

From Vision Zero to Goal Zero: The Role of Work-related Road Safety

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From Vision Zero to Goal Zero?
Global Leadership in Advancement in
Road Safety

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Goals for This Presentation



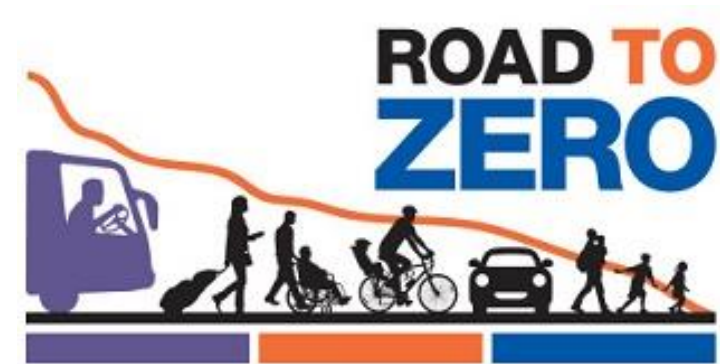
- ✓ Summarize traffic safety programs in the United States (U.S.) with a goal of zero deaths or serious injuries
- ✓ Explain why work-related road safety is important for achieving Goal Zero



Traffic Safety Programs in the U.S. with a Goal of Zero Deaths



www.towardzerodeaths.org/



www.nsc.org/road-safety/get-involved/road-to-zero

VISION4ROADNETWORK

visionzeronetwork.org/



Toward Zero Deaths™
National Strategy on Highway Safety



Goal: Create a culture where safety is a part of every traffic-related decision

Members: Led by organizations that represent state highway safety officials, law enforcement, engineers, emergency responders, and others

Areas of emphasis:

- ✓ Safer Drivers and Passengers
- ✓ Safer Vulnerable Road Users
- ✓ Safer Vehicles
- ✓ Safer Infrastructure
- ✓ Enhanced Emergency Medical Services
- ✓ Improved Safety Management

VISION ZERO NETWORK



Goal: Help communities reach their goals for Vision Zero -- while increasing safe, healthy, equitable mobility for all

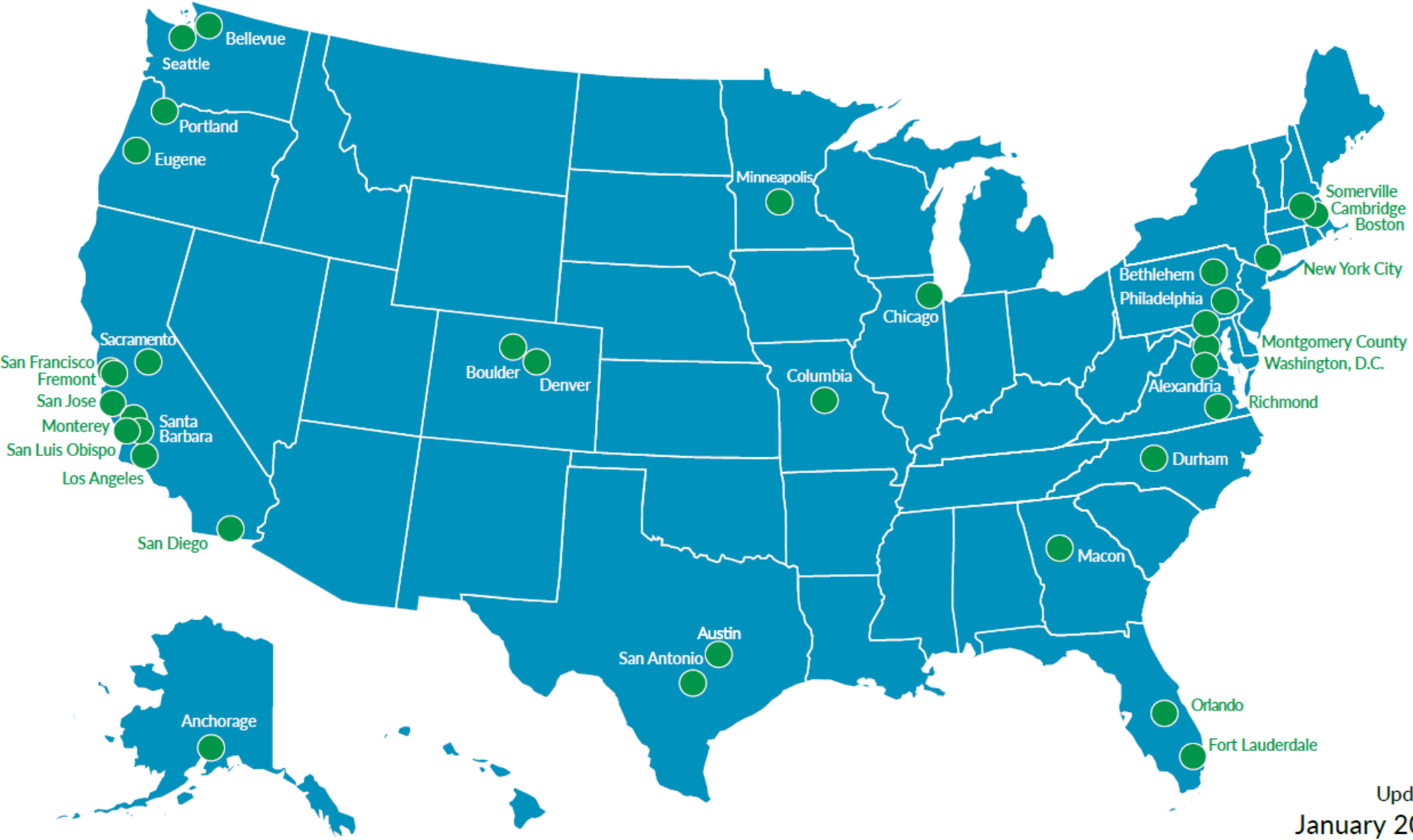
Members: More than 20 U.S. cities

A Vision Zero city must have:

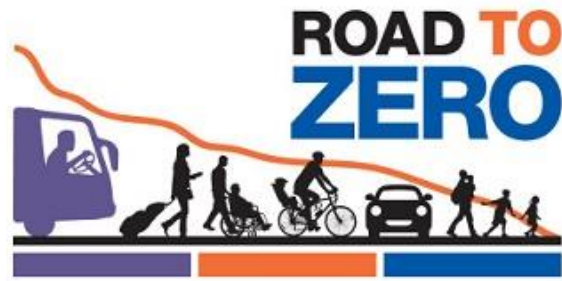
- ✓ Clear goals and timelines
- ✓ Commitment and resources from the mayor
- ✓ Involvement of major city departments
- ✓ A coordinated action plan, with community input



Vision Zero Cities in the U.S.



Updated
January 2018



Goal: Eliminate traffic deaths in the United States by 2050

Members: Led by National Safety Council and U.S. Department of Transportation, with over 800 organizations as members

Approach:

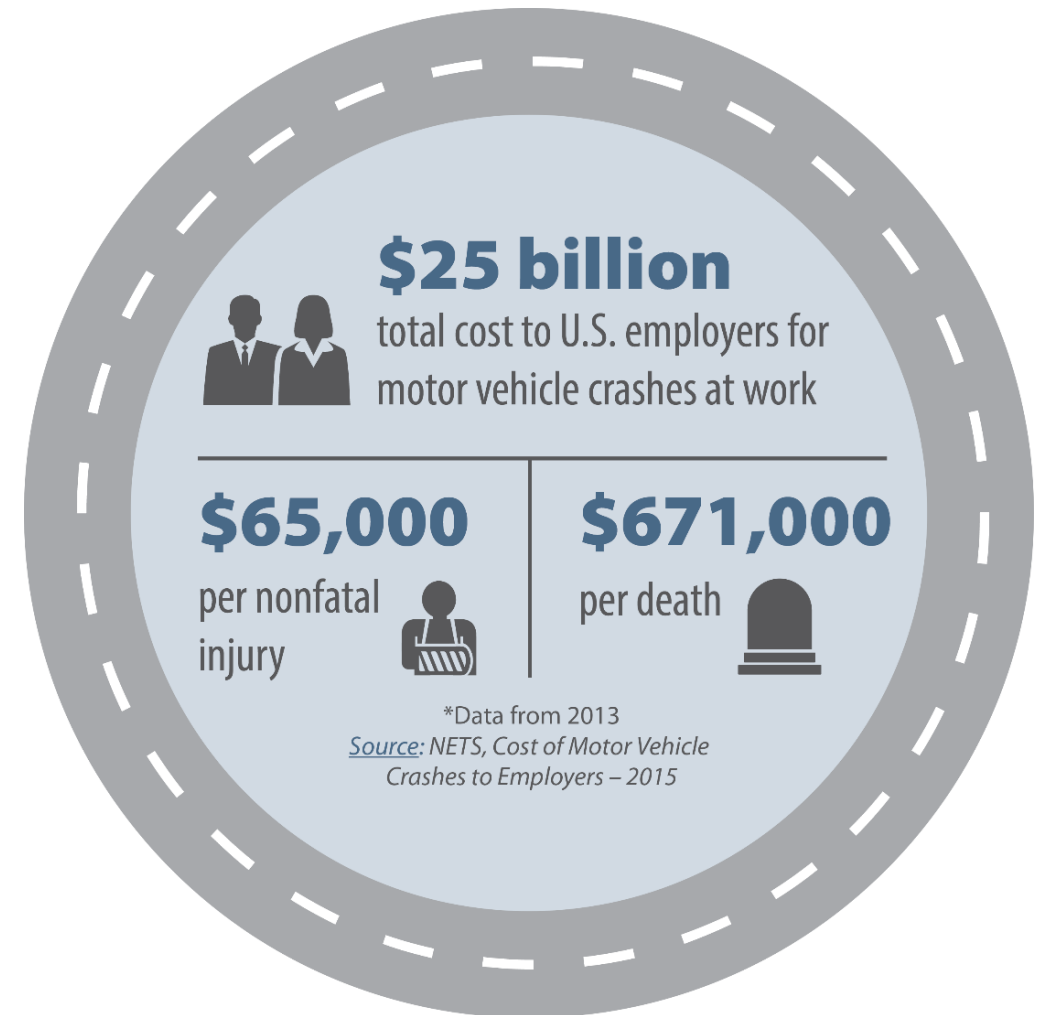
- ✓ Continue to use proven strategies
- ✓ Promote technology in vehicles and infrastructure
- ✓ Adopt a “Safe System” framework and create a culture of safety

Work-related Motor Vehicle Crashes in the U.S.



The human and economic burden

- ✓ Leading cause of work-related deaths
- ✓ 35% of all work-related deaths in 2016
- ✓ 1st or 2nd leading cause in every major industry group
- ✓ Over 25,000 deaths from 2003-2016



Programs that Focus on Getting to Zero: What is the Link to Work-related Road Safety?



- Companies and workers are important users of our roads
- Many companies have already adopted goals for no deaths or serious injuries on the road
- Companies can help everyone get to zero by doing more than what traffic laws or safety regulations require



Another Way to Think About It



Vision Zero: The driving environment is changed to account for human error.

Work-related road safety: Risks on the road are identified and managed.



Work-related Road Safety: Use Effective Strategies



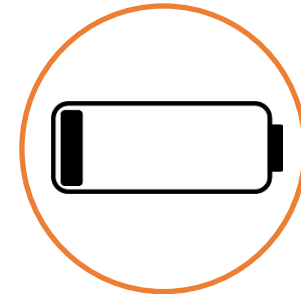
Seat belts



No distractions



No impaired driving



Manage fatigue



Safer vehicles



Telematics and coaching



Data collection and analysis

Strong employer policies and practices are associated with better road safety performance in organizations.

A Culture of Safe Driving



- Safety is a core value for the company
- The vehicle is a work environment
- Goals for safety are just as important as goals for production
- Employers and workers share responsibility and leadership for safety



Beyond Workplace Safety



Companies:

- ✓ Use their vehicle purchasing power to demand safer vehicles
- ✓ Give information about road safety to all employees and their families
- ✓ Work with governments to identify safety problems and potential solutions
- ✓ Organize road safety initiatives to benefit the community
- ✓ Help the community understand what safety culture means



Questions?

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The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the National Institute for Occupational Safety and Health, Centers for Disease Control and Prevention.

