

Conference: Safety: Key Challenge for Sustainable Transport and Mobility

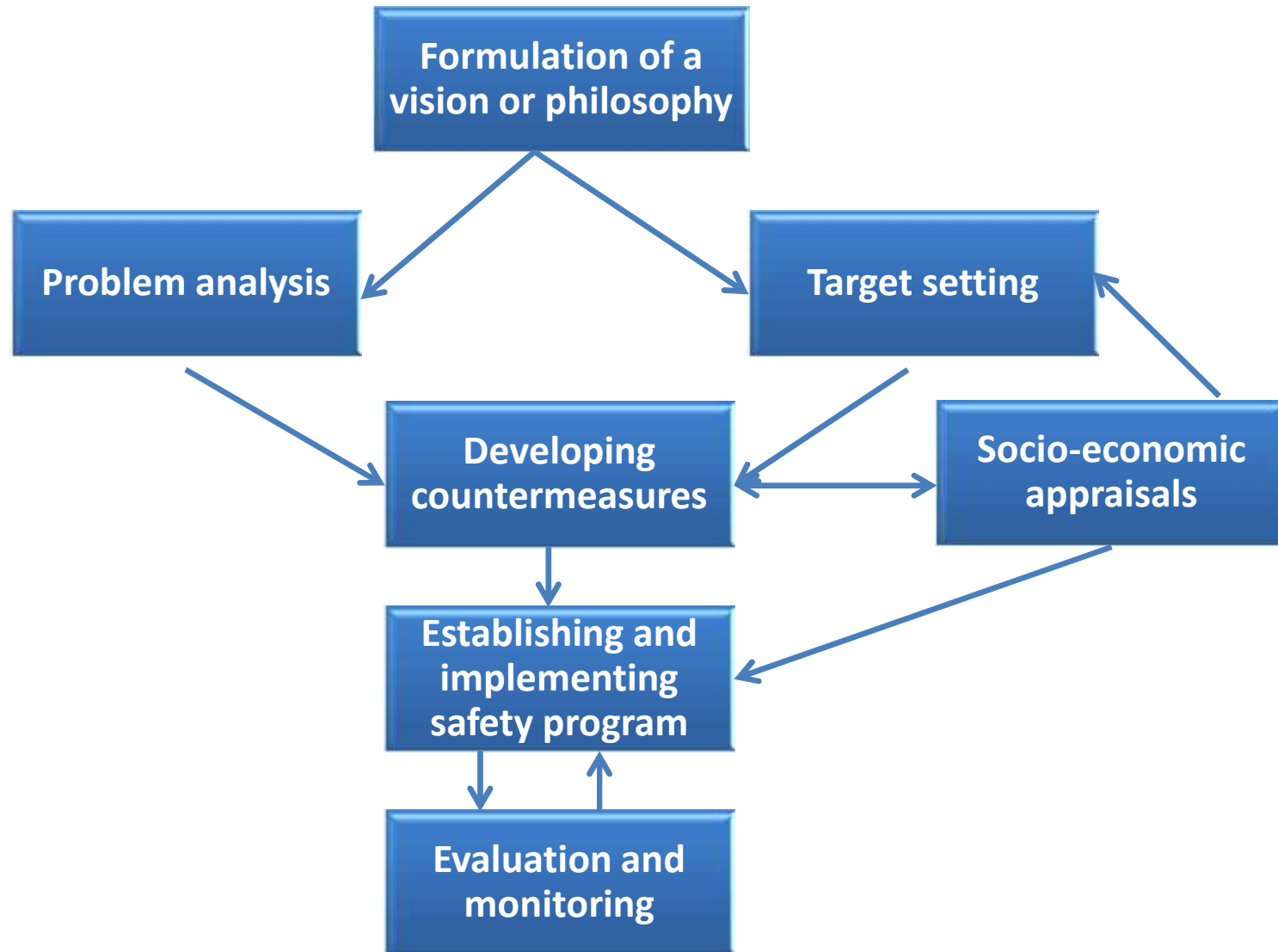


Work Related Road Safety Plans

Road Safety Policies

The blame the victim ' culture gave way to 'blaming the traffic system.

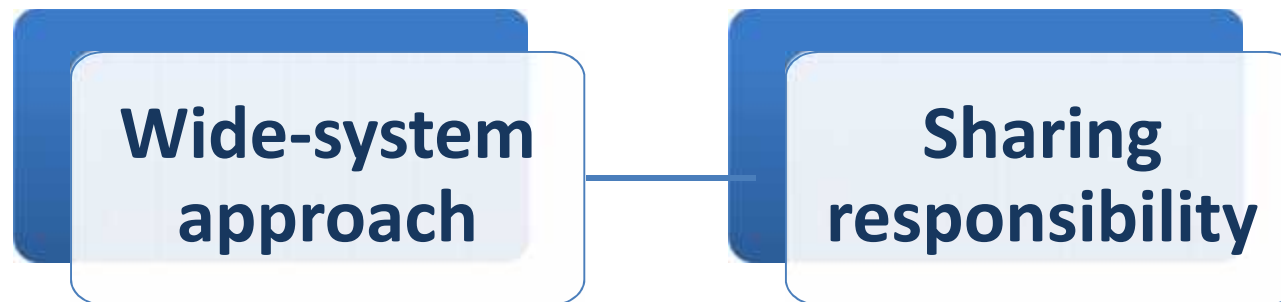
Road Safety Planning



Elements of effective road safety management

To achieve better performance in road safety we need an effective road safety management

There is a need to address systematically the main risk factors and adopting proven measures more widely with appropriate resource by a combination of:



Sharing responsibility



Work Related Road Safety Plans

How organizations can contribute and benefit from road safety?

Work Related Road Safety Plans WRSP

Promoting and implementing a **Road Safety Culture** inside organizations focused on **Risk Management**



WRSP Approach



1- Risk diagnosis

Through a quantitative and qualitative evaluation this step should allow to define:

- The main characteristics of accidents and determine the most common type of accident in the company;
- The risk behaviors of the company's drivers;
- Risk factors related to the planning and organization of the journey, the characteristics and condition of the vehicles, behaviors and skills of drivers and the road environment;
- The direct and indirect costs supported by the company;
- Drivers over represented in statistics

1- Risk diagnosis

Deliverable - Report with following contents:

- Description of the actual situation and identification of problems
- To define targets and Kpi's
- Identifying and prioritizing needs and actions to be implemented in order to reduce the frequency and severity of accidents;
- To define the vision and the structure of a road safety policy of the company;

2- Organization Actions

In straight collaboration with the road safety management structure the preventive measures are defined in order to:

- Implement and develop a road safety culture
- Define hiring procedures, integration and training of professional drivers and other vehicle users;
- Define and implement a strategy of information and motivation/awareness of drivers;
- Planning and organizing journeys

2- Organization Actions

- Build a database and information collection model to systematic analysis the road accidents.
- Create KPI's;
- Design the process of monitoring and evaluate the results;
- Define prevention policies against risk factors (vehicles; route management; speed, alcohol, distraction, fatigue programs)

Deliverable: Road Safety Organization Action plan

3- Behavior Actions

Based on available data and information collected about drivers some actions could be implemented in order to change opinions, attitudes and behaviors:

- Start a reflection on driving habits;
- Identify the risks involved on journeys.
- To know the opinion, attitudes and behaviors of drivers and motivate the necessary changes;
- Promote a safe behavior

3- Behavior Actions

Deliverables:

- Theoretical training - Aimed at changing behavior in accordance with the goals settled by the organization management
- Practical training – Risk assessment; hazard perception, defensive driving, eco driving, etc.
- Group dynamics (behavior experts – psychologist)
- Awareness campaigns/events

4- Monitoring and evaluating

Monitoring and analyzing data collected and KPI's to:

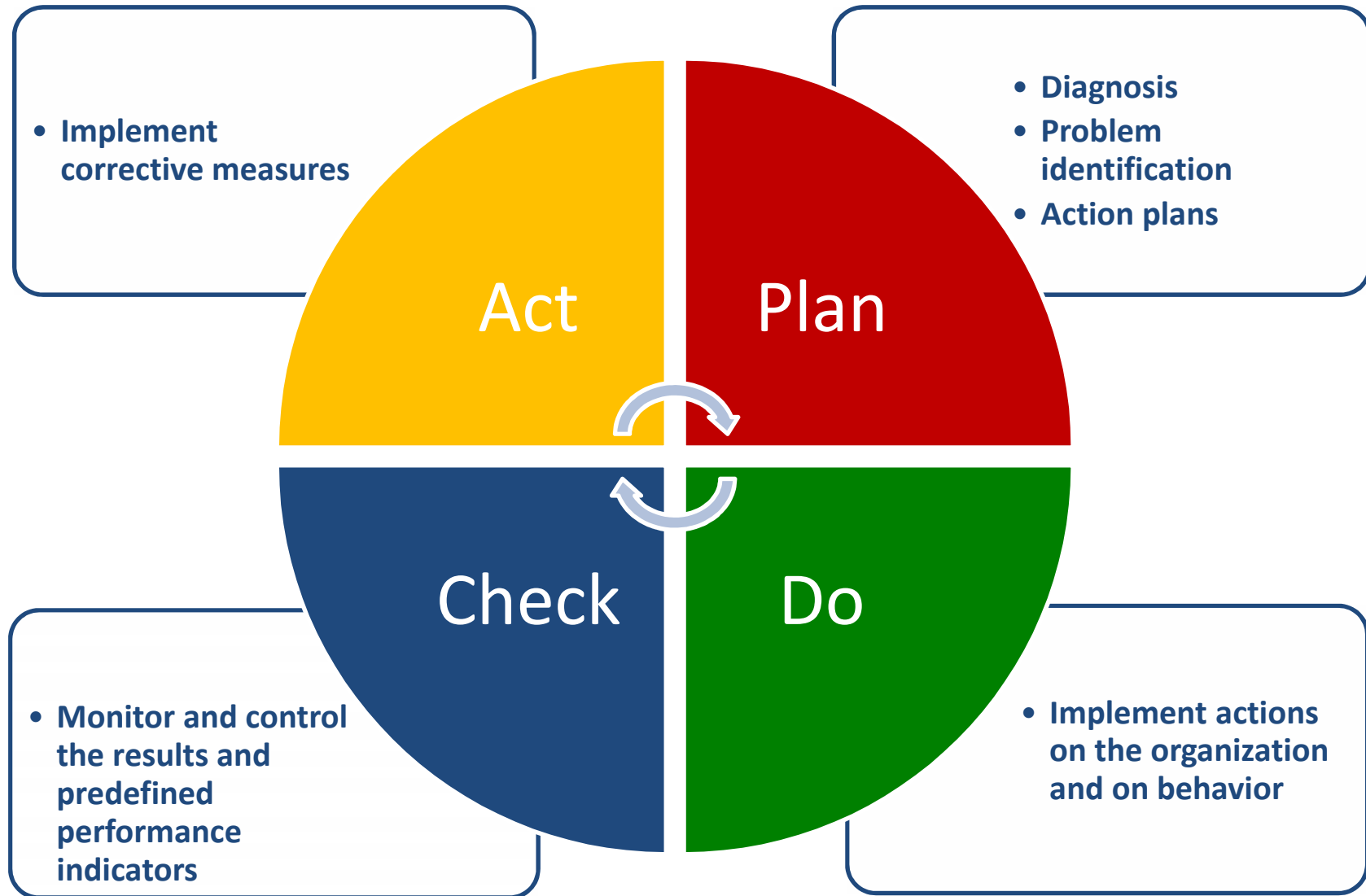
- Evaluate the implemented measures
- Evaluate the impact of training and other measures
- Define characteristics and circumstances of the accidents;
- Check the implementation of security procedures.

4- Monitoring and follow up of the corrective measures

- Analyze the evolution and characteristics of accidents;
- Evaluate internal communication;
- Evaluate the progress on opinions, attitudes and behaviors
- Implement corrective measures

Deliverable: Evaluation and progress report / Corrective measures

PDCA Cycle



WRSP Benefits

Reducing fuel costs

Reduction in expenses due to property damage

Reduction in insurance costs

Reduction CO² emissions

Reducing productivity loss and absenteeism

Improving corporate image

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Conclusions

Work related road accidents cannot be solved by general actions or measures because each organization has specific characteristics and problems to be addressed.

Road safety culture must be implemented with top management commitment and risk management should be integrated.

Work related Road safety plans are one way to contribute for road safety and improve the efficiency and efficacy of traffic system

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Thank you!

Prishtina, Kosovo, 19 January 2017