

# 1.10 ENFORCEMENT & EDUCATION **FOCUS ON SOLUTIONS**

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## Pedestrian safety

A ROAD SAFETY MANUAL  
FOR DECISION-MAKERS  
AND PRACTITIONERS

2019

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## ROAD TRAFFIC INJURIES - THE FACTS

3 OF 4 DEATHS = MALE



NO 1 CAUSE OF DEATH  
15-29 YEAR OLDS



# INTERNATIONAL ROAD TRAUMA

## A GLOBAL EPIDEMIC

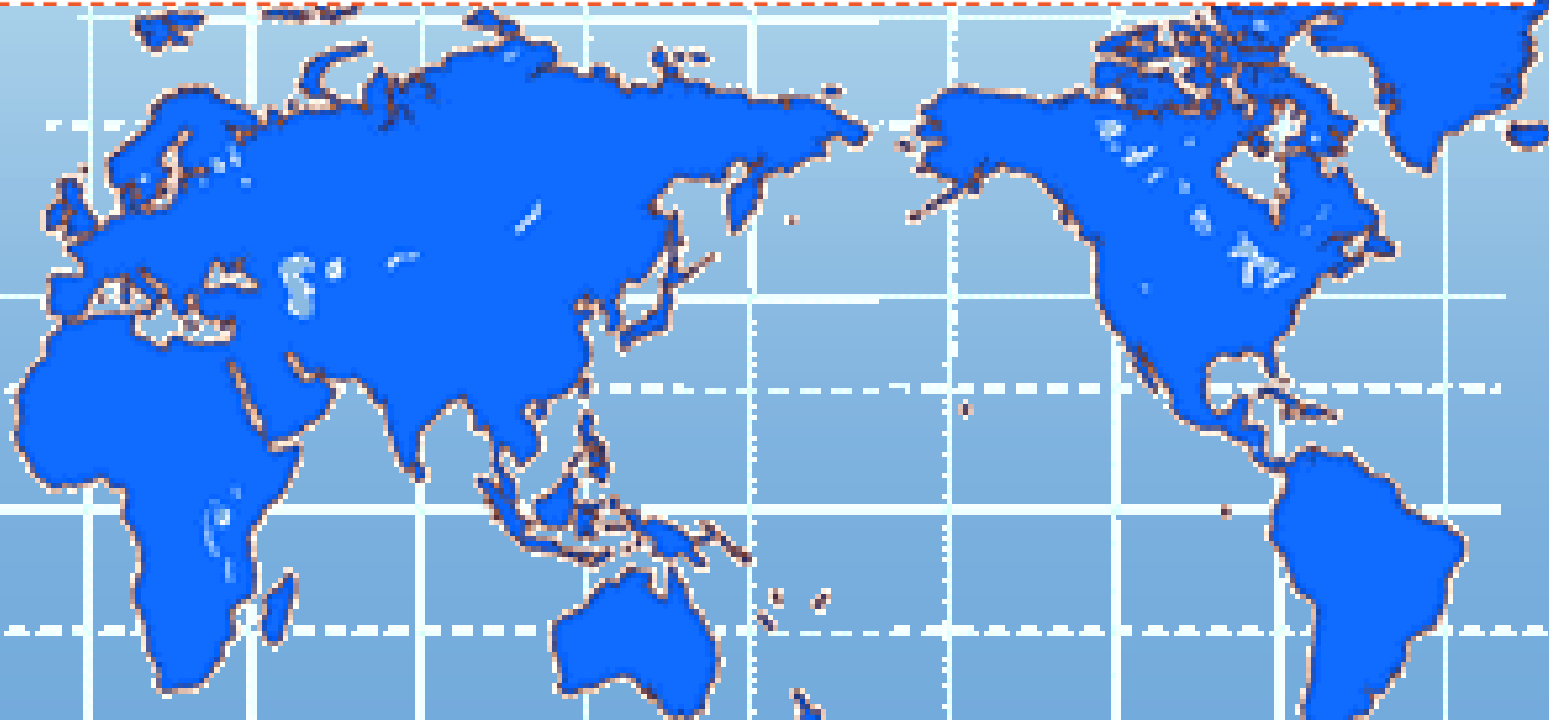
1.35 MILLION DEATHS – 50  
MILLION INJURIES

200,000 PEDESTRIAN DEATHS  
(VULNERABLE)

90%-95% OF ROAD TRAUMA  
CAUSED BY CARELESS/DELIBERATE  
ACTIONS

SPEED, DRINK & DRUG DRIVING,  
OVERLOADING, DANGEROUS  
DRIVING, FATIGUE, DISTRACTED  
DRIVING

– ALL PREVENTABLE OFFENCES

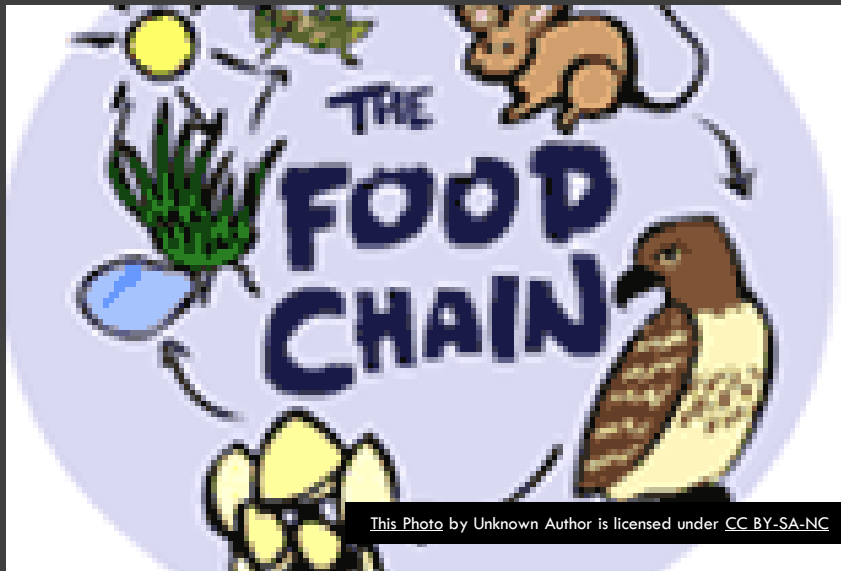


# THE GLOBAL PLAN 2011-2020 DECADE OF ACTION



**CUT ROAD TRAUMA BY 50% by 2020**





PEDESTRIANS

# THE GLOBAL PLAN

- MANAGEMENT CAPACITY
- INFRASTRUCTURE
- VEHICLES
- ROAD USER BEHAVIOUR
- POST-CRASH

**FOCUS & FUNDING = ENGINEER OUT PROBLEMS**

1. Roads
2. Vehicles
3. Driver behaviours

THE  
E  
DR

LE POLICE

IN EDUCATION/AWARENESS,

OMIC IMPACT = DRAMATIC REDUCTION IN  
CRASHES

# PEDESTRIANS – THE COLLATED FACTS

## RISK ANALYSIS VICTORIA - 2018

37 DEATHS/211  
17%

LAST 5 YEARS = 37 PA  
LAST 10 YEARS = 400

AGE: TIME;DAY;SPEED ZONE?  
METROPOLITAN; COUNTRY?  
PLAYING, WORKING, STANDING OR LAYING ON  
ROAD

**NO CHANGE = 10 YEARS  
DECADE OF ACTION?**

## RISK ANALYSIS AUSTRALIA - 2018

6PM-9PM WEEKDAYS  
MIDNIGHT-3AM  
WEEKENDS

SINCE 2005- PEDESTRIAN %  
RELATIVELY STABLE (BITRE)

ELDERLY RATE  
HIGHLY

MALES

AVERAGE 15%  
ROAD USERS  
EVERY YEAR

**NO CHANGE = 10 YEARS  
DECADE OF ACTION?**

INSUFFICIENT DATA! FURTHER RESEARCH NEEDED  
TO IMPROVE UNDERSTANDING (BITRE)

**WHY?**





VICTORIA POLICE

VICTORIA POLICE

# Road Policing Strategy Towards Zero 2019-2020

**PEDESTRIANS = 1  
REFERENCE  
POP GROWTH = MORE  
PEDESTRIANS**



TOWARDS ZERO 2016//2020  
VICTORIA'S ROAD SAFETY STRATEGY & ACTION PLAN

TOWARDS ZERO

**PEDESTRIANS = 36 REFERENCES  
FOCUS ON INFRASTRUCTURE  
\$100 MILLION**



VICTORIA  
ROAD SAFETY

# MEDICAL RESPONSE TO A GLOBAL EPIDEMIC



Reactive



Proactive





# RECOMMENDED ROAD POLICING RESPONSE TO A GLOBAL EPIDEMIC – ROAD TRAUMA

Human Behaviours



Roads



Cars



FOCUS ABC

Attitude

Behaviour

Culture

Awareness - Education

Enforcement

Education

SELF REGULATION

A SAFETY CULTURE

FOR LIFE

# INTERNATIONAL DATA – CRASH CAUSES

## REALITY CHECK – RESEARCH

- **CRASH CAUSES – 80-95% - HIGH RISK, ILLEGAL**
- **HUMAN ERROR? – SMALL %**
- **DRIVING LICENCE IS THE CORNERSTONE TO ANY EDUCATION**
- **REMEDY – GO FOR THE HEART OF THE PROBLEM = DRIVER/ROAD USER/PEDESTRIAN BEHAVIOUR**



# **ROAD SAFETY COMPLIANCE? TRIED AND TESTED**

**GENERAL DETERRENCE**

**VS**

**SPECIFIC DETERRENCE**

- 1. CERTAINTY OF BEING CAUGHT**
- 2. CERTAINTY OF BEING  
PUNISHED**
- 3. IMMEDIACY OF PUNISHMENT**





# PRINCIPLES OF EFFECTIVE ENFORCEMENT CHANGING HUMAN BEHAVIOURS

## *MULTIPLYING YOUR ENFORCEMENT EFFECTIVENESS FOR EVERY POLICING ACTIVITY*



1. ACTIVE AND VISIBLE POLICE ENFORCEMENT
2. REPEATED OFTEN (RISK OF BEING CAUGHT) EXERCISE & FITNESS)
3. FAIR AND CONSISTENTLY ENFORCED
4. WELL PUBLICIZED (MULTIPLY IMPACT)



**All factors are vital to success**

**PERCEPTION:** Anywhere /  
anytime / anybody

# ENFORCEMENT WITHOUT STRATEGY

Has as much impact  
as swatting flies



# ACHIEVING COMPLIANCE

Driver/Pedestrian awareness of safety

Compliance with the law

Self-regulation

**LEGISLATION IS USELESS IF NOT ENFORCED**

**STEPS:** MUST MOVE THROUGH VOLUNTARY COMPLIANCE (INITIAL) TO MANDATORY COMPLIANCE THROUGH TO FULL ENFORCEMENT (NOW)





# POLICING STRATEGIES

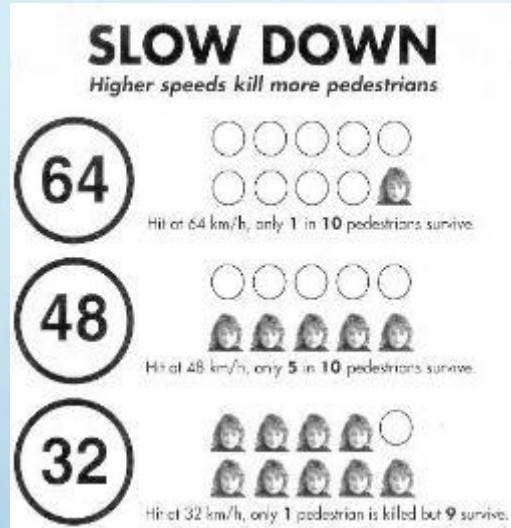
ENCOURAGE ALL ROAD USERS TO COMPLY WITH THE LAW – EDUCATION AND ENFORCEMENT

PROMOTE SAFE DRIVING/PEDESTRIAN HABITS – UNDERSTANDING THE RISKS, UNDERSTANDING THE DANGERS

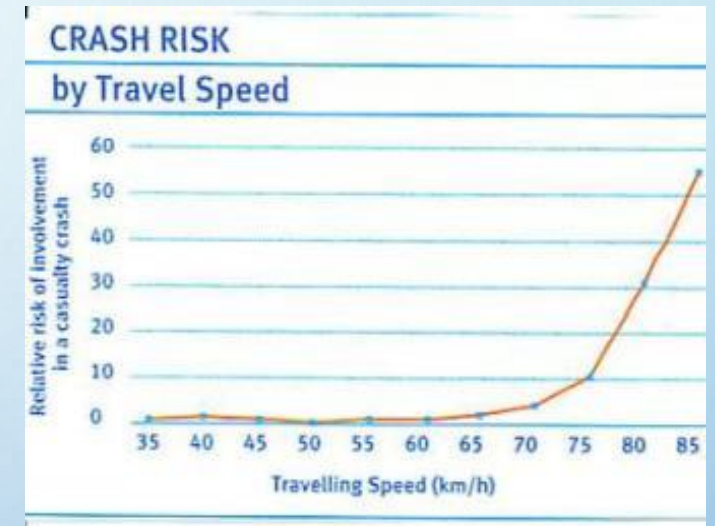
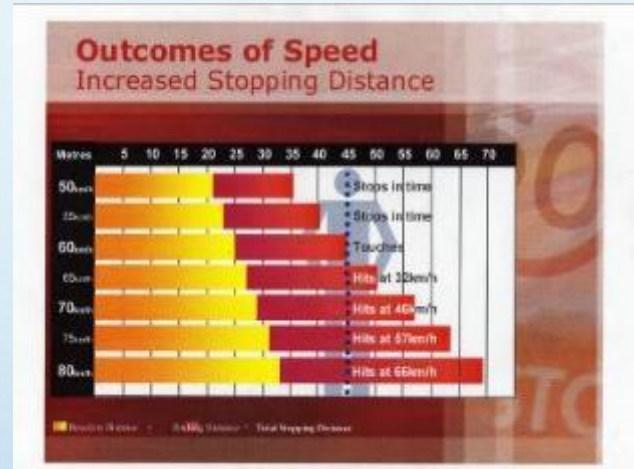
DEVELOP A STRATEGY FOR ENFORCING THE LAW

**MUST MOVE QUICKLY FROM VOLUNTARY COMPLIANCE TO MANDATORY COMPLIANCE TO STRONG AND VIGOROUS ENFORCEMENT**

# WE KNOW THE ANSWERS BUT DON'T EDUCATE & ENFORCE



12. Survival rate if pedestrian struck at speed AND reaction time and stopping distance



11. Full intersection and safety features





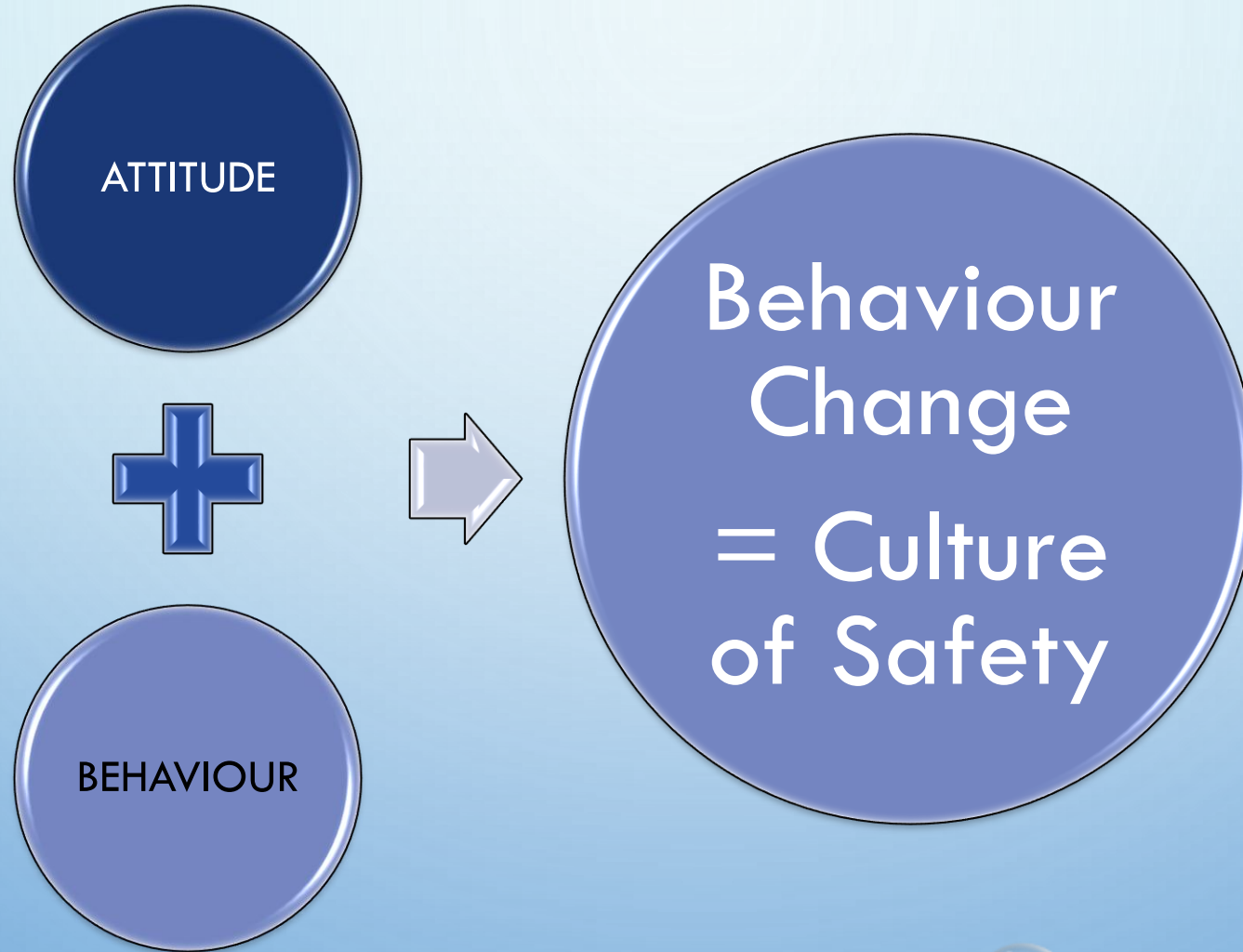
# CASE STUDY – FORTALEZA BRAZIL

- POLICE TRAINING
- IDENTIFIED PEDESTRIAN FAILINGS
- IDENTIFIED DRIVER OFFENCES
- IDENTIFIED INTERSECTIONAL ISSUES
- IDENTIFIED TECHNOLOGICAL ISSUES
- WARNINGS THEN ENFORCEMENT





# BEHAVIOURAL CHANGE = ABC



EDUCATION AND ENFORCEMENT



2018

# CRASH INVESTIGATION – IDENTIFY THE REAL CAUSE

## MANDATORY FOUNDATION:

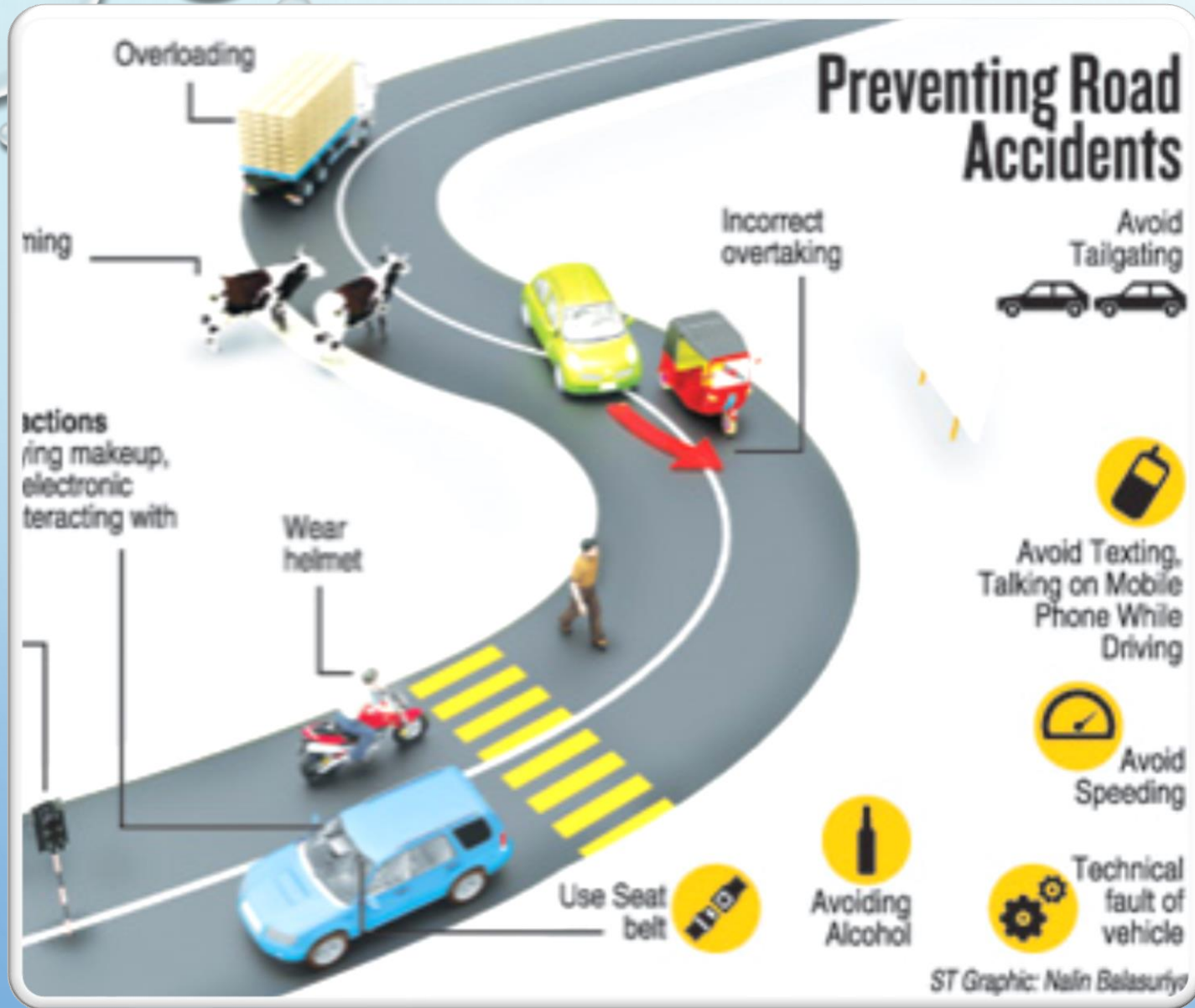
1. PROFESSIONAL CRASH INVESTIGATION IS THE FOUNDATION FOR ROAD SAFETY REFORM
2. AN INVESTIGATION IS A SEARCH FOR THE TRUTH IN THE INTERESTS OF JUSTICE AND ACCORDING TO LAW.
3. EVERY FATALITY SHOULD BE INVESTIGATED AS A HOMICIDE UNTIL THE CONTRARY IS PROVEN
4. IDENTIFY THE THREE PRINCIPLE CAUSES OF THE CRASH – PRIMARY, SECONDARY, TERTIARY
5. IDENTIFY & DECLARE IN THE REPORT – ***“MY RECOMMENDATION ON HOW THIS PARTICULAR CRASH MAY BE PREVENTED IN THE FUTURE”***.





# BASIC EDUCATION, AWARENESS & ENFORCEMENT

1. EDUCATION AND AWARENESS = FOUNDATION OF ROAD SAFETY
2. EFFECTIVE DRIVER TRAINING – TRANSFERRING KNOWLEDGE, SKILLS AND BEHAVIOUR
3. ENFORCEMENT TO INSTILL DISCIPLINE
4. NEED A COLLECTIVE AND COLLABORATIVE APPROACH

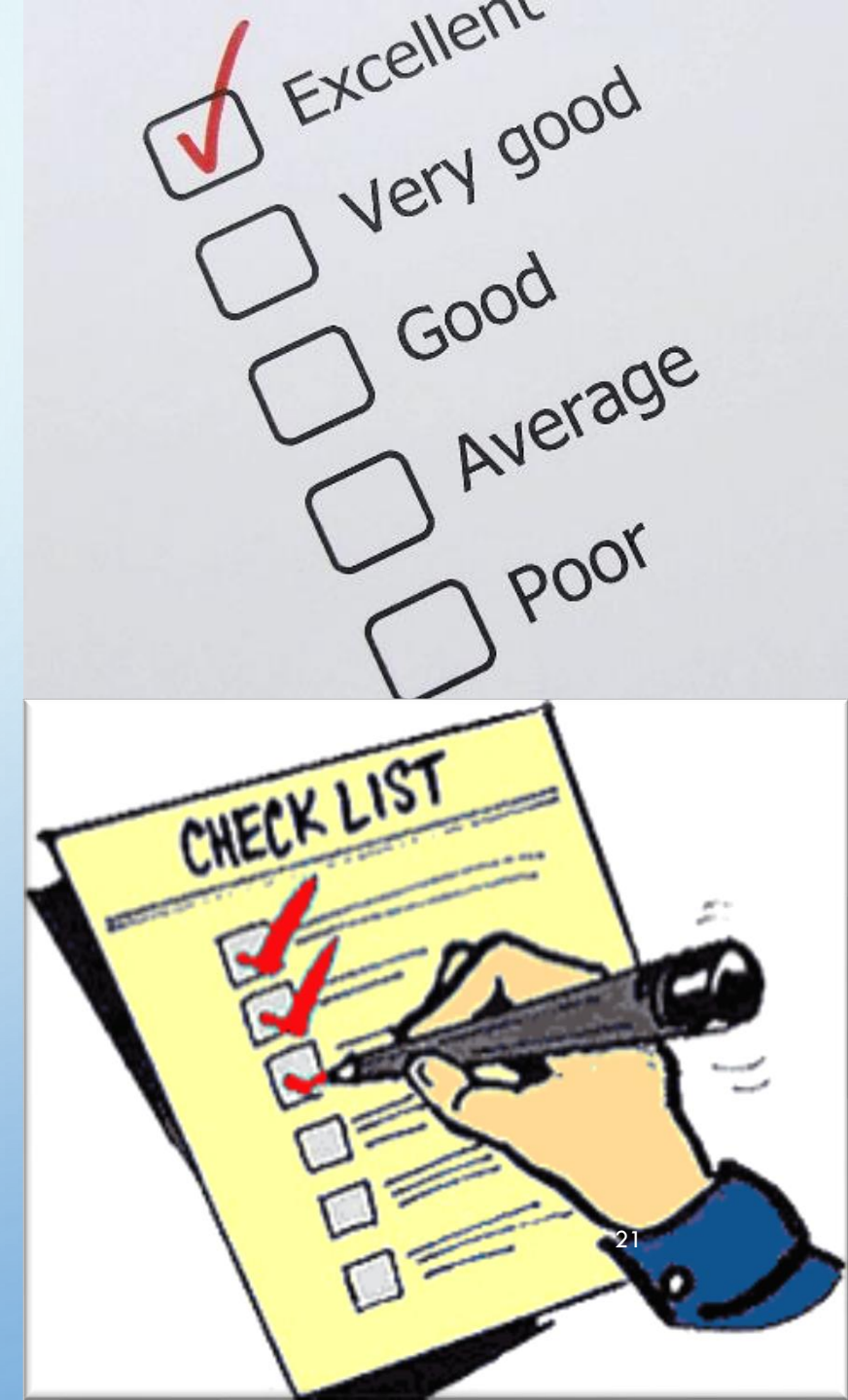




# FRAMEWORK FOR ACTION

- IMPROVE THE WAY WE COLLECT, ANALYSE AND PRESENT DATA – LEARN FROM EVERY CRASH/INCIDENT
- DEVELOP A COMPLETE PARADIGM SHIFT IN ATTITUDE CHANGE
- DEVELOP A CULTURE OF SAFETY AND RISK PERCEPTION FOR BOTH DRIVERS AND PEDESTRIANS
- POLITICAL AND COMMUNITY WILL (OWNERSHIP FOR BOTH)
- NEED TO PERSONALISE THE APPROACH – GET THE WHOLE FAMILY INVOLVED
- MONITOR AND EVALUATE

2018



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# QUESTIONS?

