

## Knowing where you fit in

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**Road Safety Scotland Seminar**  
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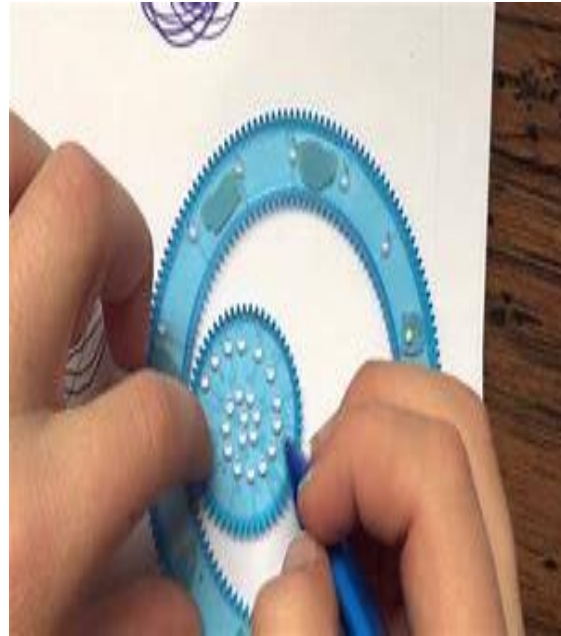
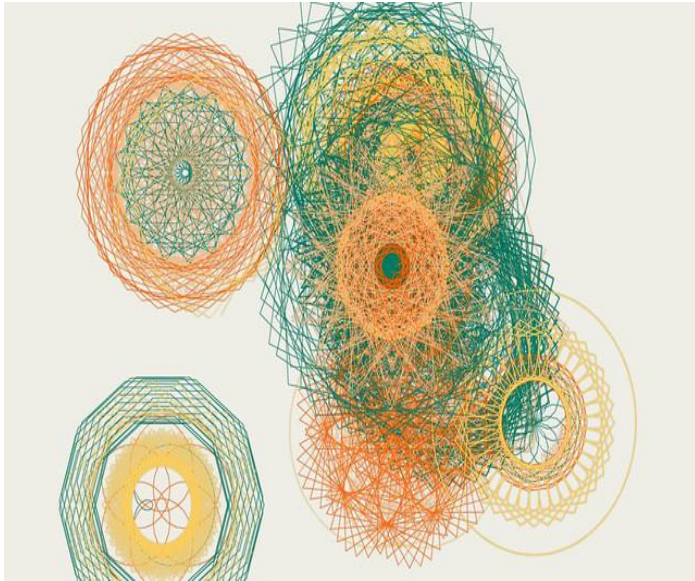




THERE ARE 2 PRIMARY  
CHOICES IN LIFE  
TO ACCEPT CONDITIONS AS THEY EXIST  
OR ACCEPT THE RESPONSIBILITY  
FOR CHANGING THEM

DR DENIS WAITLEY





# Shared space



- Pedestrians
- Cyclists
- Motorcyclists
- Children
- Elderly
- Disabled

# Causes of road crashes?



## IMMEDIATE:

- Inappropriate speed
- inattention
- falling asleep
- travelling too close
- drink/drugs
- adverse weather
- vehicle defects
- highway conditions



# Causes of road crashes?



## UNDERLYING:

- pressure/attitudes
- distractions
- inadequate sleep
- congestion
- stress
- poor journey planning
- poor maintenance
- poor routeing





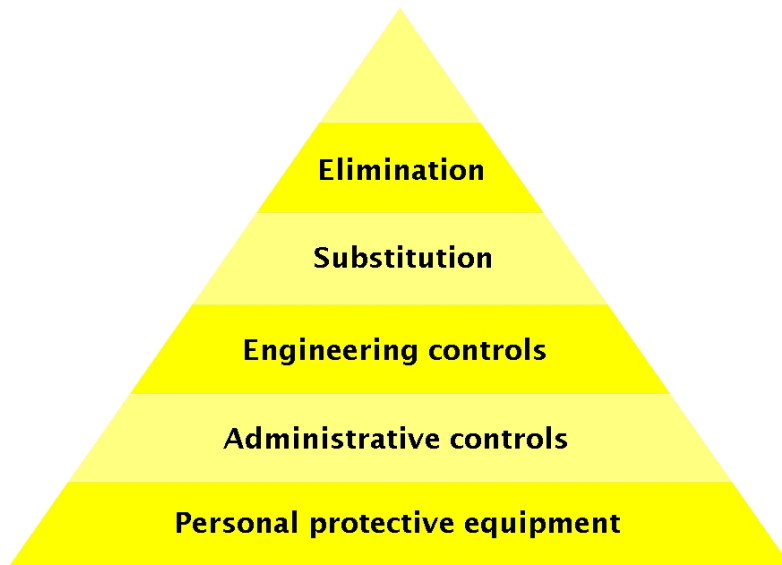
# Work the problem...



- People
- Policies
- Procedures



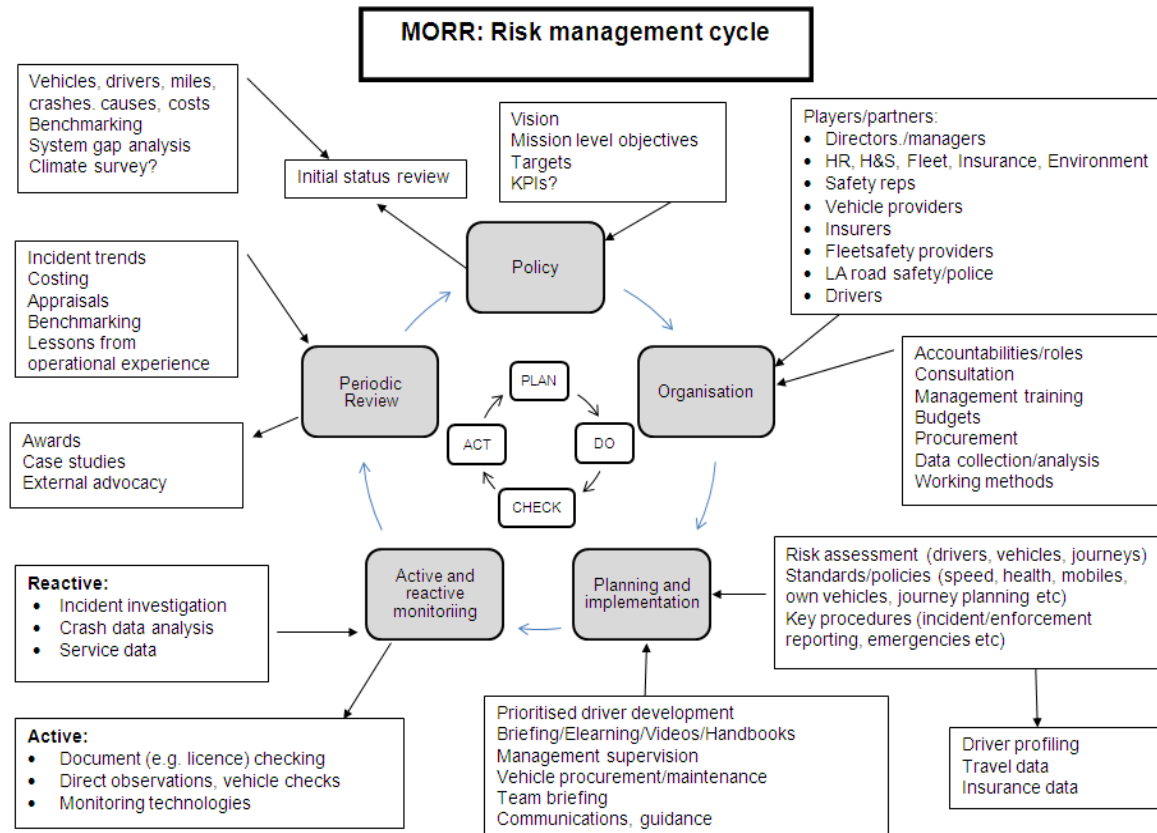
# Tackling the issues...



- meeting without moving
- change/mix mode
- reduce journeys/mileage
- reduce hours/distances
- optimise schedules, plan 'safer' routes
- avoid adverse conditions
- specify 'safer' vehicles
- ensure maintenance
- assess driver fitness
- alcohol/drugs policies
- assess driver competence
- prioritised driver training



# Wheels within wheels...







# Evaluate, evaluate



# ScRSA

connected through driving for work in Scotland

- Are your interventions evidence based?
- Impact?
- Efficacy?
- Cost effectiveness?

**ROSPA**

accidents don't have to happen



# Benchmarking?



Which indicators?

Which partners?

Quantitative?

Qualitative?

Group?

One-to-one?



# Are you sharing?



- Accident/near-miss experiences?
- Best practices?
- Solutions?
- Alerts?
- Results?
- Research ?



# Are you investigating on-road incidents?



Encouraging reporting  
Scaling response  
Collecting all the data  
Team based investigation?  
Avoiding

- Unconscious biases/stopping the investigation too early
- Automatically blaming the victim
- Not sharing findings
- Not closing out actions





# Are you reporting on performance?



# ScRSA

connected through driving for work in Scotland

To:

- Employees
- Investors
- Insurers
- Clients
- Public authorities
- Political representatives
- The media
- Local communities

**RSPA**

accidents don't have to happen



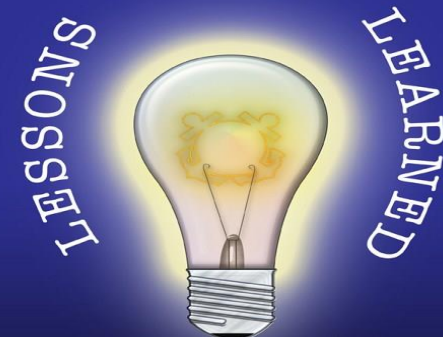
# Barriers to your value chain



- Lack of expertise
- No formal systems
- Dilute accident experience
- Attitudes to risk
- Fear of authority
- Time poverty

#WE HAVE A PLAN

  
**KEEP  
CALM  
AND  
JUST  
DO IT**



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