The Role of Cultural Diversity in the Management of Road Safety

6th Global Interactive Forum on Traffic and Safety (GIFTS), Tokyo, 26-27 November, 2020

Dr Soames Job
Global Lead Road Safety, World Bank
Head of The Global Road Safety Facility
sjob@worldbank.org

Kazuyuki Neki
Junior Professional Officer
The Global Road Safety Facility, World Bank
kneki@worldbank.org
Overview of presentation (leading to 4 conclusions)

- Culture, race, politics, location, climate, economy: complex inter-relationships (not easily separated)
- Cultural differences in Road User Behavior are common
- However: many underlying causes
- Including: Management of Road Safety
- Culture influences the Management of Road Safety, which influence behavior
- Examples of variations... across road safety pillars
Human behaviour: 

is more determined by: 
Situation than personality

Road Safety Management determines the road situation
Culture and Behavior

Central America: Bull-fighting traffic

Latin America ......

N. Africa: No Seat-belts

Middle East: No Helmet plus risk
Cultural Variations between and within Nations

- Cultures vary within, as well as between, countries
- These influence Road Safety

**Race**
- Indigenous people (Aborigines) within Australia have a higher crash death rate versus rest of the population
- Same in New Zealand (Maori people), and elsewhere

**Religion**
- E.g., head-dress which prevent motorcycle helmet use

**Rural versus metropolitan (cultural differences are often growing)**
- Rural people: commonly many times the crash death rate
- Rural people/rural roads: less compliance with the law (BUT....less enforcement, higher speeds, slower emergency response)

Many causes: more rural, less wealth (well established factor influencing safety of vehicles, quality of education, safety of local roads, enforcement & compliance with laws)
Who manages Road Safety: Police Forces as a guide

Culturally and historically determined outcomes

- United States: Over 18,000 police forces (State, county Police, county sheriffs, municipal police, …..)
- Brazil: Over 5,000: federal, state, local/municipal. Some, not all, do road safety enforcement.
- Some countries- just national Police
- Australia: managed at State/territory level, with just 8 state/territory police forces.
Road crash Deaths & Economy (Dahdah & Bose, 2013)
Road Crash Deaths & Economy: Huge variations not explained by economy.
Cultural Impacts on Road Safety Management

Facilitates Strong Management
1. High societal value on human life
2. Strong scientific evidence background
3. Prevention is supported
4. Societal responsibility is valued
5. Governments and law enforcement are credible
6. High level of education
7. Well regulated public transport

Retards Strong Management
1. Individual freedom is prioritized
2. Common-sense style argument is powerful
3. Significant public corruption
4. Government management of road safety is fragmented
5. Private sector responsibility is low
6. Private sector profit is valued
7. Fatalistic beliefs
Management Influence through Behavior
Large Variations in Management Policy even within Income groups

<table>
<thead>
<tr>
<th>Income level</th>
<th>Country</th>
<th>National Seatbelt Law Coverage (Front and Rear Seat occupants)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Japan</td>
<td>Front and Rear</td>
</tr>
<tr>
<td>High</td>
<td>Antigua and Barbuda</td>
<td>No</td>
</tr>
<tr>
<td>High</td>
<td>United States</td>
<td>Varies by state (in some, not rear seats, and not a primary offence)</td>
</tr>
<tr>
<td>Middle</td>
<td>Ecuador</td>
<td>Front and Rear</td>
</tr>
<tr>
<td>Middle</td>
<td>Bangladesh</td>
<td>No</td>
</tr>
<tr>
<td>Middle</td>
<td>Lao PDR</td>
<td>Front only</td>
</tr>
<tr>
<td>Low</td>
<td>Uganda</td>
<td>Front and Rear</td>
</tr>
<tr>
<td>Low</td>
<td>Afghanistan</td>
<td>No</td>
</tr>
</tbody>
</table>
Random Breath testing for Alcohol

Powerfully effective….

Due to differences in legal/cultures:

- **Adopted** in Australia, New Zealand,
- Legal but can be **refused** in Brazil
- **Illegal** (‘unreasonable Search’) in United States
Management Influence through Speed
People forced to install their own speed humps

South America

East Africa
Culture and Speed Management

Speed cameras may be:

- Banned as illegal (Privacy issues, .......)
- Impossible to employ due to poor vehicle registration and identification (See GRSF Guide on Camera Readiness)
- Allowed but not to photograph driver or passengers (Privacy issues)
- Allowed and able to photograph driver and passengers
- Allowed but with warning signs versus not
But …… warning signs
### Large Variations in Management Policy even within Income groups

<table>
<thead>
<tr>
<th>Income level</th>
<th>Country</th>
<th>Default Urban Limit (kph)</th>
<th>Difference within Income Gp</th>
<th>Default Rural Speed Limit</th>
<th>Difference within Income Gp</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Japan</td>
<td>60</td>
<td></td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>United States</td>
<td>32 to 128</td>
<td></td>
<td>32 to 128</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>France</td>
<td>50</td>
<td><strong>78</strong></td>
<td>90</td>
<td><strong>68</strong></td>
</tr>
<tr>
<td>Middle</td>
<td>Ecuador</td>
<td>60</td>
<td></td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Middle</td>
<td>Bangladesh</td>
<td>112</td>
<td></td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>Middle</td>
<td>Lao PDR</td>
<td>40</td>
<td><strong>72</strong></td>
<td>90</td>
<td><strong>30</strong></td>
</tr>
<tr>
<td>Low</td>
<td>Afghanistan</td>
<td>90</td>
<td></td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>Liberia</td>
<td>40</td>
<td></td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>Uganda</td>
<td>50</td>
<td><strong>50</strong></td>
<td>100</td>
<td><strong>44</strong></td>
</tr>
</tbody>
</table>
Management Influence through Vehicles
That is if children even go to school: Child labor is common in many countries.
Public Transport

Sub-Saharan Africa

West Africa

South East Asia

Australia
Management Influence through Road Infrastructure
Footpaths

Highway Southern Sahara

Central Asia

Australia

North Africa
Management Influence through Post-Crash Care
Ambulance Equipment

What we might expect/hope

What we get in Sub-Saharan Africa
I promised 4 core messages

1. Cultural differences within countries matter in road safety (there is a growing neglect of the rural road safety problem)

2. Cultural differences are not restricted to on-road behaviors

3. Culture (not just economy) deeply influence road safety management

4. Road safety management influences on-road behavior.
Thank you for your attention

Soames Job & Kazu Neki