

3M has joined together with the Victorian Transport Association to ascertain the benefits of high performance vehicle markings on heavy vehicles working on the Australian network. Murray Gouldburn and FBT Transwest are fully involved in the study to help determine how the Australian road transportation industry could further reduce the incident rates.

References

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Photographs showing day and night images of an FBT Transwest tanker with high visibility reflective markings.

RACV takes a global approach to road safety

Victoria's actions and achievements were recognised by HRH Prince Michael of Kent when he presented the Decade of Action Award to Victorian Deputy Premier Peter Ryan at Parliament House, representing the State Government of Victoria, in May.

Prince Michael is Patron of the Commission for Global Road Safety and was in Melbourne to attend the Commission's 2014 Policy and Donor Forum. He created the award in 2012 in partnership with the Commission to showcase the most significant achievements made in support of the UN Decade of Action for Road Safety 2011-2020. The award states, "The State of Victoria has pioneered many road safety innovations that are new, admired and influencing road safety policy and practice around the world."

In light of these achievements, the following article provides some detail on the work being conducted by RACV in improving road safety.

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The mission is straight forward: reduce the global loss of life and trauma associated with road crashes. It is a lofty objective but not surprising considering that almost 1.3 million people die every year on the world's roads, and another 50 million are injured. But, even with the United Nations and more than 100 countries committing to a universal strategy, the challenge is colossal.

The United Nations' Decade of Action for Road Safety 2011-2020 is the catalyst for the nonpartisan international effort to reduce the road toll. However, it is an objective that cannot be achieved by nations alone. International agencies, civil society and industry sector organisations and businesses have aligned with governments in the historic

campaign. One of those organisations is RACV, a leader in promoting road safety and safe motoring practices.



Above: RACV Managing Director and CEO, Colin Jordan speaking at the Global Road Safety Commission's 2014 Policy and Donor Forum held at the RACV City Club Melbourne in May.

Led by Managing Director and Chief Executive Officer Colin Jordan, RACV has developed its own agenda to complement the UN Decade of Action program. As well as the Club's activities in Victoria and nationally, RACV and Mr Jordan have played significant roles internationally.

Mr Jordan is a former President of the Paris-based World Road Association, which has 120 member countries, and is a member of the distinguished 15-person Commission for Global Road Safety. He was strongly credentialled to host and chair the Commission's 2014 Policy and Donor Forum at the RACV City Club in May.

The invitation-only forum brought together 149 experts from across the broad spectrum of road safety and focused on a range of issues, including health, funding, safety and implementation. It was hosted by RACV and co-organised by the Australian Automobile Association (AAA), the Commission for Global Road Safety and the FIA (Fédération Internationale de l'Automobile) Foundation's Road Safety Fund.

Mr Jordan told the forum that the next 18 months would be critically important for road safety and the UN's Decade of Action. He highlighted four priorities in the quest to improve global road safety: building momentum toward the Global Ministerial Conference in Brazil at the end of 2015; securing the inclusion of a road safety target in the UN's post-2015 agenda; encouraging new sources of donor funds from the private sector and philanthropies; and ensuring that existing country donors, including Australia, maintain and even increase the scale and scope of their engagement.

However, he warned that to secure political support and financial commitments advocates for road safety must be able to measure the problems and demonstrate effective solutions.

While RACV is active in attempting to stem the global epidemic of road traffic injuries, the Club's programs are also achieving positive results at the local level in Victoria, which has become a world leader in road safety. Last year, the state recorded a record low 242 fatalities, equating to 4.24 deaths per 100,000 population. This figure is second only to the Australian Capital Territory in Australia.

RACV works with the Victorian Government on several projects but is calling for stronger targets and actions. An important role is monitoring the state Road Safety Strategy and Action Plan, which outlines a number of initiatives to improve road safety. An RACV report card charts the progress of these actions and highlights in which areas greater focus is needed.

RACV believes that everyone has a responsibility to contribute to making roads safer. It conducts a broad-based and vigorous program of encouraging its 2.1 million members to become involved and reaches out to specific groups in the community. At grassroots level, RACV urges members to contact their local Victorian Member of Parliament and ask what he or she will do to improve the safety of roads in their suburb, town or city.

The RACV website, www.racv.com.au, informs members of services available to them and also urges motorists to share responsibility for improving road safety. It is accessible to all motorists and offers road safety information, advises how RACV can help people using roads to be safe and discusses what individuals can do to contribute to safer travel on our roads.

RACV has developed guides and programs to enhance road safety awareness for all ages, from parents with children through to senior drivers.

Parents are urged to undertake their own research when buying child restraints and RACV provides detailed on-line guides to help ensure young people will be safe when travelling. The Child Restraint Evaluation Program (CREP), a partnership of five other organisations, provides test results that are an important guide to those responsible for selecting child seats, particularly as the latest CREP tests demonstrate that not all restraints meet the required safety standards.

CREP tests restraints in three categories: rear-facing restraints for babies up to six months and about 12 months; forward-facing restraints for young children aged six to 12 months to under four years; and booster seats for children four years and older.

Road trauma is the leading cause of unintentional-injury deaths for children aged 0-14 years and RACV has designed Street Scene specifically for this group. It is a program that provides educators free of charge for road safety sessions in primary schools. Information for parents complements the program.



Above: Students from St Anthony's Catholic Primary School Noble Park, one of the 250 schools involved in the RACV Street Scene Primary School Program.

Another free program aimed at young people is Transmission, for Victorian Year 9-12 students. Participants learn about road safety and use their imagination to create a community service announcement for television. The most outstanding design is professionally produced and aired on television. The program may be integrated into an existing component of study or be an extra-curricular activity.

There are other services for young drivers, including keys2drive, a national federally-funded education program that provides a free one-hour specialised lesson to learner drivers and their supervisor. RACV Drive School instructors are accredited to deliver the lessons. The keys2drive session provides an opportunity for the learner driver and their supervisor to learn together.

RACV also joined with other road safety agencies and stakeholders to deliver Fit to Drive, or F2D, an initiative for senior secondary students that aims to improve the safety of young drivers and their passengers. The program incorporates the notion that young people have the capacity to change attitudes in relation to risky driving and supports them to take ownership and responsibility for their own and their peers' safety.

A partnership with Victoria Police, the state fire services, VicRoads, TAC and the Department of Education and Early Childhood Development; F2D coordinates road safety resources and their delivery to students at secondary schools. The program started in 2001 at 18 secondary schools in Frankston and on the Mornington Peninsula and now has expanded across Melbourne and throughout Victoria.

At the next level, the P Drivers Project involves P-plate holders who complete surveys to connect and voice their opinions and experiences of being a new driver, and share some of the challenges they face. Many will also attend locally run group discussions and a session with a driving coach to help them be safer drivers. The project is one of the largest and most complex scientific research studies in the world undertaken in the area of driver education designed to improve the safety of new P-plate drivers. RACV is a member of the project's steering committee, along with VicRoads, Transport for NSW and the TAC.

RACV also has developed a range of resources for drivers at the other end of the age spectrum. A valuable introduction is Years Ahead, a free presentation for older road users to help them to remain safe on the road for as long as possible. Delivered by trained presenters to groups and clubs, Years Ahead covers road safety tips, choosing a safe vehicle, the importance of being fit to drive, the impact of health and medications on driving and planning for future mobility.

RACV acknowledges that dementia is an increasingly common disease and, supported by Alzheimer's Australia (Victoria), has produced Australia's first comprehensive guide to the issues surrounding driving and dementia. Developed for health professionals, carers, families, friends and people with the disease, *Dementia, Driving and Mobility Guide*, provides a summary of the key issues and describes what other mobility options exist for people who can no longer drive. As the incidence of dementia increases,

the guide has been widely welcomed. More than 75,000 Victorians are living with dementia and it is estimated that about one-quarter of people aged 85 years and over will develop the disease.

All these programs are aimed at individuals but RACV also is committed to improving the safety of vehicles and roads. “Safer cars save lives,” says Colin Jordan.

RACV advocates that one of the most important features of any car is the level of protection offered to its occupants in a crash. To assist car buyers to make an informed choice, RACV, through its involvement in the Australasian New Car Assessment Program (ANCAP), has conducted vehicle crash testing and then published the results for more than 20 years. RACV specialist vehicle engineers attend the crashes and provide technical input to the assessments.

The crash tests are highly complex and technical and ANCAP assigns a one-to-five-star rating as an easy-to-understand measure of a vehicle’s occupant protection.

RACV promotes similar scrutiny of used cars and distributes Used Car Safety Ratings (USCR). Records from more than five million vehicles in police-reported crashes in Australia and New Zealand between 1996 and 2012 were analysed by Monash University’s Accident Research Centre to calculate ratings. Using that foundation, UCSR driver protection ratings continue to be recalculated based on the most recent data available. Models that cause lower injuries to unprotected road users are awarded a “Safe Pick” label.

As the features of cars become more sophisticated, buyers need to understand the function and benefits of new vehicle safety technologies. To assist this understanding,

RACV offers all motorists online information and advice. The information is categorised into six detailed sections: airbags, brakes, lighting, neck and spine protection, seating and tyres.

Of course, motoring is an experience that involves not only people and vehicles, but roads as well. RACV advocates the crucial importance of safer roads in reducing trauma and is involved in the Australian Road Assessment Program (AusRAP), which maps risk, tracks performance, measures safer road investment plans and allocates star ratings for safety.

AusRAP aspires to help Australia become a nation free of high-risk roads. It is run by the Australian Automobile Association and state and territory motoring clubs. The program is part of the International Road Assessment Program and supports the Decade of Action for Road Safety 2011-2020.

An updated assessment of Victoria’s National Highway network was released this year.

RACV is a key player in improving road safety and has worked with the Victorian Government, other organisations and institutions to achieve the best outcomes for the community during the Decade of Action. These stakeholders have all contributed to Victoria’s position as a world leader in road safety.

Much has been achieved, both in Australia and internationally, but Colin Jordan believes that success in combating road trauma will come only from united local, national and global efforts. He says that reducing the occurrence and the burden of serious road-related injury will continue to be a fundamental priority for RACV.

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Have you thought about contributing to the journal? All readers are encouraged to help make the journal more valuable to our members and to the road safety community.

By writing for the journal, you have the opportunity to contribute to the important exchange of views and information on road safety. Articles on any aspect of road safety are welcome and may be submitted as papers for the peer-reviewed section of the journal or as contributed articles. Articles are now invited for issues in 2014.

When preparing articles for submission, authors are asked to download and follow the ACRS Instructions for authors, available at <http://acrs.org.au/publications/journals/author-guidelines>.

Please contact the Managing Editor for further information, and for publication dates and deadlines.

Letters to the Editor and items for the News section will also be considered for publication; feedback or suggestions about journal content are also welcome. Please submit all articles/contributions to the Managing Editor at journaleditor@acrs.org.au.

The next issue of the Journal (v25 n4) will be a special issue featuring the topic of cycling and cyclists. Articles are invited on this theme or other road safety issues to be published in November 2014.