



Meet Graham.....

Engaging communities to achieve understanding and change

Anne Harris

Transport Accident Commission

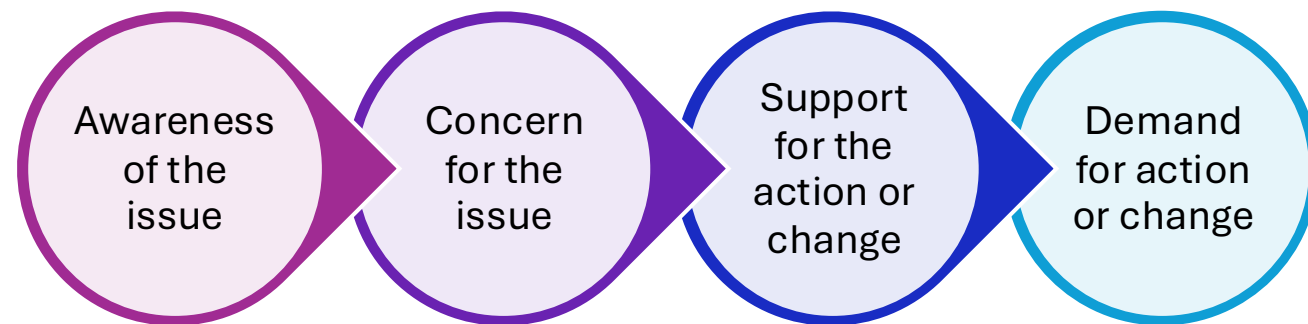


Transport
Accident
Commission

Engaging for change

- Challenge is to **implement** what the evidence tells us about survivable speeds
- Most people are happy with the status quo and won't understand the rationale or benefits for change unless we engage with them

Community Readiness for Change Model



1. Creating
awareness
that humans
are
vulnerable





Graham - the unforgettable face of Australian road safety

101 Aug 2016



Meet 'Graham' - how we might look if we refused to survive car crashes

Meet Graham - according to his creators he has the perfect body to survive a

Meet Graham, Who Survives Car Crashes So Others Can Live

Graham is the lifelike interactive sculpture sent on a mission, over and over.

By JENNIFER HANSLER
July 23, 2016, 5:13 AM



CANNES
LIONS



2. Increasing concern about risk to vulnerable road users

“There is nothing more precious to a parent than a child, and nothing more important to our future than the safety of our children.”

W. Clinton

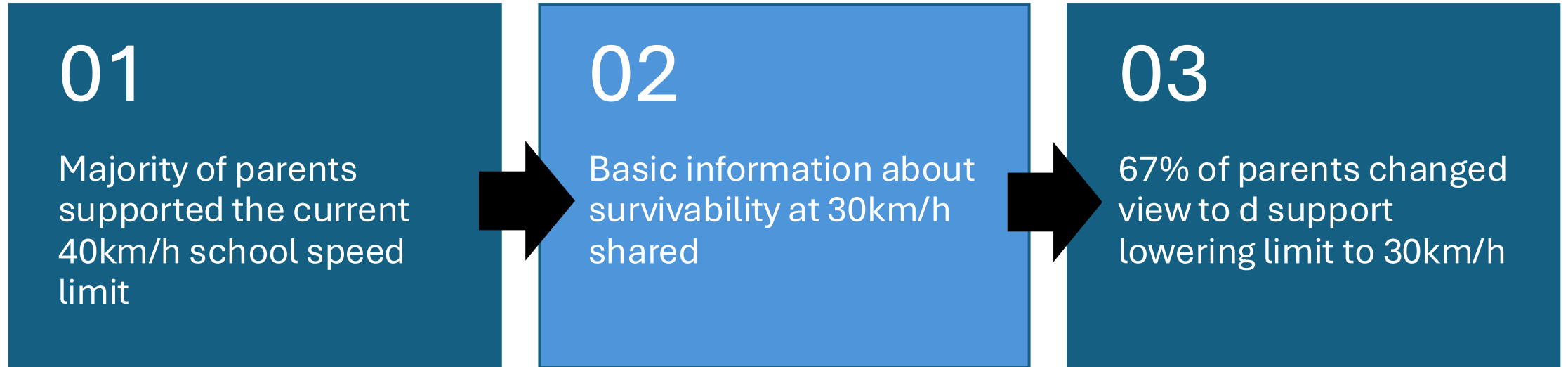


Pedestrians
hit at an
impact speed
of 50km/h is
equivalent to
falling from
the top of a
three-storey
building



3. Increasing support for action for change.....

Recent survey of parents of primary school children found:



Building support:

- Conducting trials and pilots to alleviate concerns
- Highlighting benefits
- Myth-busting the concerns

4. Increasing demand for change.....



Final comments....

Need to overcome the status quo bias of current speed settings

Understand what will motivate change. It might be not be safety i.e environment, health, access, livability etc.

Communicate the science of survivable speeds in simple and engaging ways

Prepare for some discomfort when change is made

Negativity is usually short-lived

Survivable speeds need to become the status quo for all of us!