

Asia Pacific Road Safety Seminar



GRSP is hosted by:



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@IFRCAsiaPacific

Workshop 3

Collaborative Approaches to Road Safety Action

Workshop 3

Collaborative Approaches to Road Safety Action

1. What are the issues that you feel are most going to impact or disrupt road safety over the next 10 years?
2. Are our road safety programmes today, ready for change?
3. In what ways do you think road safety programmes might need to evolve?
4. Are the partnership approaches of today going to need shift in order to meet these emerging changes?
5. How might they need to shift? What will need to be different?

Mr. Marc Fancy
Prudence Foundation



SAFE STEPS

ROAD SAFETY

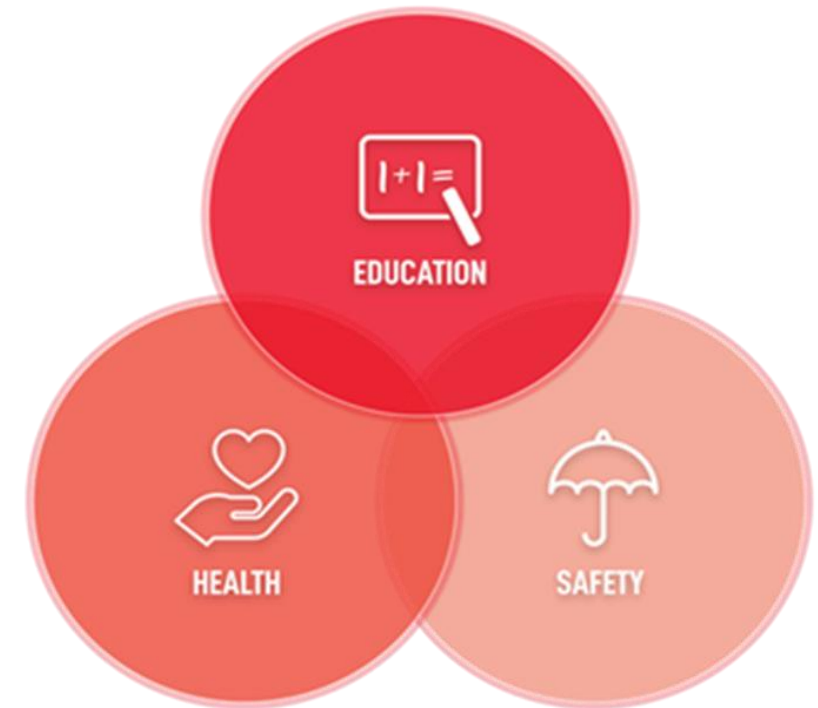


In partnership with



- The community investment arm of Prudential in Asia and Africa
- Registered non-profit organisation HQ in Hong Kong
- Focused on providing long-lasting solutions through partnerships
- Addresses key issues focused around Education, Health & Safety

SECURING THE FUTURE OF ASIAN AND AFRICAN COMMUNITIES



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



WHY ROAD SAFETY?



- **Life Insurance company, we naturally have a strong focus on security & protection**
- **Our initial efforts centered on Natural Disasters**
 - Natural Disasters: Since 1970, natural disasters in Asia and the Pacific have killed **two million** people – contributing 57 per cent of the global death toll. On average, the number of people killed annually is around **43,000**.
- **However then we saw the statistics on Road Safety**
 - Road fatalities: **#1 killer** in the world for 15-29 year olds and 2nd most common cause of death for 5 -14 year olds. **1.3 million** people killed each year.
- **So we expanded our focus to encompass Road Safety**

SAFE STEPS



SHARING LIFE-SAVING INFORMATION TO THE WORLD

- Created and owned by Prudence Foundation in partnership with the IFRC, National Geographic and FIA
- Easy-to-understand essential messages to educate and raise awareness on life-threatening issues
- Mass scale and reach
- Multi-media approach. Core are one-minute videos aired on the Fox network and free-to-air television, complemented by billboards and pamphlets, infographics and website
- Non-profit activity (no revenue generated for Prudence Foundation or Prudential)



SAFE STEPS ROAD SAFETY

- **Launched:** in 2016
- **Asia Campaign Ambassador:** Michelle Yeoh
- **Languages:** Available in 10 languages
- **Videos:** One minute public service announcements (PSAs) – education and awareness content covering x6 topics
- **Billboards and Posters:** designed to raise awareness on campaign key messages
- **Pamphlet:** informative handout for mass distribution
- **Digital:** website and social media platforms to increase accessibility of information
- All information approved by the IFRC & FIA

PSA videos



Billboard Campaign Posters



Educational Posters



Pamphlet



Digital - Website, Mobile, YouTube



SAFE STEPS ROAD SAFETY AFRICA



- **Launched:** in 2019
- **Africa Ambassador:** Didier Drogba
- **Languages:** Available in English and French
- **Videos:** One minute public service announcements (PSAs) – education and awareness content covering x6 topics
- **Billboards and Posters:** designed to raise awareness on campaign key messages
- **Pamphlet:** informative handout for mass distribution
- **Digital:** website and social media platforms to increase accessibility of information
- All information approved by the IFRC & FIA

PSA videos



Billboard Campaign Posters



Educational Posters

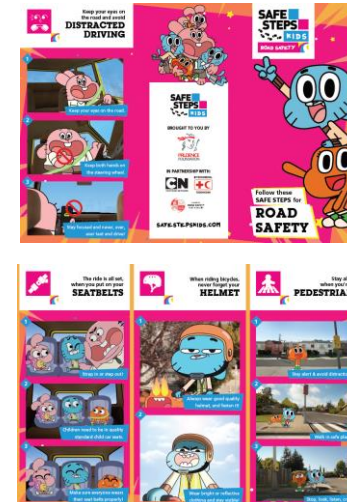


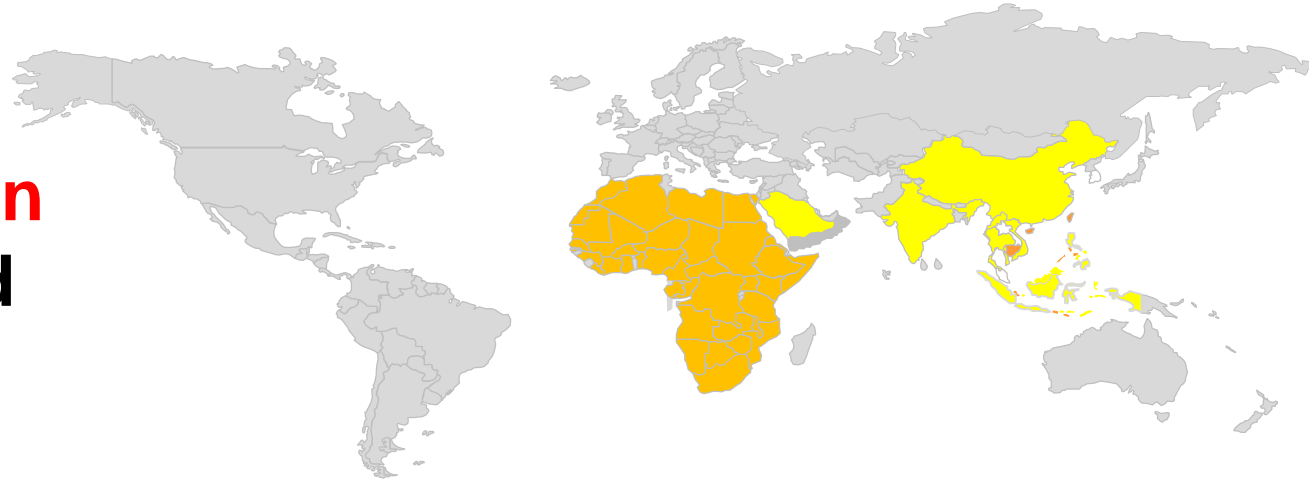
Pamphlet



Digital - Website, Mobile, YouTube







Over **250 million**
people reached
everyday

Over **34**
households
reached everyday

FOX NETWORKS GROUP ASIA

- Runs across **17** channels in over **24** countries **x61** a day
- Daily household reach = **80m**



FREE-TO-AIR & OTHER NETWORKS

- Additional coverage with the following Asia television networks



OTHER PARTNERSHIPS

- Partnerships with Gov'ts, NGOs & the private sector, as well as with schools and universities



CARTOON NETWORK DISTRIBUTION

- Runs across **CTN 34m** households everyday



DISTRIBUTION WITH RED CROSS

- Malaysia Red Cross & Prudential
- Indonesia Red Cross & Prudential
- Singapore Red Cross & Prudential

- Partnered with government's National Road Safety Committee (NRSC) – first time for a private sector in Cambodia
- Recognition – first company in life insurance to receive a certificate of appreciation from Deputy Prime Minister
- Around 2,000 people attended from government, students, police and community
- Supported annual national road safety week before Khmer new year
- Key partnerships: CTN television network , Coalition for Road Safety (CRY) and Radio One
- On-going roll out activities in two other provinces, including tuk tuk drivers displaying education posters



Samdech Krala Horm Sar Kheng, Deputy PM, Minister of Interior, and Chairman of the NRSC



Mr David Nutman (CEO of Pru Cambodia) receiving Certificate of Appreciation



Participants at the launch event



Schools rollout activities for road safety week



Local volunteering with police to help distribute SAFE STEPS Road Safety information



Tuk tuk driver with Education poster

Vietnam

- Partnered with AIP Foundation and government's National Traffic Safety Committee (NTSC)
- Event attended by SAFE STEPS Road Safety Ambassador Michelle Yeoh and FIA President Jean Todt
- Around 1,500 universities students joined the launch event
- A total of 16 universities across the country will participate in the SAFE STEPS Road Safety Programme with ongoing dialogue and awareness activities, reaching more than 16,000 university students directly and 10 million people indirectly
- Six Educational PSAs dubbed in Vietnamese will be aired on two free-to-air channels: VTV 1 and VTV 9, as well as universities and hospitals in both Ho Chi Minh and Hanoi
- Billboards will be visible in participating campuses and major roads in the cities
- Social media campaign to continue driving awareness



Launch event attended by Dr. Khuat Viet Hung, Executive Vice Chairman of NTSC, Mr. Huynh Cach Mang, Vice Chairman of Ho Chi Minh People's Committee, Ms Jolene Chen, Vice Chairman of Prudence Foundation, Mr. Jean Todt, President of FIA, and Michelle Yeoh, SSRS Ambassador



Speech by Dr. Khuat Viet Hung, Executive Vice Chairman of NTSC



University students are one of the main target groups for the SAFE STEPS Road Safety programme.. As many students ride motorcycles, activities related to Helmets including Helmet exchange programme were carried out at the event.

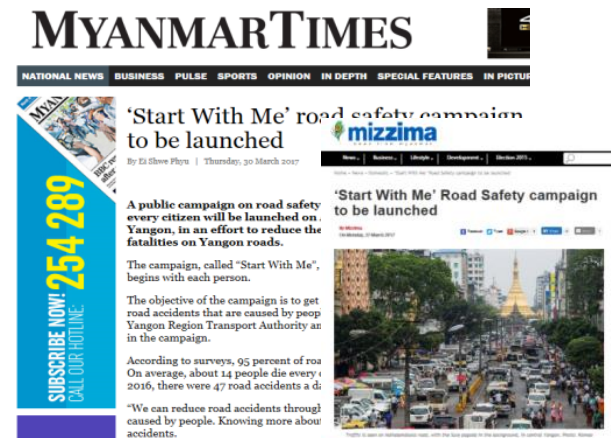
Myanmar

- SAFE STEPS Road Safety together with “START WITH ME” Road Safety campaign launch on 4th April in Yangon with “Start with Me” walk event
- More than 20 organisations, including the Yangon Region Government, Yangon Region Parliament, Yangon Road Transport Authority (YRTA), Suu Foundation, Mizzima Media Group and others came together to raise awareness about Road Safety
- More than 1,000 people from all walks of life participated in the event
- Car stickers and leaflets featuring SAFE STEPS Road Safety messages were distributed



Key government officials attended the event are:

- Yangon Mayor and Chairman of Yangon Municipal – U Maung Maung Soe
- Speaker of the Yangon Region Parliament – U Tin Maung Htun
- Minister for Transport – Daw Nilar Kyaw
- Deputy Speaker of Yangon Region Parliament – U Lin Naing Myint



Thailand

- PF and Prudential Thailand partnered with the OIC to support its annual road accident prevention and reduction campaign during Songkran festival
- Held at the OIC's office, SAFE STEPS Road Safety was presented to the audience comprised of OIC officials – including Secretary General, Dr Suthiphon Thaveechaiyagarn – member associations and media
- SAFE STEPS booth to distribute pamphlets, and helmets for school students to wear so they can be safely commute to school
- Helmet distribution part of a local initiative to distribute to schools during April using online campaign to raise awareness
- Apr 9th – PLT further partnered with the OIC to help distribute SAFE STEPS Road Safety information to the public at Bangkok Central Train Station
- Local team are exploring now further areas for collaboration to launch on larger/national scale



Ms Saipin Choaknumkij (Pru Thailand Chief Gov't Relation Officer) presenting school children's helmet at the OIC event



SAFE STEPS Road Safety education videos being shown



Dr Thaveechaiyagarn, Secretary General of the OIC and OIC management at the SAFE STEPS Road Safety booth



Distribution of SAFE STEPS Road Safety pamphlets at Bangkok's Central Train Station



- PF and Pru Life UK for the second year in a row participated in the launch of Safe Trip Mo, Sagot Ko (“Your Safety is my promise”) campaign for the Holy Week in April 2017
- It is a collaboration between other like-minded organisations seeking to raise the importance of road safety - organised by Metro Pacific Tollways Corporation
- Road safety information pamphlets were distributed to motorists at major toll plazas, with the campaign’s banners visible to drivers at various locations around Manila and its greater area
- Pru Life UK team currently in discussions to explore partnership opportunities with private and government sector organisations to launch SAFE STEPS Road Safety in the Philippines formally



Manila Pacific Tollways Corporation CEO and President Rodrigo Franco during an interview on the sidelines of the Safe Trip Mo Sagot Ko media launch



Media at the launch event



Safe Trip Mo Sagot Ko media launch speech by President Franco



Manila Pacific Tollways Corporation officials fielding media enquiries during the panel discussion



SAFE STEPS

ROAD SAFETY

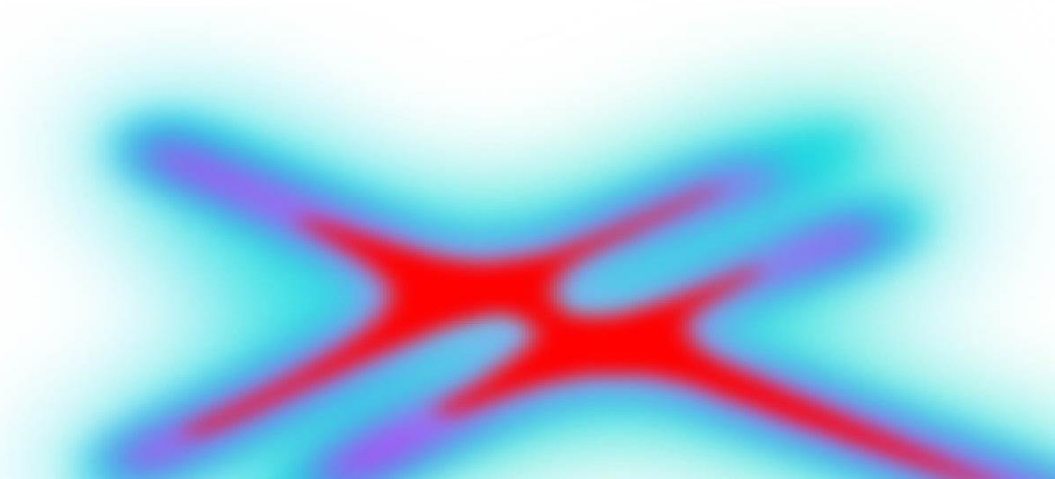


Ms Sophia Monica San Luis
Imagine Law

ImagineLaw

Working with Government to Address Speeding in the Philippines

October 29-30
Intercontinental Hotel, Malaysia



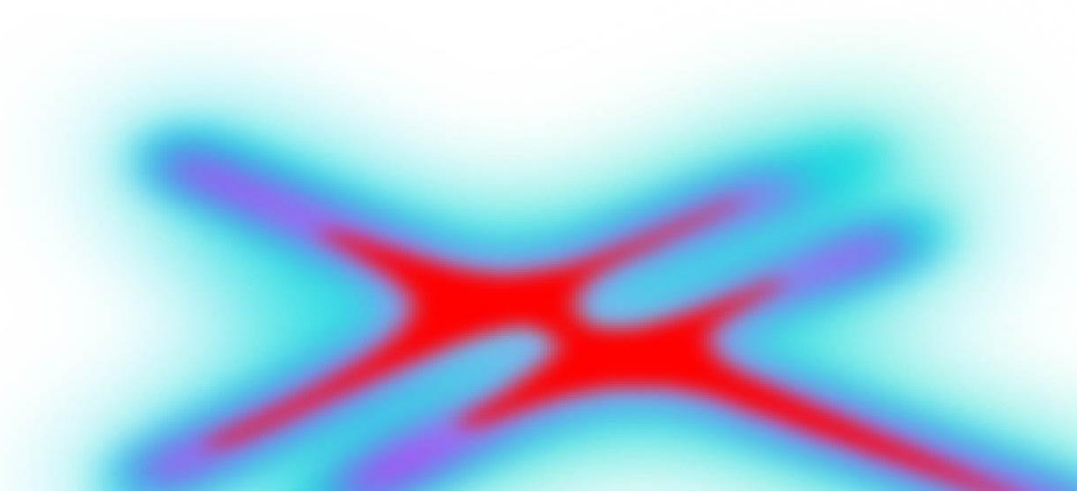
ImagineLaw

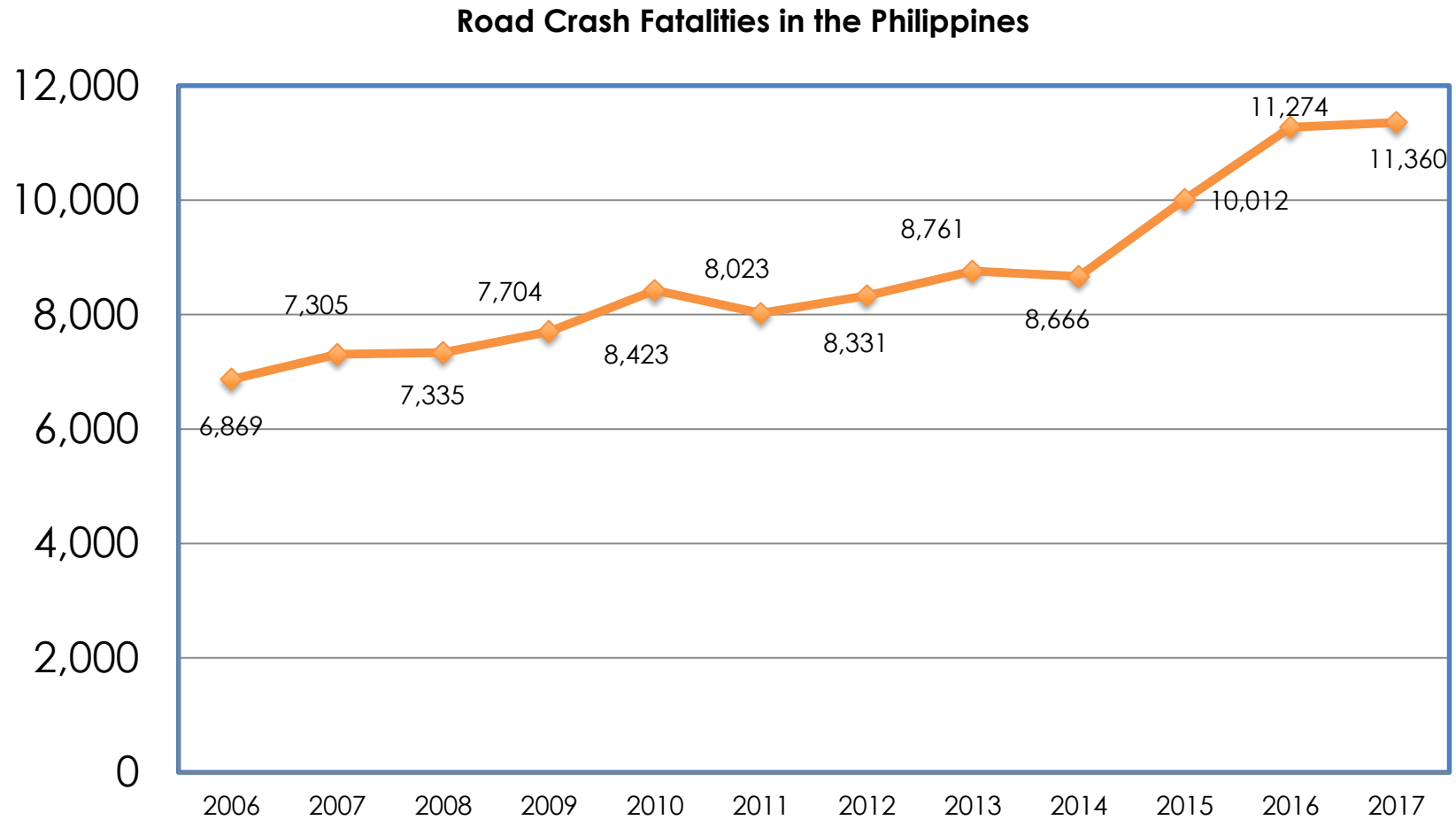
ImagineLaw is a public interest law organization that develops and advocates for evidence-driven policy solutions to enable all people to live healthy and meaningful lives.



ImagineLawPH

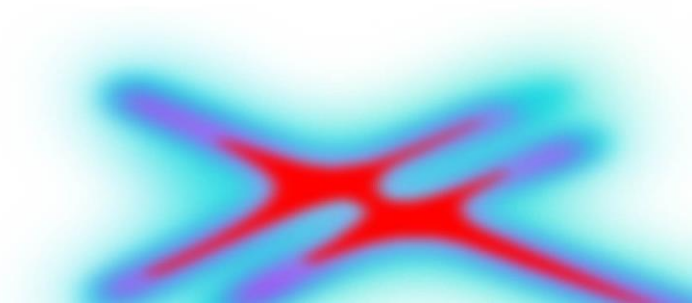
<http://imaginelaw.ph>





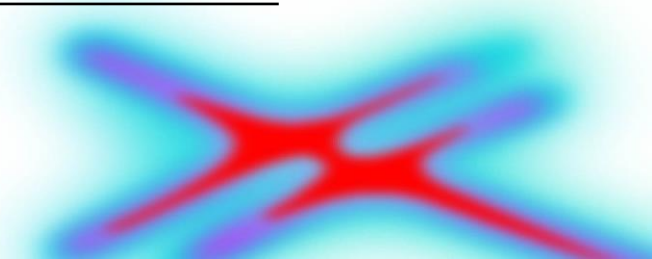
Philippine Road Safety Scenario

Source: Philippine Statistics Authority



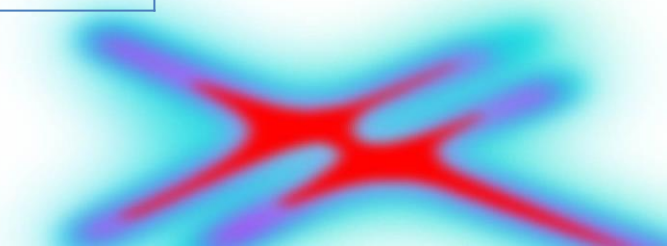
Risk Factor	Status	Law	Year
Speed	✓	Land Transportation and Traffic Code (RA No. 4136)	1964
Seatbelt	✓	Seatbelt Use Act (RA No. 8750)	1999
Helmet	✓	Motorcycle Helmet Act (RA No. 10054)	2009
Drink Driving	✓	Anti-Drunk and Drugged Driving Act (RA No. 10586)	2013
Child Restraints	✓	Child Safety in Motor Vehicles Act (RA No. 11229)	2018
Distracted Driving	✓	Anti-Distracted Driving Act (RA 10913)	2015
Speed	✓	Speed Limiter Act (RA 10916)	2015
Motorcycle Riding	✓	Children Aboard Motorcycles (RA 10666)	2015

Major Road Safety Laws in the Philippines



Enabling Laws on Speed Limit Setting and Enforcement

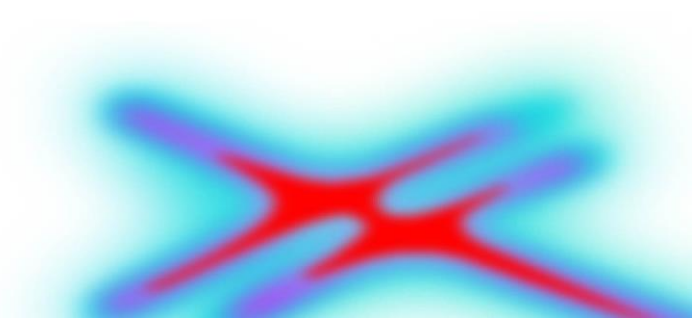
Law	Salient Provisions
RA 4136 (1964)	<p>Section 35 - Maximum allowable speed limits</p> <p>Section 36 – Uniform speed limits throughout the Philippines</p> <p>Section 38 – Road Classification by Local Government Unit with jurisdiction</p>
RA 7160 (1991)	<p>Section 447(a)(5)(v)-(vi) and Section 458(a)(5)(v)-(vi) – Power of LGU to issue ordinances regulating streets, putting up of signs and traffic.</p>





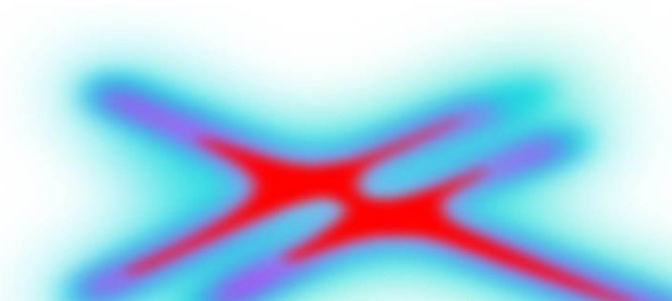
Source: Manila Bulletin

If there are enabling laws, why is the level of speed limit enforcement in the Philippines low?



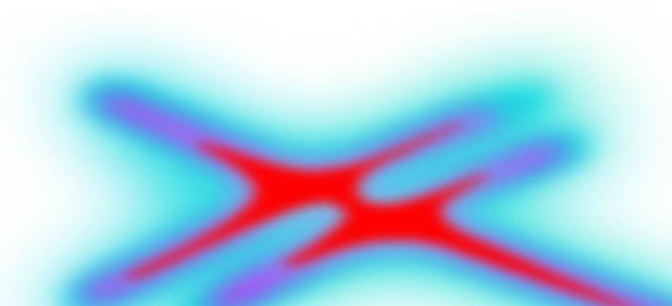
Road Classification

- Public highways shall be properly classified for traffic purposes by the LGU (council) having jurisdiction over them
- LGU shall provide appropriate signs
- LGU council shall identify “through streets”



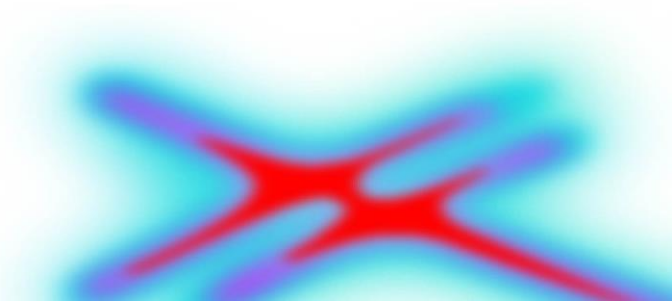
Road Classification	Passenger Cars / Motorcycles	Motor trucks / Buses
Open country roads with no “blind corners” not closely bordered by habitations	80 km/hr	50 km/hr
On “through streets” or boulevards, clear of traffic, with no “blind corners” when so designated	40 km/hr	30 km/hr
On city and municipal streets, with light traffic, when not designated “through streets”	30 km/hr	30 km/hr
Through crowded streets, approaching intersections at “blind corners,” passing school zones, passing other vehicles that are stationary, or for similar dangerous circumstances	20 km/hr	20 km/hr

Maximum Allowable Speed Limits



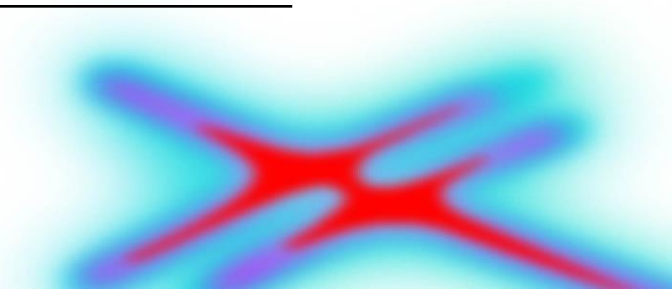
Delivery Challenges

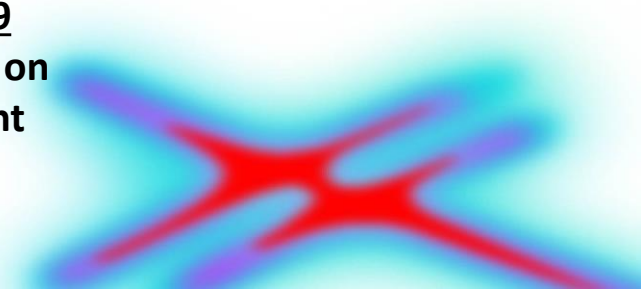
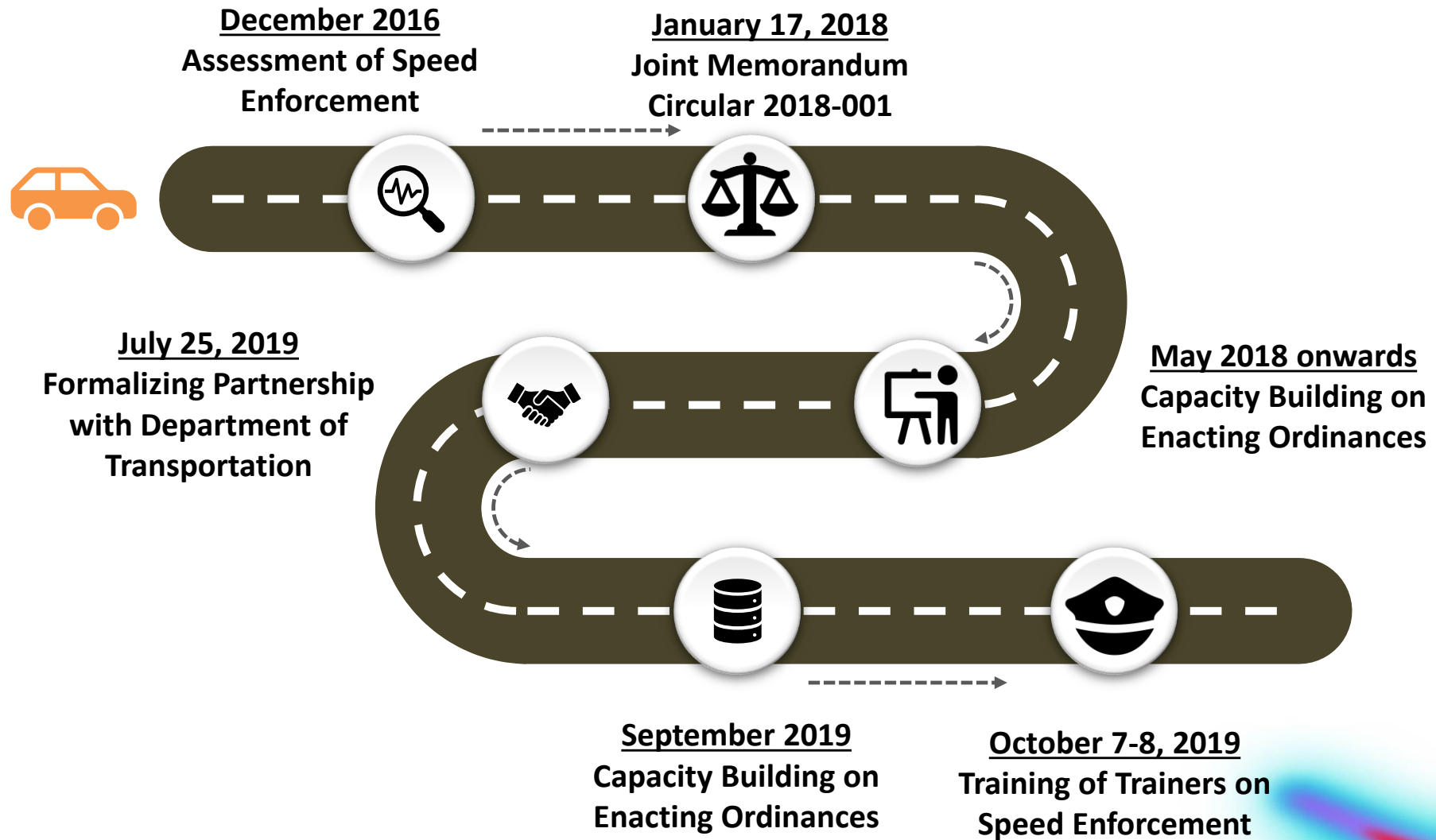
- Lack of awareness of need to classify roads according to RA 4136
- No equipment, manpower and technical capacity
- No speed limit signs
- No coordination with national government agencies

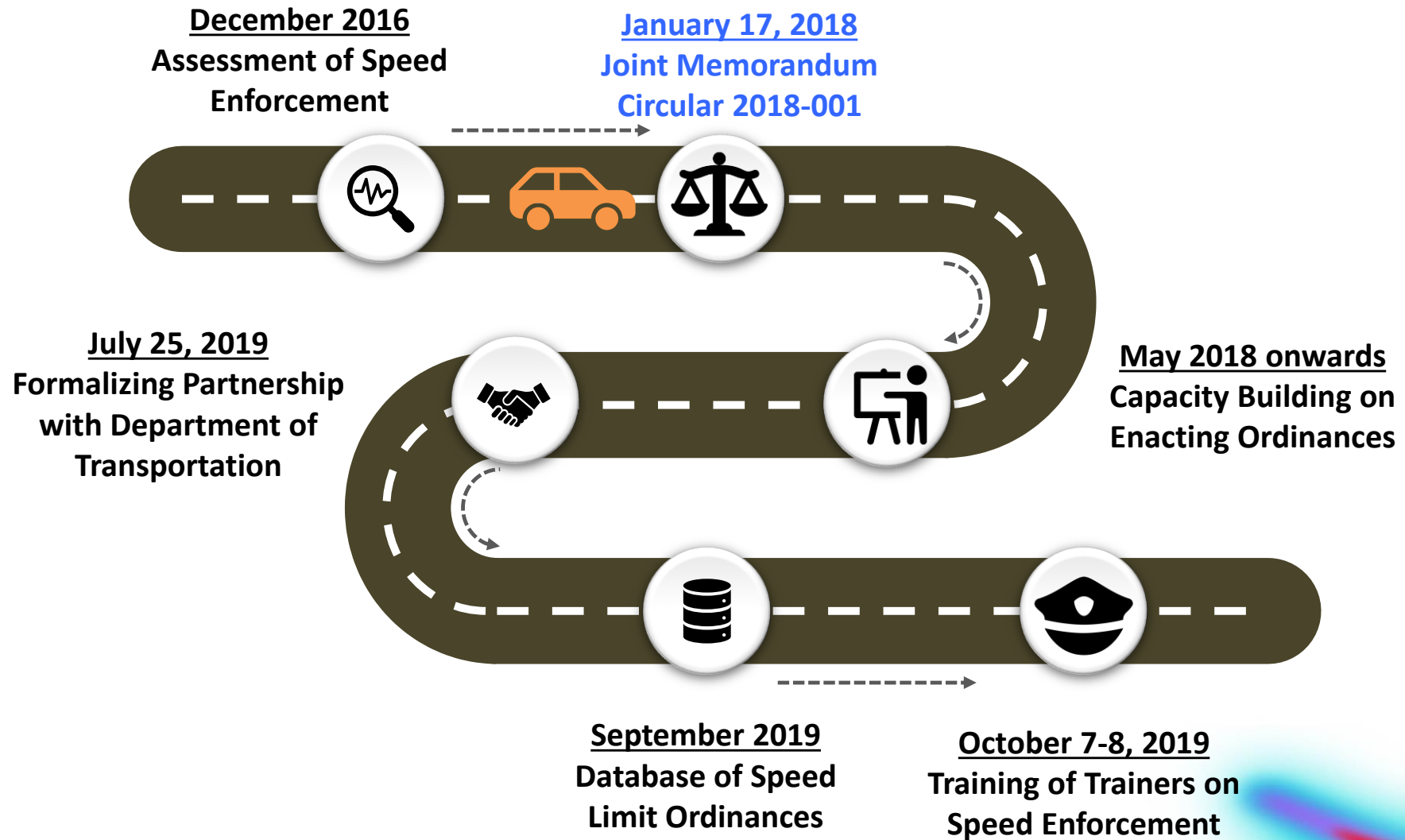


National Government	Action Point	ImagineLaw
Issuance	Guidelines on speed limit setting and enforcement	Legal and technical assistance
Funding and logistics	Capacity Building on Enacting Speed Limit Ordinances	Resource persons
Funding and participation	Capacity Building on Speed Limit Enforcement	Resource persons and funding assistance
Endorsement	Direct Engagement with Pilot LGUs	Legal and technical assistance
Data gathering	Database of speed limit ordinances	Website development

A Plan of Action





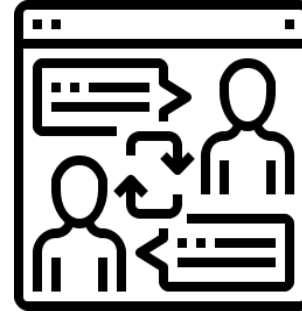




**Road
Classification**



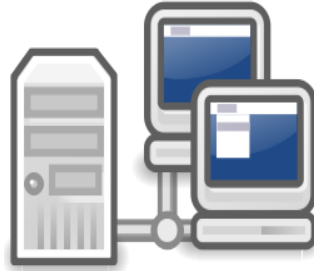
**Speed Limit
Signs**



Coordination



**Capacity
Building**

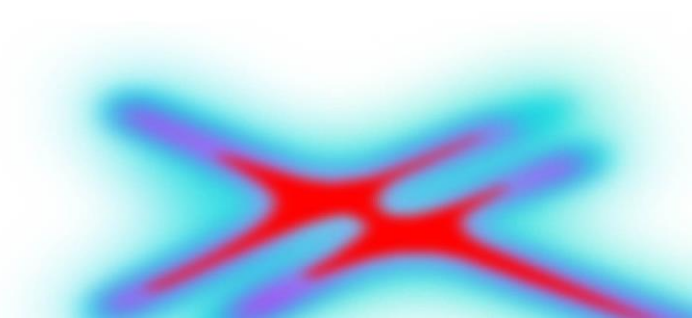


**Data
Collection**



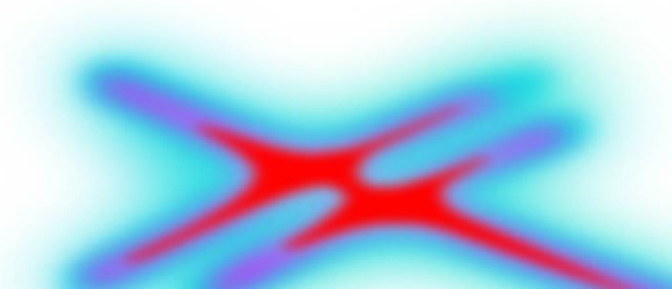
**Template
Ordinance**

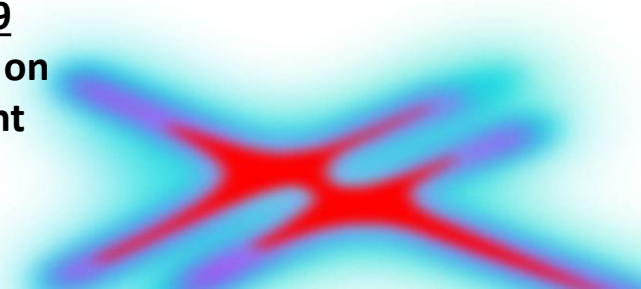
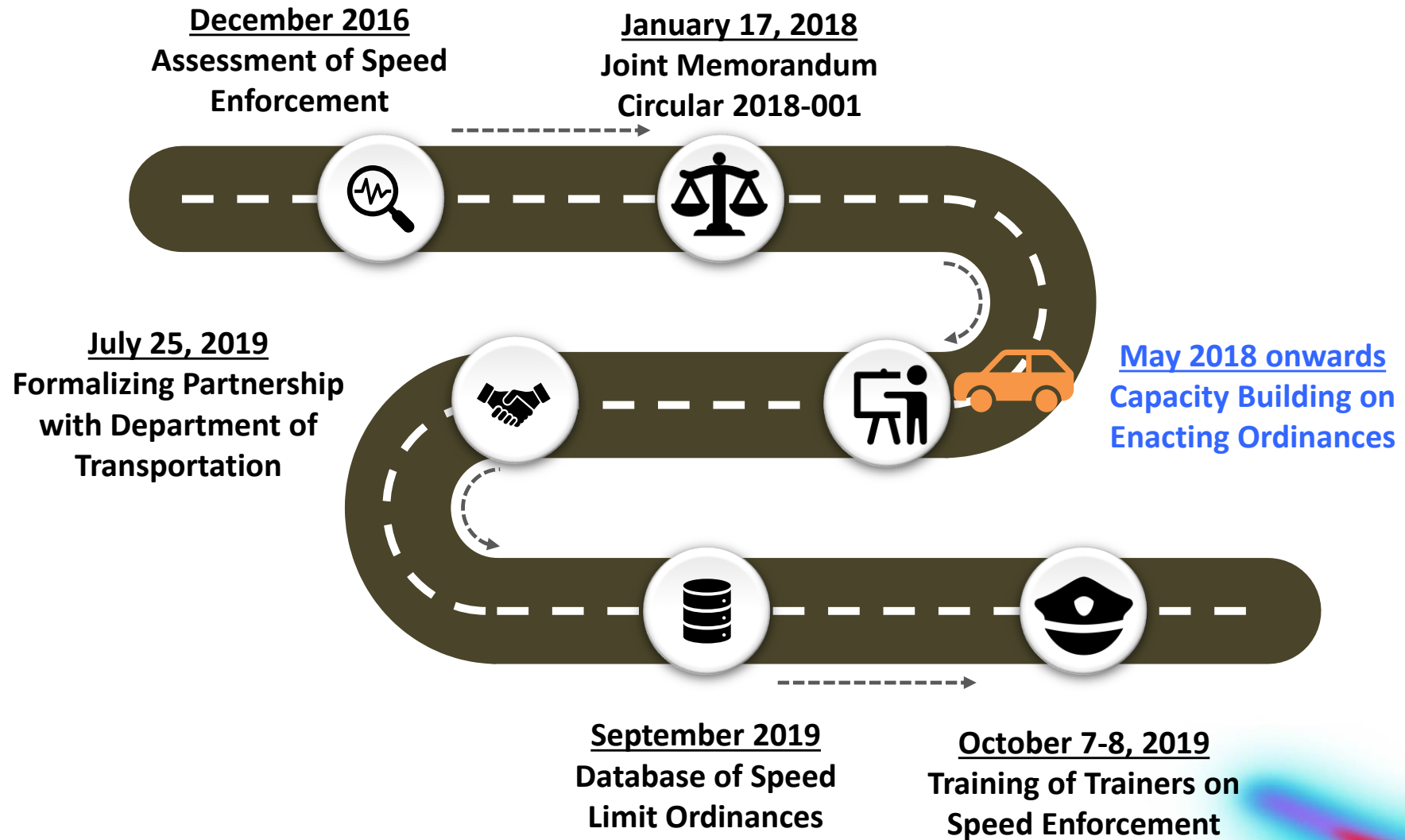
Joint Memorandum Circular No. 2018-001



Salient provisions of the template speed limit ordinance

- Classification of roads and setting of speed limits
- Lowering of speed limits and identification of “crowded streets”
- Lead agency
- Mandatory installation of speed limit signs
- Enforcement and adjudication procedures
- Penalty
- Appropriation and procurement for speed guns, speed limit signs, etc.
- Data collection using DRIVER System

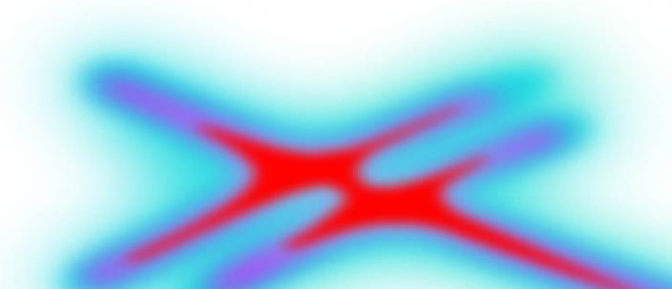




Trainings on enacting ordinances

- Region V – May 31-June 1, 2018
- Region IVA – July 24-25, 2018
- Metro Cebu Development and Coordinating Board – December 18, 2018
- Metro Manila Council – February 20, 2019
- Region VI – July 30-31, 2019

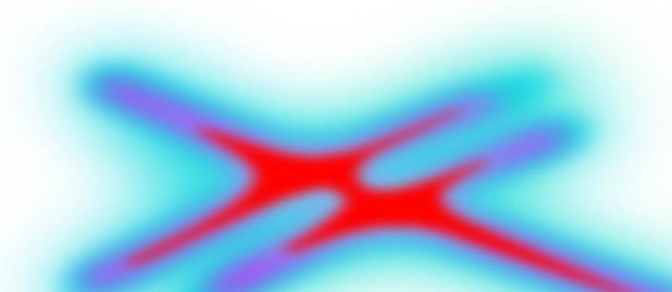
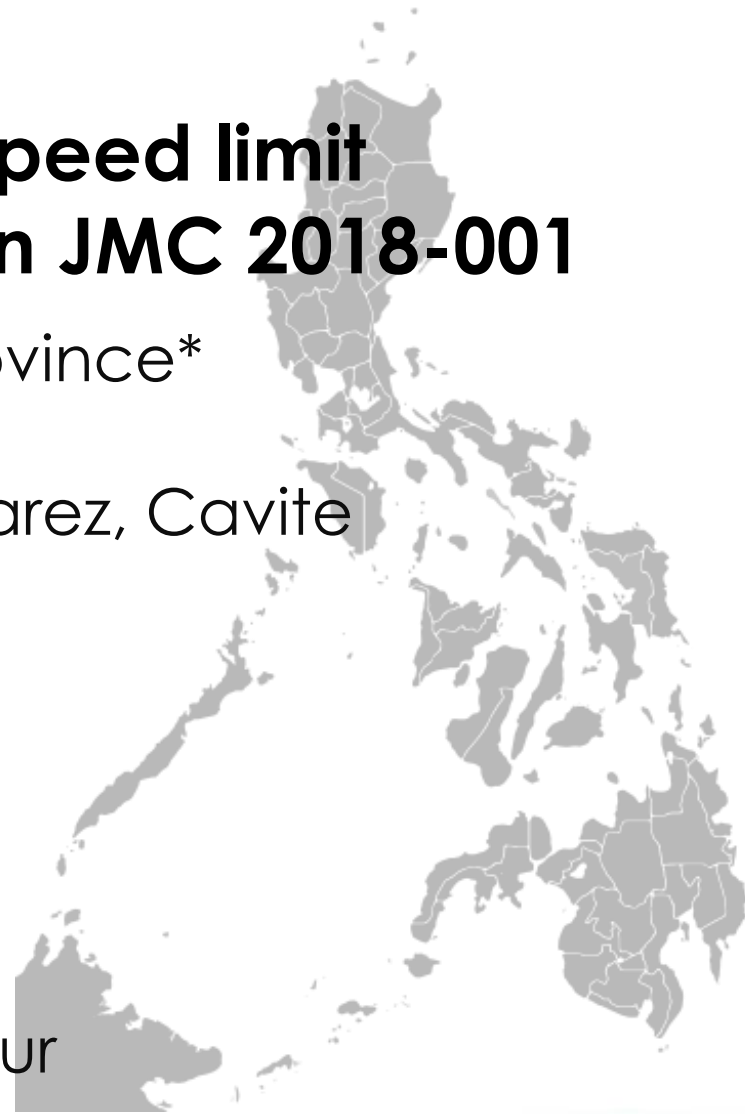
**Around 400 LGUs trained*



LGUs with enacted speed limit ordinances based on JMC 2018-001

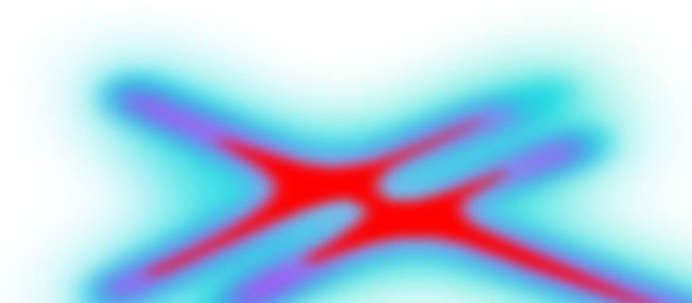
- 1 Bontoc, Mountain Province*
- 2 Carmona, Cavite
- 3 General Mariano Alvarez, Cavite
- 4 General Trias, Cavite
- 5 Sta. Maria, Laguna
- 6 Pagbilao, Quezon
- 7 Tiaong, Quezon
- 8 Antipolo, Rizal
- 9 Guinobatan, Albay
- 10 Balatan, Camarines Sur
- 11 Consolacion, Cebu
- 12 Dipaculao, Aurora

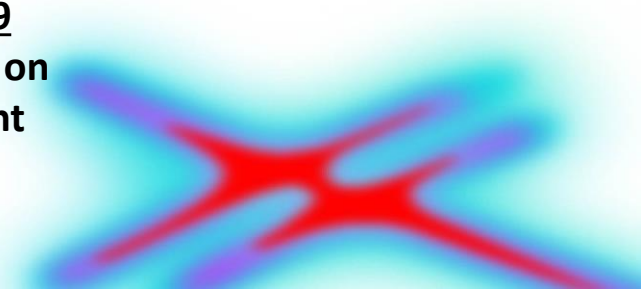
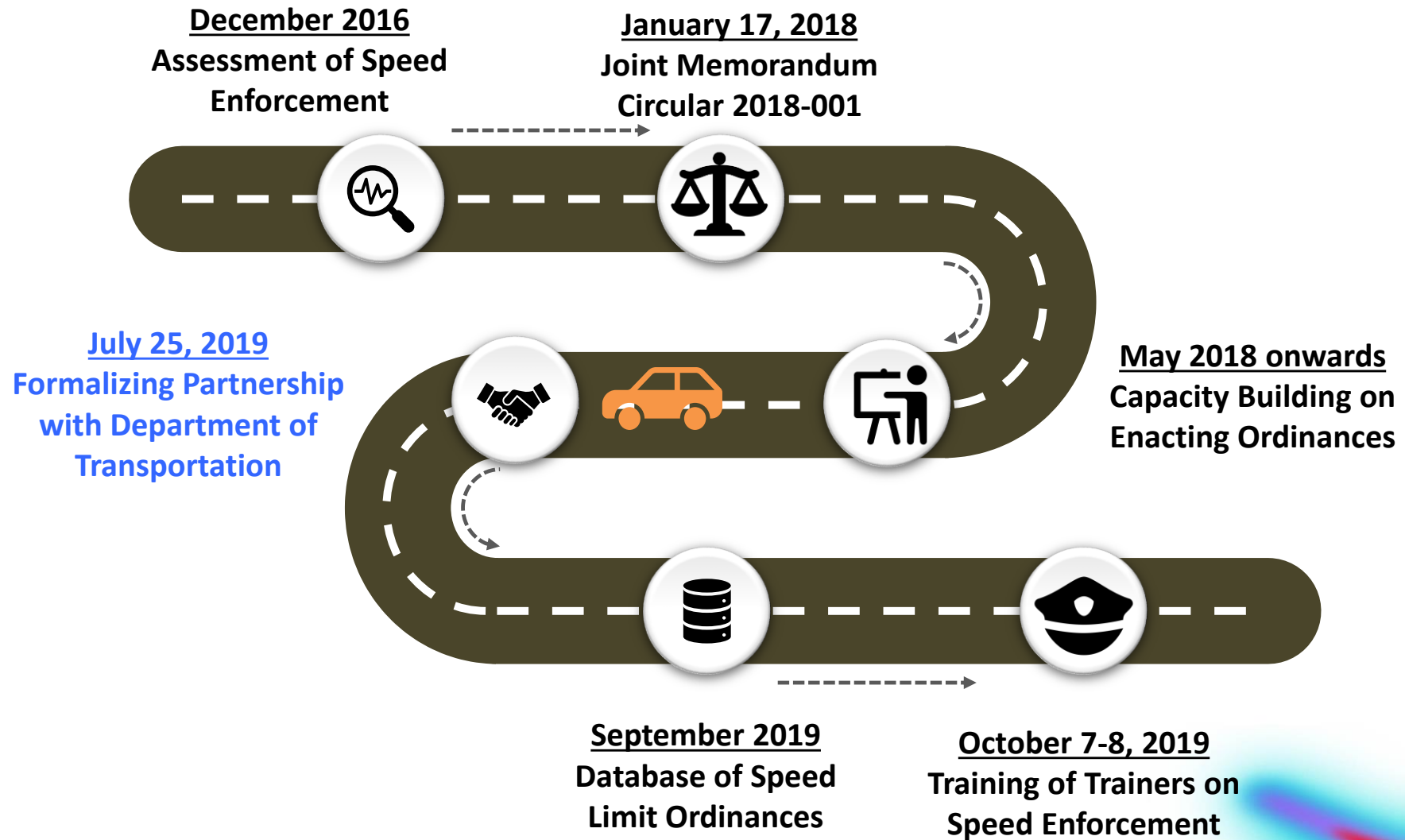
*Directly engaged **No enagement



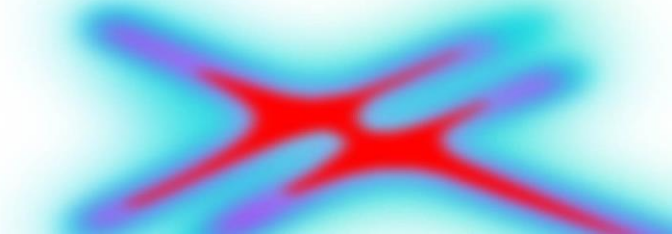
Other ordinances / issuances compliant with JMC 2018-001

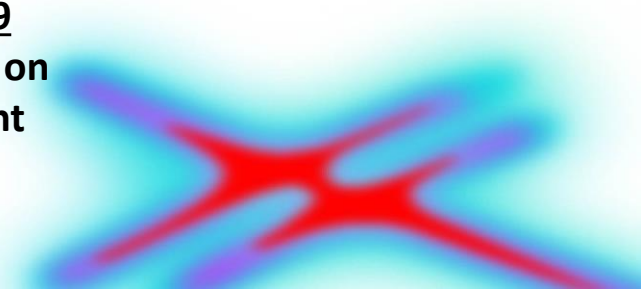
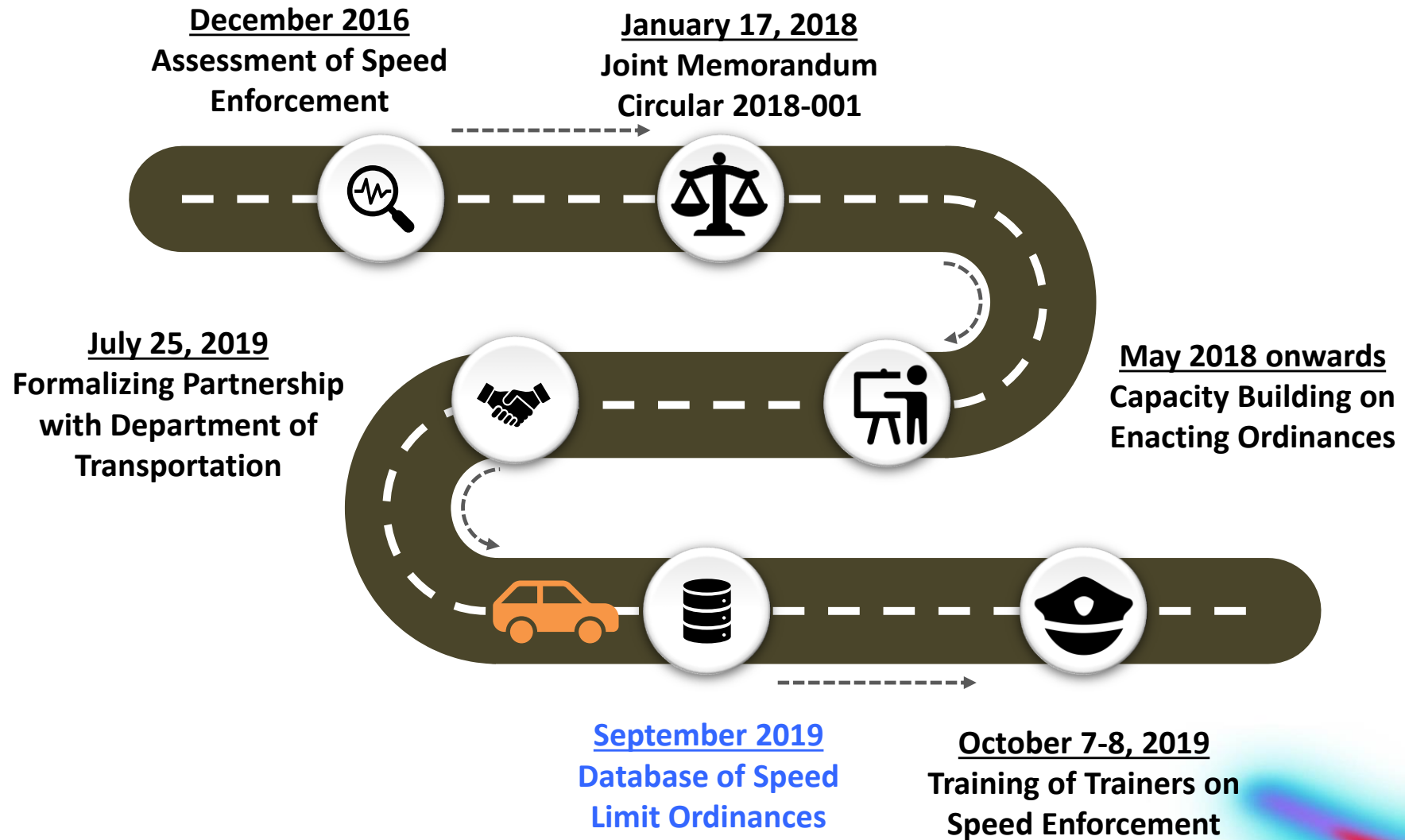
- 1 Quezon City Road Safety Code
- 2 Davao City Road Safety Code
- 3 MMDA Resolution No. 19-001
(subject to approval of Metro Manila
Mayors)

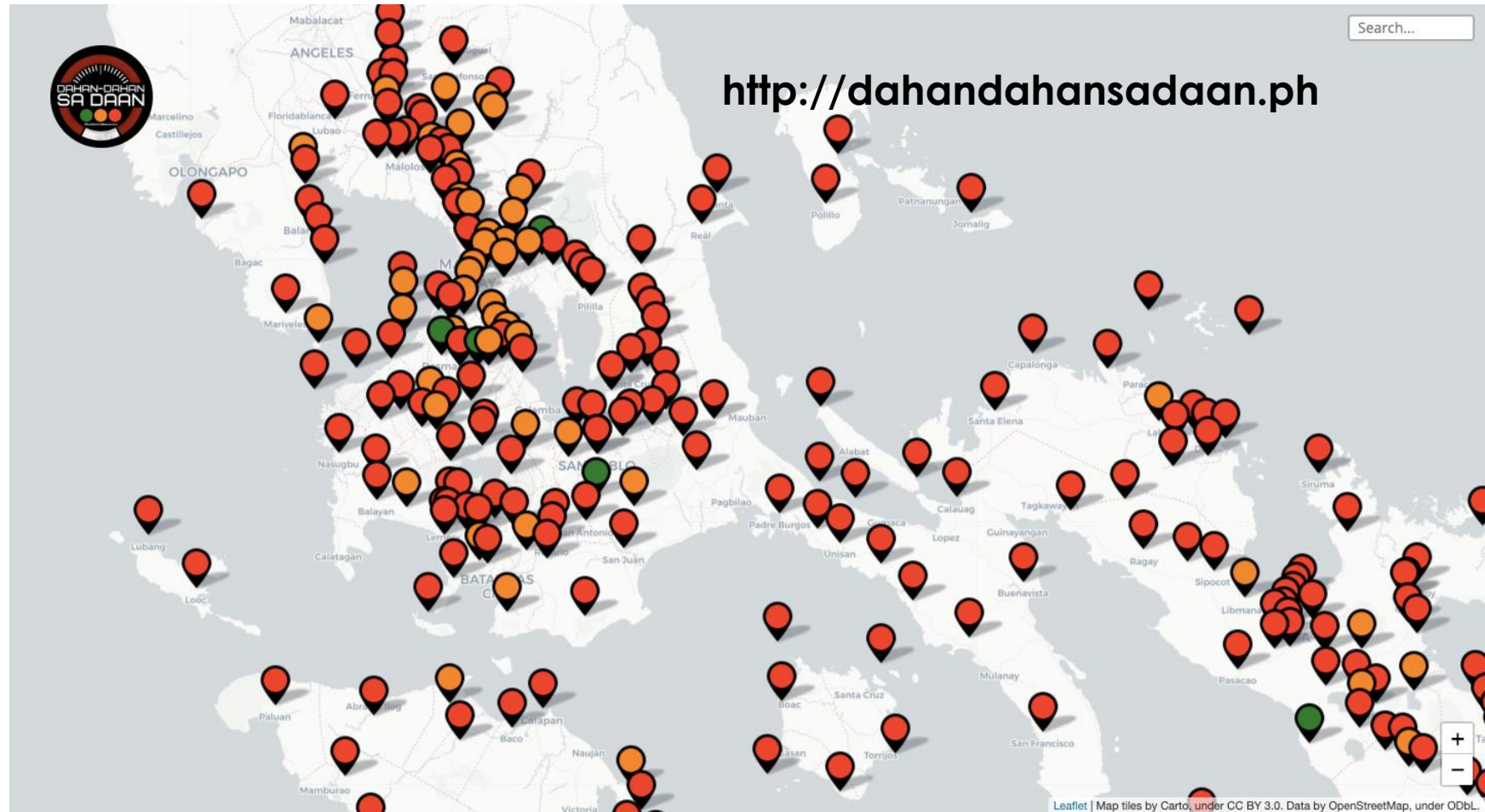




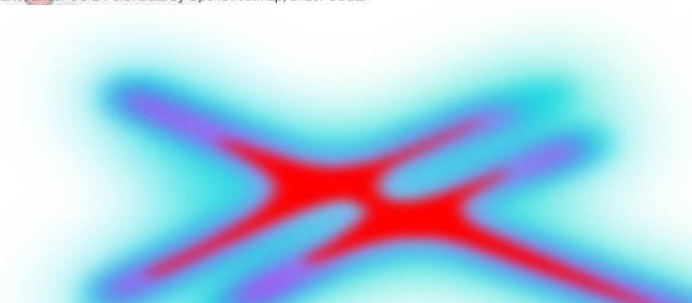
Imaginelaaw

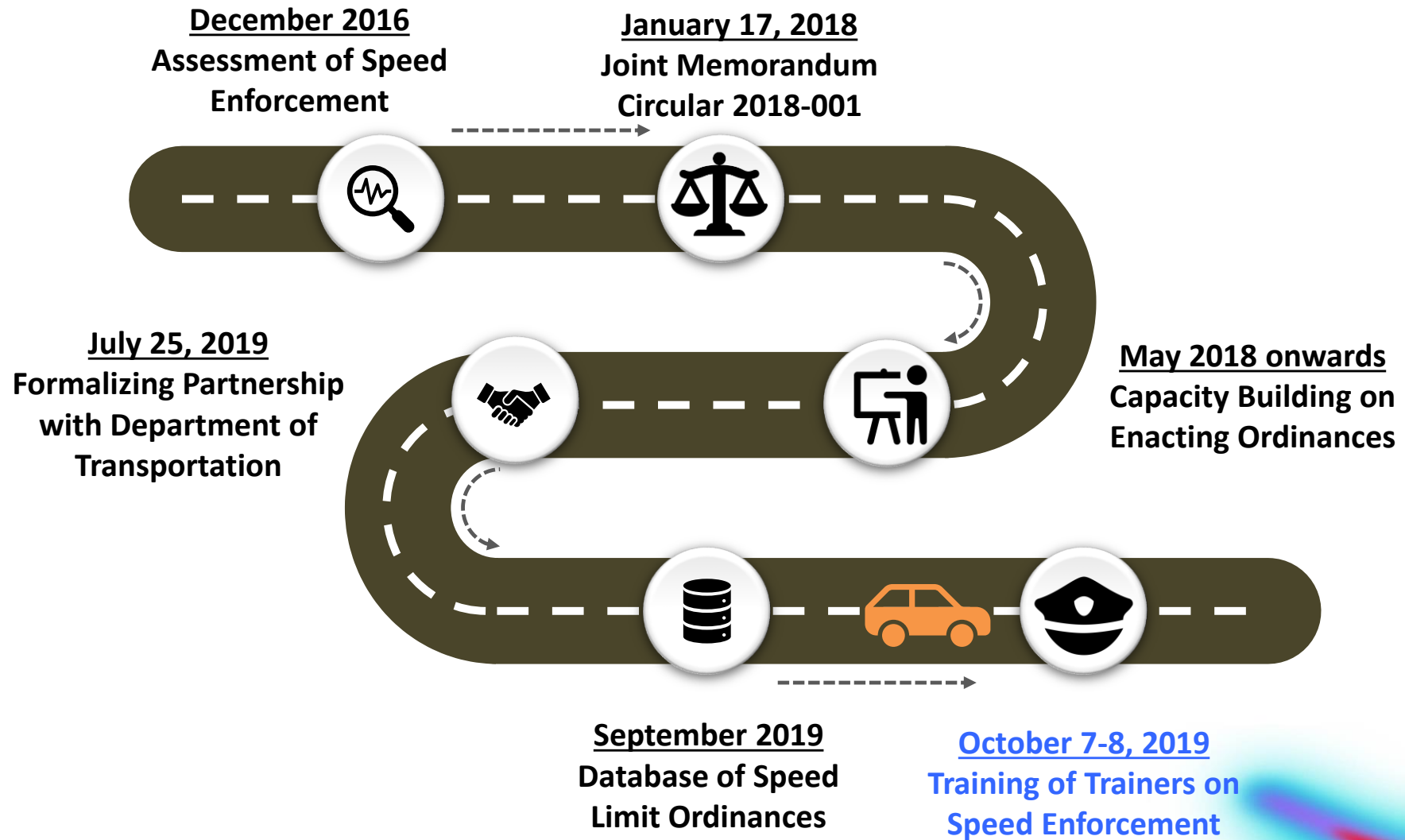






Database of Speed Limit Ordinances







UNITED NATIONS
ROAD SAFETY TRUST FUND



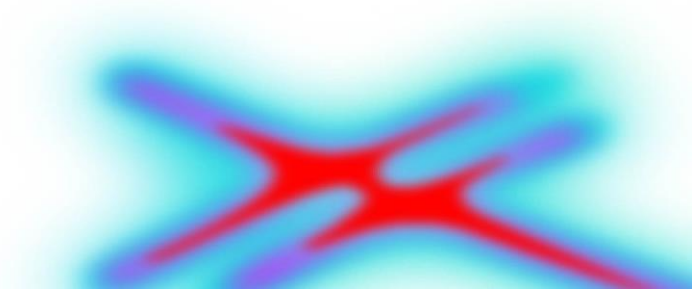
GLOBAL
ROAD SAFETY
PARTNERSHIP

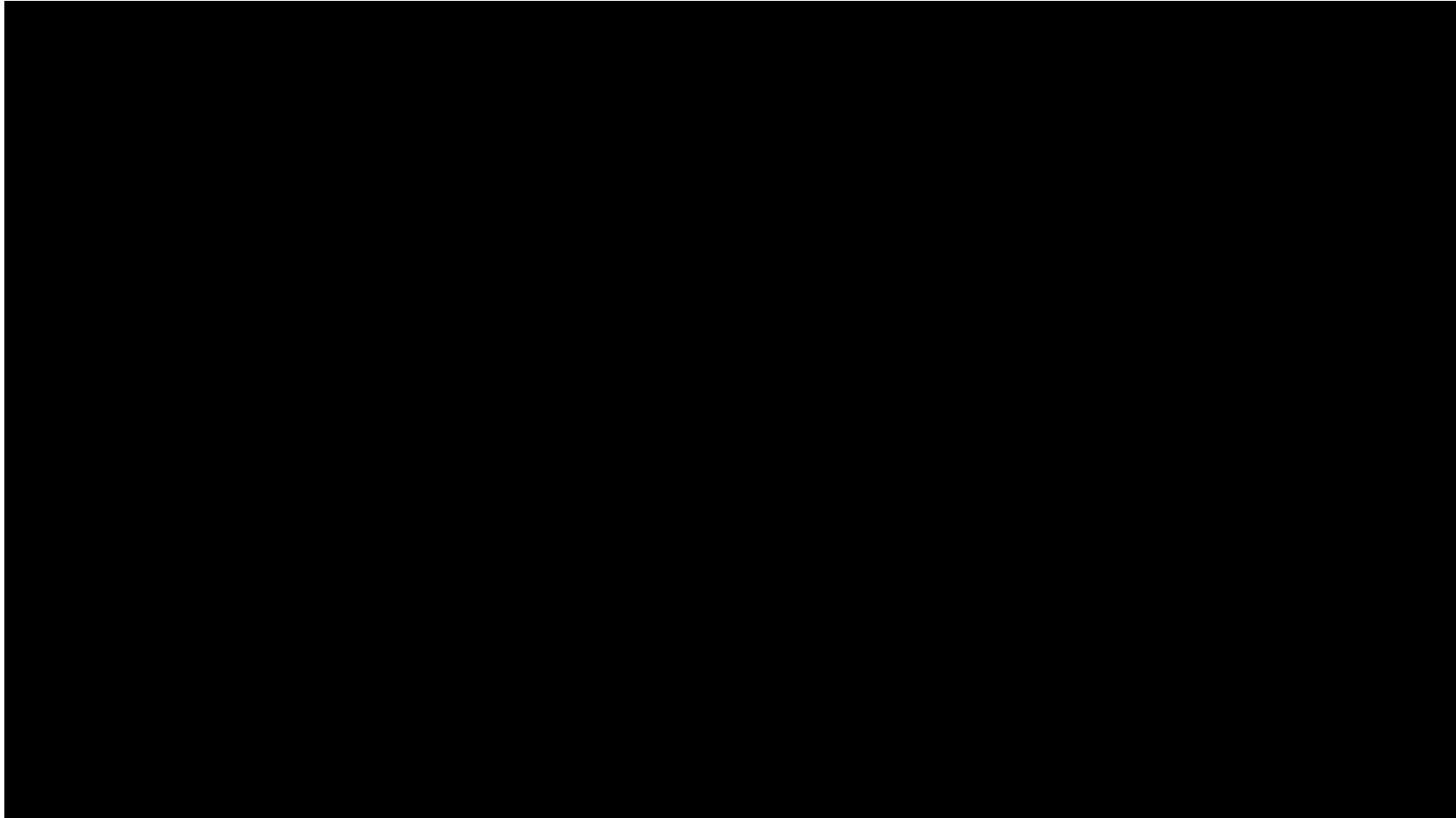
CELEBRATING **20** YEARS

The Global Road Safety Partnership is hosted by:

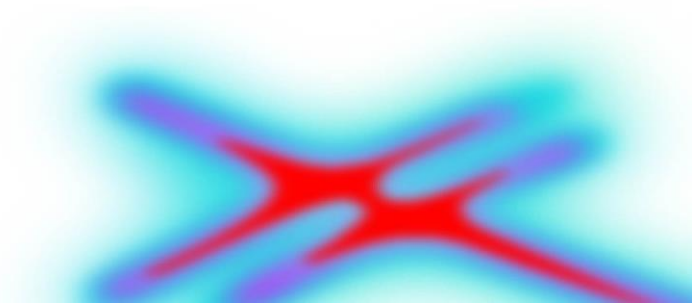


ImagineLaw



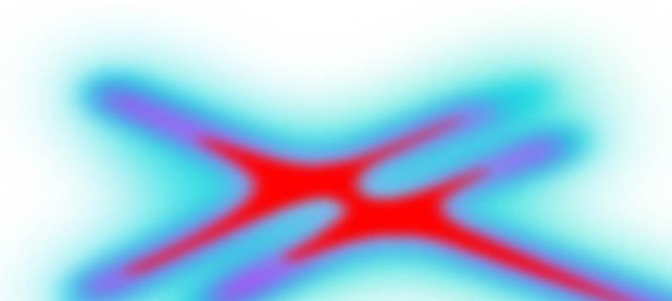


Training of Trainers on Speed Enforcement



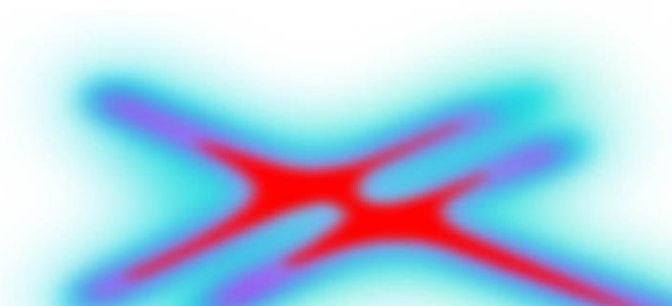
Other planned activities

- Pilot training sessions
- Development of national speed enforcement action plan
- Coaching and mentoring
- Development of speed enforcement package
- Stakeholders' Workshop



Key Learning

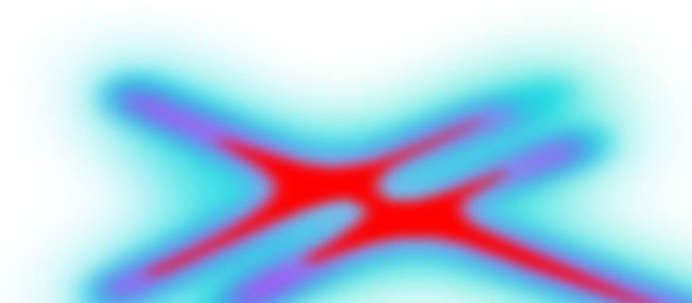
- The government understands and accepts the recommended interventions of experts. The challenge is not in making them understand this, but helping them untangle the layers of challenges that prevent them from implementing the intervention.
- As outsiders, CSOs are best-suited to meet this challenge, as they are not mired in the day-to-day problems of governing, but are also not obligated to accept the business-as-usual scenario.



E-mail hello@imaginelaw.ph
<http://imaginelaw.ph/resources/>



ImagineLawPH
<http://imaginelaw.ph>



Mr Ajay Govale & Ms Kanchan Awate
United Way, Mumbai



United Way Mumbai

United Way Mumbai is a part of the 131 year old United Way movement spanning 41 countries across the world.



Our mission is to improve lives by mobilizing the caring power of communities to advance the common good.



Network of **400+ NGOs**



Partnerships with **300+ companies**



100,000+ individual donors



15 years



INR 205 crore invested in community development projects

Our 6 Areas of Focus





: Enhancing the state of road safety through collective community impact model

Education



Emergency Response



Enforcement



An initiative of



Global Road Safety Education

via a new generation



Pilot implementation in Mumbai and Chennai (INDIA) (January to April, 2019)

by UNITED WAY MUMBAI



Objectives:

1. To train 400 school children from age group of 10-14 years on safe walking, safe cycling from 4 schools in Mumbai & Chennai
2. To test the feasibility and relevance of the ViA methodology by running a pilot and give inputs for finalization of the same

Pilot in India (Mumbai & Chennai):

Stakeholder Identification

- GRSP
- Total & Michelin
- Schools
- Enforcement officials
- Partner NGO for Chennai

Selection of Schools

- **4 English medium schools** (5th to 8th grade): **400 students**
- **Willing & enthusiastic** school management
- **Non-elite** schools
- **Minimal or no exposure** to road safety education

Training of Trainers By GRSP

- An in-depth **Training of Trainers** was organized **by the GRSP team** for the project team

Cont...

Customization of the module

- Creative presentation of **national & local statistics** of road crashes
- **Placards** for display during the sessions
- **Demonstration** for explaining concept of **blind spots**



Project implementation

- **LOIs signed** with schools
- Formal **launch** events
- **Finalized schedule** in consultation with school
- **Training sessions** at each school
- **Feedback** from children



Reporting & Evaluation

- Regular updates on the **ViA portal**
- Shared inputs for **modifications to suit the Indian context**
- Firm up **strategy for scale-up** of the project

ViA: Road safety Modules Tested

- **Introduction (Opening Module)** : The aim of the Module is to raise children's and young people's attention towards road safety by having them feel what it means to act in a safe or risky way in traffic, to be involved in a crash, or even to have lost someone in a crash.
- **Basic level (Knowledge Module)**: Consists of learning exercises of different means of transport, which are divided into safe user, safe system (infrastructure & vehicle) and safe rules. In this module, young people learn about road safety rules, safe walking behavior and how to use road infrastructure safely as a pedestrian.
- **Advanced level (Activity Module)**: Exercises outside the classroom and one creative session.

Glimpses of the sessions



**Know the blind spots:
learning through
demonstration**



Learning through activities

My Walking Route: Home to school to home



Interviews with road safety experts, enforcement officials, trucker etc.



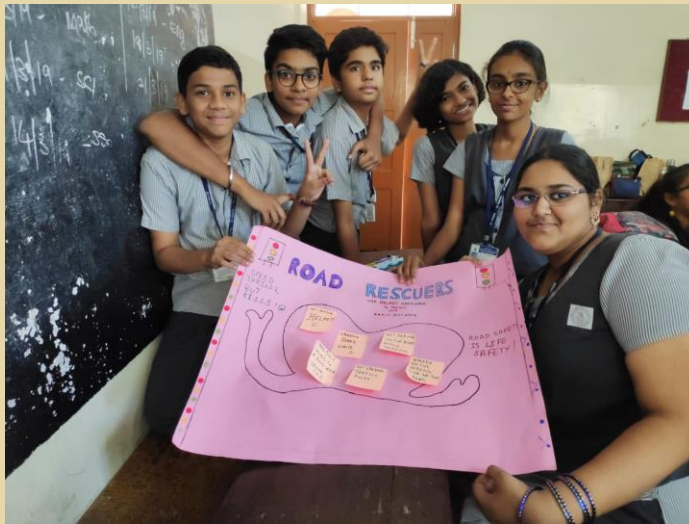
Teaching safe bicycle riding: Through demonstration



Glimpses of ViA in Mumbai



Glimpses of ViA at Chennai



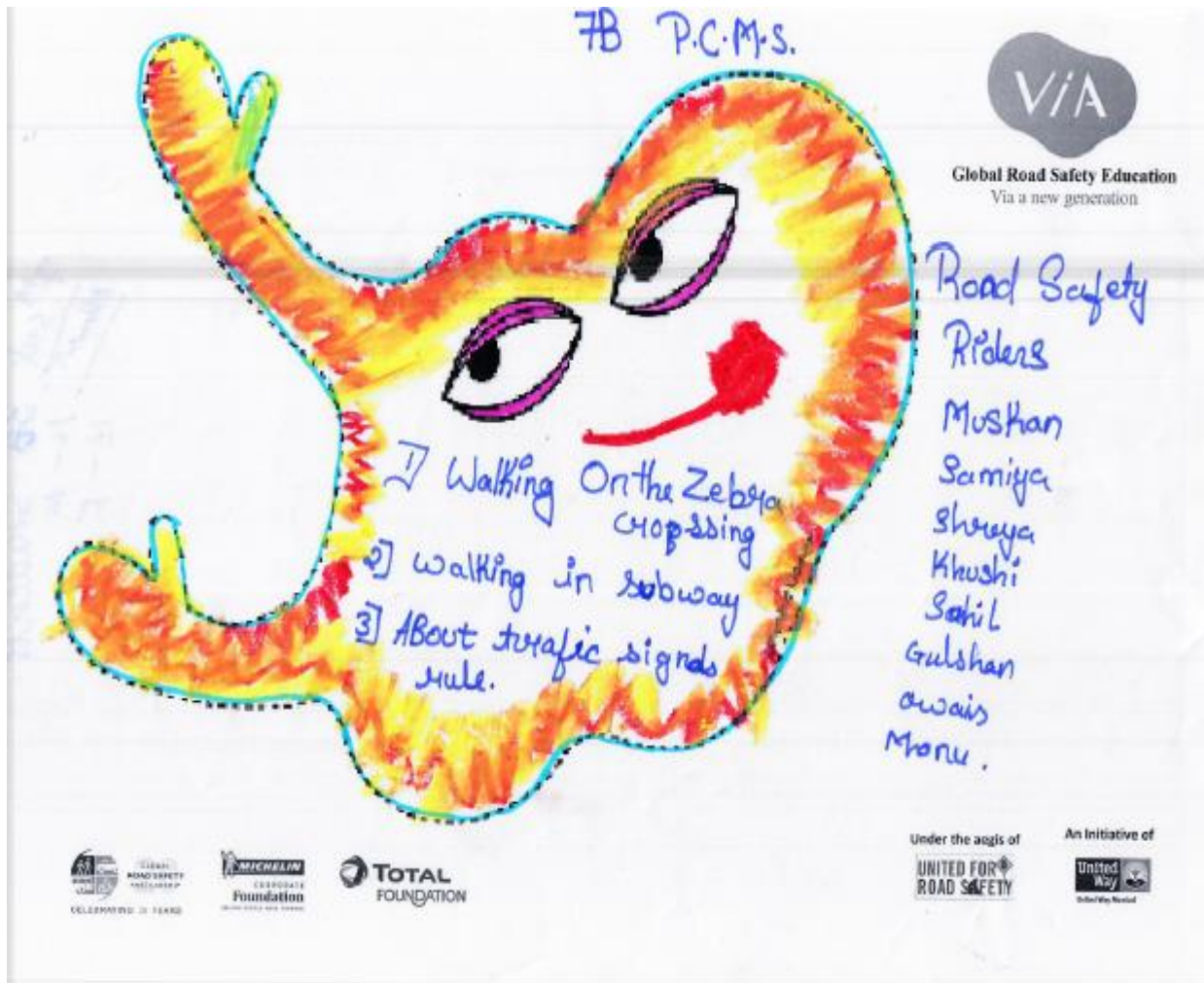
**Gathering
feedback from
the school
teachers:
Post pilot**



Challenges	Solutions
<p>In-sensitivity towards the cause of road safety among the school authorities</p>	<ul style="list-style-type: none"> • Sensitisation of school authorities through face-to-face meetings • Explaining the activity based methodology of ViA (which was found to be very attractive)
<p>Time crunch vis-à-vis academic calendar</p>	<ul style="list-style-type: none"> • In consultation with the school principal & the teachers the team developed a calendar. Sometimes, the school permitted us to run the sessions on weekends • Considering the large strengths of classrooms, the prescribed time (by GRSP) was not enough and thus length of sessions was increased accordingly
<p>Elite Vs. Non-elite schools</p>	<ul style="list-style-type: none"> • Relevance of modules such as; walking, public transport, etc. not much applicable to the elite schools

Scale-Up of ViA in India

Donor	City	Impact
TOTAL	Mumbai	40 Schools (4,000 students)
MICHELIN	Chennai & Pune	40 Schools (4,000 students)
DELOITTE	Mumbai, Delhi, Bengaluru & Hyderabad	20 Schools (2,000 students)
TOTAL IMPACT:		100 schools (10,000 students)



Mr Cory Fee
eDriving





GRSP Asia Pac Road Safety Seminar

Collaborative Approaches to Road Safety

By the numbers...

CREATING A CRASH FREE CULTURE

the choice of industry
leaders worldwide.

-  25 years of experience
-  Over 10,000,000 consumers served
Over 1,000,000 fleet drivers served
-  20-40% proven ROI
-  6 validation studies
-  48 languages
98 countries
-  67% reduction in collisions
-  Over 65 client & partner awards



**CRASH FREE
Driver**
(Organization) 

Comprehensive Risk Management Solutions
Driver Training Solutions
Telematics Solutions
Targeted Solutions



Why not you?

We've been at this for a while.

Still serving clients who began their journeys with us over 20 years ago.



GLOBAL
ROAD SAFETY
PARTNERSHIP



*Recognising achievement and innovations
which will improve road safety*

23 years'
experience

1M+
fleet drivers

70+
client awards



eDriving helps organizations worldwide ensure that everyone who drives for work purposes **returns home safely** at the end of each day.

References to 'driver(s)' or 'drives' include drivers of cars, trucks, and vans, and riders of motorcycles and two-wheelers.



Road safety is moving in the **wrong** direction.



- Surge in road fatalities and injuries over last three years¹
- 2/3 of drivers self-rate as very good or excellent but still text, speed or engage in other unsafe behaviors
- Distracted driving occurs in 52% of trips that result in crashes²
- 92% of drivers use their phone while driving³
- 70% of severe collisions involve distracted drivers.⁴

1) http://www.nsc.org/News_Documents/2017/12-month-estimates.pdf

2) *Is Everyone Texting and Driving*, Portland Press Herald, April 16, 2017

3) AutoConnected Car News, April 12, 2017

4) https://blog.nauto.com/introducing-nauto-prevent?utm_campaign=Product%20Launch:%20Nauto%20Prevent&utm_content=72586191&utm_medium=social&utm_source=linkedin

5) <https://www.allstatenewsroom.com/news/new-allstate-survey-shows-americans-think-they-are-great-drivers-habits-tell-a-different-story-2>

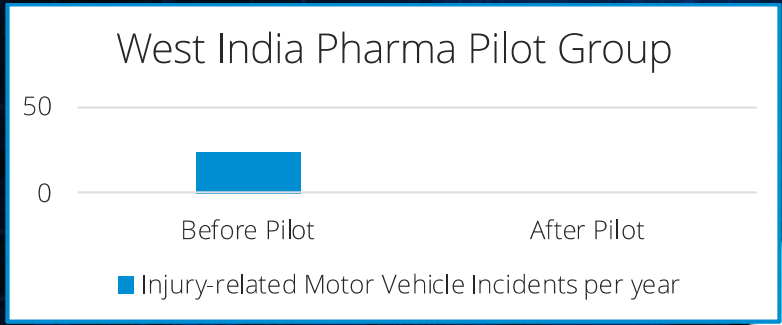


**94% of crashes
are caused by human error
(attitude and behavior).**

Society Has Become Desensitized

Source: [NHTSA study](#) looked at the major crash causes and found that a mere 2% of crashes were caused by the environment, another 2% were caused by the vehicles, and 2% came from "unknown" causes. A full 94% of crashes, meanwhile, were caused by mistakes made by drivers.

During the first year of the GSK India Pharma Division pilot, there were **zero injury-related motor vehicle incidents** reported among the 500 participants. After the country-wide launch there was a **40% reduction** in the number of lost-time injuries resulting from road crashes.



- 1) New policy,
- 2) Driver Safety Manual
- 3) Driver Safety Pledge
- 4) Promotion materials shared with drivers to create energy about safe driving



Award-winning program

Community Collaboration

- **GSK Orange Day – Community Project Day**
 - Sharing the Knowledge
 - Sharing the Concern
 - Tools to activate
 - Share the outcome



Identify
1. Identify relevant staff/ SUPPLIER/VENDOR who drive or ride on company business or for business purposes.
Assess
2. Assess driver and rider habits using a validated risk assessment process and classification of an individual's driving risk.
Control
3. Ensure that, where feasible, vehicles are purchased, hired and used only if they have been assessed as safe and meet the "minimum safety criteria".
4. Maintain all vehicles to ensure that they are in a safe condition and in compliance with local regulation, controls and vehicle manufacturer recommendations.
5. Where the use of motorcycles for business travel is necessary, "rider specific behaviour requirements" must be followed and personal protective equipment (PPE), including a full-face helmet, must be provided to staff, maintained and used by both the rider and pillion passenger.
6. Prohibit staff/ SUPPLIER/VENDOR from using mobile telephones or engaging in any other activities that may distract them while driving vehicles.
7. Prohibit staff/ SUPPLIER/VENDOR from driving vehicles while impaired by alcohol, drugs or lack of sleep or from knowingly travelling in vehicles whose drivers are so impaired.
8. Vehicle collisions, incidents and injuries must be accurately reported to ensure consistent incident investigation and data reporting across all of GSK.
9. Ensure that insurance cover appropriate to the assessed risks is in place for all GSK vehicles and for all staff driving or being driven on business.
10. Staff/ SUPPLIER/VENDOR whose main professional activity requires vehicle driving or riding and staff identified as "high risk" must complete a training and coaching curriculum.
Review
11. Monitor business performance against the standard.





Information Accessibility – Open Source

- Digital Magazine Subscriptions
- Webinars/Whitepapers
- Case Studies/Research
- Best Practice Guides
- Modern Marketing should respect privacy with opt out



eDriving®

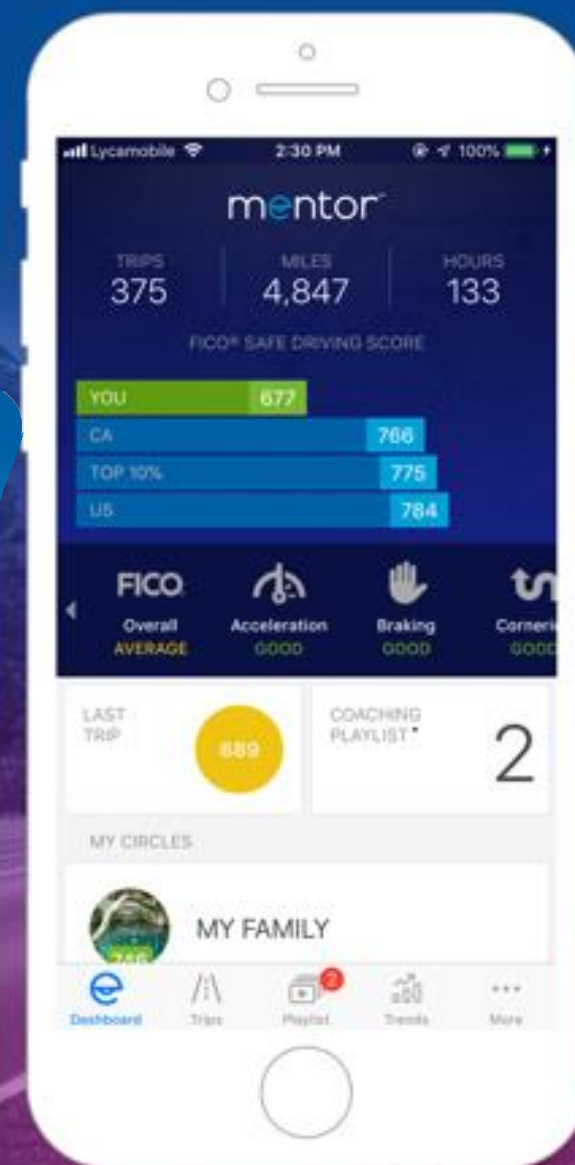
Staff Benefits Packages

Johnson & Johnson

- Transpose corporate initiatives to community by family sharing
- Employee care and concern
- Employee satisfaction and
- Often minor tech development to modify for community adoption
- Family safety assurance – peace of mind



Track your score and see how you compare to other drivers.



eDriving®



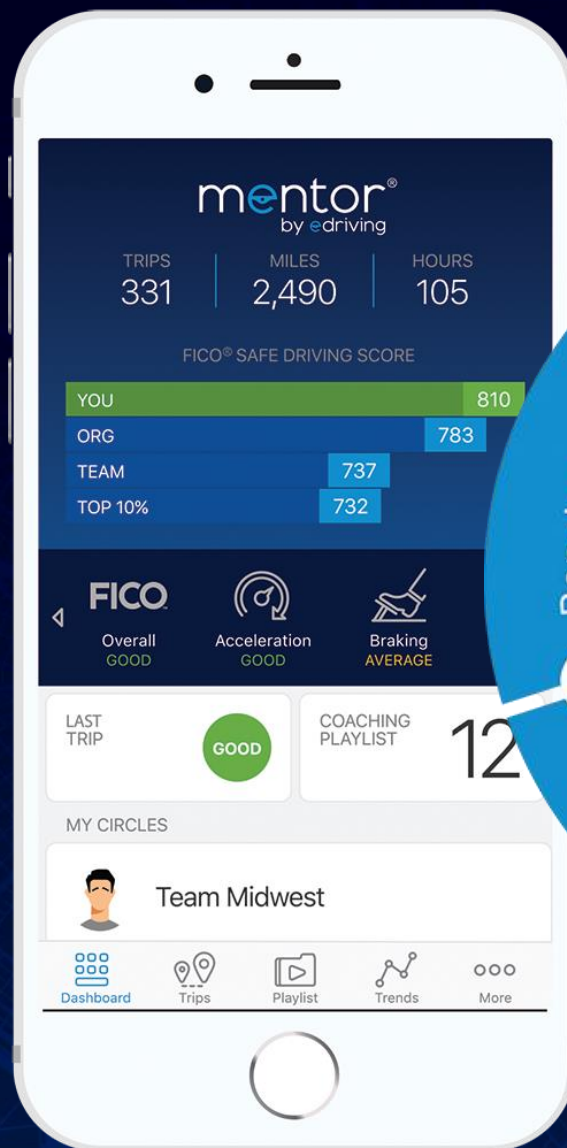
Partnerships and Sponsorships

- Become **ACTIVELY** involved in NFP's/Regulators/Charities
- Seek Research opportunities with academics
- Feed into Industry Associations such as IOGP
- Support NFP's and Charities with sponsored access to life saving tools/techniques

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM



Accessibility, usability,
gamification.
Behavioral Change
Evolved.



Workshop 3

Collaborative Approaches to Road Safety Action

1. What are the issues that you feel are most going to impact or disrupt road safety over the next 10 years?
2. Are our road safety programmes today, ready for change?
3. In what ways do you think road safety programmes might need to evolve?
4. Are the partnership approaches of today going to need shift in order to meet these emerging changes?
5. How might they need to shift? What will need to be different?

Asia Pacific Road Safety Seminar



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