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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Assessing Risk

- 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
Enforcement

- 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
What are you communicating?

- 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)
What are you communicating?

- 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.

Public Demand for Safer Speeds: Identification of Interventions for Trial

Transport Accident Commission


Resources
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http://roadsafetyfacility.org

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