

ROLES AND RESPONSIBILITIES OF DIFFERENT ORGANISATIONS IN TACKLING ROAD SAFETY

The most important groups who can be mobilised and who have a role to play in reducing road crashes are:

1. Government and the Public Sector can:

- Provide leadership and a framework for the development and implementation of effective road safety policies.
- Provide high standards of accountability in meeting road safety objectives and to ensure the effective use of resources.
- Provide funds for road safety programmes that maximise benefits.

2. Local and Regional Governments can:

- Take a leading role in coordinating the road safety effort of all relevant agencies and community groups within their particular administrative area. These activities should be consistent with the National Road Safety Plan, and coordinate activity across all relevant agencies in that geographic area.
- Ensure that planning of local facilities and residential areas effectively takes account of the road safety needs of the community.
- Where possible, fund and implement road safety programmes and initiatives.
- Ensure effective policies for the control and enforcement of liquor laws.

3. Communities and Cultural or Ethnic Organisations can:

- Provide support and leadership for road safety campaigns and initiatives.
- Demonstrate a concern for the number of road deaths occurring and a commitment to foster improvements.
- Persuade various communities to accept a greater participatory role in road safety improvements.
- Work with other organisations in providing road safety education/publicity and other road safety programmes.

4. Education Sector can:

- Make a formal commitment to promote effective road safety education in schools and pre-schools so that appropriate behaviour is fostered from early age.
- Develop links between schools and other agencies, such as the MOT, NRSC and police, in relation to road safety.
- Assist in the life-long education of road users.

5. Media can:

- Enhance community awareness and understanding of the causal factors and real costs of road crashes.
- Support road safety initiatives through responsible and objective reporting.
- Influence societal changes which lead to a reduction in unacceptable driver behaviour and poor attitudes.

6. Police and Enforcement Agencies can:

- Improve road user behaviour and vehicle standards through a balance of education, encouragement and effective enforcement strategies.
- Maximise enforcement effectiveness using proven enforcement systems and technology.
- Maintain a high level of expertise in crash/casualty reporting.
- Focus on high-risk behaviours and use casualty and crash data to identify locations and where police enforcement could minimise such unsafe behaviours.

7. Health Agencies and Professionals can:

- Ensure development of effective emergency medical/services.
- Advise patients on their fitness to use the road, including the effects of prescribed drugs and medication on road user performance.
- Provide feedback from injury assessment to improve vehicle occupant protection and road safety policy.
- Provide health promotion road safety programmes.
- Liaise with other practitioners in the road safety field to avoid duplication of effort.

8. Transport and Land-Use Planners can:

- Adopt effective and safe traffic management measures in planning transport and land-use developments.
- Pay particular attention to the safety requirements of people with disabilities, older people, children, pedestrians, bicycle riders and other non -motorised road users in the planning task.

9. Road Engineers and Highway Authorities can:

- Improve the safety performance of the road network by ensuring that planning, design, construction and maintenance places a high priority on safety outcomes.
- Apply crash reduction and crash prevention techniques to create safer road networks for the future.
- Review and safety audit existing, rehabilitated and new roads to eliminate unnecessary hazardous locations and misleading/absent markings.

10. Insurance Industry can:

- Assist in the development, sponsorship and funding of crash prevention programmes.
- Provide premium incentives as a means of encouraging and rewarding safer behaviour.

- Provide feedback to government and regenerative crash trends and outcomes to assist in the further development of road safety policy.

11. Alcohol and Hospitality Entertainment Industry

- Adopt responsible standards of alcohol serving and host responsibility programmes, especially for young adults.
- Assist patrons in monitoring alcohol consumption, for example, through the use of coin-operated breath testers and better labeling of alcoholic content of beverages.
- Promote the consumption of low-alcohol beverages in preference to higher proof drinks.
- Advertise and promote alcohol responsibility.

12. Vehicle Manufacturers and Importers can:

- Improve crashworthiness features of vehicles including enhanced occupant protection
- Progressively introduce in-vehicle crash avoidance technology.
- Adopt an advertising code which promotes the safety features and safety performance of vehicles and their responsible use.
- Discontinue importation of crashed vehicles. Such crashed vehicles must be repaired/restored in the originating country before being imported into [*country name*].
- Only vehicles under five years old to be imported and all vehicles to undergo a mandatory vehicle roadworthiness inspection before being permitted to use [*country name*] roads.

13. Heavy Vehicle Transport Industry can:

- Adopt responsible freight forwarding and driving schedules which permit adequate rest breaks and promote driver safety.
- Prevent the abuse of alcohol and drug stimulants and promote healthy lifestyle habits amongst drivers.
- Ensure high standards of vehicle, mechanical safety, and load stability and security.
- Enhance industry professionalism and safety through improved fleet management.

14. Driver Training Providers can:

- Require all learner vehicles to display signs.
- Equip learner and novice drivers with the necessary skills, attitudes and behaviour needed to drive safely on our roads.
- Maintain and foster a high standard of driver training, instruction and professionalism.
- Promote and foster the upgrading of driving skills amongst drivers, particularly drivers of heavy and public service vehicles.
- Establish an Association and enhance industry professionalism by developing a Code of Providers teaching materials, Driving Instructors training programmes, etc., for their members.

15. Motoring Associations can:

- Promote road safety amongst their memberships by providing up-to-date and relevant information on traffic laws, safe driver behaviour and techniques, road conditions, maintenance procedures and vehicle safety.
- Support, promote and sponsor effective road safety initiatives and campaigns.
- Provide membership feedback to government and industry on road safety policy and new initiatives.

16. Advertisers can:

- Discourage advertising which glamorises and/or promotes unsafe practices and products.
- Actively encourage safer practices and products.

17. Researchers/Universities can:

- Ensure that there is a balance between research on basic and applied topics.
- Ensure that road safety research is of high quality, timely and that its implications are identified and promoted.
- Ensure the development of high quality databases.
- Evaluate effectiveness of measures implemented to ensure cost effective expenditure.
- Provide reliable research results and knowledge against which policy decisions can be made.

18. All Organisation can:

- Develop internal safety policies for their staff including host responsibility.
- Promote safe practices in fleet operation.
- Larger fleet operators can encourage staff to participate in defensive driving courses, and where feasible, sponsor or buy in defensive driving courses for own staff at own premises.

19. Individual Road Users can:

- Attain a greater understanding, awareness, and practice of safe behaviour and skills.
- Make a personal commitment to improve road safety by adopting more courteous and considerate road behaviour and demonstrating care for the safety of others.