Keynote Lecture
基調講演

Profile of Keynote Lecturer

Abstract of Lecture and Powerpoint Slides

Lecturer: Dr. Richard E Allsop

Richard Allsop

Dr. Richard Allsop has extensive experience of research, training and advisory work on road safety and traffic management. He has a first in Mathematics from Cambridge, and a PhD in Optimisation of Traffic Signal Control and a DSc in Engineering from UCL (University College London), where he has been Professor of Transport Studies since 1976 and was Director between then and 1997 of what is now the Centre for Transport Studies. He is a member of the British Government's Road Safety Advisory Panel and chairs its Statistics Group, having previously chaired the group which developed numerical advice to Ministers on the setting of Britain's current road casualty reduction targets. He is a director of PACTS (the British Parliamentary Advisory Council for Transport Safety) and is active in the European Transport Safety Council (ETSC) as chairman of its Road Infrastructure Working Party and a member of its Transport Safety Policy Working Party, and chaired the group which produced ETSC's recent paper on assessing risk and setting targets in transport safety programmes.

リチャード・オルソップ

リチャード・オルソップ博士は交通安全と交通管理の研究、教育、助言で幅広い経験を積んできた。ケンブリッジの数学科で最優秀の成績を収め、UCL(ユニバーシティ・カレッジ・ロンドン)で博士号(交通信号制御最適化)と科学博士号(エンジニアリング)を取得。同カレッジで 1976 年から交通研究の教授、同年から 1997 年まで、現在の交通研究センター長を務める。現在、イギリス政府道路安全諮問委員会のメンバーで統計班班長、過去にはイギリスの現在の交通事故死者減少目標設定について閣僚に数値目標を答申する班の班長も務めた。PACTS(イギリス議会交通安全諮問委員会)の委員長であり、ヨーロッパ交通安全評議会(ETSC)でも、道路インフラストラクチャー作業部会の部長および交通安全政策作業部会のメンバーとして活躍している。またリスク評価と交通安全計画の目標設定に関して最近発表された ETSC の文書を作成した班の班長も務めた。

HALVING ROAD DEATHS:
A CHALLENGE TO CHANGE MINDS AND WORK TOGETHER

Richard E Allsop
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Abstract

Just as Japan's first halving of deaths on the road within less than 10 years from 1970 encouraged efforts in north-west Europe, so the subsequent levelling off and temporary rebound in the annual number of road deaths in Japan is a warning to European countries that have more recently achieved their more gradual first halvings. Both Japan and European countries need to confront the scandal of tolerance of current levels of death and injury on the roads. Road safety professionals and committed advocates of casualty-reducing measures know that deaths on Japan's roads can be halved again and that it makes socio-economic sense to take the steps needed to do so. But decision-makers with other agenda and a public who underestimate the problem need to be convinced.

This is the challenge to change minds. The grounds for seeking to do so can be expressed in terms of the necessity of using the roads as part of everyday life, the disproportionate current level of risk in doing so, and the availability of cost-effective and widely acceptable ways of reducing the risk. The aim of changing minds is to replace tolerance of disproportionate numbers of people being killed and injured on the roads by a strong and lasting motivation to reduce those numbers radically. Changing of minds can be helped by high-level acceptance and promotion of a vision or philosophy of road safety. Translating this into reality requires a wide range of people and interests to act cohesively in many different ways which interact strongly and need to reinforce one another.

This is the challenge to work together. Meeting it can be helped by leadership from a high level in involving all who can contribute to road casualty reduction in developing an explicit road safety strategy which they feel that they own and to which they are committed. With the allocation of appropriate human and financial resources, the strategy can be implemented through a programme of cost-effective and widely acceptable measures to reduce risk by adapting the road system, road vehicles and the ways in which they are used. Although research is continually adding to and refining the range of measures, enough measures to do much of the job are already available and well-tried. Motivation of all concerned to implement the strategy can be helped by setting challenging yet achievable targets.

Adopting a road safety strategy is not a once-for-all task, but the beginning of a continuing process of working together in which the strategy and its implementation are kept under review and regularly updated in the light of monitoring of changing circumstances and of progress towards the targets. Deaths can be halved if enough people and interests want this to happen and will work together to make it happen.

Halving Road Deaths
a challenge to change minds and work together

Richard E Allsop
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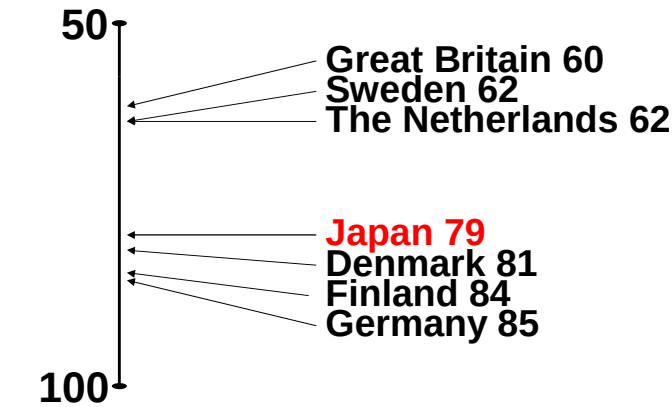
Road deaths within 30 days of accident per million person-years in 2001



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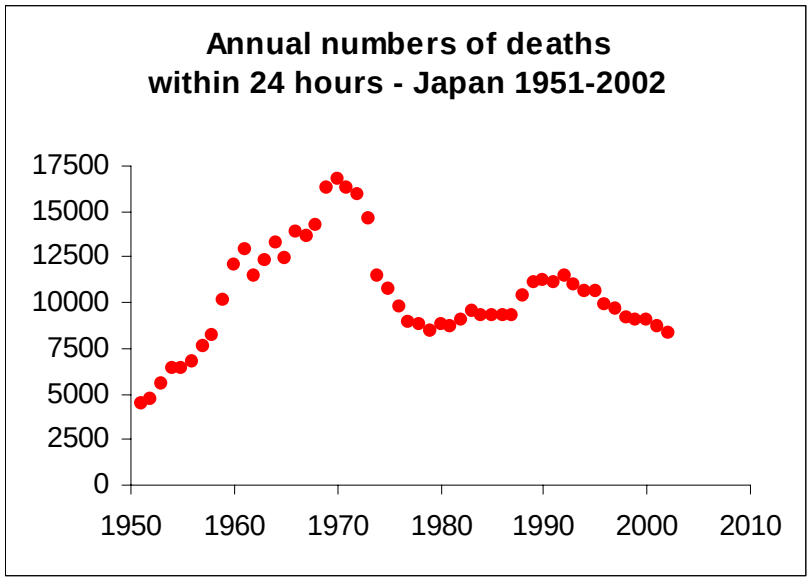

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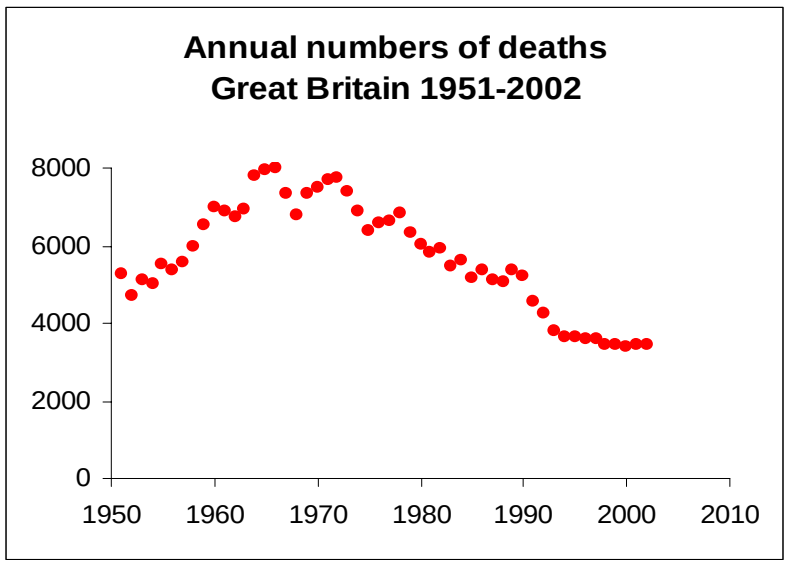

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We know that road deaths can be halved again -

but we need to convince

- **decision-makers**
- **stakeholders**
- **the public**

This is the challenge to change minds

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Levels of tolerance of harmful behaviour

• Misuse of guns	low
• Spreading disease	low
• Crime against persons or property	low
• Misuse of substances	variable
• Misuse of vehicles	high

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Changing minds
means persuading society

- to confront the scandal of tolerance of road deaths and injury
- that delaying or failing to implement affordable safety measures is giving away lives

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Limiting freedom

Some safety measures limit some people's freedom to use the roads some of the time

Opposing safety measures limits everyone's freedom to use the roads all of the time

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Reducing road deaths is a high priority because

- these accidental deaths come at any age without warning
- risk on the roads is at least 5 times the average risk elsewhere in everyday life
- using the roads is necessary for participation in society
- prevention of many of these deaths is affordable

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Proportionate concern

Risk of death or injury while using the roads is disproportionate

Our concern about it is not disproportionate

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Changing minds
can be helped by

a long-term vision or practical philosophy of safer road use

leading to

an effective strategy for the next 5 to 10 years

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The Vision Zero

"The long-term goal … that nobody will be killed or seriously injured as a result of a traffic accident within the road transport system"

(Parliament of Sweden 1997)

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Farther-reaching visions

"Death and injuries in traffic are unacceptable – each accident is one too many" (Denmark 2000)

"The ultimate goal of total prevention of traffic accidents and traffic casualties" (Japan Central Traffic Safety Policy Council 2001)

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Reservations about the Vision Zero

Limits on spending in the face of other opportunities to reduce suffering

Limits on people's willingness to forego freedom in using the roads

**Safety is for living –
living is more than just staying safe**

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A more pragmatic vision

"Reducing the risk of death per hour spent using the roads to the average risk of death while engaging in other everyday activities"

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Rationale for adopting a road safety strategy

Reducing road deaths requires different people and interests to act cohesively in ways that interact strongly and need to reinforce one another

This is the challenge to work together

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Professional and ethical responsibility for road safety

- explicit
- implicit and recognised
- implicit but possibly unrecognised

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Interdependence of actions to improve road safety

- Road engineering and vehicle engineering
- Engineering and user capabilities, limitations and behaviour
- Competition for resources
  - governmental
  - commercial
  - Individual

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Potential benefits of formulating and adopting a road safety strategy

- Consensus on or acquiescence in an agreed programme
- Motivation and commitment of all stakeholders
- Framework for mutually informed planning by stakeholders
- Explicit synergies and tradeoffs with other policies

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Potential benefits of formulating and adopting a road safety strategy

- Coherence and persuasiveness towards the public and business
- Cross-party political will to allocate funding
- Ranking of actions for cost-effectiveness subject to equity among beneficiaries
- Framework for monitoring progress and updating the strategy

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Estimating cost-effectiveness requires monetary values for prevention of death or injury

- These are values of reduction in risk to all road users
- They are not valuations of particular people's lives or suffering

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Working together to formulate and implement a road safety strategy should lead to

- more action
- more effective action

and

- more cost-effective action

to improve road safety

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Targets can encourage working together if they

- are consistent with the agreed strategy
- gain the commitment of stakeholders

and

- are both challenging and achievable

They also provide a basis for monitoring

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Some issues for discussion today and in the follow-up to this meeting

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A clearer focus on direct casualty reduction?

Consider distinguishing between

- **front-line casualty-reducing measures**

and

- **supportive measures**

and emphasising priority for the former

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A more clearly achievable programme?

Consider setting out more explicitly

- **demands upon human resources**
- **demands upon budgets**

and

- **achievability within the planning period**

of the activity envisaged in the programme

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Addressing more fully the challenge to work together?

Consider what scope there may be for

- deeper involvement of stakeholders in formulating the programme

leading to

- a fuller sense of their ownership of the programme
- commitment more readily maintained over the period of the programme

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Deaths can be halved if enough people and interests are convinced they want it to happen and are willing to work together to make it happen

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