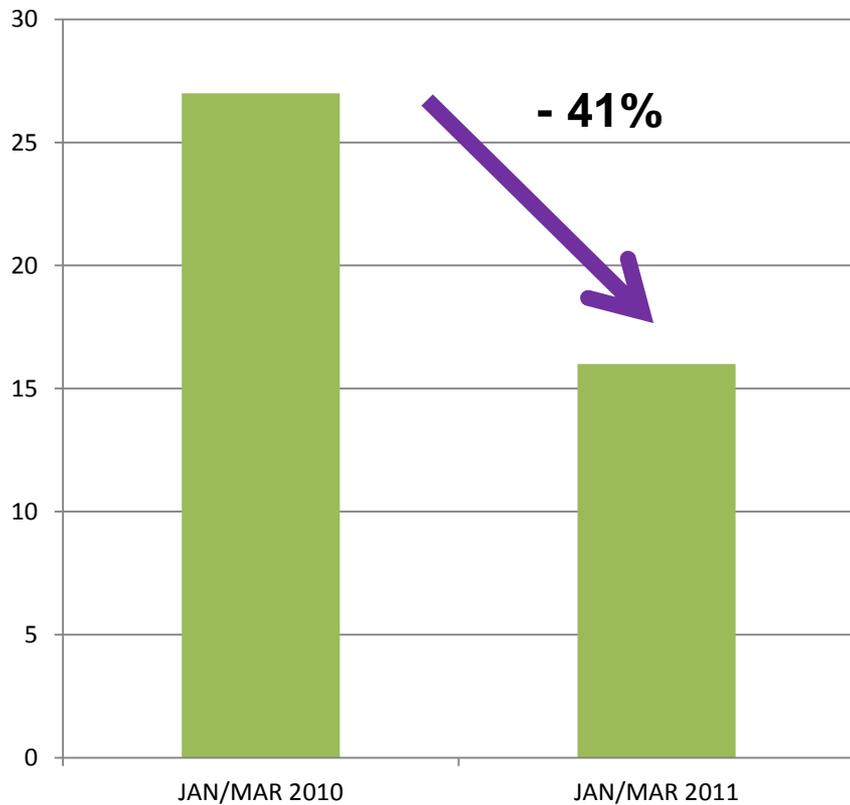
Antes

Depois

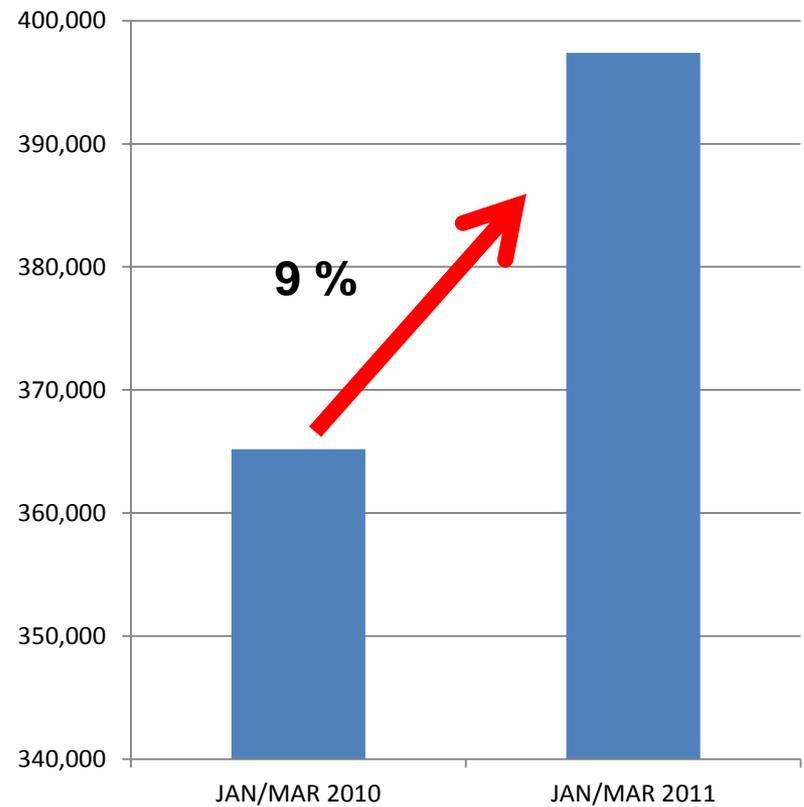




FATAL CRASHES



CITY FLEET



Quality Awards



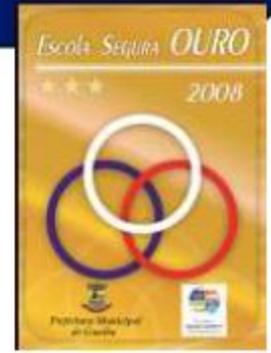
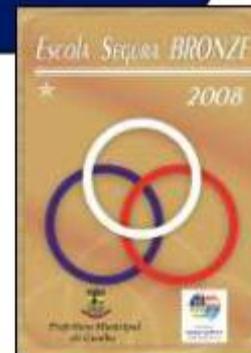
SAFE TAXI



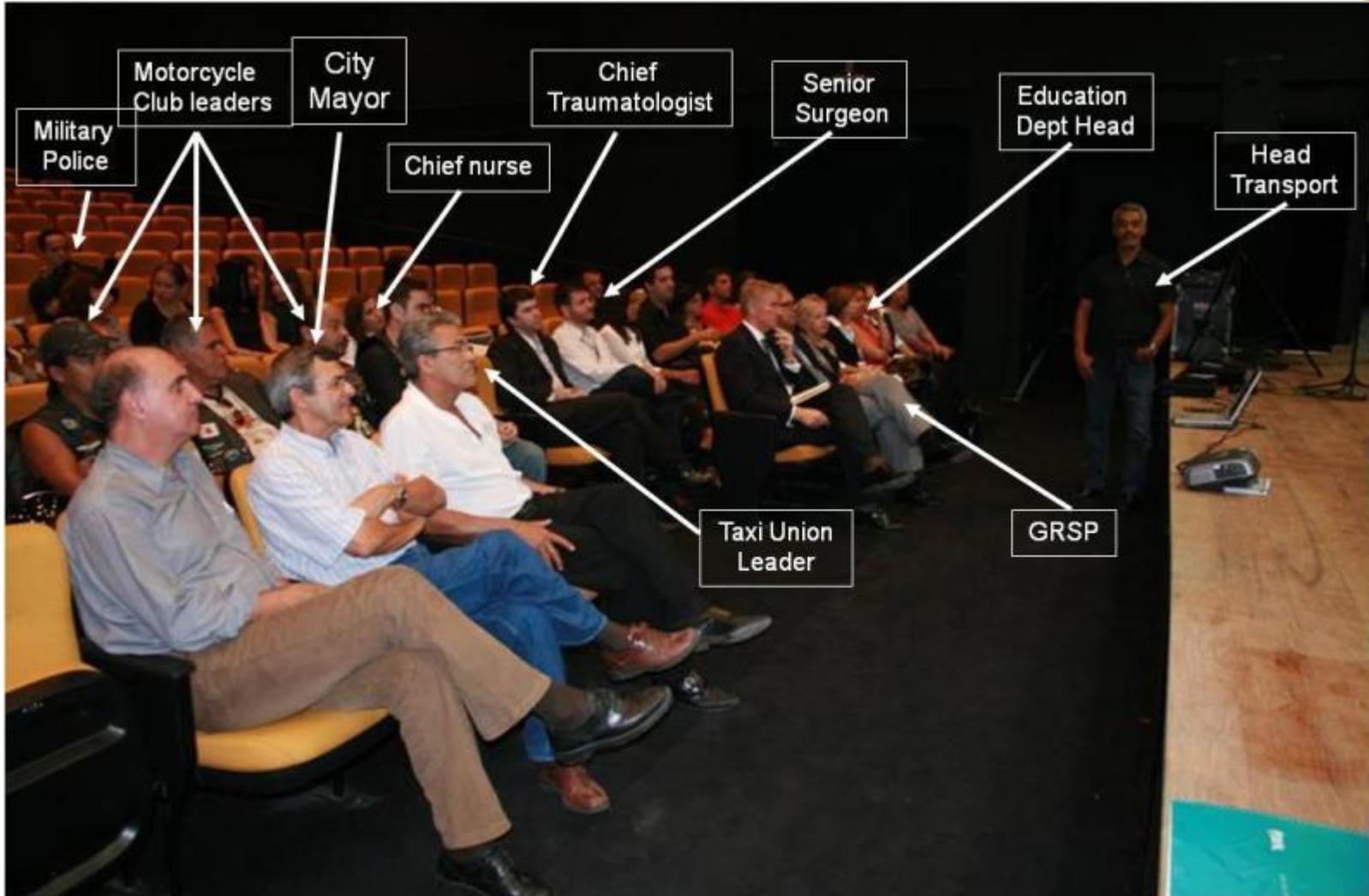
SAFE SCHOOL BUS



SAFE SCHOOL



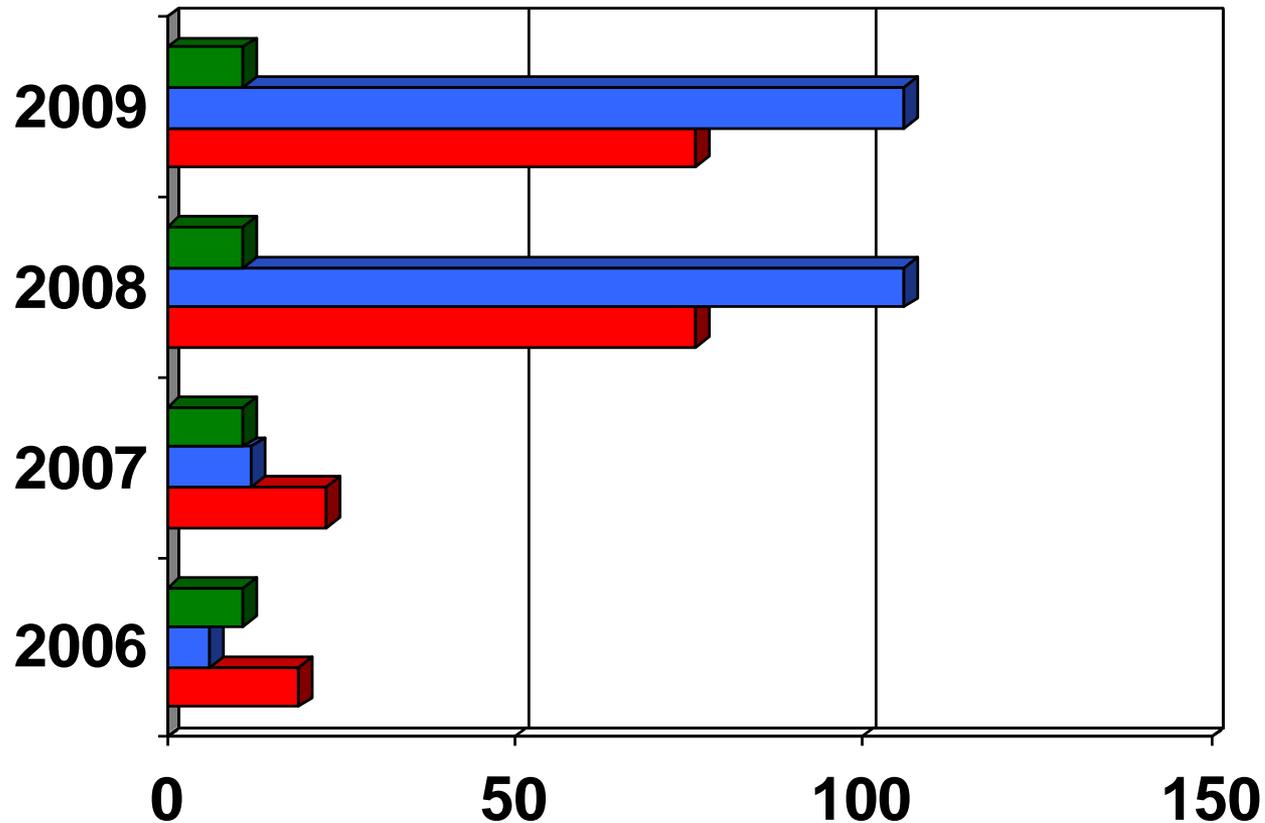
Annual Review Meeting



3 Year rolling results

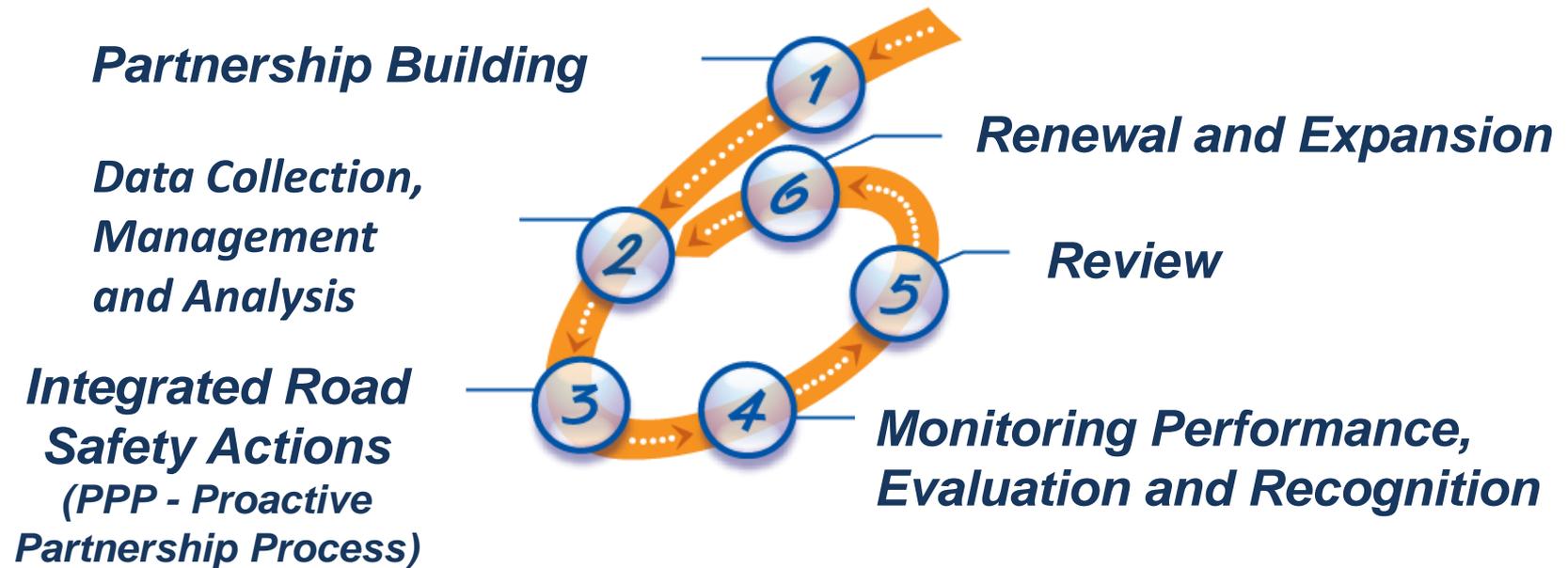


Growing the number of Partners





The PPS cycle



Prince Michael International Road Safety Award



**Moscow, 18 November
2009, from left:**

**Eduardo Cury, Mayor
São José dos Campos**

**His Royal Highness
Prince Michael of Kent**

José Cardita

Andrew Pearce

Success is an empty hospital bed

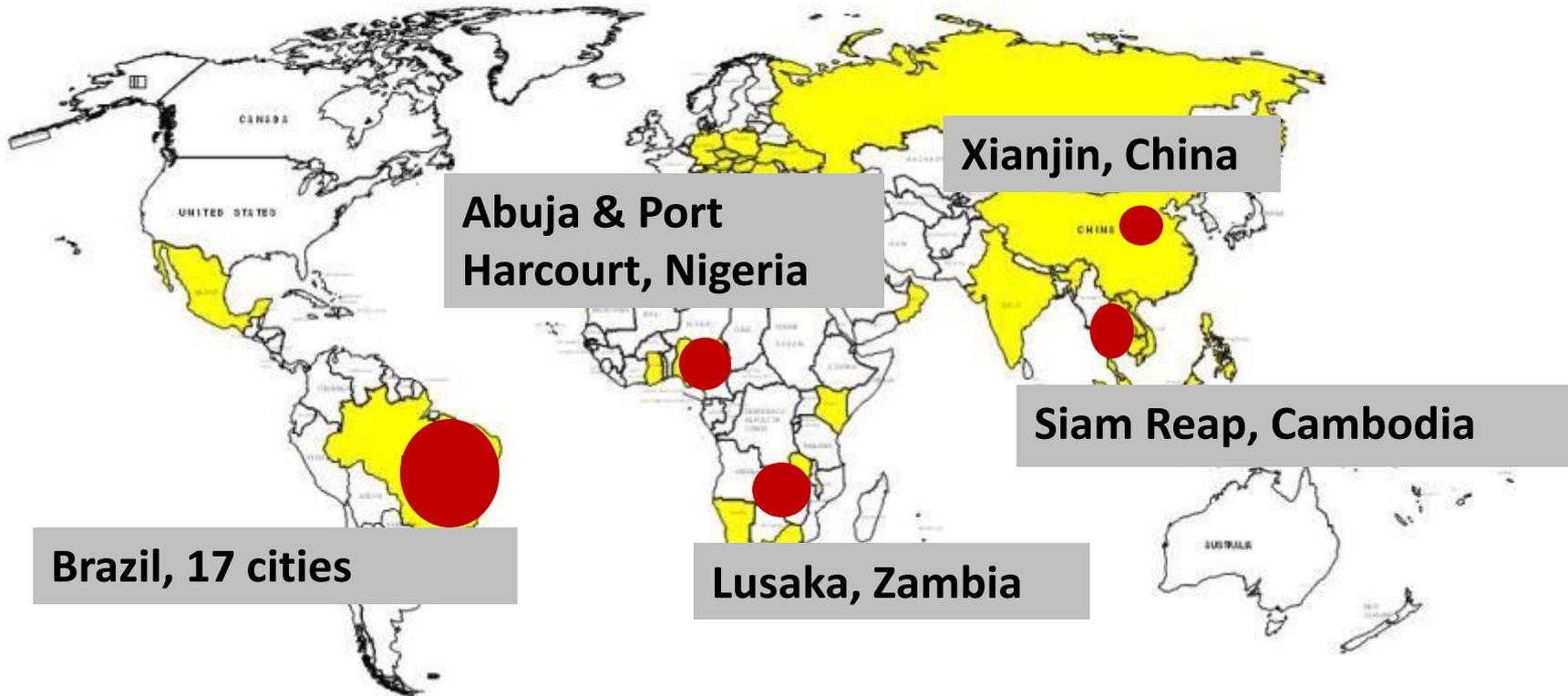




Why does it work?

- People value the quality of life in their city
- Road safety has no real enemies, and is a perfect subject for partnership work
- As people become more informed and more involved, they become more in control and more accountable
- It saves resources – big time!

Expanding the City Network



Summary

- Multi-Sector Partnerships work
- Transfer of cultural development knowledge from the business sector is possible
- Global expansion of the Proactive Partnership Strategy is happening
- Join the fun!

How Can We possibly fail?





On the way home today....



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The Global Road Safety
Partnership is hosted by



International Federation
of Red Cross and Red Crescent Societies

Thank You!

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www.grsroadsafety.org



End PPS



Backup material

2009



GRSP's Decade - Summary



CREATING
GREATER
IMPACT

- Driving through the UN resolution
- Align to the Decade of Action
- Build and maintain a great global team
- Focus on partnership building, good practice delivery, global coordination
- Working on strategic themes and with strategic partners

2010