



Managing Traffic Speeds and Reaping Safety, Climate and Other Benefits

April 26th, 2021

Mobility and Development Webinar

2. COMMUNICATIONS AND ENFORCEMENT TO ADDRESS SPEED



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Humans are not good at assessing risk

Enforcement & Communications can promote greater understanding of the risks

Evidence shows us the two things MUST work together

https://www.roadsafety-dss.eu/#/references?topic=COUNTERMEASURE&taxonomy=5556









The presence of a law is not sufficient to change behaviour

- Historically, enforcement used as primary behavioural change strategy
- Enforcement aims to:
 - deter
 - detect
 - educate









- Speed is risky & dangerous (Speed Kills)
- Speed limit & changes (e.g. pedestrian zone, roadworks)
- Police are enforcing
 - -You will be detected and receive a penalty
 - -'Perceived risk of apprehension'
 - -Police work protects you (e.g. Safety cameras)









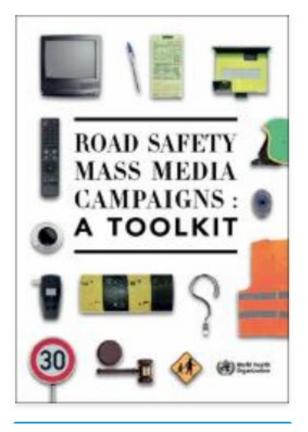
- Myths about speeding
- Other benefits of managing speeds
 - Environmental (noise, emissions)
 - Public perceptions of police
 - Population health











Online library of road safety mass media campaigns



Worldwide more than 1.2 million people die as a result of a road traffic crash each year, and as many as 50 million are injured. Most of these tragedies can be prevented. Avoiding speeding, drinking and driving and distracted driving, and using motorcycle helmets, seat-belts, and child restraints are key to saving lives. Such actions can be promoted through the development of comprehensive road safety legislation and rigorous enforcement.

To increase public awareness of road safety laws and persuade the public to abide by them, governments complement legislation and enforcement with the broadcasting of mass media campaigns. This library offers a selection of road safety mass media campaigns to encourage and inspire those developing such campaigns.

World Health Organization: https://www.who.int/violence_injury_prevention/videos/en/

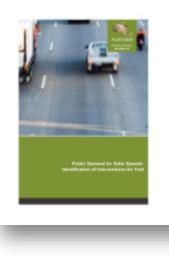








Road safety



Public Demand for Safer Speeds: Identification of Interventions for Trial

Publication no: AP-R507-16 Published: 10 February 2016 ISBN: 978-1-925294-97-2 PDF (free)

Public Demand for Safer Speeds: Identification of Interventions for Trial

https://austroads.com.au/publications/roadsafety/ap-r507-16

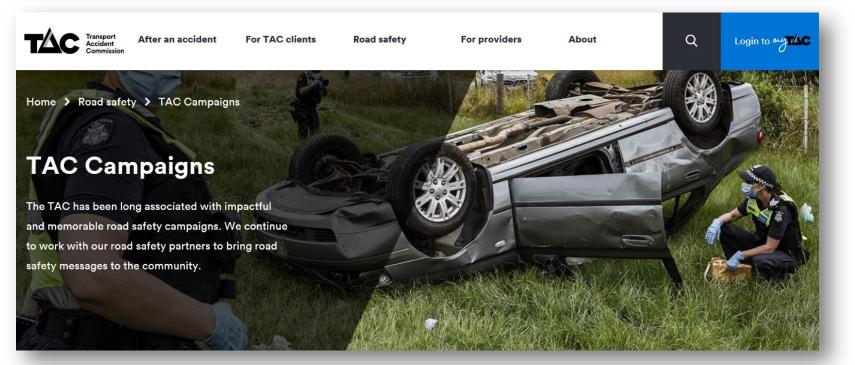








Transport Accident Commission



https://www.tac.vic.gov.au/road-safety/tac-campaigns







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