Best Practice Community Road Safety

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VicRoads Road Safety

Communications and Community Programs

Identify your local issues

- Crashstats www.vicroads.vic.gov.au

- Municipal Crash Indicators/ Fact Sheets www.mav.asn.au/saferoads

- Daily Road Toll Statistics
- Monthly Road Safety Summary www.tac.vic.gov.au

Prioritising your issues

- Only tackle the most significant local issues (concentrate efforts rather than dabbling in many programs)

- Significant
    - = large percentage of local casualty crashes
    - = high compared to neighboring areas or state average
    - = locations where crashes are concentrated

Determining the plan of attack

- Don't reinvent the wheel

- Look to the research for what works and what doesn't

- Explore the available resources/programs

Speed – what works

- Lower speed limits on higher risk roads

- Educating communities about speed, not just speeding

- Supporting police speed enforcement

Speed – what doesn't work

- Relying on drivers and riders to know what is a safe speed

- Relying on vehicles to protect their occupants above certain (impact) speeds

- Education/publicity/promotion alone

Speed resources/programs

- Saferoads 'Not So Fast!'

- RoadSafe 'Speed Solutions'
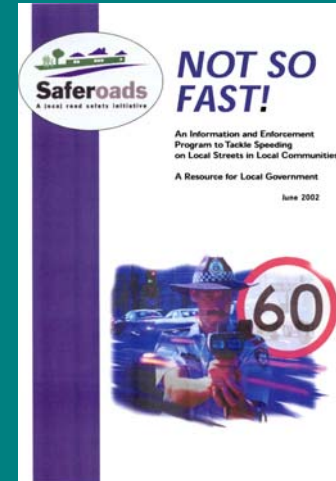
Drink driving – what works

- Target sporting and social clubs
  - Responsible serving of alcohol policies

- Support alcohol accords amongst licenced premises

- Target Businesses
  - Responsible serving of alcohol policies

Drink Driving – what works..cont

- Promotion of 'planning ahead' strategies
  - Alternative transport options
  - Designated driver programs
  - Alternative strategies to drink driving

- Provide breath testing facilities in venues serving alcohol

Drink Driving – what doesn't work

- Public education in isolation of enforcement

- Promotions at venues when transport decisions have already been made

- Assuming that all drink drivers are influenced by the same penalty
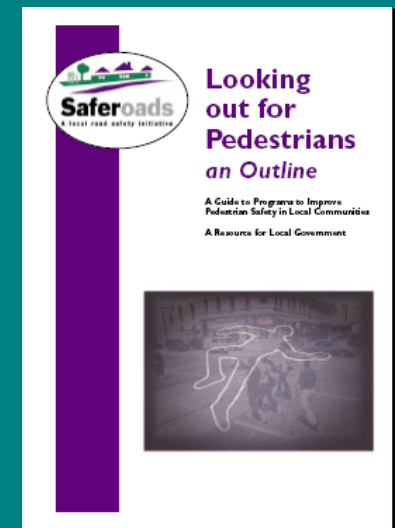
Drink Driving resources/programs

- RoadSafe 'Looking After Our Mates'

- ADF 'Good Sports'

- Saferoads
'Looking Out For Pedestrians'
(intoxicated component)

Fatigue – what works

- Promotion of powernaps

- Promote corporate fleet safety policies focusing on fatigue information & practices

- Target high-risk groups eg shift workers

- Road treatments eg tactile edge-lines

Fatigue – what doesn't work

- Assuming that public education alone can substantially change behaviour

- Assuming that fatigue and 'planning' is top of mind before a long trip

- Ignoring the role of incentives, rest-stops and road treatments

Fatigue resources/programs

- Safer Driving Kit

Motorcycles – what works

- Targeting 'unriders'

- Support local enforcement (speed/drinking)

- Promotion of protective and conspicuous clothing for riders and pillion passengers

- Improvement of the road environment at high-risk sites (signage and maintenance)

Motorcycles – What doesn't work

- Promoting motorcycle rides in high-risk locations eg events/group rides

- Rider training that does not concentrate on key motorcycling skills

- Promoting programs involving racing

Motorcycle resources/programs

- Saferoads 'Make Motorcycling Safer'

- Mates riding scheme
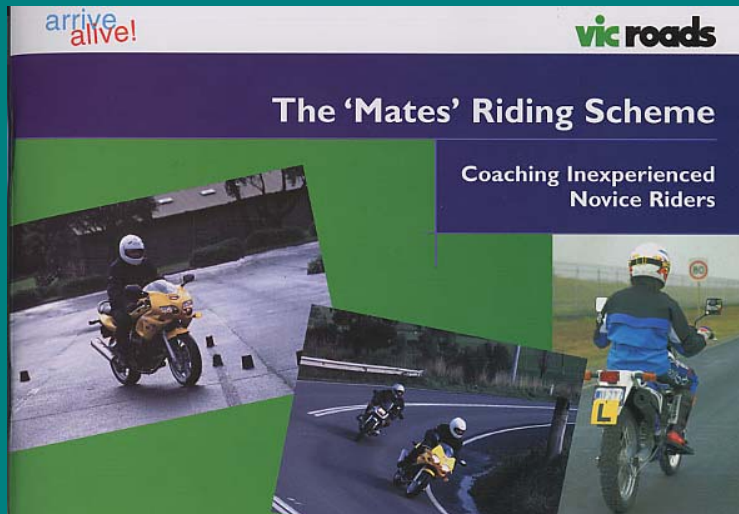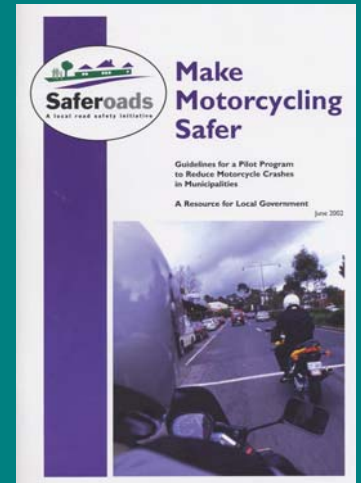
Pedestrians – what works

- Separation of pedestrians from vehicles

- Moderation of vehicle speeds/road environment

- Sustained effort – not 'one-off' initiatives

Pedestrians – what doesn't work

- Forcing people to walk long, inconvenient distances to cross safely

- Isolated treatments within long sections or wide areas of pedestrian activity

- Education/publicity/promotion alone

Pedestrians resources/programs

- Saferoads 'Looking Out For Pedestrians'
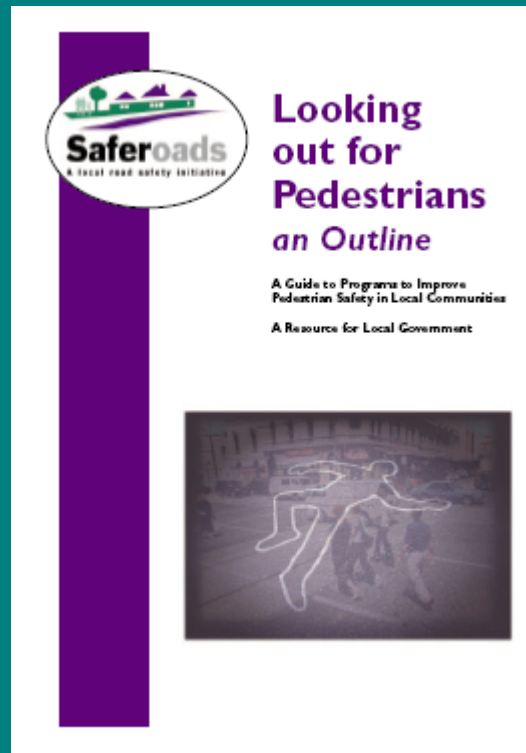
Bicycle Safety – what works

- Work with police, local councils & schools to promote/enforce safe riding

- Promotion/enforcement of helmet wearing

- Segregation of bicycles where possible

- Promotion of conspicuity among cyclists

Bicycle Safety – what doesn't work

- Education programs without behavioural or enforcement components

- Educational/usage programs that promote cycling as opposed to safe use

Bicycle Safety resources/programs

- Bike Ed

Young Drivers – what works

- Encouraging learners to gain 120 hours on road driving experience

- Existing programs that reduce risk factors eg speed, seat belt wearing & drink driving

- Promote penalties for risk taking behaviour

Young Drivers – what doesn't work

- Improving road law knowledge and car control skills
  - Off-road training not proven to be effective

- Education alone and one-off information sessions do not lead to behaviour change

- Emotive/fear tactics are ineffective

Young Drivers resources/programs

- Saferoads 'Enhancing the Safety of Young Drivers'

- VicRoads 'Keys Please' & L Site

- TAC 'HELP'

- www.learnerslog.com.au
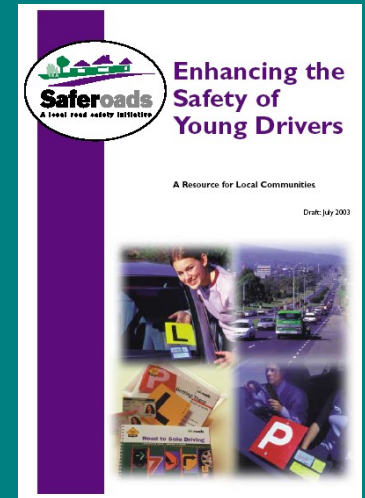
Older drivers – what works

- Targeted information/education for older drivers, health professionals and media regarding fitness to drive

- Promotion of safer vehicles

Older Drivers – what doesn't work

- Mass licence retesting at a given age

- Arbitrary driver delicensing

- Conventional driver retraining

- Education/training not linked to action or behavioural programs

Older Drivers resources/programs

- Saferoads 'Keeping Older Drivers Safe and Mobile'

- Years Ahead
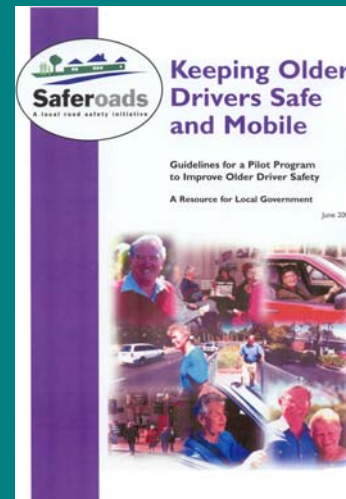
Child Safety & restraints – what works

- Promote and enforce
  - Appropriate restraint use
  - Adult supervision of young children in traffic

- Promotion/use of restraint fitting stations

- Discourage sale/use of used restraints

- Targeting NESB groups/agencies

Child safety & restraints – what doesn't work

- Assumptions that young children can cope with traffic and that parents understand limitations of young children
- Assuming parents choose age-appropriate restraints
- Traditional 'crossing drill' programs
- Children's traffic schools or other off-road simulated instruction
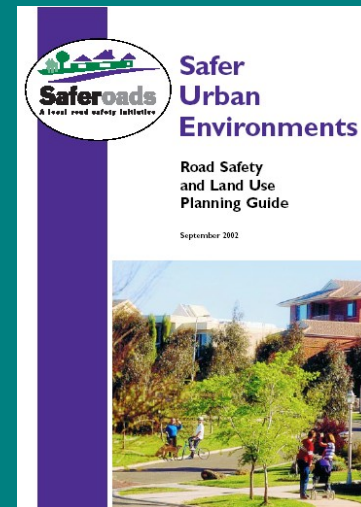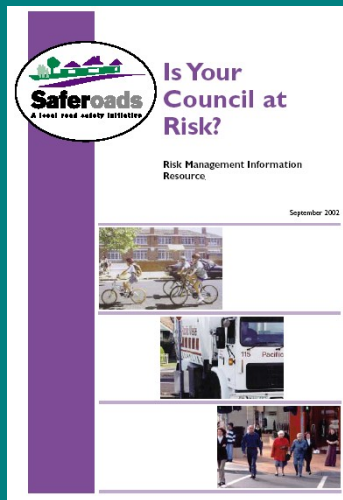
Child Safety resources/programs

- Starting Out Safely

- Safer Routes to Schools

Other Resources/Programs

- Saferoads www.mav.asn.au/saferoads
  - Is Your Council at Risk?
  - Safer Urban Environments

Checklist for Planning

- Handout for future reference