

Brake is a road safety and sustainable mobility charity

1 Build engagement among **people** with the cause and activate them to achieve change **in line with Vision Zero, driving to clear targets**

2 **Provide services** for bereaved /injured road crash victims e.g. a national helpline



We work for “vision zero” : **safe, sustainable, healthy and fair** transport

Visit: www.brake.org

UK and NZ headquarters and domestic services



Welcome world wide participation in our projects

Cameroon Liberia South Africa Uganda Zimbabwe Colombia India Kuwait Oman
Saudi Arabia Czech Republic Russian Federation Cyprus Gibraltar Australia Ireland
New Zealand Falkland Islands USA



Visit: www.brake.org

People.

1.35 million dead on roads every year.

7.2 billion who can **work to** reach
Vision Zero, including these children.



People can...

Care about deaths, injuries, pollution. Understand it is a charitable cause.

Understand Vision Zero and targets we set.

Campaign as leaders to achieve change.



Learn

Act

Victims

Tools

Blog

 DONATE

 search...

[Home](#) / [Act](#)

Report: Inspire, Inform, Engage



LEARN

The three crises

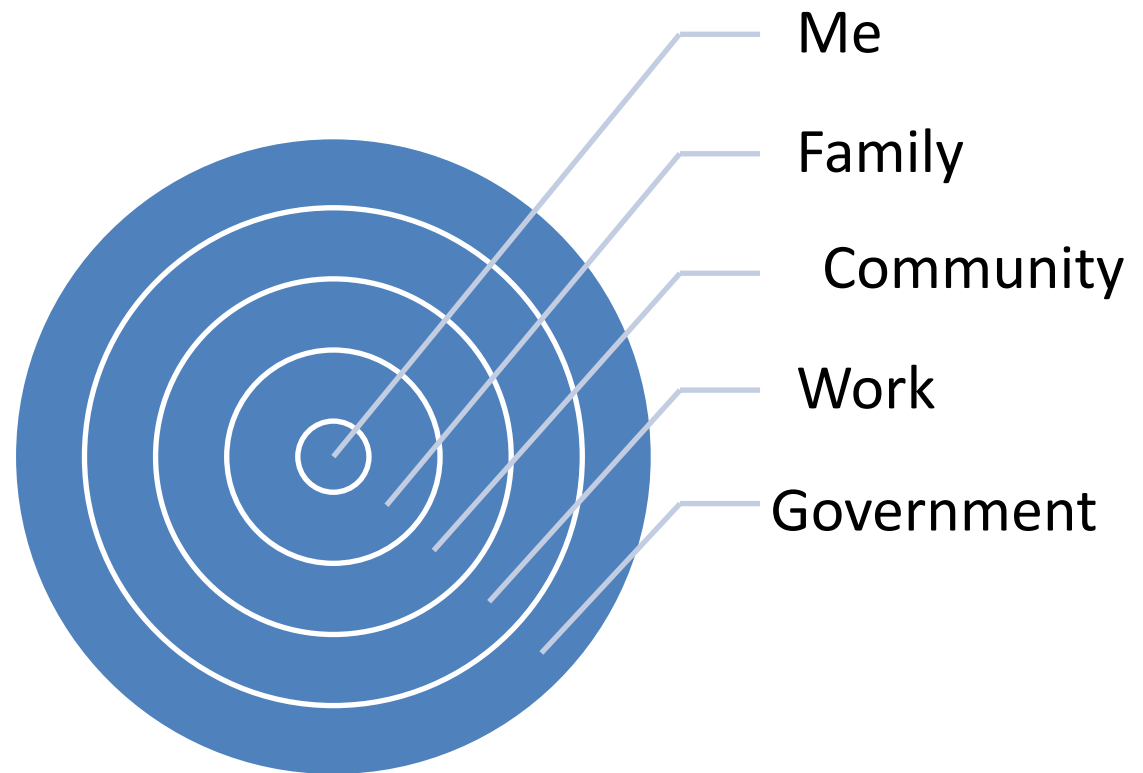
Carnage on roads

Children and youth

Climate change

Sickness and inequality

People's spheres of influence



To campaign, people need...



CAPABILITY: Do I have the knowledge and skills?

OPPORTUNITY: Who is available to me, to influence?

MOTIVATION: What is driving me?

Motives

Touched by a death or injury

Fear for children's safety

Fear for self (eg as cyclists)

Fear for elderly relatives

Dislike of living conditions – e.g. lack of space to cycle, pollution

Personal gain – e.g. skills in campaigning, financial aspirations

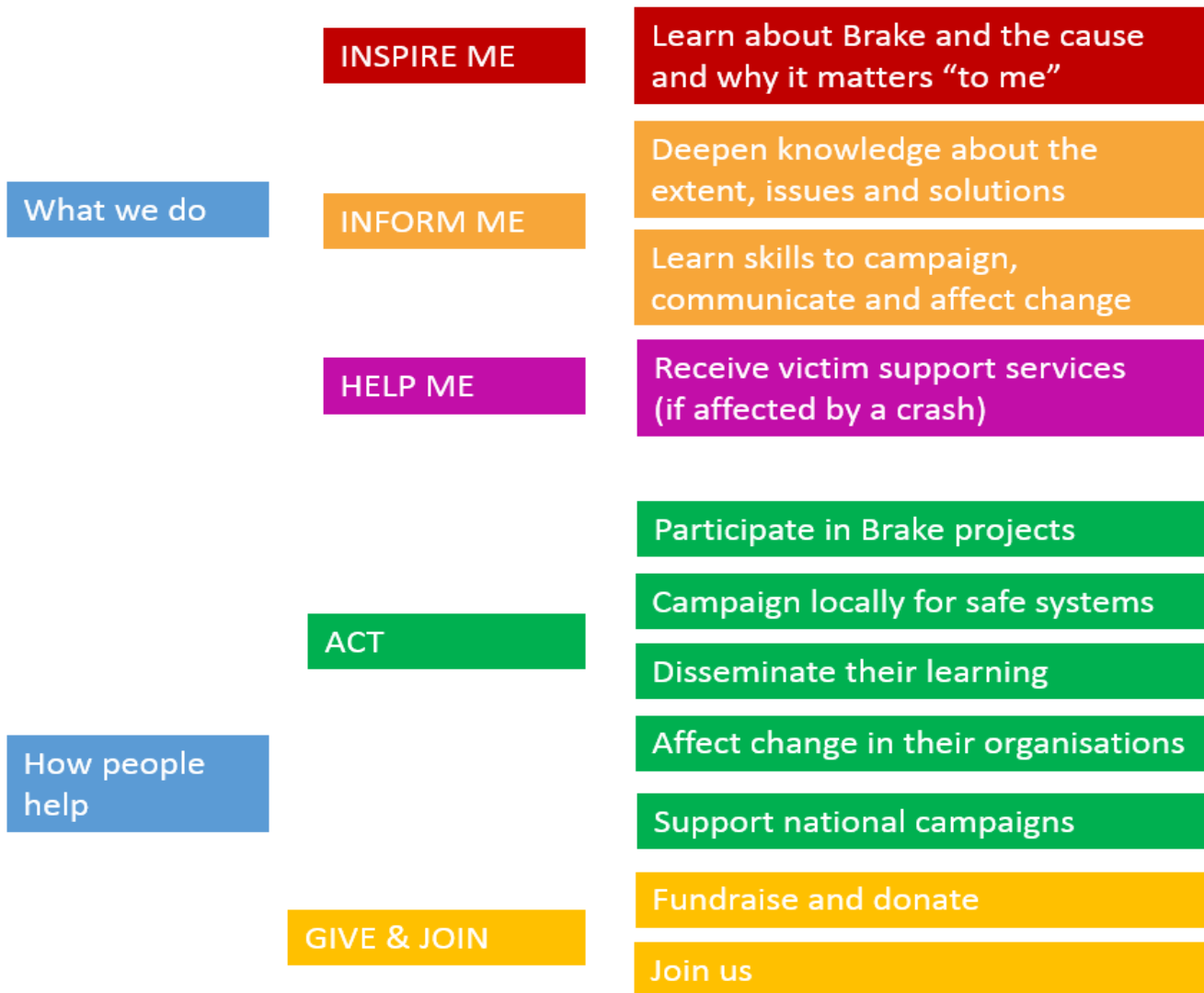
Professional gain – e.g. risk mitigation, CSR, profit

Visit: www.brake.org

A love of each other and togetherness



BRAKE'S ENGAGEMENT MODEL



People can...

Family and friends: Spread knowledge and keep loved ones safe.

Community: Achieve 20mph/ 30km/h limits and foot paths / cycle paths.

Workplace: Implement road safety and sustainable mobility policies.

Government: Lobby for government vehicle legislation and investment in road infrastructure and enforcement.



Specific targets vital

Current UK example:

Amount of our main road network that has segregated cycle paths

If no target, then no context for people. Not tangible





Language

Confidence

Use child seats
Slow down
Hold our hands

Sign up for your Road Safety Week 2018 action pack!

See what's
happening
across
the UK


**Road
Safety
Week**



Our theme for 2018



Let us know what you did



What did you do?



Ran activities with children and young people



Ran an event in my community



Engaged fleets and at-work drivers



Ran an event through my workplace



Delivered messages as a road safety professional



Supported as a key figure in my community

News story

Bold new measures to keep people safe on the roads

Measures to combat road rage, encourage more mutual respect between road users and protect the vulnerable released in 2 year action plan to improve road safety.

Published 22 November 2018

From: [Department for Transport](#) and [Jesse Norman MP](#)



Government Response to Call for Evidence Cycling and Walking Investment Strategy: Safety Review

- increase investment in cycling and walking infrastructure



CIVIL SOCIETY STRATEGY:
BUILDING A FUTURE THAT
WORKS FOR EVERYONE





GLOBAL FLEET CHAMPIONS

What are fleets doing?
Driver - Banning phone use
Vehicle - Using new vehicles
Journey - Cutting mileage

What is the government doing?
Licensing truck and bus operators
Enforcing regulations



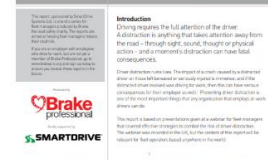
Using technology to improve fleet safety
This report explores the different technologies available to help them address fleet safety
SPECIAL OFFER A copy of this report is available to non-member organisations that request it

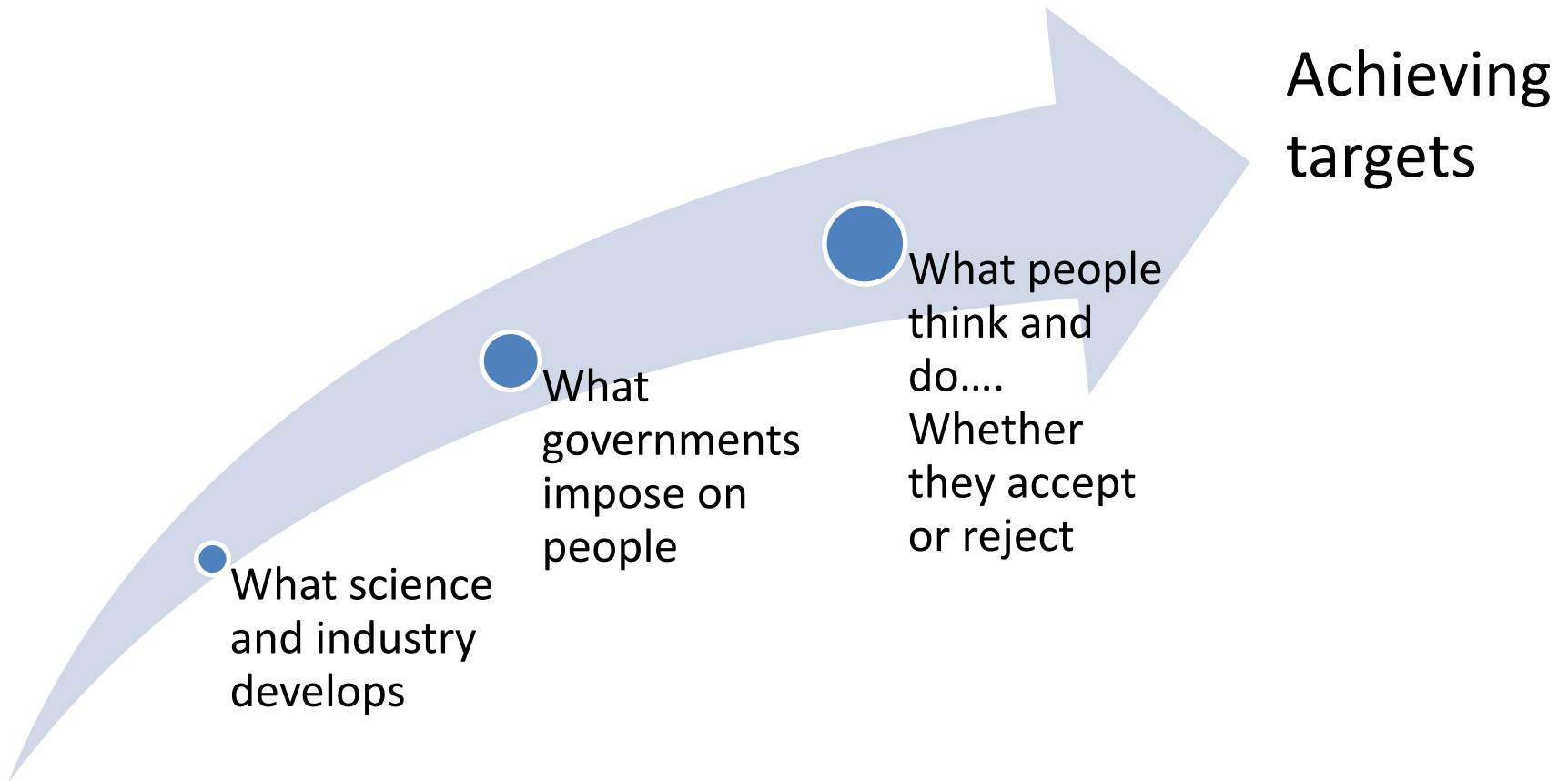


Can't speak, can't type, can't read... I'm driving!
This report is based on presentation and research from managers that covered effective strategies to reduce distraction.

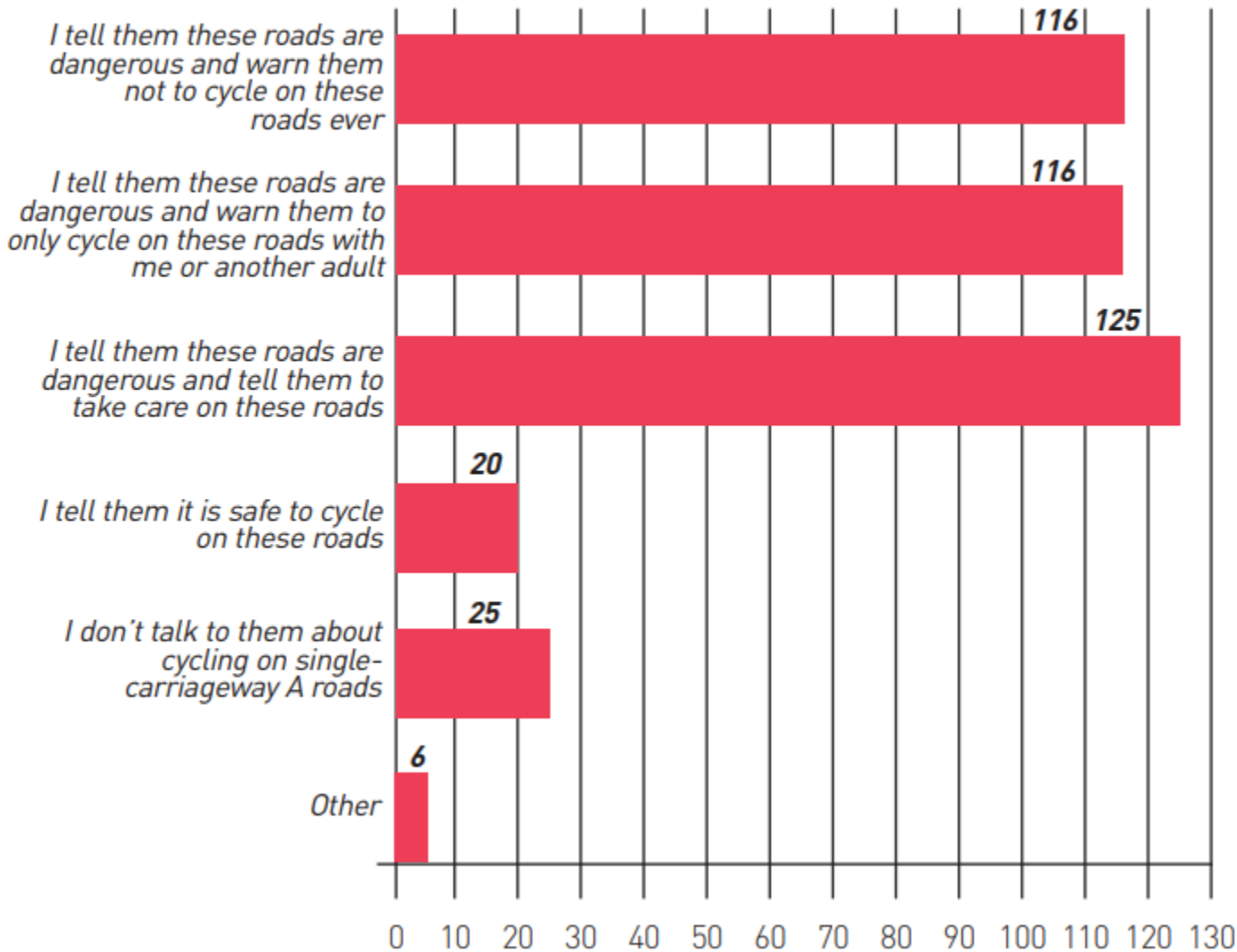


Look Sharp: How to keep eyes on the road
Based on a webinar, this report outlines key strategies to help fleet managers keep their drivers safe on the road.





Q9. If you answered 'Yes' to Question 8, what, if anything, do you tell your children/teenagers about cycling on single-carriageway A roads?





Seat belts
installed but
not legally
required

Seat belt law
and “CLUNK
CLICK”
campaign
1983

People belt
up as
“normal”
habit.

Lack of seat
belt wearing
noted in
significant
proportion of
fatal crashes
2017

Road safety
experts



People

When there is a knowledge gap

2003 Britain



ETSC infographic

Visit: www.brake.org

General Safety Regulation is vital EU legislation



**LAST NIGHT
THE EU SAVED
MY LIFE**

WE SUPPORT:

- INTELLIGENT
SPEED
ASSISTANCE
(ISA)**
- AUTOMATED
EMERGENCY
BRAKING
(AEB)**
- SAFER CAR
AND LORRY
FRONTS**

#LASTNIGHTTHEEUSAVEDMYLIFE
etsc.eu/lastnight

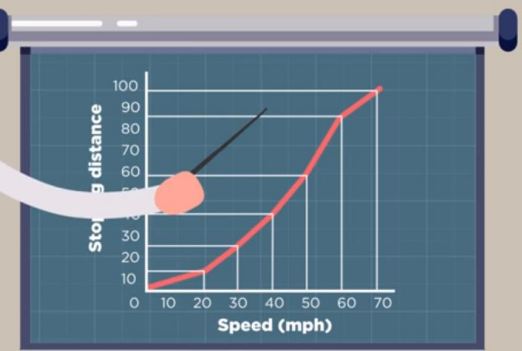
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Digital tools at our disposal, not available in 2003

Richard Cuerden

Academy Director

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1. footpaths
2. cycle paths
3. safe places to cross



A lack of knowledge makes people vulnerable.

- It means they cannot express a view.
- In 2018 we have asked UK drivers about vehicle safety measures in GSR such as Intelligent Speed Assistance.
- We are about to publish, but the findings will show there is still **confusion about what such things are, and their value to people.**

Who speaks for the people, on road safety and sustainable mobility?



ACEA @ACEA_eu · 5d

"In practice, intelligent speed assistance #ISA still shows too many false warnings due to incorrect road signs and outdated information – something that most consumers simply will not accept!"



Recommendation

Yes targets are essential on all Vision Zero topics. They enable people to engage and understand and fight for something tangible.

Governments and NGOs should set targets for engaging civil society as an essential partner for change so people can speak up for what they know is right.

- How many people involved
- What actions did they take
- What vision zero measures did it result in.

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