

The Role of Cultural Diversity in the Management of Road Safety

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UKaid
from the British people



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Overview of presentation

(leading to 4 conclusions)

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- ▶ 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

Personality versus Situation

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► 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

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- ▶ 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

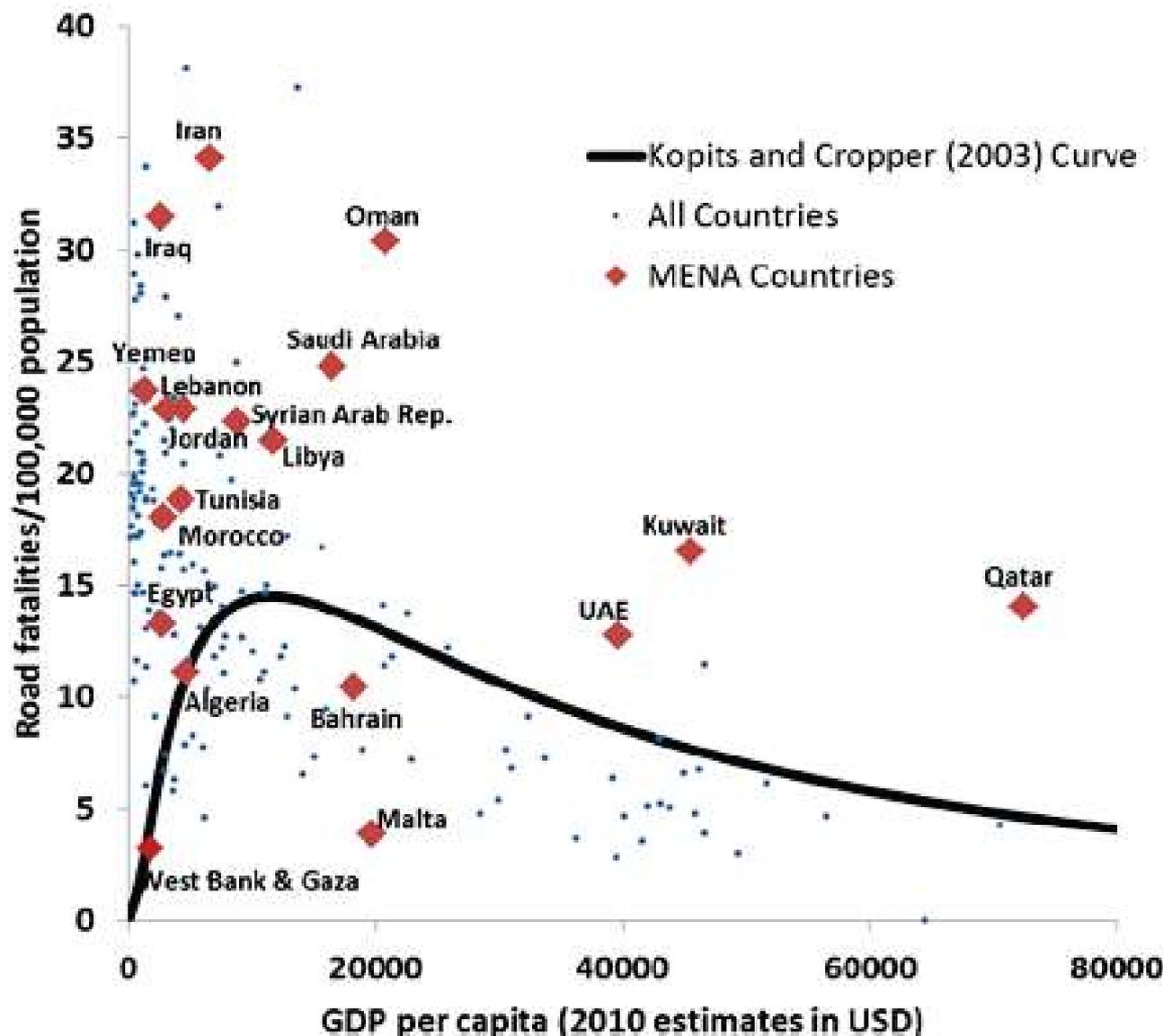
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Culturally and historically determined outcomes

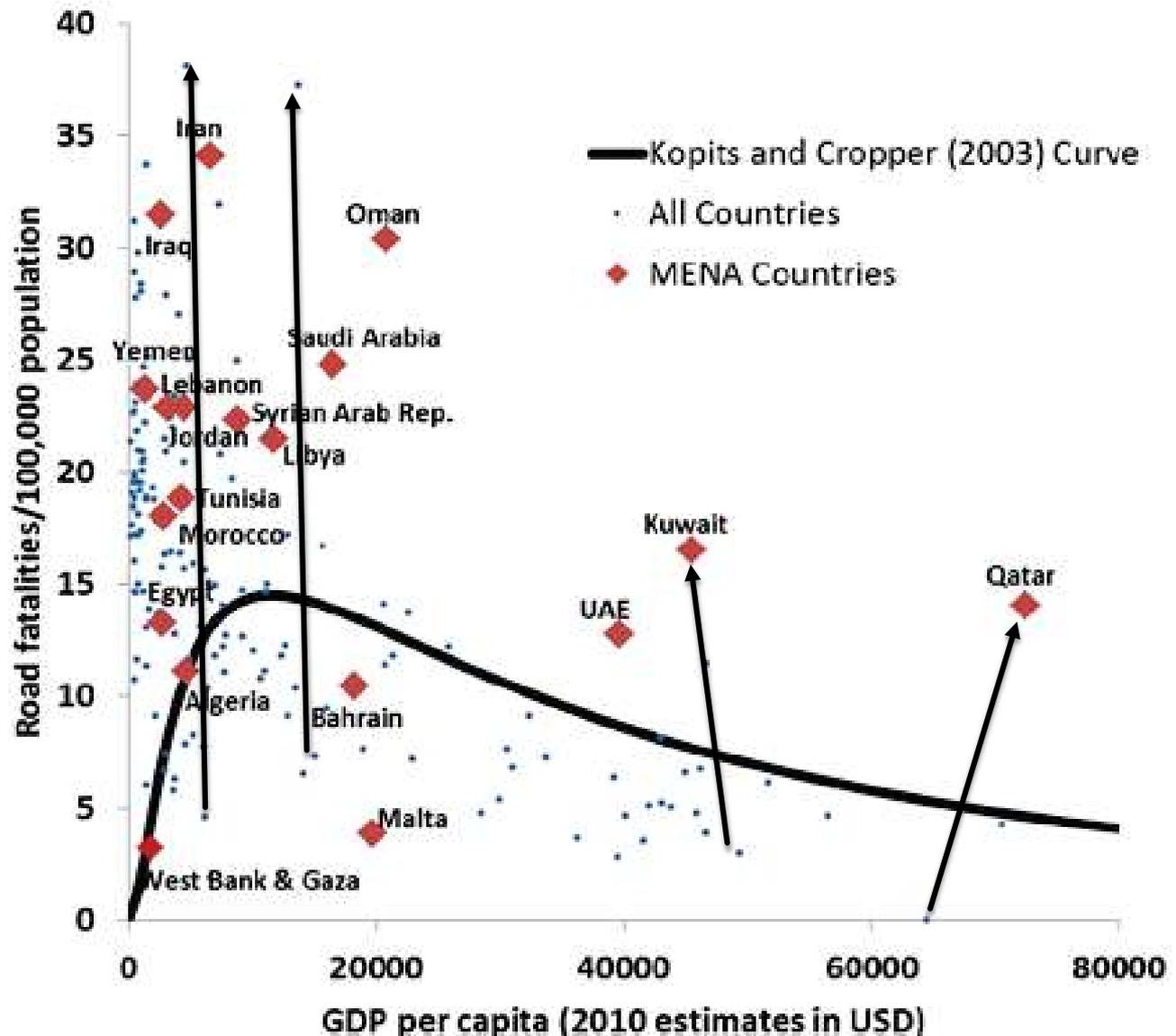
- ▶ United States: Over 18,000 police forces (State, county Police, county sheriffs, municipal police,
- ▶ Brazil: Over 5,000: federal, state, local/municipal. Some, not all, do road safety enforcement.
- ▶ Some countries- just national Police
- ▶ Australia: managed at State/territory level, with just 8 state/territory police forces.

Road crash Deaths & Economy (Dahdah & Bose, 2013)

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Road Crash Deaths & Economy: Huge variations not explained by economy



Cultural Impacts on Road Safety Management

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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

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Income level	Country	National Seatbelt Law Coverage (Front and Rear Seat occupants)
High	Japan	Front and Rear
High	Antigua and Barbuda	No
High	United States	Varies by state (in some, not rear seats, and not a primary offence)
Middle	Ecuador	Front and Rear
Middle	Bangladesh	No
Middle	Lao PDR	Front only
Low	Uganda	Front and Rear
Low	Afghanistan	No
Low	Nepal	Front only (Source: World Bank 2019, WHO 2018)

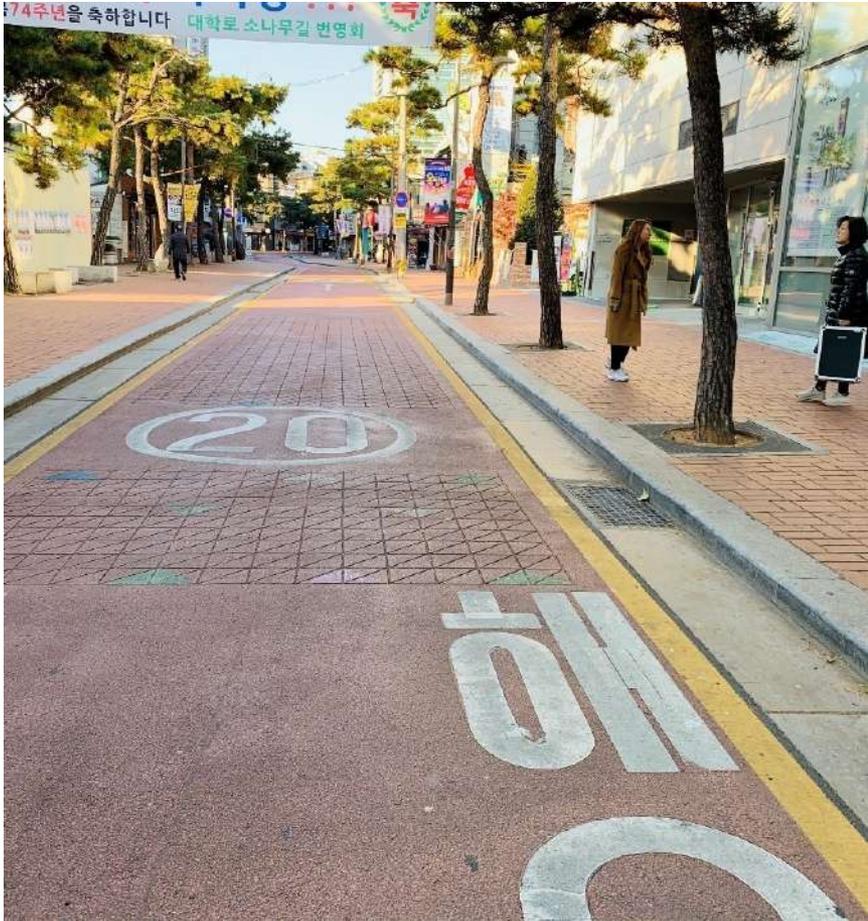
Random Breath testing for Alcohol

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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**



South America

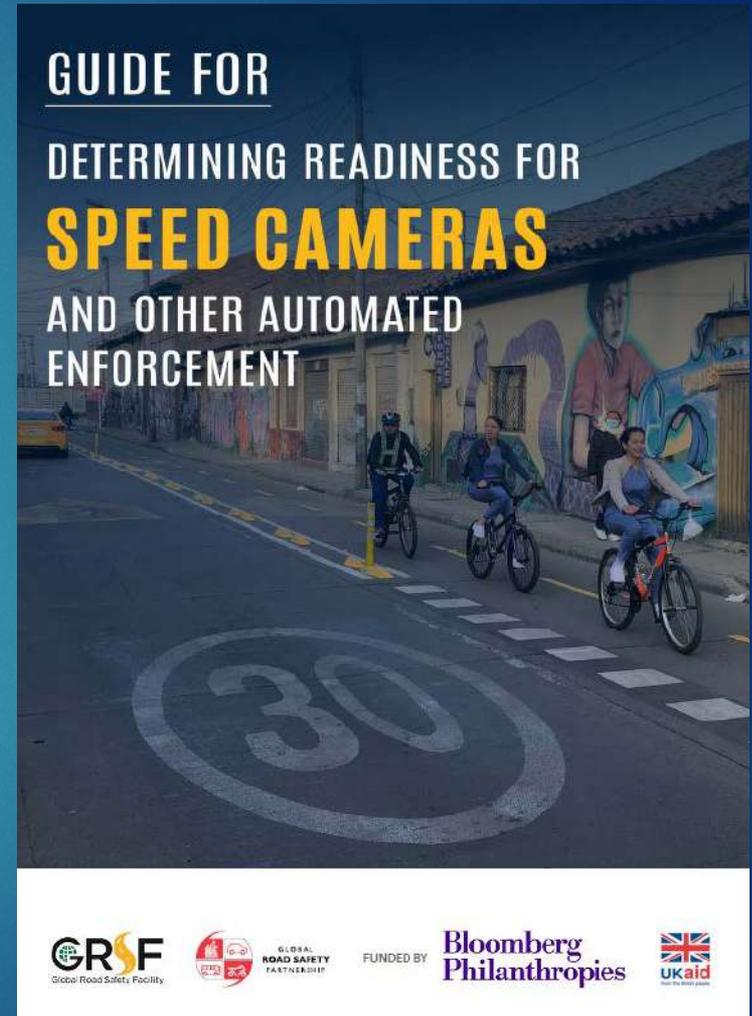
People forced to
install their own
speeds humps



East Africa

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

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Income level	Country	Default Urban Limit (kph)	Difference within Income Gp	Default Rural Speed Limit	Difference within Income Gp
High	Japan	60		60	
High	United States	32 to 128		32 to 128	
High	France	50	78	90	68
Middle	Ecuador	60		120	
Middle	Bangladesh	112		112	
Middle	Lao PDR	40	72	90	30
Low	Afghanistan	90		90	
Low	Liberia	40		56	
Low	Uganda	50	50	100	44



Management
Influence
through
Vehicles

School Buses

South-East Asia



United States

That is if children even go to school:

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Child labor is common in many countries



West Africa

Public Transport



Sub-Saharan Africa



West Africa



South East Asia



Australia



Management
Influence
through
**Road
Infrastructure**

Australia



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South Asia



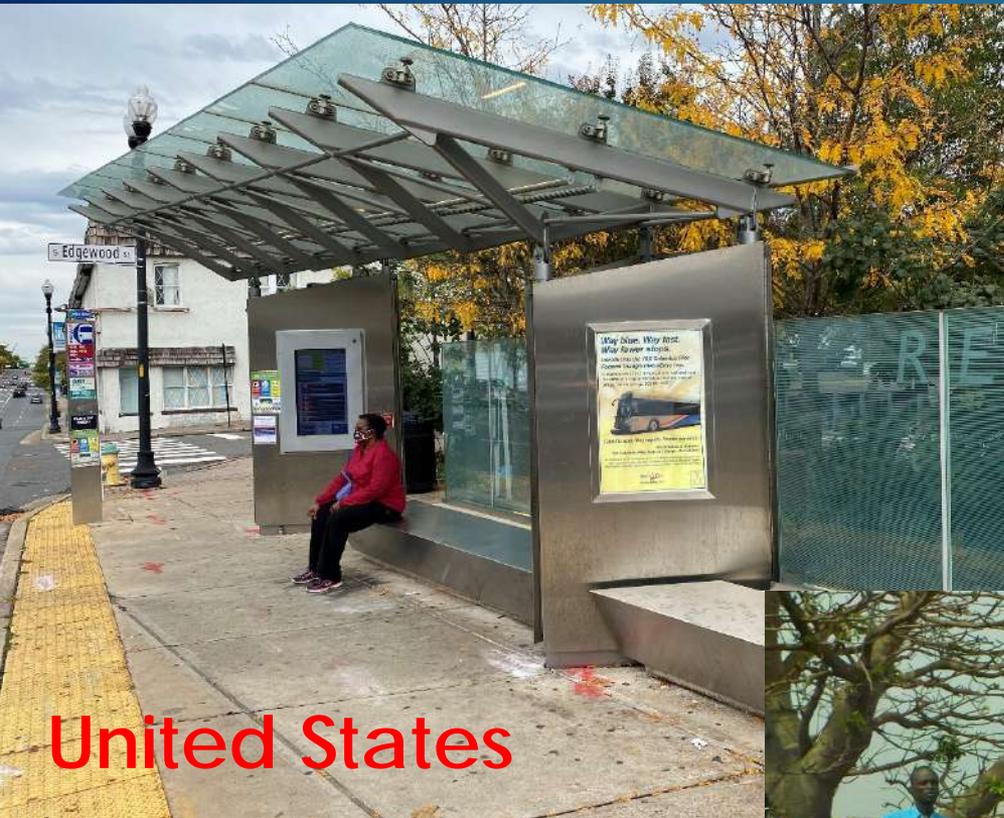
Japan



New Zealand



Bus stops



United States



South East Asia



West Africa

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

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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



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