

Police leadership saves lives on the roads

RoadPol – a new commitment to road safety from the global police community.



Images: FIA Foundation

For more information contact:

R J Robinson – Coordinator
International Road Policing Organisation [RoadPol]
A project of World Bank's Global Road Safety Facility

Phone +64-4-475 9978
Email: rob.robinson@roadpol.org



Road deaths and injuries continue to rise dramatically.

An urgent impetus

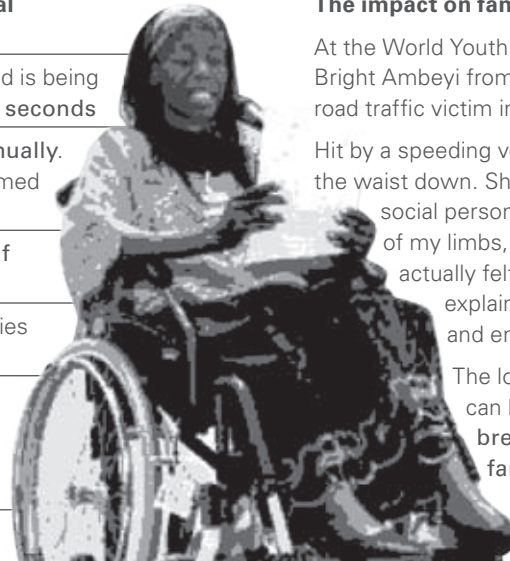
for a **co-ordinated, international response** is being demanded.

The facts are undeniable; the human, economic and social cost is intolerable. **We must act now by ensuring all the key strategic pillars needed to drive success are put in place.**

Many traffic accidents and their awful consequences are preventable. A Decade of Action is an appropriate response.

The huge economic, health and social costs are well documented:

- At this moment someone in the world is being killed in a traffic accident every 26 seconds
- That's 1.2 million people killed annually. In addition 50 million people are maimed or injured each year
- The economic cost is more than half a trillion dollars per annum
- Over 90% of these deaths and injuries occur in developing countries
- For some low- and middle-income countries, the economic cost is greater than all the economic aid they receive.



The impact on families is profound and all too common.

At the World Youth assembly on road safety in 2007, Bright Ambeyi from Kenya recounted her experience as a road traffic victim in Kenya.

Hit by a speeding vehicle in 1997, she was paralysed from the waist down. She recounted, "From a very active and social person, I had become invisible. I lost the use of my limbs, lost privacy, lost self esteem... and I actually felt like I had lost myself." She went on to explain how her crash had placed huge financial and emotional strains on her and her family.

The loss of, and injury to, young males can be even more profound as **family breadwinners are lost, consigning families to poverty and limiting the education potential for their children.**

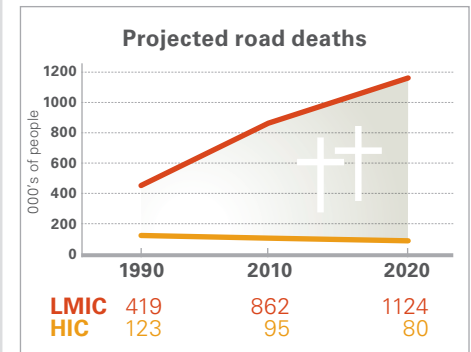
Inaction is not an option! By 2020 road deaths are projected...

to reach **2 million** per year,

to be the **largest killer of young males** across the globe,

to **rise by 80%** in **low- and middle-income countries** (LMIC), but

to **fall by 30%** in **high-income countries** (HIC).



Why the difference?

How can the **successes** in **high-income countries** be used to **help others?**

Enforcement is one of the four key pillars for success.

Effective road policing is essential

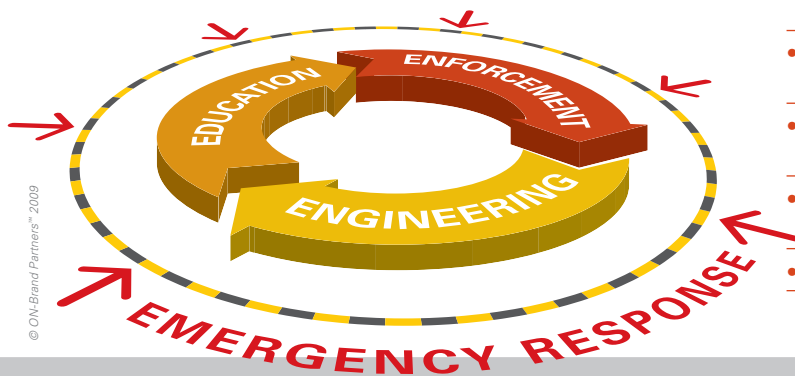
because it strikes at the core of the 'main risk factors' identified by the World Report*.

Collectively, these risk factors can only be successfully addressed through widespread social change.

Enforcement, working in tandem with **Education** and **Engineering**, is critical to achieving the change in human behaviour required.

Good legislation provides a start, but experience shows that law without Enforcement is ineffective.

In addition, law enforcement agencies have an important role in providing data about traffic accidents that is a key input to effective Engineering design.



Enforcement, Education and Engineering must be fully integrated to create a multiplier effect in reducing traffic crashes. For Emergency response, reduced crashes means fewer resources are diverted from other priorities.

- **Education is not enough** – without Enforcement reinforcing consequences.
- **Enforcement prevents under-reporting** – so that road safety achieves the profile and priority it deserves.
- **Engineering requires quality input** – 'crash data' from policing ensure resources are directed where needed most.
- **Emergency response benefits** – when crashes are reduced, scarce medical resources are not diverted from other areas.
- **Laws are not enough** – without active policing.



Deaths mar Egypt's new road laws
BBC News Friday, 1 August 2008

Egyptian police say at least 11 people have been killed in a head-on collision on the day new laws came into effect aimed at bringing order to the roads.

The BBC's Magdi Abdelhadi in Cairo says many Egyptians are sceptical about the changes, because **even the existing regulations are not always enforced...** Reckless driving, poorly maintained vehicles and the **failure to enforce existing regulations are often cited as the main cause of road accidents** in Egypt...

Outcome of effective police enforcement on the five main risk factors is proven and undeniable:

- Reduction in excessive speed
- Reduction in impaired or distracted driving
- Greater use of passenger restraints
- Greater use of motorcycle helmets
- Critical input into design and effectiveness of road safety infrastructure.

*2004 WHO 'World report on road traffic injury prevention'

Numerous case studies from around the world prove that

Enforcement delivers results.

A wealth of information exists that demonstrates that **when Enforcement resources and strategies are in place** they are making a **significant contribution** to the **reduction in road deaths and injuries.**

In those countries where road trauma has been reduced, law enforcement activity has played a critical part in those outcomes.



New Zealand – effective enforcement and education have been acknowledged by the former Land Transport Safety Authority as having contributed to progress:

- 68% reduction in alcohol-related deaths from 318 in 1990, to 102 in 2002
- A 25% reduction in unlicensed and disqualified drivers involved in crashes since 1999
- Additional police officers on the road led to a 24% reduction in fatal crashes on state highways between 1999 and 2002.



Norway – effective enforcement in support of law change has seen the road toll halve in 30 years:

- Increase in speed cameras
- Lowering of speed limits on select roads
- Blood alcohol levels
- Use of seatbelts.

European Transport Safety Council

Australia – enforcement has taken drunk drivers off the road.

Random breath testing (RBT) is one of the most successful road accident countermeasures employed by police in Australia. Its success over the years has been evidenced by:

- Reductions in drink-driving behaviour
- Reductions in alcohol-related crashes
- A corresponding community-wide increase in the disapproval of drink-driving.

Australian Institute of Criminology



In a recent news release (Dec 08) titled 'Future of EU Police Enforcement Traffic Safety Law', the European Traffic Safety Council* which monitors enforcement in the EU concludes that...

"Effective enforcement leads to a rapid reduction in deaths and injuries. Sustained intensive enforcement that is well explained and publicised also has a long-lasting effect on driver behaviour. Police enforcement forms a crucial part of the equation of improving road safety in the EU."

The ETSC also stated that...

"According to the European Commission's cost-benefit analysis, increased enforcement would result in a total annual reduction of 14,000 deaths or 33% of the current 43,000 road deaths and 680,000 injuries in the EU 15. This would result in a net benefit of 37 billion EUR, or 0.44% of GNP."

ICF Consulting, 2003. Cost-benefit analysis of road safety improvements. Final Report.



*The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 42 national and international organisations concerned with transport safety from across Europe.

The potential for change is real because the know-how exists.

A mechanism to engage

police globally around road safety is needed to **build collaboration, transfer knowledge and develop leaders** to drive cultural change within their organisations.

Global road safety agencies have raised the lack of engagement by law enforcement agencies in planned global, regional and national road safety initiatives, citing this as a major impediment to improving road safety outcomes.

"Global and regional capacity to support safety management initiatives is fragmented and under-resourced."

(Global Road Safety Facility strategic plan)



Building on past experience...

- Effective road policing has improved road safety in high-income countries. Strong leadership and clearly defined strategies have delivered targeted results
- We can leverage and transfer what works, mindful of the distinct challenges within low- and medium-income countries
- Police in high-income countries have shared enforcement best practice for several decades on either an ad-hoc or formalised basis (e.g. TISPOL).

...addressing the challenges

- Police engagement in traffic safety is systemically weak in many low- and middle-income countries, and there is **no one centre of excellence** with the mandate to own and drive change in this area
- A global body is needed to take ownership of, and develop and support police leadership to facilitate the accelerated transfer of traffic safety enforcement knowledge from high-income law enforcement agencies to their peers in low- and middle-income countries.

Commitment to road safety enforcement from political and police leadership can be achieved by connecting to:

Purpose – building connection to the core ethos of policing – ‘upholding the lawful rights of citizens’

Goals – supporting wider ambitions of developing real leadership capability within policing

Values – creating a real opportunity to address systemic problems in some police cultures (integrity, honesty, community respect)

People – recognising that police are citizens and have families too – that they are an integral part of their local community and they too can be directly impacted by these tragedies.

Enforcement is about consequences – a critical, proven *Push* strategy to change ingrained behaviours. Education (*Pull*) strategies that raise awareness and inspire new understanding are pivotal, **however drivers, passengers and pedestrians must also believe they will be penalised for destructive behaviour** – and that penalties are applied fairly and consistently.

The challenges we face are complex in nature, so solutions must be

aimed at the culture of policing.

Our approach must take account of **differing conditions, challenges and cultures.**

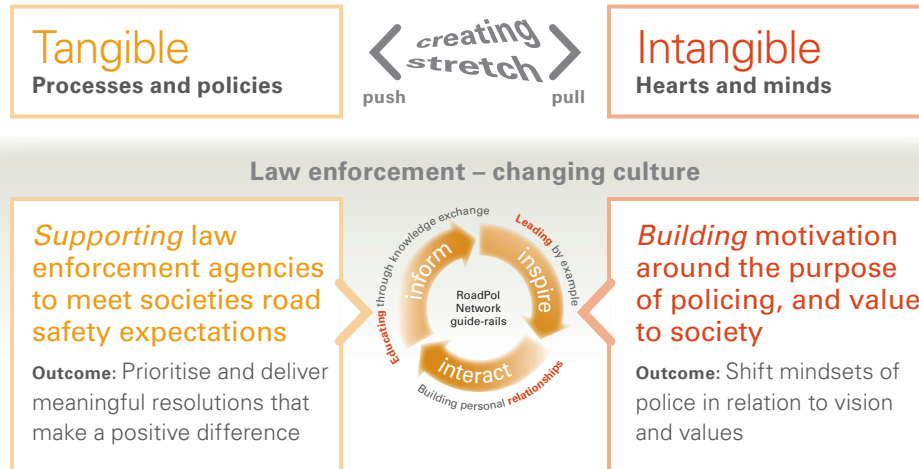
There will be no single cause-effect relationship, and no obvious 'right' answer to suit all environments. Specific **solutions** must be **shaped locally** and involve a range of stakeholders.

Road policing is often not a priority for law enforcement agencies due to multiple challenges:

- Resources are always stretched
- Transport law is seen as an 'offence' rather than a 'crime'
- The impact of traffic policing is less evident because it is 'preventative'
- Road safety may not be considered a priority by political leaders
- The operating/funding environment may not allow a focus on road safety
- Police leadership may be lacking
- Cultural change (within specific police agencies) takes time
- Lack of road safety law
- Outcomes can be 'unpopular' with the wider community in terms of cost e.g. speeding fines and as a reminder of their social obligations
- Corrupt practices divert resources and attention away from real objectives.

To realise its potential, a Decade of Action requires strong local political sponsorship and police leadership support for road safety enforcement.

Our challenge is to build a framework that facilitates this.



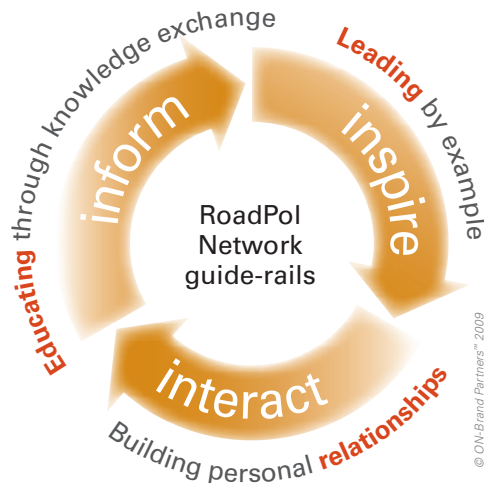
These challenges can, and must, be overcome through

a global road safety enforcement body.

There is now **broad-based support** from police leaders and agencies for the concept of an **International Road Policing Organisation (RoadPol)**.

Extensive consultation with influential and experienced police leaders worldwide, and with international agencies, suggests strong support for, and commitment to, the RoadPol vision.

RoadPol will facilitate a co-ordinated police response to the road safety issue by stimulating new thinking, developing and supporting police leaders internationally, and by accelerating the exchange and application of successful policing strategies and tactics – resulting in substantial saving of life and injuries.



RoadPol will contribute to improving road safety outcomes in low- and middle-income countries by:

- Providing a powerful voice for police in the global discussion, helping to create top-down pressure on governments to act
- Supporting and sustaining positive change in police leadership and culture
- Identifying and facilitating access to funding assistance to help overcome shortfalls in the local operating environment
- Taking ownership of the issues raised by global road safety agencies and co-ordinate and drive engagement by law enforcement agencies in planned global, regional and national road safety initiatives
- Facilitating engagement between these two main groups of parties – the various international, regional and national groups promoting road safety, and their partners; and the global police community
- Driving anti-corruption strategies and raising the community mandate for road policing
- Strengthening global, regional and country police capacity to support sustainable reductions in road deaths and injuries in low- and middle-income countries
- Accelerating traffic safety knowledge transfer to policing services in low- and middle-income countries.



RoadPol addresses a key goal of the World Bank's Global Road Safety Facility (GRSF) – to "strengthen global, regional and country capacity to support sustainable reductions in road deaths and injuries in LMICs" and "accelerate safety knowledge transfer to LMICs".

Setting up this new global police network requires
an integrated approach focused around leadership and enabled through partnership.



We will leverage what we know works...

Police culture is strongly oriented toward **personal trust and confidence** in terms of professional relationships.

The RoadPol initiative allows for police agencies to **formalise partnership relationships** across different countries, and to **build strong interpersonal relationships** at the leadership level.

RoadPol will bring a new focus to road safety – but will complement rather than compete with existing regional and international police networks, and existing general police capacity and capability development programmes.

Key principles:

- **Strategically relevant** – create a compelling picture for ‘Police’
- **Collaboration** – solutions co-created, and responsibility will sit as widely as possible
- **Knowledge exchange** – build upon proven successes
- **Partnership** – creating mutual value with existing organisations
- **Emergent strategy** – approach is refined as we go
- **Motivating action** – focus on creating momentum and delivering quick wins to inspire further action.

RoadPol is about...

- Being action orientated – saving lives!
- Integrating with other essential ‘pillars’
- Driving change through local leadership
- Leveraging existing knowledge and experience
- Being realistic about LMIC challenges
- Building momentum through incremental change
- Long-term sustainable change
- Leadership as a priority over ‘technical’ support.

RoadPol is not about...

- Endlessly analysing the issues
- Operating in isolation from other initiatives
- Dictating operational changes in countries
- Ignoring what has worked elsewhere
- Imposing a ‘one-size-fits-all’ solution
- Looking for a ‘silver bullet’
- A short-term fix.

An important first step has been taken toward realisation of the RoadPol vision...

The key Action Panel established.

The 'Law Enforcement Action Panel' (LEAP) is an important first step to leveraging the active support of trusted and influential police leaders to lead the process of engaging colleagues and police agencies worldwide, and mobilising support for RoadPol.



LEAP is committed to:

- Engaging with senior police leaders from low- and middle-income countries to raise road safety awareness and standards
- Obtaining and fostering commitment from senior police leaders with a successful track-record in traffic safety enforcement
- Promoting the RoadPol project to International Donors and World Bank groups, sections and projects, and identify and seek collateral benefits that may accrue
- Providing leadership for the formal establishment of RoadPol and Secretariat
- Exploring synergies with multilateral (e.g. UNRSC) and associated global partner agencies and identifying potential sources of assistance for RoadPol implementation
- Architecting proposals to put in place agency-to-agency partnerships
- Designing and delivering leadership development capabilities, especially for low- and middle-income Countries
- Embedding monitoring and evaluation (M&E) processes
- Establishing required funding and administrative support.

We have the active support of an influential, trusted group of senior police professionals committed to the formation of RoadPol. All have a distinguished senior police career and a proven track record of leadership, vision, managing organisational development, and securing continuous improvement.

The formation of RoadPol is the core objective of LEAP (Law Enforcement Action Panel).

LEAP will be led by Rob Robinson (former Police Commissioner of New Zealand), who brings a wealth of experience and a proven track record to the challenge.



New Zealand is a strong case study of traffic safety:

- Since 1990 there has been a 52% decline in road deaths, despite 42% more cars and 21% more people
- Effective road policing strategies have been proven to have made a substantial contribution to road safety.

Minze Beuving – former Chief Commissioner, Dutch National Police Agency (KLPD) and former Lieutenant General, Commander in Chief, Royal Netherlands Marechaussee.



Peter Fitzgerald – former Deputy Commissioner, An Garda Síochána, Ireland's National Police Service.



KHOO Boon Hui – Commissioner of Police, Singapore Police Force, President of INTERPOL.



Ken Moroney – retired Commissioner of the NSW Police Force, Australia.



Sir Keith Povey – formerly Her Majesty's Chief Inspector of Constabulary in the UK.



Lord John Stevens of Kirkwhelpington – retired Commissioner of the UK Metropolitan Police Service.



The question for law enforcement agencies is not *should we* do more, but *how we* do more to **Make Roads Safe...**

RoadPol will make a difference.

Effective Enforcement has the potential to **amplify the outcomes** from related Education, Engineering and Emergency Response initiatives.

There should be no argument! The purpose of policing is to **uphold the lawful rights of citizens**, allowing active participation in the communities we all live in.

Citizens can *rightfully expect* to be **safer on our roads**. Citizens can *rightfully expect* **offenders to be held accountable**. Citizens can *rightfully expect* **greater commitment from public servants** everywhere to the creation and enforcement of common-sense traffic safety laws.

*Conservatively assumes that enforcement contributes to a 10% reduction in road deaths over that period. Compare this to the 30% reduction achieved in high-income countries where road policing is confirmed as a major contributor to this decline.

Imagine... **In the year 2020, one million* more people are alive because of our actions.**

Together we can create a sea-change in road safety.

Together we can save millions of lives.

Together we can create a better world.



Time is the enemy...

In the few minutes it has taken you to read this document...

a further **25 people** have lost their lives,

over 1,000 people have been **maimed or injured**,

hundreds of **families have been traumatised**, and

communities have incurred more than **\$10 million** in **economic and social costs**.

So there is no time to waste.

RoadPol is worthy of global endorsement and support.