



Integration of Road Safety
in Other Policy Areas:
Synergies and Conflicts
Summary

2018



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Introduction

Road safety is a shared responsibility and requires a well-orchestrated and sustained contribution from many sectors. At the same time the recommended Safe System approach aligns well with many other societal objectives for public health, sustainable mobility and occupational health and safety. The integration of road safety into other policy areas can be understood as the systematic, mainstreaming of road safety into other related fields of policy. Useful synergies can be created and achieved, while certain objectives can be met through integrating safety into other areas, in line with the Safe System approach. For integration to achieve these benefits, potential conflicts need to be considered as well as ways of overcoming them.

Related policy areas

This web text looks at what integration means in relation to several policy areas and examines three key policy areas in more detail: employment, environment and health. These topics were chosen as they arguably have the strongest links to road safety policy. Other issues are then discussed and they represent a second tier of policy areas where there are clear links with road safety. These include trade and procurement, liveable cities, transport accessibility and equity, development co-operation, policing and tourism.

EU Policy

The integration of road safety into other policy areas is also included in a number of EU road safety policy frameworks. It is one of the three main principles of the European Commission's Road Safety Policy Orientations 2011-2020. In 2010 Transport Ministers also included a strong commitment to integration in their Road Safety Council Conclusions. The European Parliament's report on road safety adopted in 2011 also supported integration adding that it called for "an exceptionally high degree of coordination". There are some examples of structures to manage and carry through integration at a national level, such as the Inter- Ministerial Committee in France.

Advantages and disadvantages of road safety policy integration

On the positive side advantages include the added strength in achieving joint objectives, pooling of resources and greater efficiency. However, integration can highlight conflicts since reaching one objective such as road safety, may have disadvantages for another. On balance, looking at possible synergies and potential conflicts, the end result should emerge stronger for all involved parties. From a longer-term perspective, in the context of the Sustainable Development Goals to 2030 and beyond, safety priorities are increasingly being subsumed in more urgent societal and industrial agendas that make integration a political and policy imperative. Improving road safety is becoming integral to improving transport sustainability and new mobility forms using connected and autonomous vehicles require safety to underpin their successful market entry and evolution. The integration imperative is more evident in the planning and management of cities that globally are growing in numbers and population size. Urban design, transport and health are becoming inextricably intertwined and new opportunities for integrated solutions are being actively promoted, researched and addressed.

Work-Related Road Safety

Improving work-related road safety will contribute to improving road safety as a whole in Europe. A large part of the 30.100 lives lost on European roads in 2011, were related to driving for work or commuting. Road traffic collisions accounted for nearly 40% of incidents at work resulting in

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death. This is one of the strongest areas for explaining synergies between road safety and another policy area. The paper sets out the EU policy background and then presents the business case for the integration of road safety into employment policy. Workplace health promotion is another related issue of paramount importance; it taps into matters such as lifestyle, work/life balance, and general well-being and is likely to cover a large number of driver-related risk factors such as for example fatigue and consumption of alcohol. Excessive and inappropriate speed is the number one road safety problem and also needs to be tackled from the 'driving for work' perspective. Employers can look at changing journey planning, just-in-time management and applying the use of driver assistance technologies to dramatically reduce the speed risk factor.

Environment

Road safety benefits can be generated by addressing environmental topics. At the European level the arenas of transport and environmental policy are clearly linked and much work has been carried out over the last decade to ensure an integrated approach towards these two policy areas. However, the opportunity exists for further integration to capture the safety benefits of, for example, combining trips or promoting safer public transport. This paper looks at several areas in more detail; one is land-use planning and travel demand management. This can consist of consolidating development, making use of fiscal measures such as congestion charging and walking and cycling improvements. Although cycling and walking are currently less safe per distance travelled than the car, these modes need to be encouraged for large public health benefits and the safety of walking and cycling needs to be a key objective of safety management. Another topic covered in more detail here is speed management where there are clear synergies between fuel-efficiency, reducing Green House Gases (GHGs) and safe driving. Eco-driving and the use of in-vehicle systems such as ISA are also mentioned as ways to reduce speed for the dual benefits of increased safety and lower emissions.

Health

Road traffic injury and its links to public health is the third topic looked at in more detail. There is a strong business case to include the prevention of road traffic deaths and serious injury on the health agenda as their associated costs to the health system across Europe are considerable. Alcohol and health is another major issue linked to road safety. Drinking and driving is often a precursor of alcohol problems and tackling drinking and driving within a rehabilitation programme can lead to wider benefits related to health. The use of alcohol interlocks can be a useful tool for managing health and bringing about improvements in road safety. Tackling obesity through promoting an active lifestyle with cycling and walking is also discussed also in relation to "safe routes to school". Reducing the consequences of road traffic injury through improvements to the emergency medical system and trauma care and rehabilitation are also key areas for health.

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Notes

1. Country abbreviations

	Belgium	BE		Italy	IT		Romania	RO
	Bulgaria	BG		Cyprus	CY		Slovenia	SI
	Czech Republic	CZ		Latvia	LV		Slovakia	SK
	Denmark	DK		Lithuania	LT		Finland	FI
	Germany	DE		Luxembourg	LU		Sweden	SE
	Estonia	EE		Hungary	HU		United Kingdom	UK
	Ireland	IE		Malta	MT			
	Greece	EL		Netherlands	NL		Iceland	IS
	Spain	ES		Austria	AT		Liechtenstein	LI
	France	FR		Poland	PL		Norway	NO
	Croatia	HR		Portugal	PT		Switzerland	CH

2. This 2018 edition of Traffic Safety Synthesis on Integration of Road Safety in Other Policy Areas: Synergies and Conflicts updates the previous version produced within the EU co-funded research project [DaCoTA](#) (2012). This Synthesis on Integration of Road Safety in Other Policy Areas: Synergies and Conflicts was originally written in 2012 by Ellen Townsend, [ETSC](#) and then updated in 2016 by Tony Bliss, [Road Safety Management Ltd.](#)

3. All Traffic Safety Syntheses of the European Road Safety Observatory have been peer reviewed by the Scientific Editorial Board composed by: George Yannis, NTUA (chair), Robert Bauer, KFV, Christophe Nicodème, ERF, Klaus Machata, KFV, Eleonora Papadimitriou, NTUA, Pete Thomas, Un.Loughborough.

4. Disclaimer

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5. Please refer to this Report as follows:

European Commission, Integration of Road Safety in Other Policy Areas: Synergies and Conflicts, European Commission, Directorate General for Transport, February 2018.

