

A Culture for Road Safety

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Overview of Talk

THANK YOU

As requested, review of my presentation from last year

- ▶ Just 2 points to re-raise here

Responses to Professor Morimoto's presentation- 4 points to add to augment this thorough comprehensive analysis

- ▶ For Japan....one of the top performing road safety countries.
- ▶ Priority order for focus
- ▶ Culture and system interact



Summary of 2020 presentation

(with thanks to my co-author for 2020- Mr. Kazu Neki)

Two points to note today

- ▶ Psychological evidence shows: Human behavior is more determined by the situation/context than the features of the individual (encultured beliefs, personality)

Thus, road safety can be improved by use of the road to limit crashes (barriers) and improve behavior

- ▶ Culture influences the Management of Road Safety, which influence behavior and outcomes.

We can use this



Professor Morimoto's presentation: Response 1

Congratulations:

- Thorough, comprehensive, expertly done
- Ultimate vision: no crashes



Professor Morimoto's presentation: Response 2

Japan

- ▶ One of the best performing Road Safety countries globally.
 - ▶ Well under half the global average deaths per 100,000 people for High Income Countries: Really great for a large country not a mostly city state
 - ▶ Leading car technology, excellent JapanNCAP, requiring ABS on motorcycles, excellent laws: BAC limit of .03 (.1 or .08 in many countries).
- ▶ Compliant culture already as a base: huge Seatbelt wearing rates, one of the lowest murder and violent crime rates on earth.



Professor Morimoto's presentation: Response 2



In Japan I see many roads which provide protection and contexts which guide low speeds, and facilitate active slow transport

- ▶ **Japan** is poised for well managed culture change for road safety
- ▶ Most countries are not.



Professor Morimoto's presentation: Response 3

On human cost and economic cost basis-
priorities....

Zero Deaths &
Debilitating
Injuries

Zero Injuries

Zero Crashes

Professor Morimoto's presentation: Response 4

Safe System is influenced by culture and culture is influence by safe system

- ▶ Creating a culture which supports safe system and demands it from our politicians is a huge step. We need to resist many mistaken views:
 - ▶ Crashes are inevitable
 - ▶ Deaths are the price of mobility
 - ▶ Higher speed is economically better
 - ▶ We can fix people to not make mistakes.
- ▶ Culture and deterrence can minimize some mistakes: speeding, drink-driving, not wearing a seatbelt
- ▶ But not others: momentary lapses, medical episodes, misjudgements, lapses of concentration, micro sleeps.

Thus: **we need the right culture and the right system: they work together**

A focus on road safety culture can help all this.



THANK YOU

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