



PARALLEL SESSION: TRIGGERING DECISION MAKING FOR ROAD SAFETY

Session Conclusions

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1. **KEYWORDS:** VISION ZERO, ROAD SAFETY, DECISION MAKING, POLICY MAKING

2. **TITLE OF THE SESSION:** TRIGGERING DECISION MAKING FOR ROAD SAFETY

3. TOPIC OF THE SESSION

The general topic of the session is triggering decision making for road safety. In particular, the session emphasized on examples of bold decisions in road safety work, and to identify factors that lead policy makers and politicians take the identified decisions. This is important as experience, from countries and companies that have achieved huge safety improvements, shows that promoting traffic safety requires making tough and difficult decisions. However, the process that leads politicians and policy makers to take bold decisions is often complex and not always clear. Therefore, it is important that the different enabling and hindering factors to make bold decisions are identified and clearly communicated to other countries, companies and stakeholders to facilitate their own efforts in promoting traffic safety.

4. SHORT SUMMARY OF SESSION

The session started with a brief presentation on some of the different theoretical perspectives on decision-making in public policy process. Panelists were, then, asked to reflect on examples of “bold decisions” that were taken in road safety in particular and sustainable mobility in general, in relation to the theories discussed in the introduction.

(approx. 1030-1040)

Response from Panelists

Sunder Banga (India)

Sunder talked about the Indian experience and the different works that have been under taken to promote road safety in the country. Road safety work in India is led by the Indian Road Safety Committee which in turn answers to the Indian Supreme Court. Mr. Banga talked about how under the supervision of the Indian road safety committee other state road safety committees, lead agencies, road safety funds in all states and institutional arrangements are established. Moreover, it was mentioned that the following specific measures have been taken in India

- Ban of sell of liquors on national and state highways (within 500 meters)
- Suspension of driving license for cases of dangerous driving
- Imprisonment of drink drivers, not fines
- Automatic headlight system has been introduced for two wheelers
- Road safety education has been incorporated in school curriculum
- Trauma care centers have been established in each districts in India

Cathy Silberman (ASIRT)

The focus of ASIRT has been to protect travelers in the world. ASERT began due to the loss our founder's son who has been travelling in turkey

Achievements:

- ASIRT have been able to collect data on causes of death of Americans in other countries
- ASIRT have been able to involve and get the support of us congress in understanding the impact of road crashes.
 - ASIRT appeals to members of congress through their self-interest that you have constituents and students in your districts who are travelling abroad and who are dying.
- Road safety is a bipartisan issue and no politician wants to say I am opposed to this. We also use this when making our point

Rebecca Ivers- Australia

Rebecca claims that policy makers and politicians do not just implement research evidences and recommendations of experts. There are a lot of other factors that influence decision making in public policy. Some of these factors are:

- The way problems and evidences are presented. It is often the case that the same problem is presented in different ways by different interest groups.
- There external influences on policy makers and politicians: from businesses, companies, lobby groups. E.g hotels associations are very influential in Australia. It often the case that different interest groups lobby the government not introduce specific legislations, measures and interventions because they want to protect their interest.
- The Media and community play important role because politicians are influenced by their electorate.

Rebecca gave an example of a bold decision taken in Australia to pass a tougher law for new driver education. It was mentioned that realizing the law required a concerted effort and engagement from a wide array stakeholders.

The role of research- Research data showed huge number of crashes involving young drivers. Researchers conducted study involving 20000 young drivers. Publication of results was done. The role of Media- Huge media work: news agencies reporting deaths, putting out pictures, research evidences, and communicating to the wider public that the problem can be remedied with proper interventions

The role of triggering events: What was really important was Triggers events: deaths of multiple young people has a huge influence

- It also helps if a politician has actually got someone in their family whose actually been impacted buy road crash.
- It is the best way to act when emotion is high and come forward with evidence based solutions

According to Rebecca, it was the confluence of all these factors that helped realize the law on drivers' education in Australia.

Also, Rebecca claims, another important thing was the availability of research data regarding what people would think and about proposed measured. Researchers have to show to politicians and policy makers' that people actually want the measures and will support it.

Mats Moberg: Volvo cars

By emphasizing vehicle safety (and later the vision zero goal) Volvo wanted to stand out for business reasons. The presence of market demand for safe vehicles, because of available information and data about safety benefits of our cars.

Matts-Åke Belin- Question 2: Which forces (agents) in the society have an impact in bringing about change?

Rebecca

- Researchers have the moral responsibility not only to do research but also to see to it that the recommendations are implemented. To do that we work with victims, advocates, policy makers, and politicians.
- Road safety is a unique policy area in the sense that everybody is a road user and has some opinion about a safe system and how should be improved. That is why there is always a push back from the people and
- Our job as researchers and advocates is to allow politicians to make tough decisions by showing them that is not damaging for them. Economic evidences have to be presented.
- Politicians are not going to do it they are going to be exposed and loss in terms of economy or

Cathy Silberman

- We try to identify champions
- We had an ally from members of the congress who helped us in creating a global road safety Caucus

Matts Moberg:

- Volvo itself performs in depth studies of crashes involving Volvo cars. This is Volvo's own research data and we try to improve our vehicles based evidence from these in-depth data.
- Volvo's research and vehicle safety improvement initiatives are not government mandated but they are based on Volvo's own interest to create a better world.

Matts-Åke Belin- Question 3: what do you think about future developments? How can more integration of safety into the SDGs be achieved?

Matts Moberg:

- The biggest step is Autonomous driving. However, there are difficulties and research have to be done to know more about what can happen and the implications of autonomous driving.
- Gradual use of autonomous vehicles,

Rebecca:

- Modal shift to active and public modes of transportation is important and it should be the way to go, mainly in urban areas
- Better infrastructure in public transport, safer roads that separates vulnerable road users
- A shift to active transportation is also important from climate change perspective. It is crucial in reducing the growing problems of pollution and obesity.

Sunder:

- Priority must be given to pedestrians and non-motorized users
- Public transportation must be promoted and less private transportation.
- Technology must be promoted.

Questions from audience:

1- How to depoliticize road safety?

2- Although there is an emphasis now on modal shift, politicians currently do not seem to be motivated to realize it because they lack incentives. So, what incentives should be there for politicians to bring about the required change?

Rebecca:

- Bringing is economic argument is important, there are studies indicating the benefits of active transportation in terms of increased immunity for the community, generation of businesses
- The role of the community is very important. Mobilizing community and support from all sorts of stakeholders is crucial.

Cathy Silberman:

- Identifying and including champions at the higher and lower level of system of government is important.

3- What is the best way for the youth to be part of the decision-making process in areas where they have no proper representation?

Rebecca Ivers: It is important that the youth and mostly affected parts of the community are included in decision-making processes. Youth representation and advisory groups at every level of government is important. Politicians have acknowledge the importance of involving the youth.

5. OVERALL MESSAGES

- Triggering events are important for pushing road safety initiatives. It is the best way to act when emotion is high and come forward with evidence-based solutions.
- It is important to include victim groups in road safety advocacy. It is also important that advocacy and road safety initiatives involve people in higher political offices that can influence policy makers and politicians.
- Research and data is crucial in road safety. Road safety research has to be multifaceted. Research must provide reasons (e.g economic arguments) for politicians to promote road safety initiatives. Research data must be conducted and evidence presented that show the economic and other benefits of road safety legislations and interventions. Politicians will not accept a legislation or an intervention if they think people (their voters) will not support it. Therefore, research data should be there that shows there actually is public support for traffic safety initiatives. Researchers and advocates should provide evidence to politicians about what the community would think if a given legislation or intervention is implemented.
- The role of researchers and experts is twofold. They should not only do research but they also have moral responsibility to work to achieve the implementation of their recommendations. Researchers and advocates should collaborate with stakeholders from across different angles.
- Decision making by policy makers and politicians is influenced by many factors. In order to get politicians on board, therefore, it is important that road safety researchers and advocates understand the importance of all different factors and engage with all the different actors to see to it that their research is not only published but also their recommendations implemented.
- The role of community and public engagement is tremendous in traffic safety efforts. Engaging with the public through Media, talking to local members, parliamentary inquiries, journalists, and victim groups is important.
- The role of the youth should be emphasized and they should be part of the decision making process. Youth advisory groups are necessary.
- Media plays a crucial role in promoting road safety.
- The role companies and NGOs is important in promoting traffic safety.
- Experience from Volvo shows that people will demand more safe vehicles if they know more about the safety benefits included in the vehicle designs. Safe vehicles designs constitute a huge market opportunity for car manufacturers.
- Technology has a huge potential to improve the state of traffic safety in the future. However, the potential implications of emerging technologies should be properly investigated.
- Modal shift to active and public transportation should be the way to go for the coming future. Active transportation has a tremendous advantage to offer from environmental, economic and health perspectives. Economic arguments must be presented to support the importance of the shift.

- Experience sharing and benchmarking is crucial in traffic safety efforts among countries of the world.

6. OVERALL RECOMMENDATIONS

- Triggering events are important and should be exploited more to push for more traffic safety initiatives.
- It is important to include and engage politicians into road safety advocacy initiatives since they are influential in public policy making.
- It is important to corroborate proposed safety legislations and interventions with good research data.
- In order for politicians and policy makers to accept and promote road safety initiatives, researchers and advocates must
 - o Provide data on why it is economically and politically advantageous for the politician to promote the proposed legislation/intervention
 - o Provide data on public perception and acceptance of proposed measures to show to politicians that there is actually public support behind the measures
 - o Collaborate with wide array of stakeholders to put pressure on politicians and policy makers
- The role of media is important and the media should, among others, report:
 - o Actual causalities and communicate how urgently the problem should be addressed.
 - o Should communicate to the public that there are effective and efficient interventions that can be applied to remedy some of the serious causes of fatalities and injuries
- Youth involvement is crucial in promoting road safety. Youth advisory groups should be present in different levels of government.
- The quest for modal shift to active transportation must be supported by research data on why it is advantageous to do so. A shift to active transportation harbours a huge potential solution to solve most of our current environmental, health and urban space problems. The economic advantages of these different benefits must be presented to support the importance of the modal shift.
- Priority must be given to pedestrians and non-motorized users in future decision-making.
- Technological innovation should be emphasised and exploited to address road safety problems.
- Promoting vehicle safety is crucial. Information and evidence about the safety benefits of safe vehicles should be communicated to public as it has an important influence in people's decision-making and choices.
- Experience sharing and benchmarking on road safety decision making is important.

7. IMPORTANT FINDINGS (EX. TECHNICAL OR OTHERS)

Although researchers have point out a sense of compliance about road traffic injuries as a major problem in the society, this session showed that this is not case all the time. Occasionally road safety will be very high on the political agenda, often due to a triggering event. The public policy making process is therefore many times more in line with an organized anarchy.

-Collaboration among researchers, experts, advocacy groups, politicians, companies, and lobby groups is necessary to bring about the desired change in road safety work. Building a power base, having road safety allies and public support is crucial to trigger decision making for road safety.

There is a tendency to mistrust the private sector and their motives when it comes to road safety. However, business is also a part of the society and its value system and there is many times no conflict between business values and the surrounding society and its values.

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

It is important to work systematically with business sector in order to promote road safety. There is probably a large potential, which has not been exploited yet.

It is important that experts and others have an on-going development of road safety strategies and policies in order to when a clear demand when road safety topics are reaching high on the agenda.

It is important that NGOs support and highlights need for actions in the society and through the members manifest the demand for safe mobility.

It is important to, in a broad sense, explain the benefits with safe mobility in our society and its relation to all other SDG goals.

9. PREPARATION OF THE SESSION

Matts-Åke Belin:

Others: Other individuals might have been involved as well.

10. SESSION PROGRAM

Moderator | Introduction

Matts-Åke Belin Director at Vision Zero Academy | Swedish Transport Administration

Panel participants

Sunder Banga
Secretary | Committee on Road Safety, Supreme court of India

Rebecca Ivers
Head of School | UNSW Sydney | Australia

Cathy Silberman
Executive Director | Association for Safe International Road Travel

Mats Moberg
Vice President for R&D | Volvo Cars

Approx. Time	Topic/Presentation title	Speaker (title, role/position, organisation)
1020-1023	Short Introduction of the panellists	Panelists: Mats Moberg, Rebecca Ivers Sunder Banga, Cathy Silberman
1024-1030	Short Introduction of topic of the panel and issues for discussion.	Moderator and expert: Matts-Åke Belin.
1030-1040	Discussion among panelists on the questions from the moderator. First question to panelists: Examples of bold decisions in road safety and sustainable mobility.	Panelists
1040-1055	More Questions to panelists and discussion among panelists. What factors influence (enable or hinder) decision making in road safety? And triggering factors for bold decisions?	Moderator, Panelists
1055-1105	What needs to be taken in the future to trigger decision-making?	Moderator, Panelists
1105-1115	Questions from the audience, and response from panelists	Moderator, Panelists Audience
1115-1120	Summary	Moderator