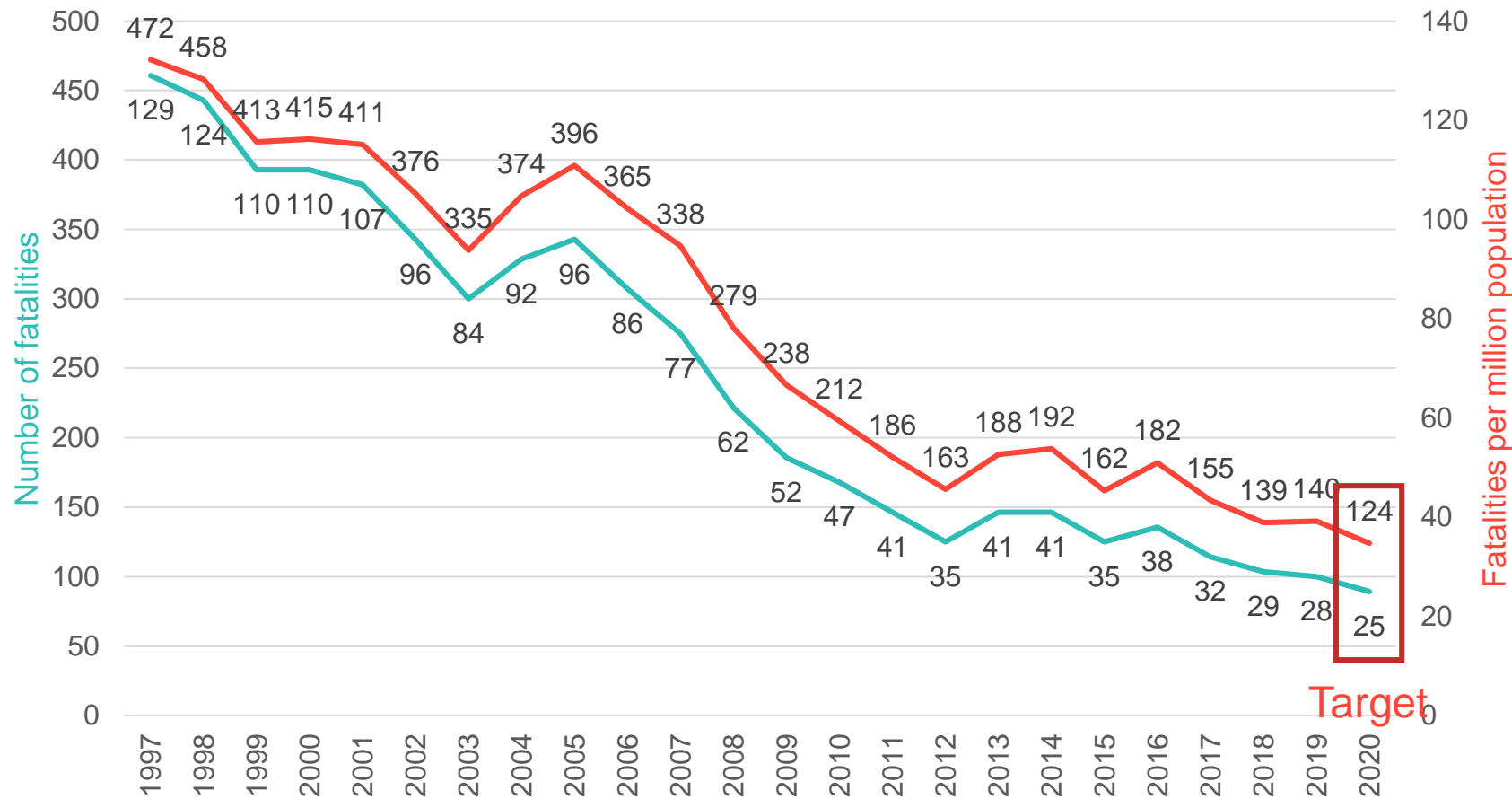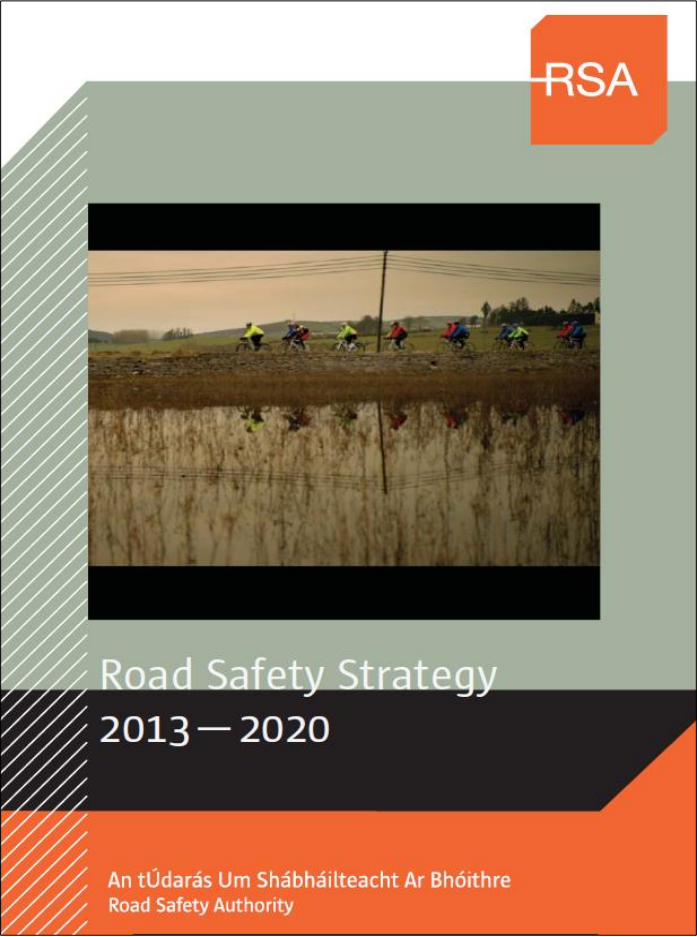# Ireland's approach to working with stakeholders

Building and maintaining key relationships to benefit road safety

Michael Rowland, Director, Road Safety Research and Driver Education

Strategic approach has ensured downward trajectory in fatalities; whole of government Strategy

Success not possible without commitment of key stakeholders

RSA

Department of Transport	An Garda Síochána	Medical Bureau of Road Safety	Transport Infrastructure Ireland	Health and Safety Authority	National Transport Authority
County and City Managers Association	Department of Justice	Health Service Executive	National Office of Traffic Medicine	Department of Health	Department of Environment, Climate and Community
European Transport Safety Council	European Commission	Academic Institutes	Advocacy Groups	Non Government Organisations	
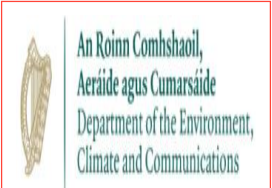
Formal structures must be in place to frame commitment

RSA

- The government Road Safety Strategy provides the framework for effective collaboration:

    - Whole of government approach to Strategy has gravitas

    - Consultation and bi-lateral engagement in development of Strategy is critical, to gain consensus and commitment.

    - Ensure stakeholders are listened to, respected. Give them ownership of wording of Actions to ensure buy-in.

    - Ministerial oversight ensures progress is made, commitments are delivered, blockages unblocked.

ROME wasn't Built in a day, but they Worked on it Every Single Day.
- Anonymous

Informal and ad hoc engagement with stakeholders needed to *maintain* commitment and drive progress

RSA

■ On-going regular in-formal engagement is important; build and maintain relationship through mutual respect

■ More formal engagements are pivotal at crisis moments e.g. Mid Term Evaluation meeting

■ Relationships with media are cultivated and harnessed as powerful road safety advocacy tool

■ Chairperson and Board Members can be effective conduits to promoting road safety

Examples of how we engage with stakeholders in specific work programmes

RSA

■ Driving for Work Programme: AGS, HSA, RSA – co-ordinated holistic

engagement with employers

■ Targeted enforcement with national police (An Garda Síochána) e.g.

off-peak analysis.

■ Mid-term Evaluation of government Road Safety Strategy in 2016:
   ■ commitment to back to basics approach
   ■ renewed commitments to targets
   ■ key MTE priority actions identified

■ Extensive consultation on government Road Safety Strategy 2021-2030 currently on-going

Safe Driving for Work
Driver's Handbook

HSA
HEALTH AND SAFETY

RSA
Road Safety Authority

Analysis of fatal and serious injury
collisions on Irish roads during peak and
off-peak hours (2014-2018)

October Bank Holiday Launch
24 October 2019
Velma Burns, Research Manager