

Proactive Partnership Strategy

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Cultural Way to the Future

José Cardita

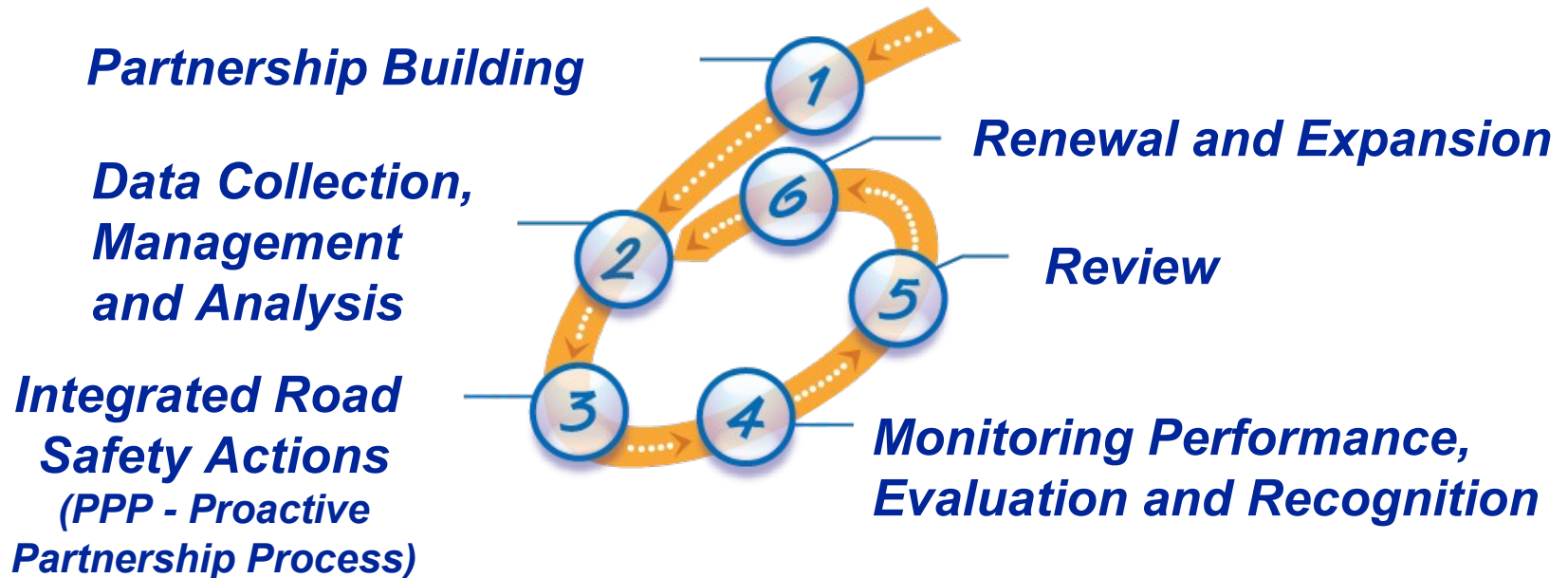
Proactive Partnership Strategy (PPS)

- *PPS is a dynamic process towards:*

- . *Advanced Road Safety Culture*
- . *“Quality of Life” improvement*
- . *“Human Life” improvement*

Six Steps of the PPS

PPS - Proactive Partnership Strategy





Partnership Building



Partnership Building

1. Problem recognition & Solution seeking
2. Identifying key supporters
3. Partnership Agreement
4. Establishing a PPS Team

Partnership Agreement

Education

Transport

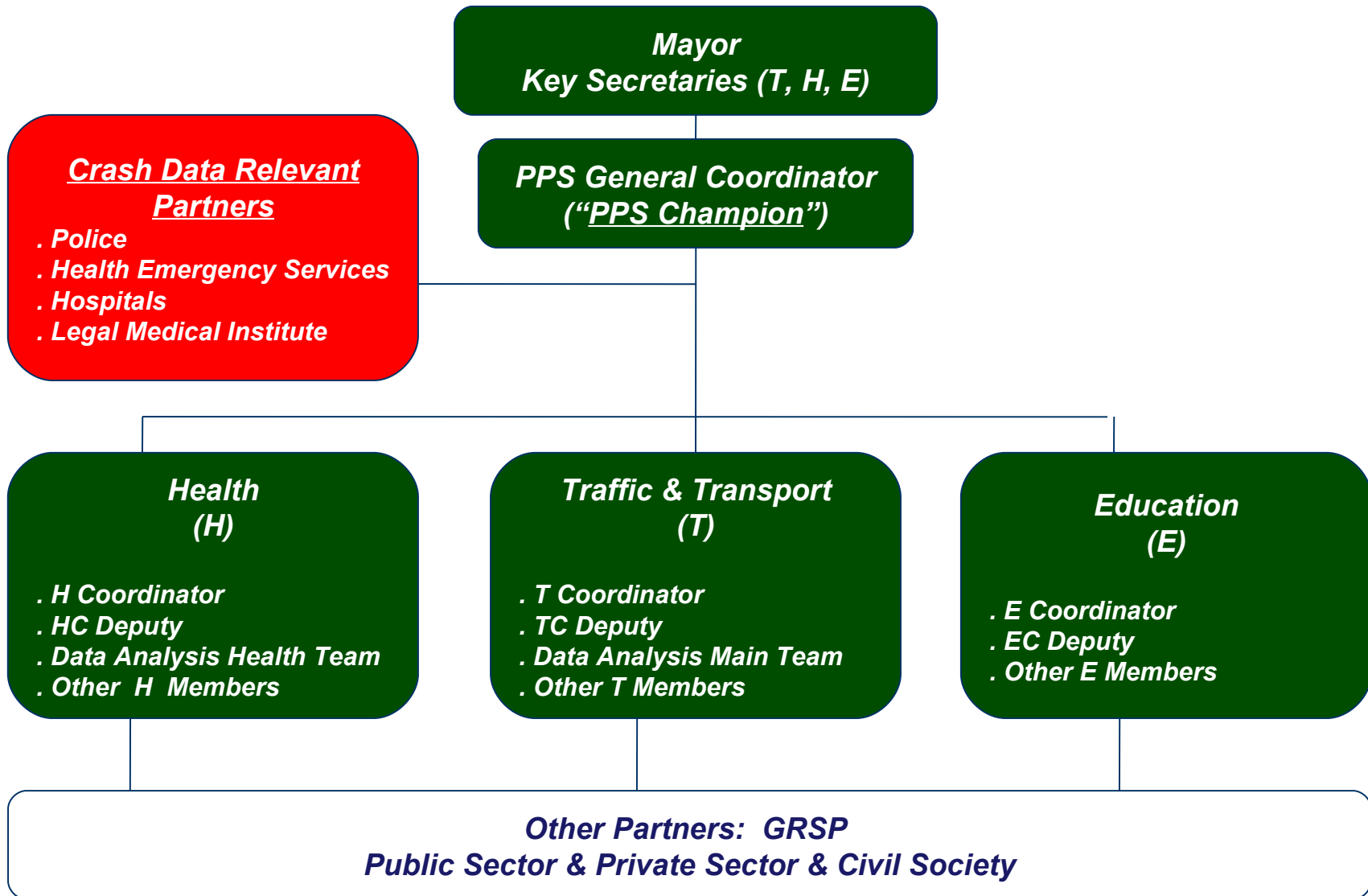
GRSP

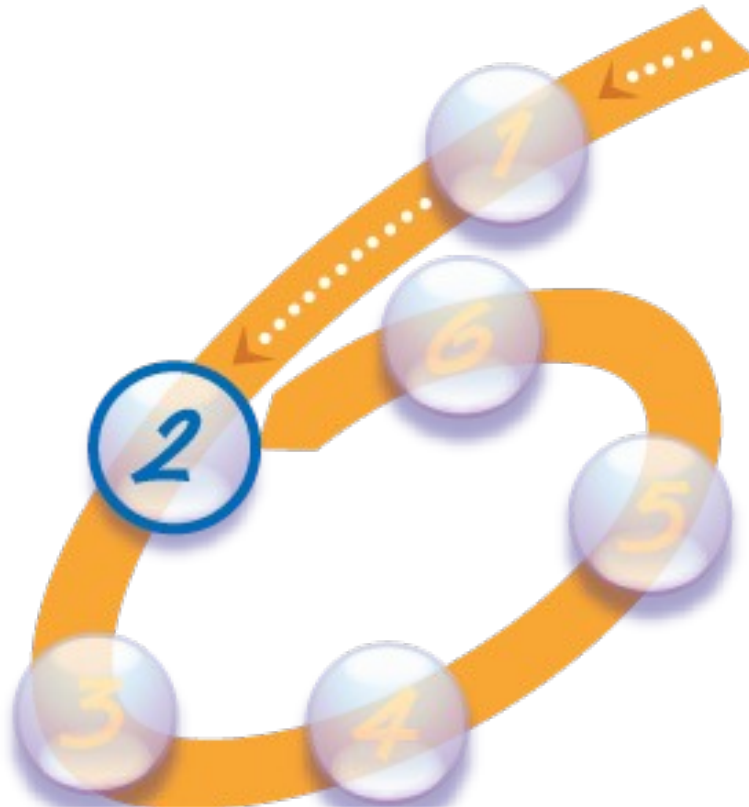
Mayor

Health



Typical PPS team in Brazil





Data Collection, Management and Analysis

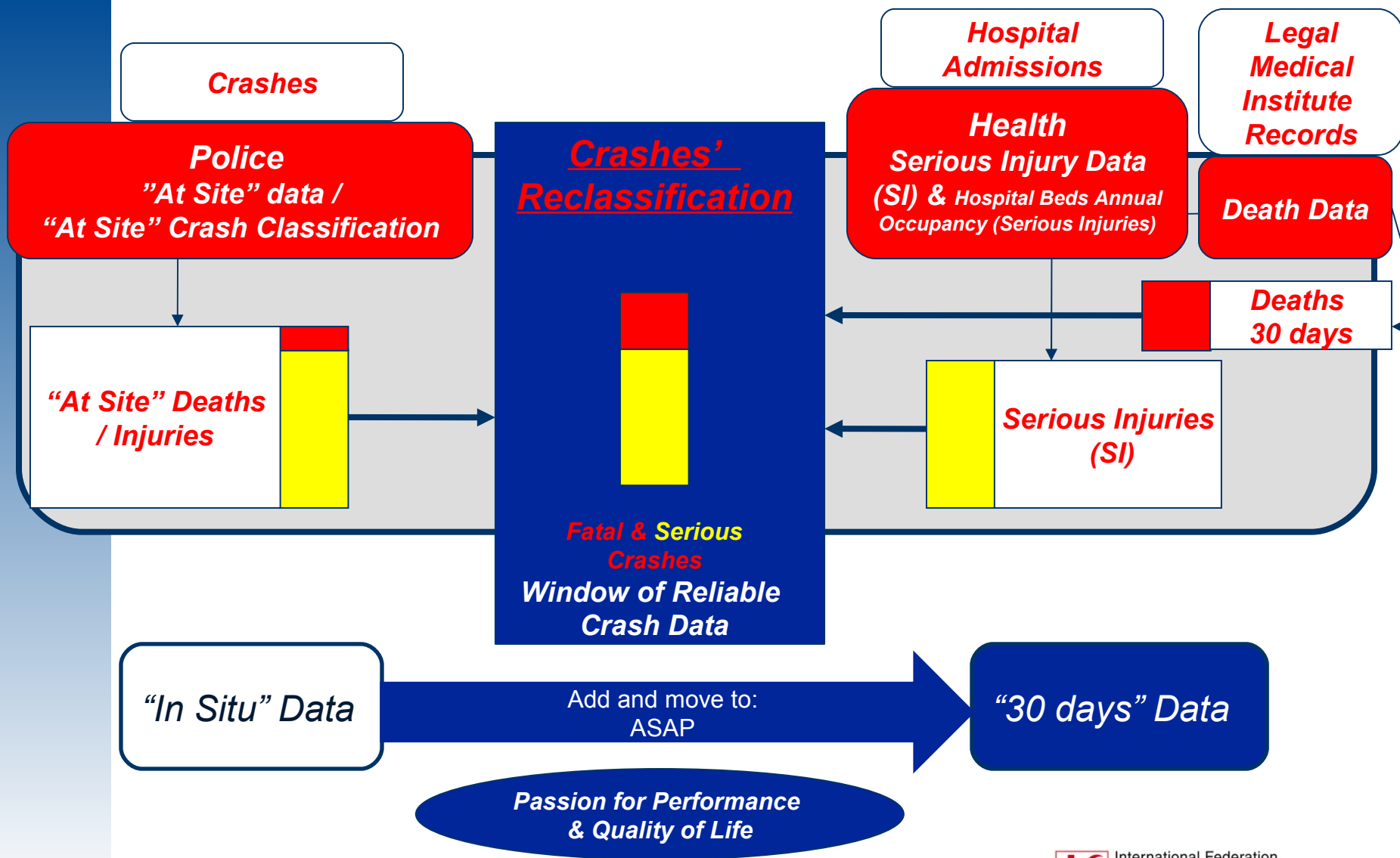
Data Collection, Management and Analysis

- Establish a Data Management Team
- Identify Organizations who will collect data
- Reliable Data - *Do not wait for, but:*
 - . Improve continuously “In Situ” Data*
 - . Add and continuously improve KSI (Killed and Serious Injury) Data on a 30 days basis*
- 4. Crash and Traffic Injury Data Systems
- 5. Data Analysis





Reliable Crash Data (30 days basis)



Data Analysis of Fatal & Serious Crashes

All done for crashes involving fatalities and seriously injured.

- **Examples of Tables, Graphs**
- **Local Major Risk Factors**
- Local main risk factors
- Main Causes / Main VRUs
- Road user type
- Monthly distribution
- Week day distribution
- 24 hour distribution
- Gender
- Age Group
- **Examples of Maps**
- **Per Local Major Risk Factor**
- Per local main risk factor
- Per crash type
- Per road user
- Per week day
- Per hour period

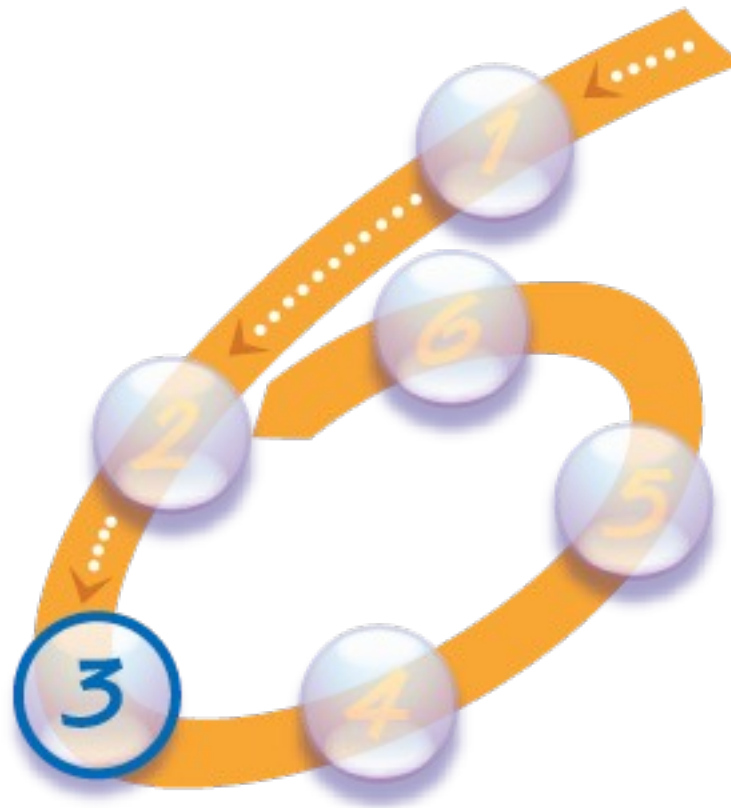


Local Major Risk Factors (LMRF) vs Fatal & Serious Cashes(FSC) - Example

| LMRF / FSC | Speed | Helmets | Alcohol | Seat Belts | Infrastructure | Vehicle | Trauma Management |
|---------------------------|---------------|---------------|---------------|---------------|----------------|-------------|-------------------|
| 1st FSC | 1st - 5 | 2nd - 3 | | | 3rd - 1 | | |
| 2nd FSC | 1st - 5 | | | 2nd - 3 | | | 3rd - 1 |
| Remaining FSC | | | | | | | |
| n-1 FSC | | 1st - 5 | | | | 3rd - 1 | 2nd - 3 |
| n FSC | 1st - 5 | | 2nd - 3 | 3rd - 1 | | | |
| Total / Weighted % | 356/ 31.1% | 248/ 21.6% | 154/ 13.4% | 201/ 17.6% | 56/ 4.9% | 43/ 3.8% | 87/ 7.6% |
| Weighted Relevance | 1st | 2nd | 4th | 3rd | 6th | 7th | 5th |

Identification approach of Local Major Cultural Problems



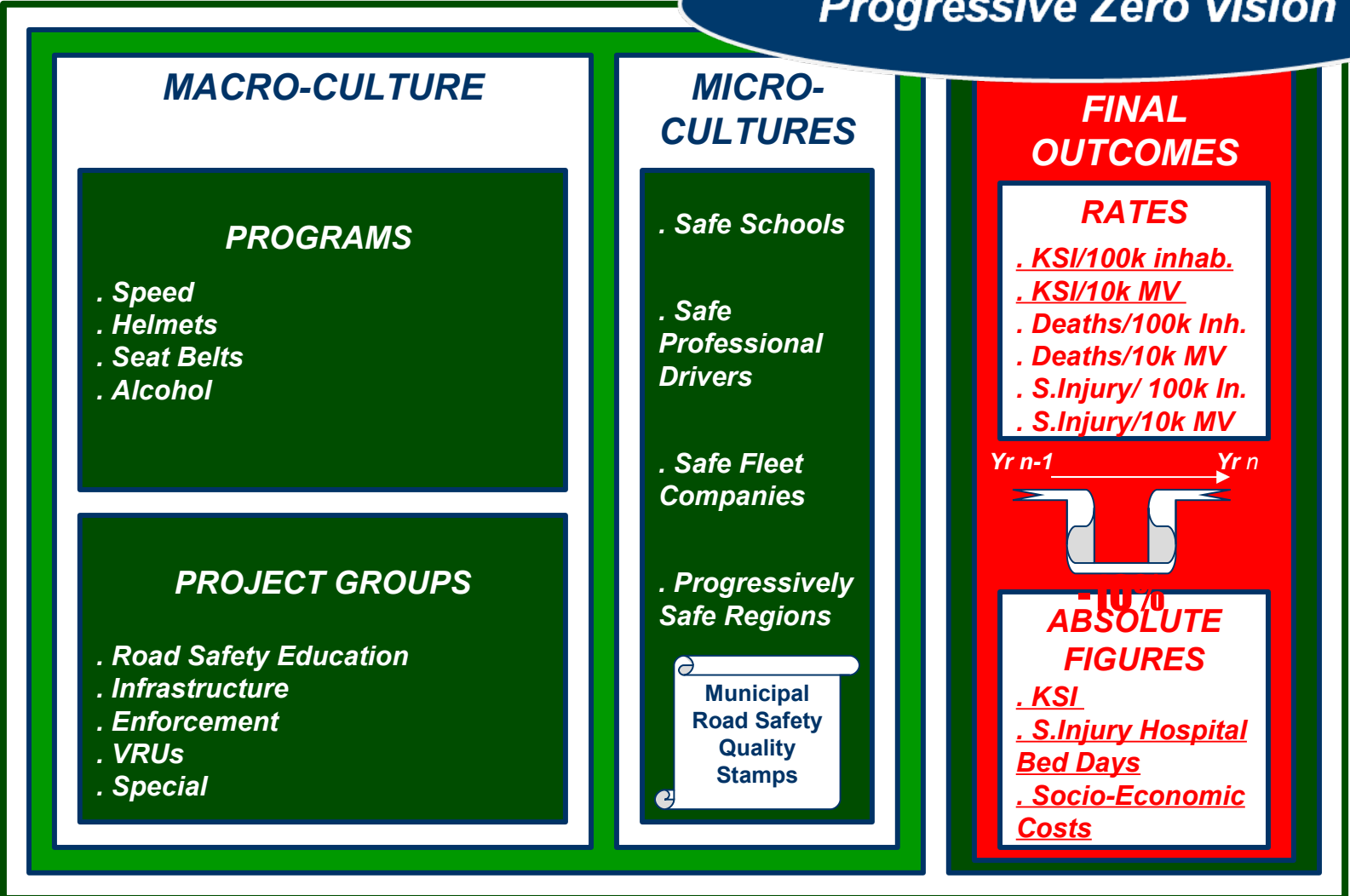


Integrated Road Safety Actions

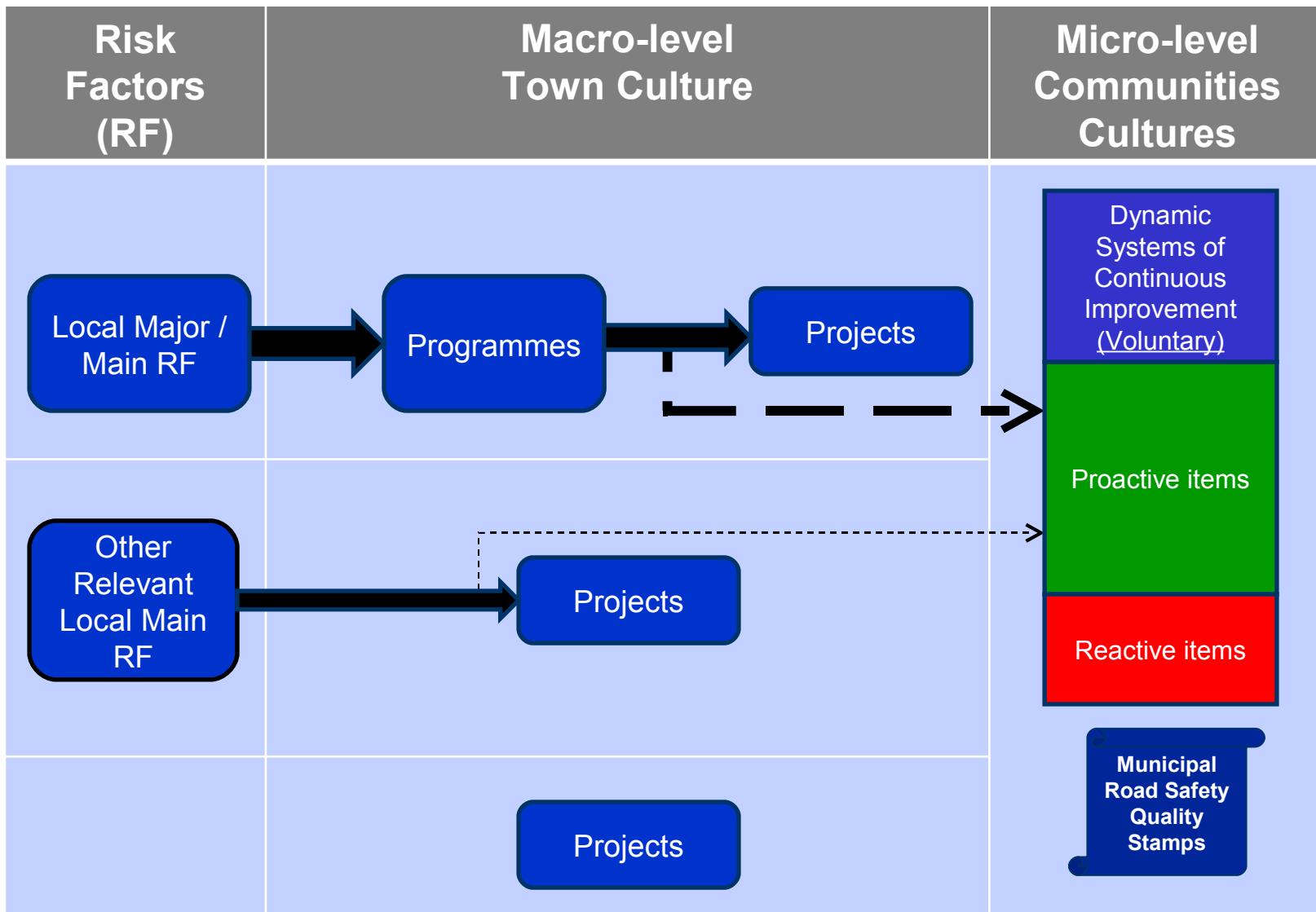
(PPP – Proactive Partnership Process)

Integrated Road Safety Actions

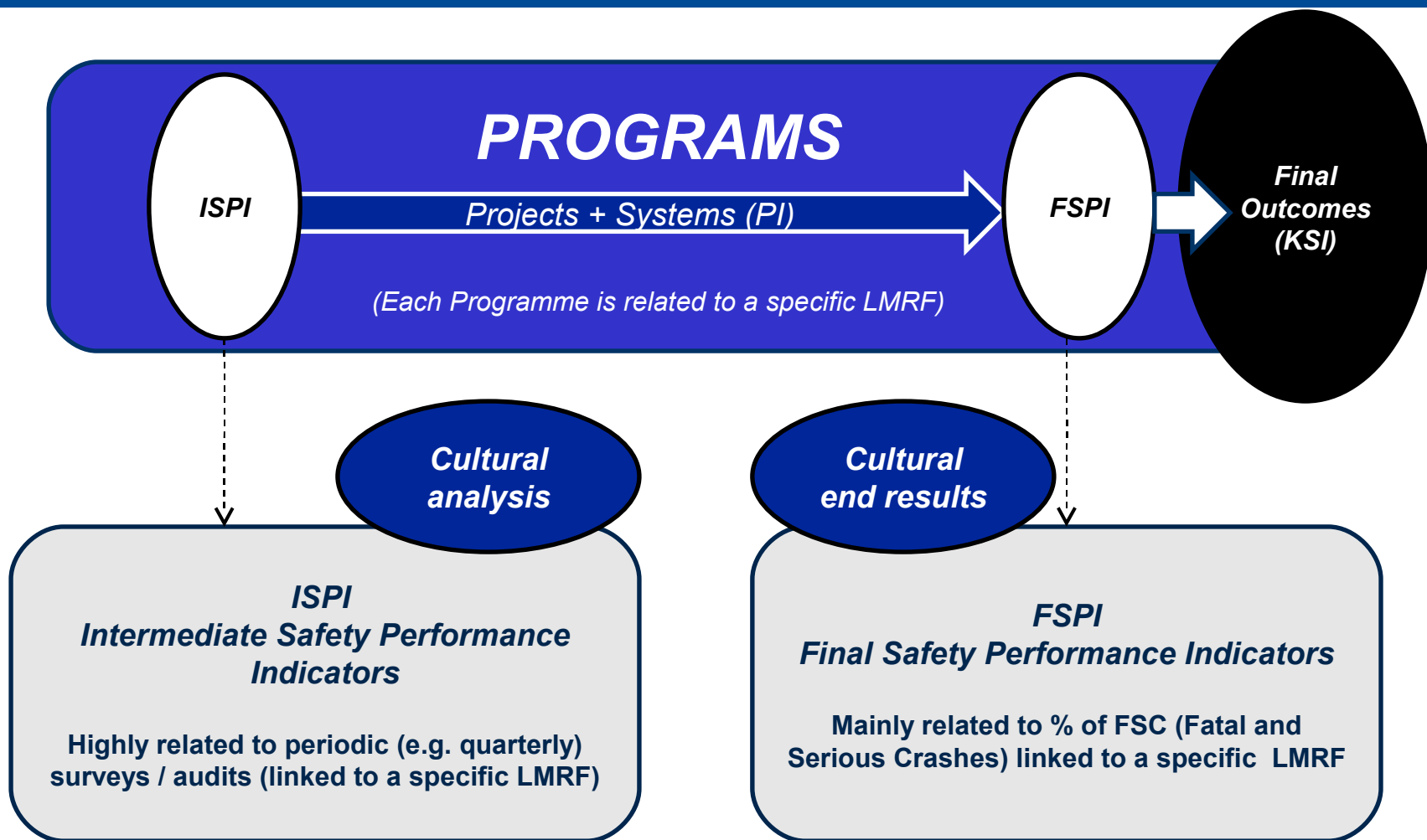
Progressive Zero Vision



Integrated Road Safety Actions



Integrated Road Safety Actions



LMRF = Local Major (Main) Risk Factors
KSI = Killed and Serious Injuries

Integrated Road Safety Actions

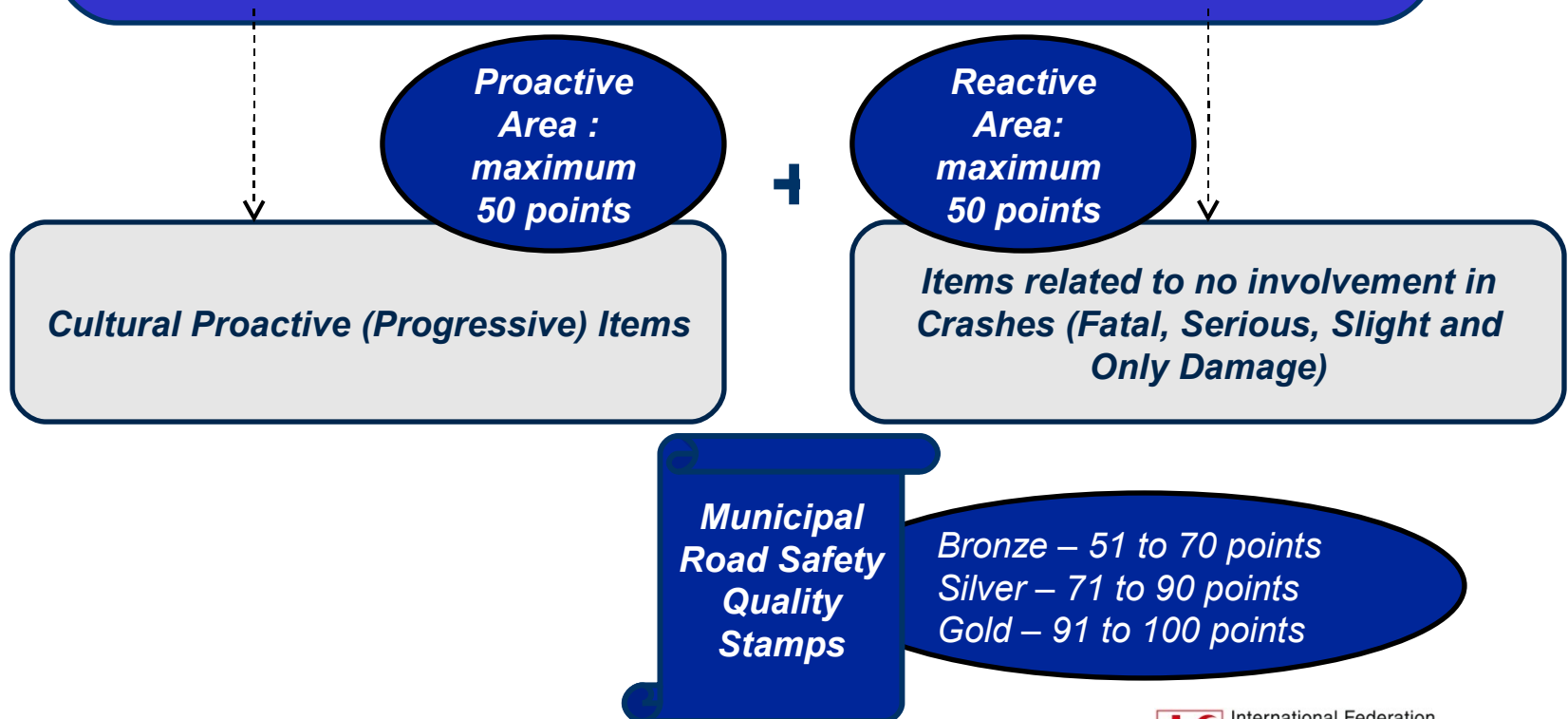
PROJECTS

(Examples: Safety Education, Infrastructure, Enforcement, VRUs, Special)

- . Responsible*
- . Objective*
- . Target audience*
- . Target*
- . Partnerships per Sector*
- . Town departments involved*

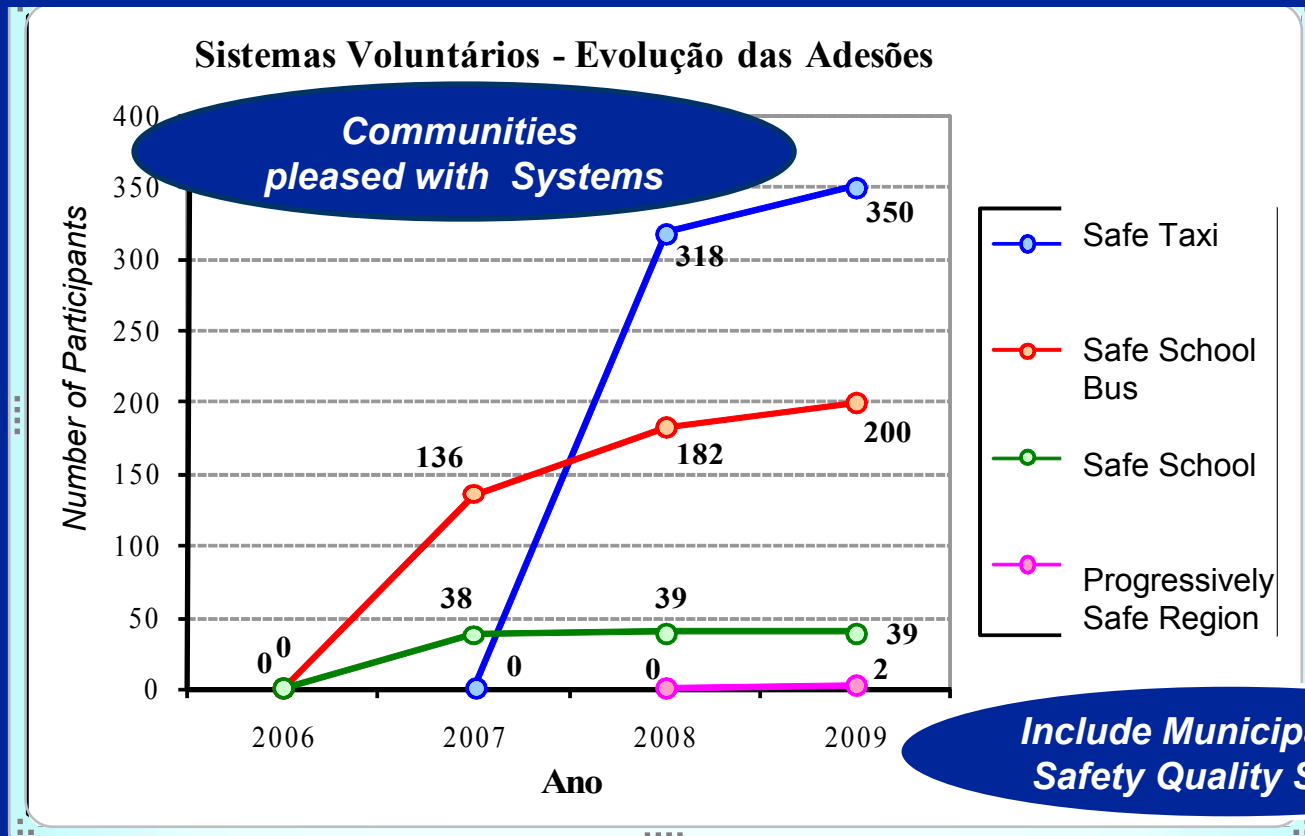
Integrated Road Safety Actions

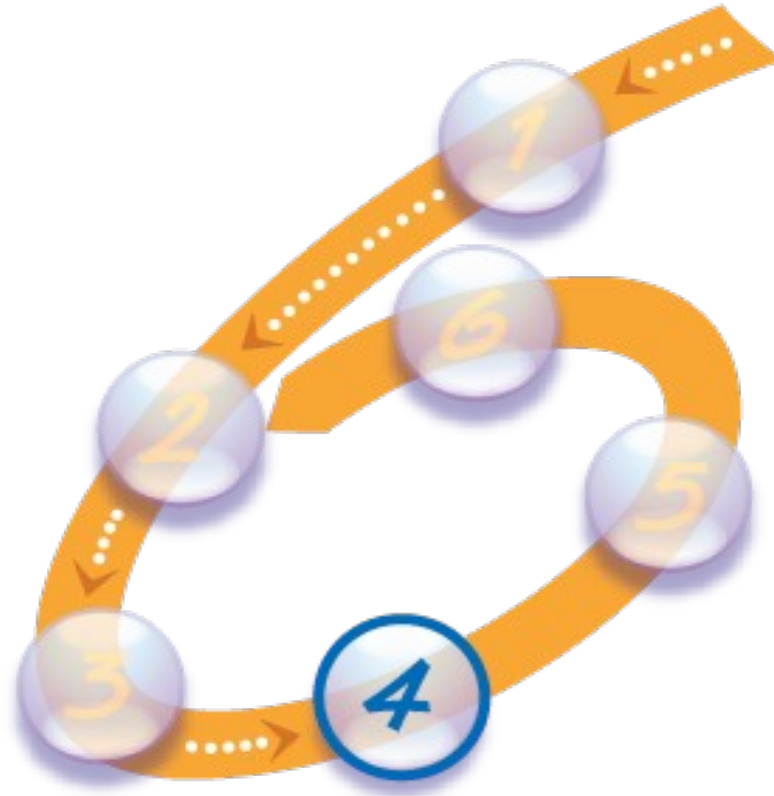
DSCI – Dynamic Systems of Continuous Improvement (Voluntary)
(Examples: Safe School, Safe School Bus, Safe Taxi, Progressively Safe Regions, etc.)



Integrated Road Safety Actions

DSCI – Dynamic Systems of Continuous Improvement Voluntary Adhesion Evolution (Actual Town Example)





Monitoring Performance, Evaluation and Recognition

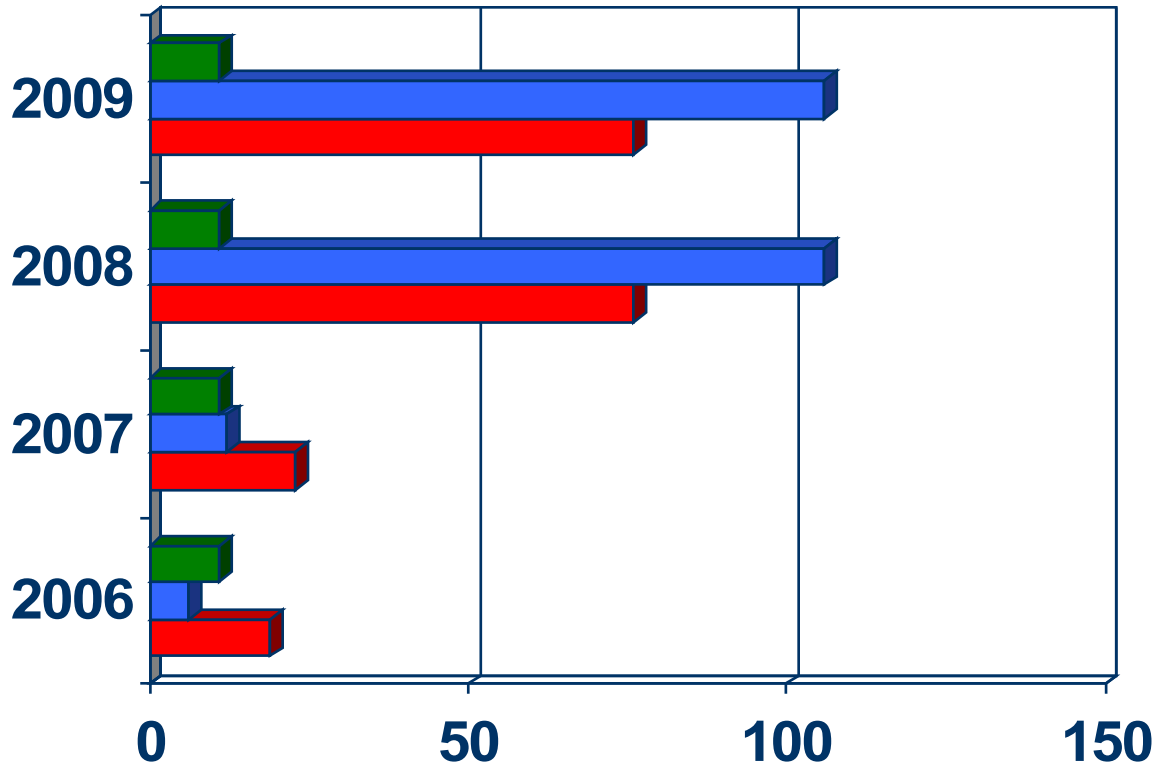
Monitoring Performance, Evaluation and Recognition

Monitoring – *PPS Team Meetings* / systematic data collection / *PPS Performance* analysis (including *PPS Partnership* levels) of *Programs, Projects and Systems*.

Evaluation involves the comparison of outputs / outcomes versus agreed targets. Presentation includes *General Performance Table*.

Recognition acknowledges efforts and success. Includes Certificates and *Municipal Road Safety Quality Stamps*.

Partnership Expansion Process (Actual Town Example)



■ Public Sector

■ Private Sector

■ Civil Society



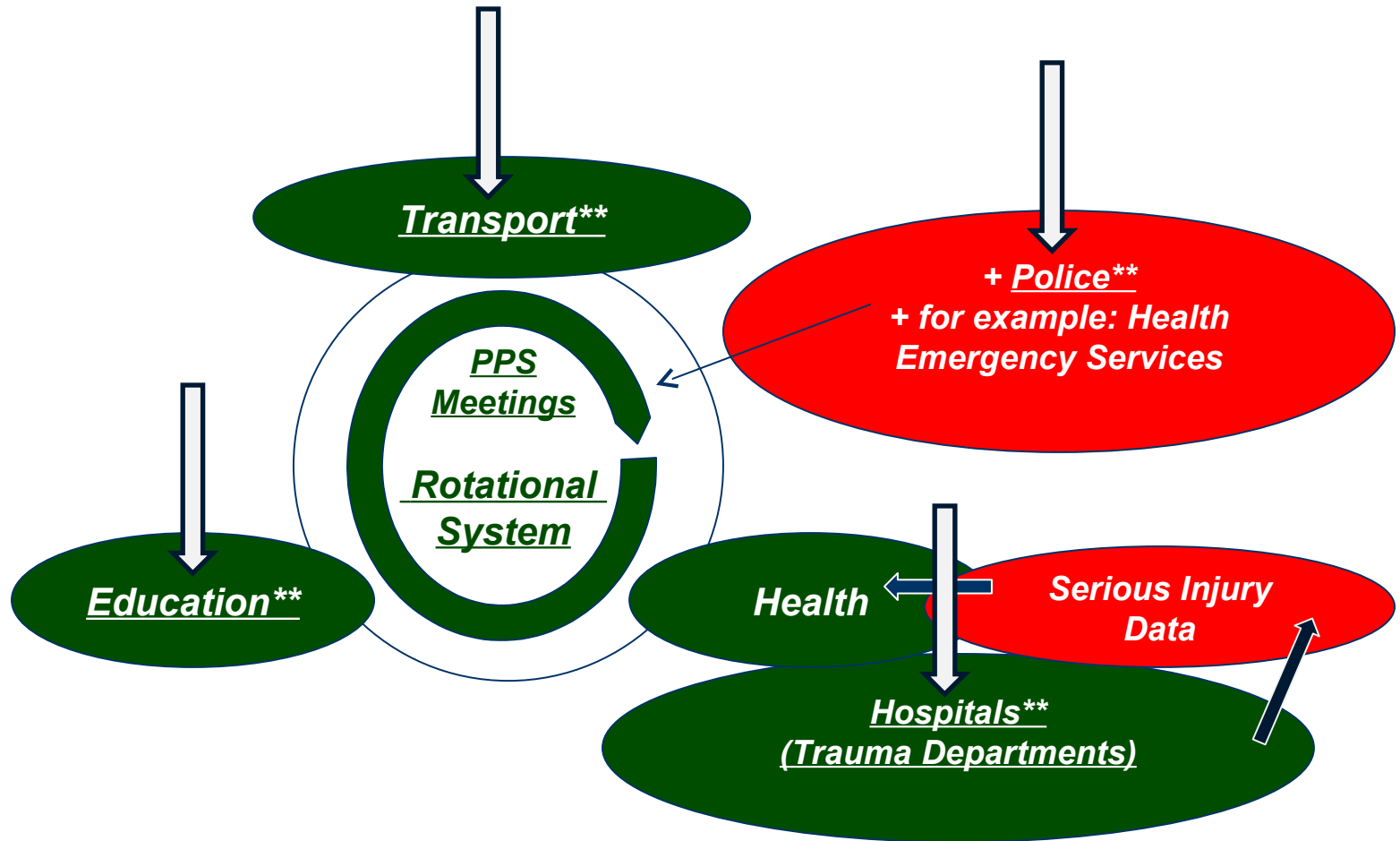
Review

Review

On a regular basis, usually quarterly, ***PPS Team General Meetings*** are held at different locations on a rotational basis.

PPS Team should hold an Annual Review Conference including key stakeholders, partners, donors and potential donors.

PPS Team General Meetings Rotational System / Sustainable Partnerships



**** = PPS Team General Meeting Locations**



Renewal and Expansion

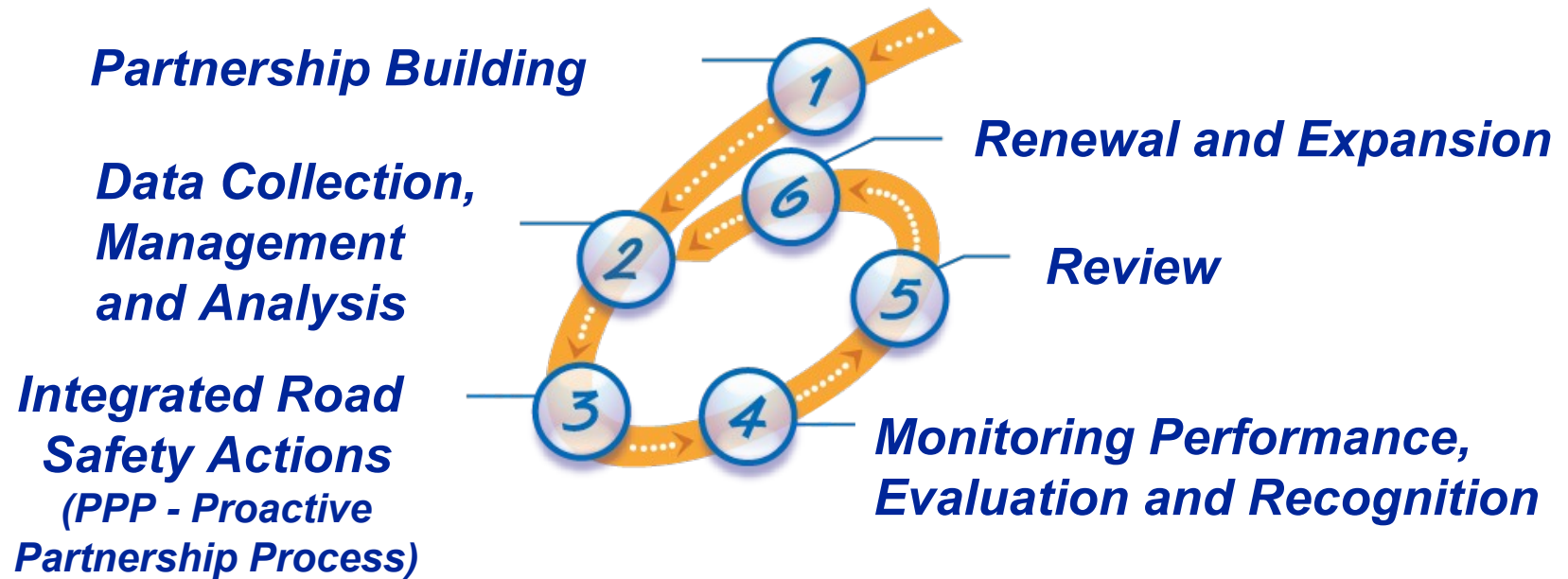
Renewal & Expansion

The PPS team needs to:

- . continuously **renew** and build the technical and practical knowledge, skills and capacity of its team members
- . **expand** the overall team for sustainability with active cross representation and to address continuous changes in the road safety culture.



The PPS cycle



Prince Michael International Road Safety Award



At the Award ceremony in Moscow on 18 November 2009, from left: Eduardo Cury, mayor of São José dos Campos, His Royal Highness Prince Michael of Kent, José Cardita, developer of the Proactive Partnership Strategy and Andrew Pearce, CEO of the Global Road Safety Partnership.

Thank you!

José Cardita
E-mail: jose.c.cardita@gmail.com