

Vision Zero- A Global Project

Same destination

Same guiding principles

Different journeys

Different starting points

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Some Journeys So Far

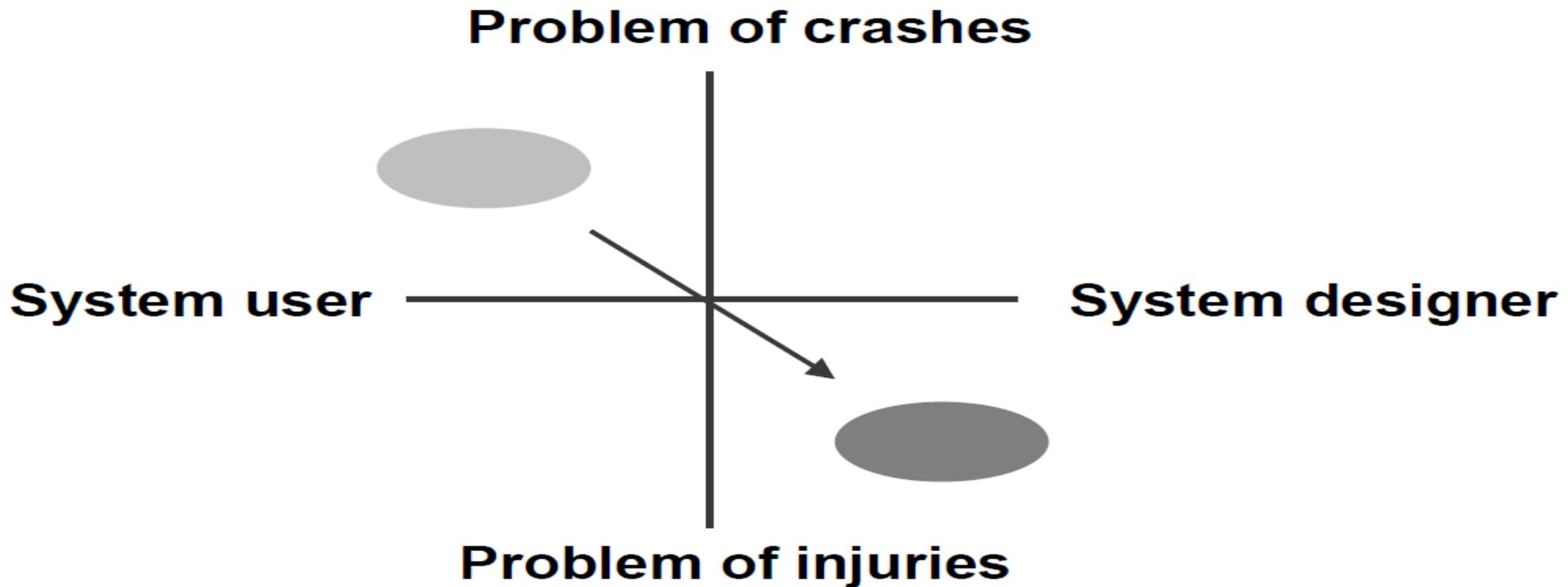
- 1992- Sustainable Safety – Netherlands (and 1998)
- 1997- Vision Zero Sweden
- 2001/2- Austria and Denmark et al
- 2005- Safe System Approach – Australia (action plan)
- 2008- Towards Zero - Western Australia (strategy and Parliament)
- 2008- OECD Towards Zero Report
- 2010- Australia – safe system principles and vision
- 2015- UK - safe system approach
- 2016- OECD/ITF- Zero Road Deaths and Serious Injuries: Leading a Paradigm Shift to a Safe System (principles and journeys)
- Many more vision zero, towards zero declarations/journeys underway

Principles Guiding our Journeys

1. People make mistakes that can lead to crashes;
2. The human body has a limited physical ability to tolerate crash forces before harm occurs;
3. A shared responsibility exists among those who design, build, manage & use roads & vehicles & provide post-crash care to prevent crashes resulting in serious injury or death;
4. All parts of the system must be strengthened to multiply their effects; and if one part fails, road users are still protected.

Paradigm Shift on the Journey to a Safe System

From crash reduction to injury prevention



Blindspots Affecting Our Journeys

- Focus on perfect people in traffic hinders progress.
- Problems not well known- risk/error data.
- Some problems not obvious- windscreen (populist) vs helicopter (evidence) view of public health issue.
- Optimism bias:- “I am a good driver-others?”
- Professional bias:- “They failed to use the road as designed to the standards” & “95% of crashes are due to human error”.

Leading our Journeys

- Strong and Sustained Leadership to:
 - Overcome persistent community awareness and demand deficits in the problem, dangers and solutions thru communicating evidence;
 - Press the political system to embrace a safe system with the principles as foundations to guide the journey; **and**
 - Initiate and sustain **professional change** journey from minimum standards to safe using the principles as the basis for design.

A Fork on the Path of our Journeys:-

- A **shared responsibility** exists among those who design, build, manage & use roads & vehicles & provide post-crash care to prevent crashes resulting in serious injury or death. **VS**
- The **ultimate responsibility** falls on the system designers because:
- Designers are ultimately responsible for the design, operation & use of the system & therefore for the level of safety in the system.
- Road users are responsible for following the rules for the safe use of the road transport system set by the system designers.
- If road users fail to obey these rules due to lack of knowledge, acceptance or ability, or if injuries occur, system designers are required to take necessary further steps to counteract people being killed or seriously injured.

Leadership & sharing on our journeys is key

Thank you
Questions?

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