

Road safety futures – one paradigm shift too few

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Time for me to go back into retirement?

- 2004: Facing up to the hard issues in creating a Safety Culture
- 2005: From Great Ideas to Great Outcomes
- 2006: A sea-change in mindset (or “can pigs really fly?”)
- 2008: Public Safety vs the “Nanny State”



The community still doesn't get it?



Try these lines for a train crash

- Blame the victim (misbehaviour)
- Won't happen to me
- Can't help bad luck



All aided and abetted by media, police, insurance

Ticket to ride vs illusion of control

Melbourne AGE 4 September

Texting teenager

A 16-YEAR-OLD learner driver has been caught texting on her mobile phone while driving without a seat belt.

Corio traffic police said the Geelong girl was “furiously texting” on her mobile, while her supervising mother sat in the passenger seat, sipping a coffee and gazing out the window.

The girl was stopped in Rylie Street, Geelong, around 2pm. When police asked why she was

The girl notices, using a mobile for not wearing seat belt offences.

Learner penalties are suspended if they are under 12-months. Police that drive

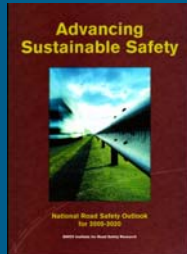
Sadly the polities don't get it either

- The **transport model** – mobility rules and trauma is just an externality to be managed
- The **economic model** – put a \$ value on delay, fuel use, particulate emissions and trauma and use cost-benefit analysis to make rational trade-off decisions

[The Safe System model]

Road safety professionals do get it but can't seem to carry either the community or the polities with them

Dutch sustainable safety
Swedish Vision Zero



[Safe System Principles (1)]

- Humans are fallible and errors must be anticipated (= error-tolerant design/operation)



[Safe System Principles (2)]

- Human has limited ability to withstand kinetic energy



[Safe Systems Principles (3)]

- All elements in the system are interconnected and everyone has to work together



[Polities – Professionals- Public]

- So why hasn't the top (the polities) connected with the bottom (the community)?

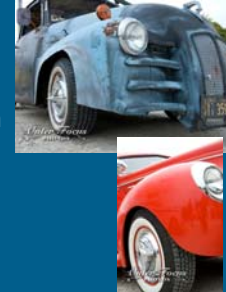


Shared Responsibility

- Individuals must behave responsibly
 - but we don't have a culture of care, we don't believe in **preventive medicine** in our road use (blameworthiness and the "illusion of control")
- System designers/operators must apply the three safe system principles
 - And they are slowly doing so but won't do so fully until they see that that is what community wants and that a culture of care exists

Vision Zero

Do we have to embrace a Vision Zero to start the journey to a culture of care?



The Public Health Prevention Paradox

Rose: "It is a common irony of preventive medicine that many people must take precautions to prevent illness in only a few."

- seat belt wearing
- helmet wearing
 - 👉 motorcyclists
 - 👉 bicyclists

There is no acceptable WIFM

- for other than simple and obvious "no cost" behaviours
- Speed behaviour is the stand-out example and is fundamental to Safe System development

BUT

- ever increasing hp/top speed
- ever decreasing sense of speed
- instrumentation promoting speed
- marketing for speed

AND

- increasing mass disparity
- fundamental mis-match between design elements



How do we create a culture of care around road use?

- Lessons from recycling waste, conserving water?
- Harnessing conservation climate
 - fuel savings and reduced particulate emissions might be useful levers in the speed moderation debate
 - along with urban livability
 - and redefining mobility from delay to accessibility

The 4 Cs

- Constituency
- Commitment
- Cooperation
- Coordination

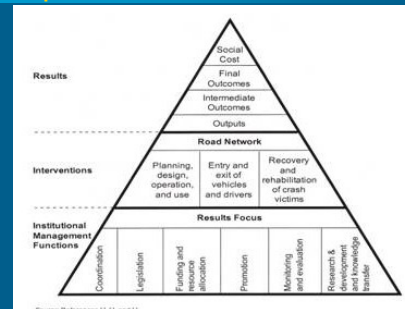
Constituency

- There is no significant constituency for safety at community level
 - partner with the large number of groups around sustainability and conservation
 - engage champions (groups like TRAFINZ but also "heroes" in the community)
 - find a polmie who really cares and who "gets it"
 - media (paid) and opportunistic

Commitment

- Has to start at the top (Prime Minister, Transport Minister, Cabinet, Parliamentary Safety Committee)
- CEOs of all the key agencies – do they get it yet?

Cooperation and Coordination



We are all responsible for all
(Dostoevsky)

