

Ireland's Strategic Approach to Road Safety: Critical Success Factors

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**Road Safety Authority
ETSC PIN Talk Finland, 30 September 2019**

Presentation Outline

1. Ireland's road safety history
2. Current Road Safety Strategy
3. Performance versus targets
4. Evidence-based policy
5. Conclusion

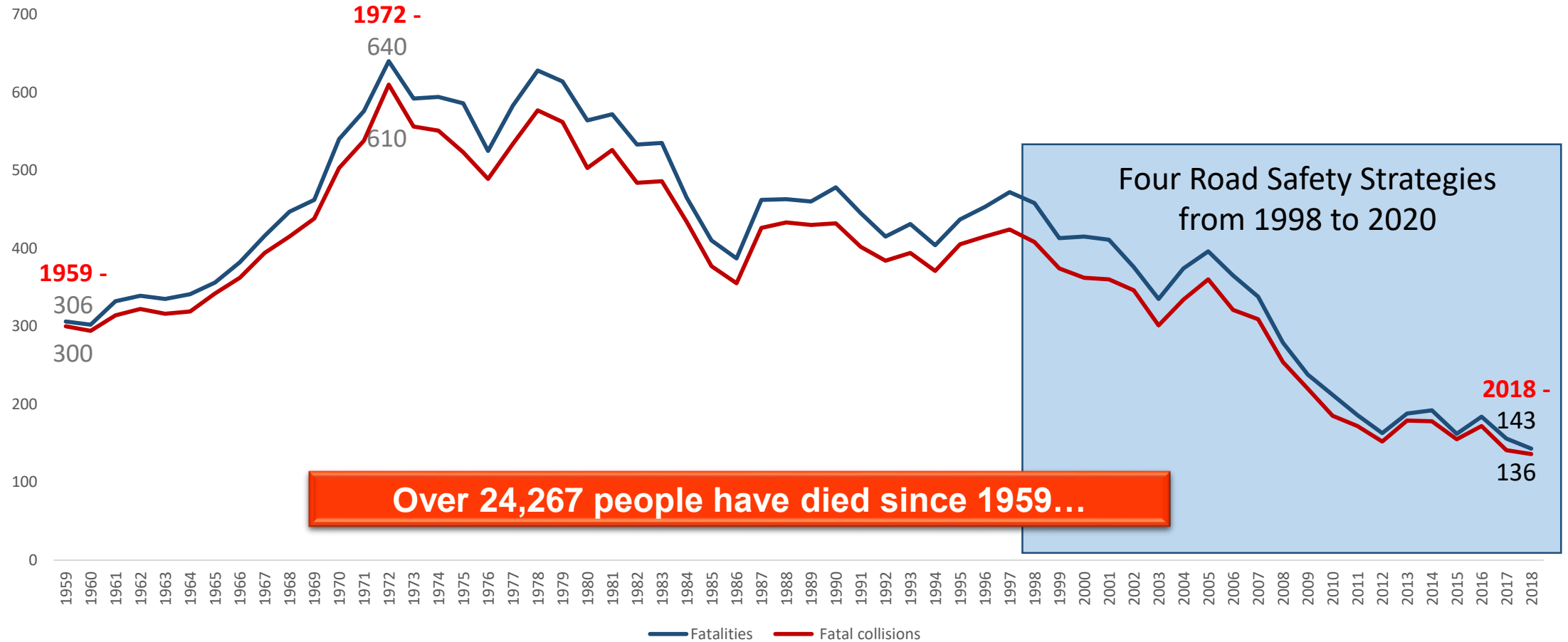


Ireland's Road Safety History



Fatalities peaked in 1972

First Road Safety Strategy introduced in 1998



1999
NCT

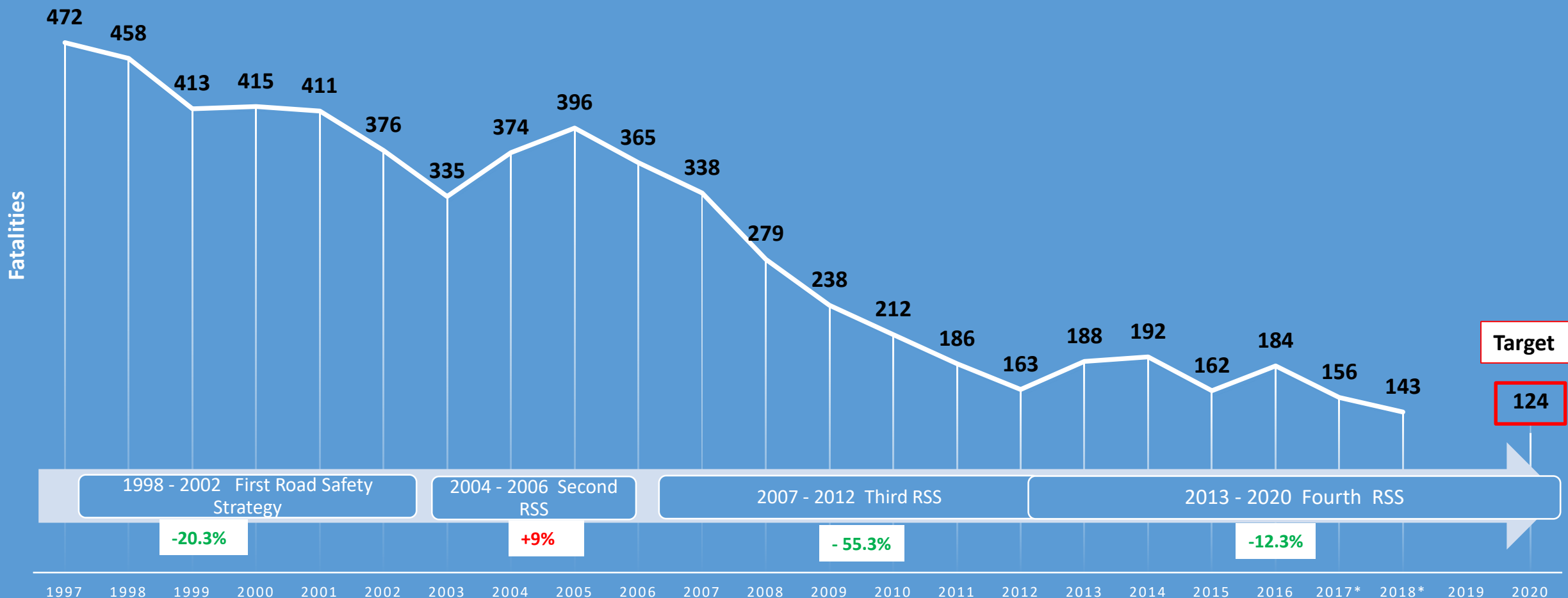
2002
Penalty
Point
System

2006
Est. of RSA
Intro of MAT
Checkpoints

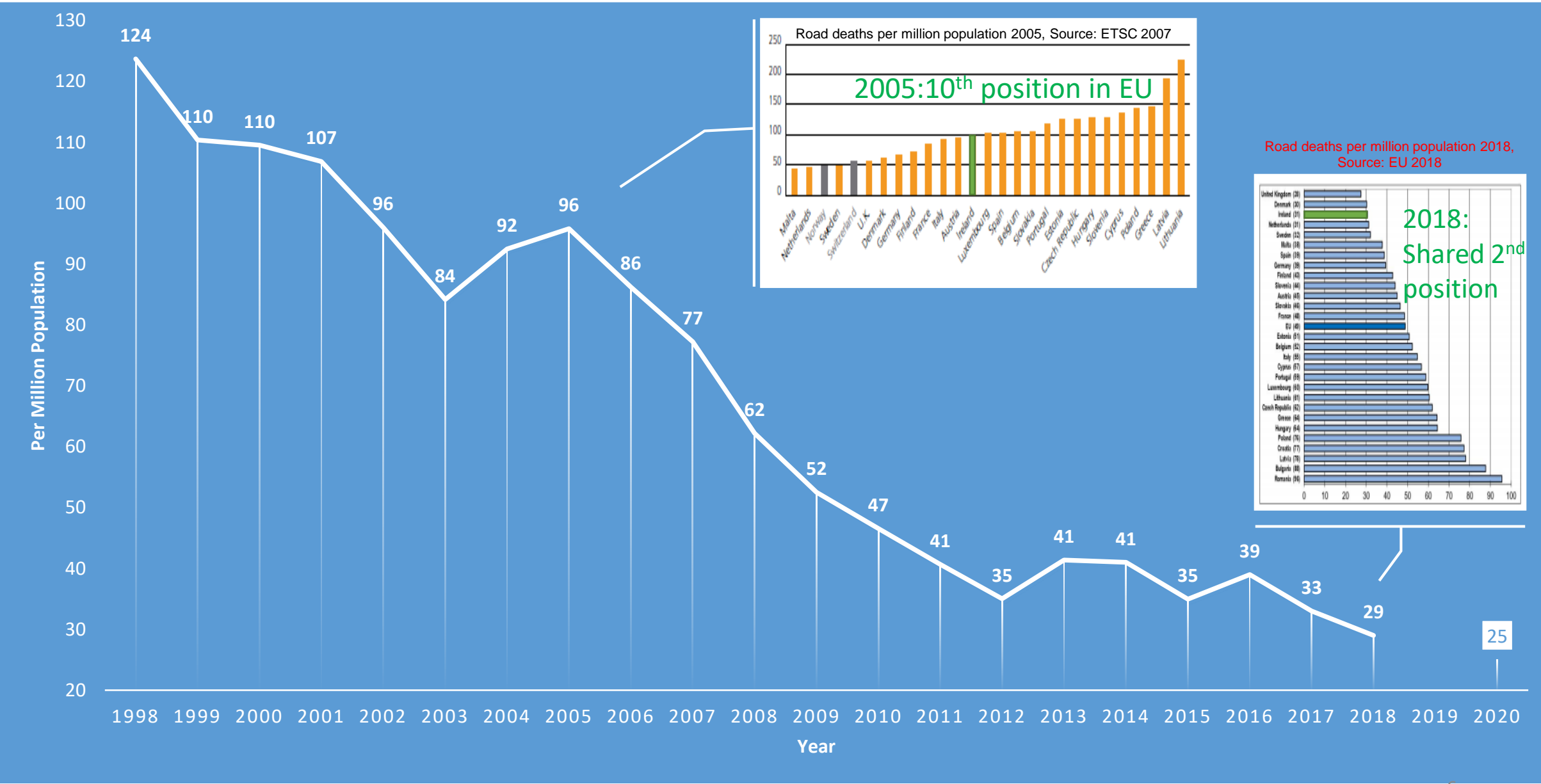
2010
GoSafe
GDL
Crashed Lives
Reduced BAC

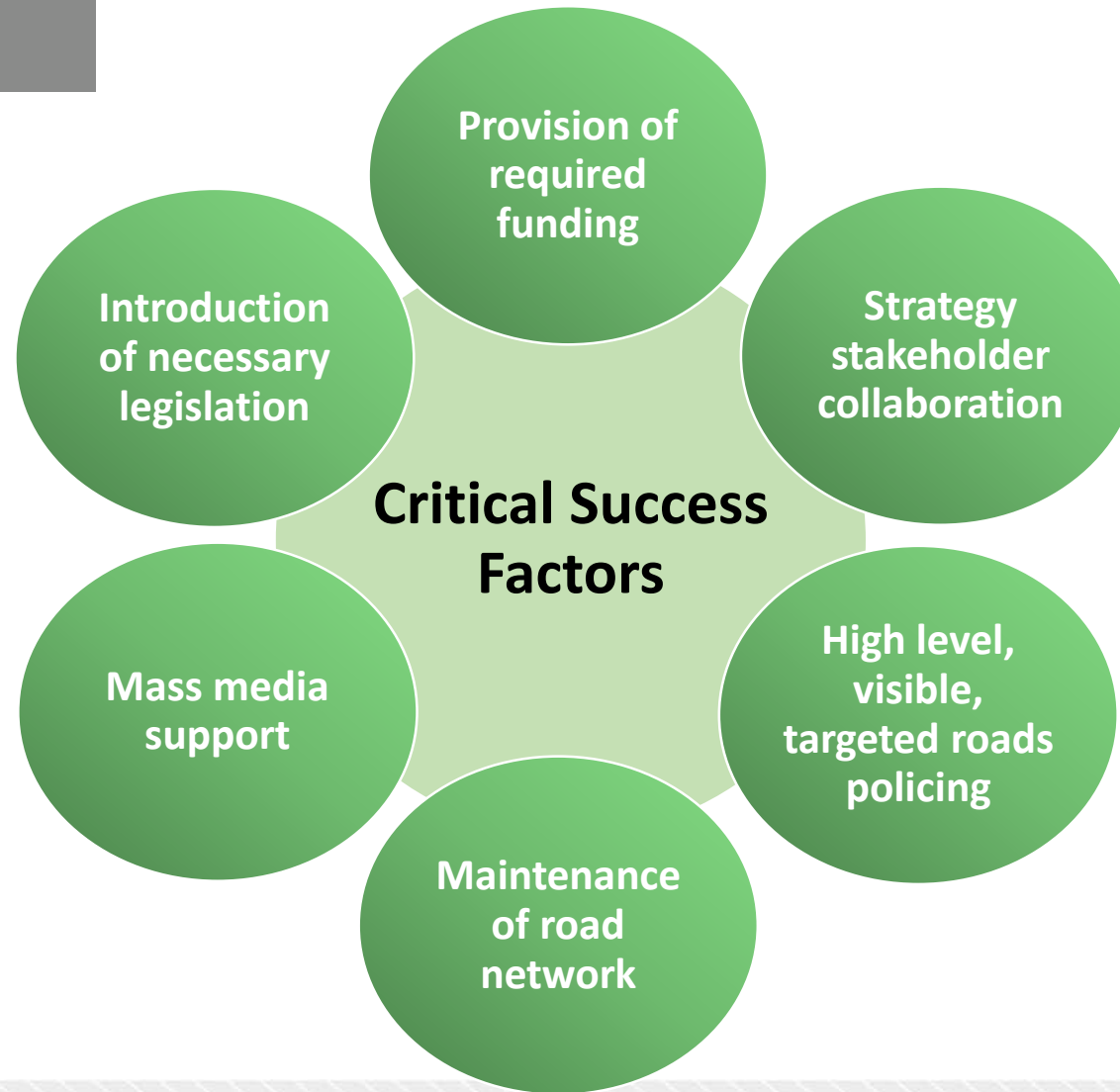
2016
Pre-crash
reports/NDRDI
data to inform
interventions

2018
Drink driving
disqualification
Unaccompanied
learner drivers

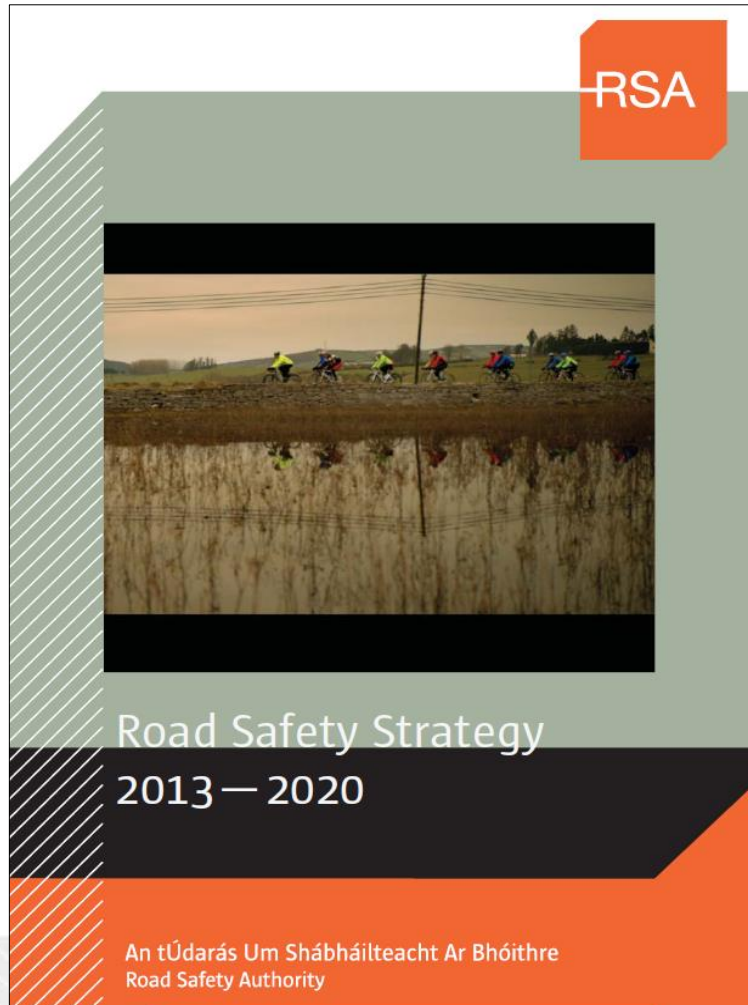


In 1998, Ireland had 124 deaths per million, reducing to 29 in 2018





Current Road Safety Strategy



- Action Plan of 144 Actions
 - Shared responsibility
 - Accountability
 - Deadline for completion
- Targets on:
 - Fatalities
 - Serious injuries
 - Seatbelt wearing rates
 - Compliance with posted speed limit

1. Education Measures

No.	Action	Lead Agency or Department	Responsibility	Completion Date	Support Department or Agency
5.	Conduct an education/awareness campaign on the use of seatbelts on school bus transport.	RSA	Director—Road Safety, Research & Driver Education	Q3 2013	LAs/DES/ Bus Éireann
11.	Develop a Code of Practice to inform retailers and parents on the appropriate and correct fitment of child restraints in line with legal requirements and best practice.	RSA	Director—Road Safety, Research & Driver Education	Q4 2013	Retailers
14.	Develop, disseminate and implement national medical fitness to drive guidelines for medical practitioners for Category 1 and 4 drivers.	RSA /NPOTM	CEO/Director NPOTM	Q1 2013 Category 1 drivers Q3 2013 Category 4 drivers	Medical Practitioners
36.	Develop an Emergency Services Driving Standards & Syllabus for front line personnel required to drive emergency vehicles.	RSA	CEO	Q4 2013	HSE/NAS, Defence Forces, AGS, Coastguard, PHECC, CFOA, Civil Defence, Coastguard

Template of Action Plan

- Accountability
- Shared responsibility
- Timelines for delivery
- Regular Monitoring

High Level Commitment

- Minister
- Government
- Stakeholders

Consultation

- Stakeholders involved from early stages
- Engagement started before Strategy rolled out

Cost benefit ratio of 3:1

- Justifies investment

Consultation Process



Stakeholders with responsibility for delivering measures contained in the Strategy





Performance versus targets

Target for Fatalities

Target

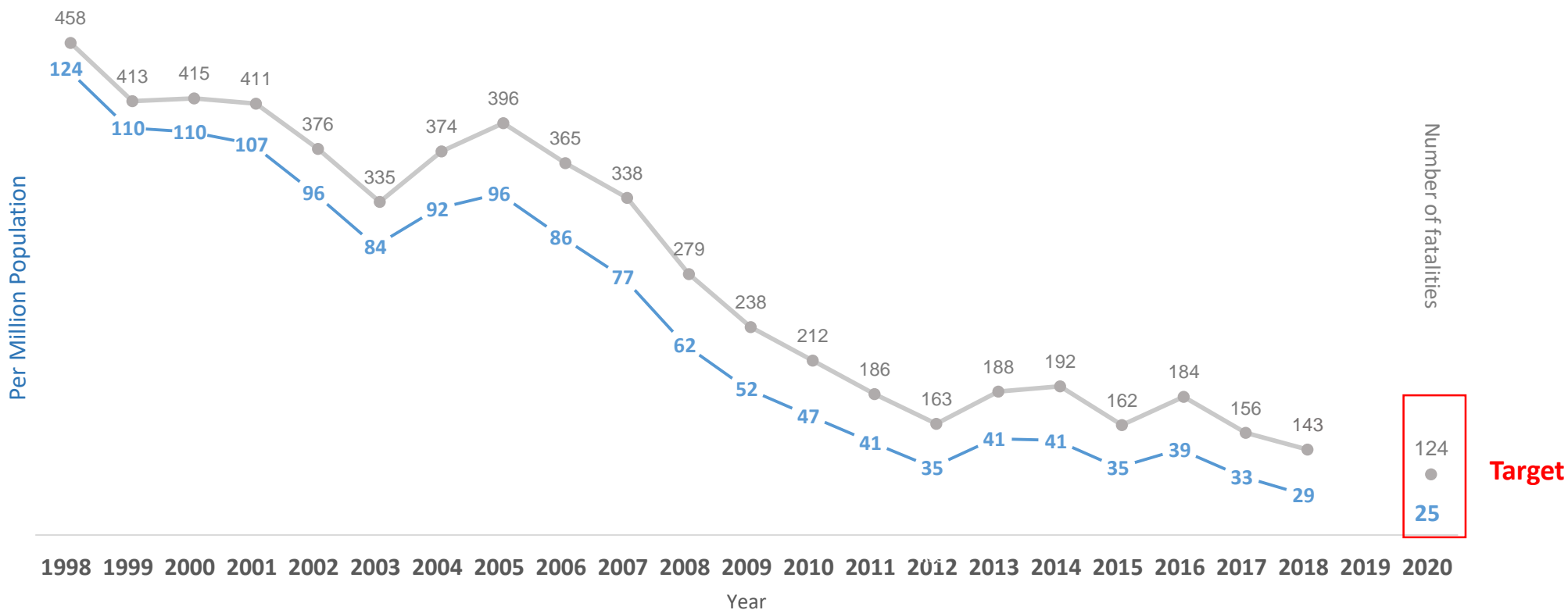
A reduction of road collision fatalities on Irish roads to 25 per million population or less by 2020 is required to close the gap between Ireland and the safest countries. This means reducing deaths from 162 in 2012 to 124 or fewer by 2020.



Performance versus RSS fatality targets

There were 143 fatalities in 2018, Ireland's safest year on record. This represents 29 deaths per million population.

To reach 124 fatalities by 2020, a 13% decline in fatalities is required from 2018 to 2020.



Target for Serious Injuries

Target

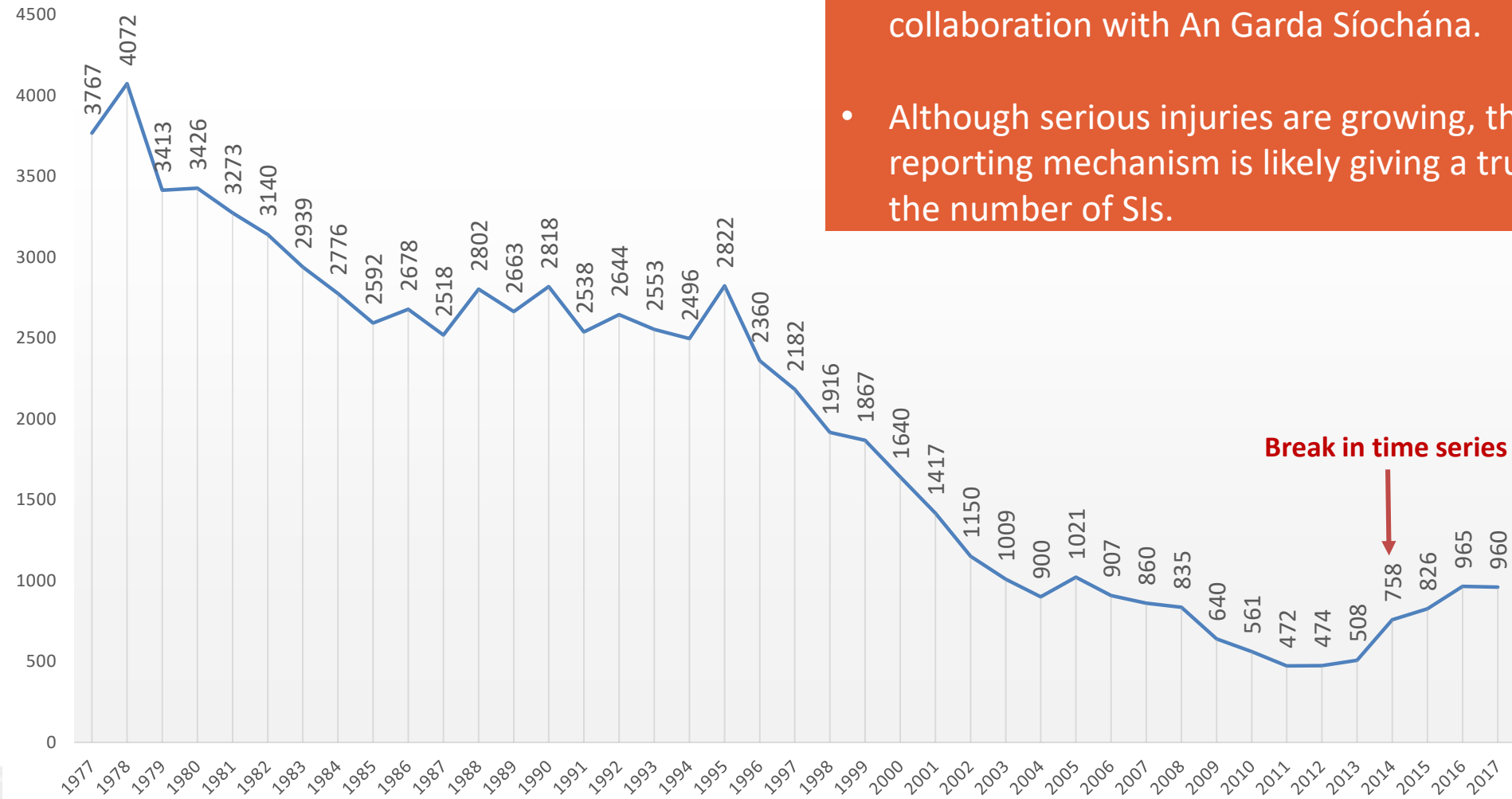
A provisional target for the reduction of serious injuries by 30% from 472 (2011) or fewer to 330 by 2020 or 61 per million population has also been set.

‘Provisional’ status in light of work on-going regarding the application of a medical definition (MAIS – maximum abbreviated injury scale). In light of complexity of this work, it was not possible to set a REVISED target using MAIS at the half-way point of the Strategy. More work will be done on MAIS in 2020 in preparation for the new Strategy.



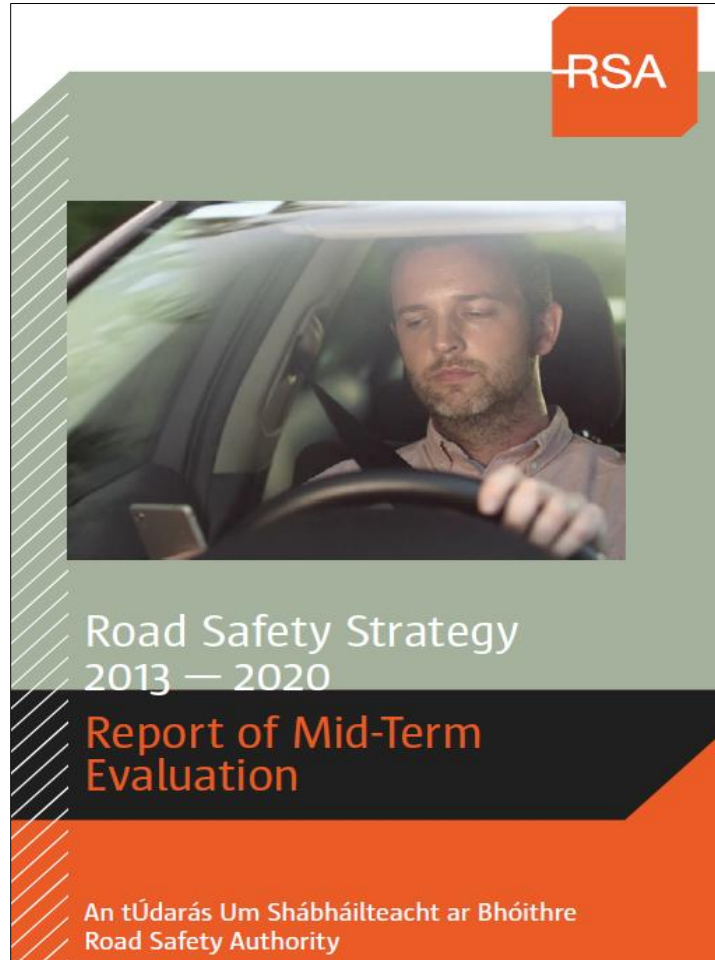
Serious Injury Numbers 1977 - 2018

- It is widely acknowledged internationally that serious injuries are under-reported.
- New data collection method in place since 2014, in collaboration with An Garda Síochána.
- Although serious injuries are growing, the new data reporting mechanism is likely giving a truer picture of the number of SIs.



16 2016-2018 is provisional and subject to change

Mid-Term Evaluation



- Critical collaborative intervention to improve performance
- Conducted in 2016, after two years of increasing fatalities (2014, 2015)
- Review of progress: fatalities, injuries, contributory factors, Action Plan
- Strong stakeholder engagement: bilateral meetings and stakeholder workshops

Outcomes:

- Strong commitment from stakeholders evident
- Consensus that deterioration in performance is unacceptable.
- Tackling Killer Behaviours is critical
- **MUST** strive to achieve target on fatalities.

Priorities:

- Implement 22 new Actions
- Ensure 26 Actions behind schedule are completed
- More regular formal meetings to pro-actively monitor progress

RSA and stakeholders are committed to achieving target and implementing priorities

Ministerial Committee on Road Safety

- Meetings to continue to take place quarterly

Stakeholder Reports

- Stakeholder quarterly reporting has proven successful and will continue

NEW – Formalise Meetings with Primary Stakeholders

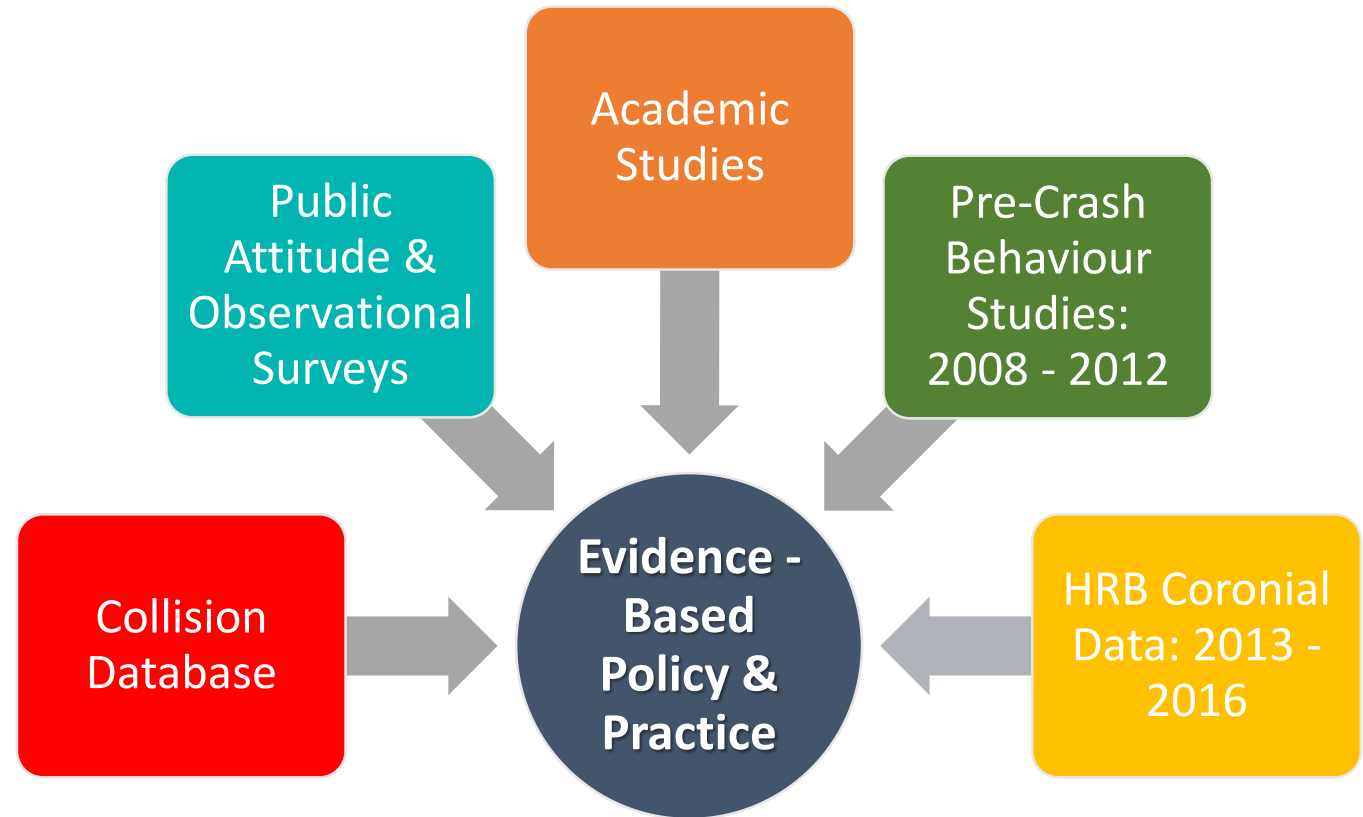
- Quarterly meetings to take place between RSA and primary stakeholders

NEW - Reporting to the RSA Board

- Progress updates provided at each Board Meeting

Evidence-based Policy Measures

- A key tenet of the Strategy is evidence-based policy and practice.
- The current Strategy contains **35 Actions** under the heading of 'Evaluation data and research measures'.



Drink driving amendment:

Evidence base:

- Pre-Crash Report on Alcohol (2016) showed 38% of fatal collisions from 2008-2012 involved alcohol.
- International research on alcohol showcased at RSA International conference fuelled public debate (June 2017).
- ESRA study showed lower level of enforcement in Ireland vs EU average

Political context:

- Inaccurate reporting of police breath test figures (Sept 2017); loss of credibility, impact on RSA.
- Minister Ross committed to reducing alcohol related collisions by addressing inequity in penalty for drink driving at lower levels (abolish penalty point offence, replace with automatic disqualification).
- Controversial pre-legislative scrutiny; unpopular and divisive politically, rural TDs & drinks industry.
- Finally implemented in Oct 2018.
- Still hotly debated in media in 2019 (rural community, morning after testing) **BUT** drink driving remains in public mind-set = good news for road safety.
- Ironically, police now criticised for **too much** enforcement on drink driving, particularly for morning after.

Most recent evidence:

- Toxicology data available for 505 of the 574 RTC fatalities captured in Coronal Files data for 2013-2016, provided to the RSA by the HRB.
- Of those RTC fatalities with a toxicology record available (505), 184 had a positive toxicology for alcohol (36.4%).

In Conclusion...

- Ireland has internationally recognised strategic model in place to adapt for future strategy, but will continue to learn from other best practice countries to refine approach
- KPI and SPI approach critical to best practice
- Strong stakeholder collaboration, media and political support have been pivotal in reducing fatalities; remain critical for future success
- Serious injuries must be analysed, understood, and tackled
- Life-saving road safety technology must be harnessed

Thank you for your attention

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