

# Complementary Data and Resources to the WHO Global Status Report on Road Safety

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# Based on many years of leading road safety delivery, MY CORE RECOMMENDATION IS THIS

**Set out our purposes in road safety first:**

Then, we will have a much better idea of what data we need, and to what level of detail we need it.

**Next: consider this systematically**



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# Three broad points I will cover

Background: There are MANY options for what data to collect and use in road safety: How do we choose what data we collect and use?

1. I suggest: **Let's think about data differently – This talk will assess the data needed in a different way**
2. Set out road safety purposes THEN identify the data which will help
3. Consider how to get those data, and how to use them



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# What are our Purposes/Processes in Road Safety?

**Purpose 1:** Global tracking, reporting of progress, pushing for global action

**Purpose 2: Managing/improving road safety in a country (or state/province/municipality)**

**Purpose 2a:** Build a business case- persuading government overall to invest in road safety (or take hard decisions)

**Purpose 2b:** Working out what actions are needed

**Purpose 2c:** Working out where, when, and for whom, those actions are needed

**Purpose 2d:** Finding out if its working

**Purpose 2e:** Gaining credibility for road safety and persuading decision makers to do more

**Purpose 2f:** Persuade the media

**Purpose 3:** Research and Other purposes



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# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 1:</b> Global tracking, reporting of progress, pushing for global action	<ul style="list-style-type: none"><li>• Global Deaths and Serious Injuries collated across countries, regions, etc.</li><li>• Costs of crashes and trauma</li><li>• Possibly- some descriptive data</li></ul>

**Sources:** Countries: crash database, health database; insurance database; surveys;  
Estimation methods

**NOT CONSIDERED FURTHER-** not the main purpose for countries



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# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2: Managing/improving road safety in a country (or state/province)</b>	These are set out in each sub-purpose for managing road safety

- There are various purposes within Road Safety Management and Delivery.
- So, will consider each purpose is considered individually



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# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2a:</b> Build a business case- persuading government overall to invest in road safety (or take hard decisions)	<ul style="list-style-type: none"> <li>• Deaths and serious injuries in your country</li> <li>• Costs of crashes in your country</li> <li>• Benefit:Cost Ratios</li> <li>• Evidence on 'side effects' (real and perceived)</li> </ul>

data	Sources
<b>Deaths and serious injuries in your country</b>	Police/crash database, health, ambulance, insurance (if have a single provider); WHO or GBD estimates, <b>if</b> credible in your country
<b>Costs of crashes in your country:</b>	<p>There are good estimates: Asia Transport Observatory country profiles, or World Bank (2019). Guide for Road Safety Opportunities and Challenges: Low- and Middle-Income Countries Country Profiles. Washington, DC., USA: World Bank.</p> <p><a href="http://documents.worldbank.org/curated/en/447031581489115544/pdf/Guide-for-Road-Safety-Opportunities-and-Challenges-Low-and-Middle-Income-Country-Profiles.pdf">http://documents.worldbank.org/curated/en/447031581489115544/pdf/Guide-for-Road-Safety-Opportunities-and-Challenges-Low-and-Middle-Income-Country-Profiles.pdf</a></p> <p>There are estimation methods to apply: World Bank as just above.</p>

# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2a:</b> Build a business case- persuading government overall to invest in road safety (or take hard decisions)	<ul style="list-style-type: none"> <li>• Deaths and serious injuries in your country</li> <li>• Costs of crashes in your country</li> <li>• Benefit:Cost Ratios</li> <li>• Evidence on 'side effects' (real and perceived)</li> </ul>

data	Sources
<b>Benefit:Cost Ratios for actions</b>	Estimate costs of interventions, Deaths and Serious Injuries (DSI) saved, etc., in your country and calculate; or adopt Benefit:cost ratios from evidence
<b>Evidence on 'side effects' (real and perceived)</b>	<p>Evidence exists for many:</p> <ul style="list-style-type: none"> <li>• Lower speeds will slow the economy- actually the opposite is true</li> <li>• Speed cameras don't improve safety- they do, very substantially, save DSI, etc.</li> <li>• People don't want ..... Next slide</li> </ul>

People don't want .....

A close-up photograph of a hand placing a wooden block with the letter 'E' on top of a row of wooden blocks spelling 'FACT'. The blocks are light-colored wood with black letters. The hand is positioned on the right side of the frame, with the thumb resting on the 'E' block. The background is a plain, light-colored surface.

**F A C T**  
**K E**

# People don't want .....

**Get the right data:**

**Example 1: Claim that people don't want Lower Speed Limits**

Media, petitions, letters, and biased interests (such as trucking companies) will indicate don't want

**REALITY: MOST PEOPLE** do want speed cameras- use real surveys of community views (NOT on-line surveys).

Cases: Wales; Auckland; .....

**Example 2: People don't want Speed Humps ("they cause crashes" – misleading view)**

**REALITY: Yes they do**



**Having the right information focus:**

**Photo I took of a highway in the desert in Chad.....**

**What is the right speed limit? What data would we use?**

Road function?

Alignment (straight, curves...)?

Road width?

Road surface?

Shoulders?



# The Road and its function are commonly the main focus: Is that right for setting speed limits?

Data: roadside land use, pedestrians crossing or walking



# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2b:</b> Working out what actions are needed	<ul style="list-style-type: none"> <li>• Evidence for what works</li> <li>• The causes of serious crashes</li> <li>• Nature of the serious crashes (not the same as causes)</li> </ul>

First some explaining: **Safe System principles**

Type of data	Consequences of focus on this information
<b>Cause of the serious crash:</b> These are almost always seen as behaviours: speeding, drink-driving, etc.	Often not known, but guessed. Focus on this narrows thinking to behaviour change. So, we don't do <b>safe system</b> , and we focus on the hardest thing to fix.
<b>Nature of the serious crash:</b> head-on, run-off-road; hit pedestrian (7+ versions)	mostly, can be known. Allows for real system solutions



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# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2b:</b> Working out what actions are needed	<ul style="list-style-type: none"> <li>• Evidence for what works</li> <li>• The causes of serious crashes</li> <li>• Nature of the serious crashes (not the same as causes)</li> </ul>

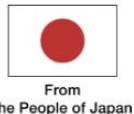
**Nature of the crash (or manoeuvre) leads to real solutions:**

**Example 1: Pedestrian fatality (1 vehicle and 1 pedestrian present)**

Cause of the crash (Police reported)	Nature of the crash – this is the data we should focus on
Pedestrian at fault (probable the wrong cause anyway)	Hit pedestrian who was crossing the road
<b>Actions:</b> Educate pedestrians on risk Enforce pedestrians	<b>Safe System Actions:</b> Install pedestrian fencing Install raised pedestrian crossing and speed humps



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# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2b:</b> Working out what actions are needed	<ul style="list-style-type: none"> <li>• Evidence for what works</li> <li>• The causes of serious crashes</li> <li>• Nature of the serious crashes (not the same as causes)</li> </ul>

**Nature of the crash (or manoeuvre) leads to real solutions:**

**Example 2: Run-off road on rural curve**

Cause of the crash (Police reported)	Nature of the crash
Distraction? Fatigue? Misjudgement of curve and speed? Did not see curve at night?	Run-off-road on a curve
<b>Actions:</b> Educate drivers on risk Enforce drivers	<b>Safe System Actions:</b> Install guard rail at the curve Install speed humps prior to the curve



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# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2c:</b> Working out where, when, and for whom, those actions are needed	Location of the crash, etc.

data	Sources
Location of the crash	Police crash data is the primary systematic source
<b>Rest- fairly obvious...</b>	<b>Not covered in interests of time</b>



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# Purposes/Processes and Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2d:</b> Finding out if its working	Chash data based evaluation, changes in key behaviours

data	Sources
Changes in deaths or injuries before to after	Crash data from Police, or for a particular whole road perhaps a local hospital Consider control locations as well Don't forget to collect data on when treatments went in, and collect pre data before we start, not after
Changes in behaviour	Speed, or Seatbelt, or Helmet use (Can calculate savings: <b>Speed: each 1% decrease gives a 4% decrease in deaths</b> )

# Purposes/Processes with Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2e:</b> Gaining credibility for road safety and persuading decision makers to do more	Prove your successes and that your promised come true- improve your credibility.

data	Sources
<b>Evaluations</b>	
<b>Use the evidence and then- Promise to take the blame if it doesn't work</b>	The evidence that it works



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# Purposes/Processes with Data Needed

Road Safety Purpose	Data needed
<b>Purpose 2f:</b> Persuade the media on road safety	What is their real reason/motivations for their claims

data	Sources
<b>Examples I have been given by the media</b>	<ul style="list-style-type: none"><li>- 'Hate the government and so criticise everything they do'</li><li>- 'I was caught at a speed camera'</li><li>- Misunderstanding, or talking to biased stakeholders- this we can address</li></ul>



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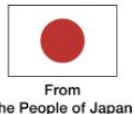


# Conclusions- Recommendations

1. Set out your purposes in road safety first, then decide what data you need for these
2. Consider carefully, the accuracy and volume of data you need
3. Start where you can start: pilots, demonstration projects
4. Plan for evaluations to prove what you are doing: Direct or by safety performance indicators



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## CEO, Global Road Safety Solutions



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