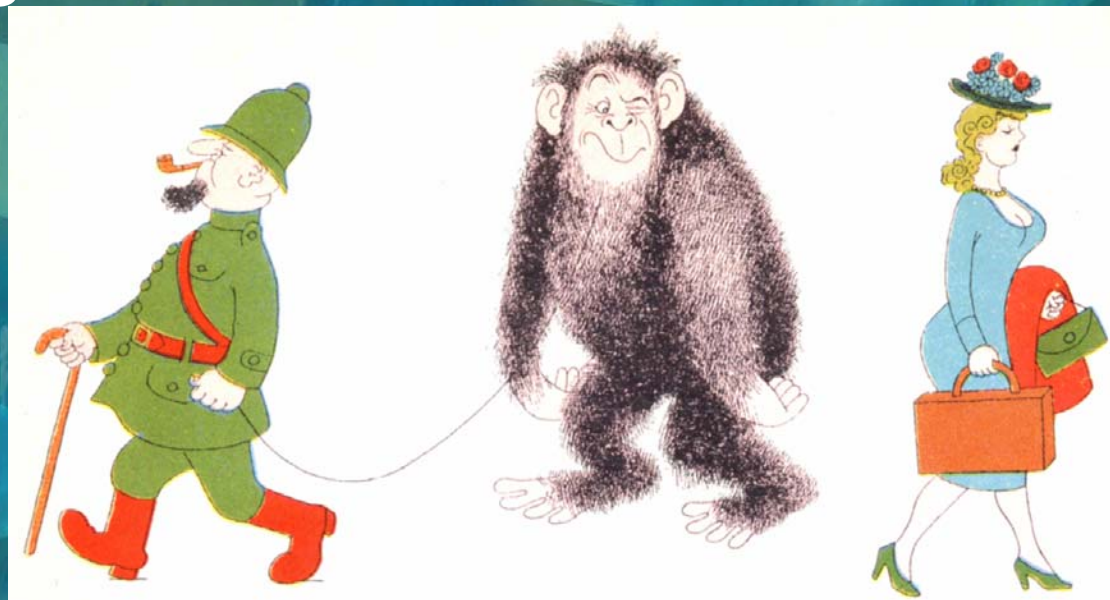




The use of safety perception in the policy process

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Outline

- Introduction
- Definition perceived road safety
- Types of road safety perception
- The realisation of perception
- Perception in the policy process
- The proposal
- Discussion

Introduction

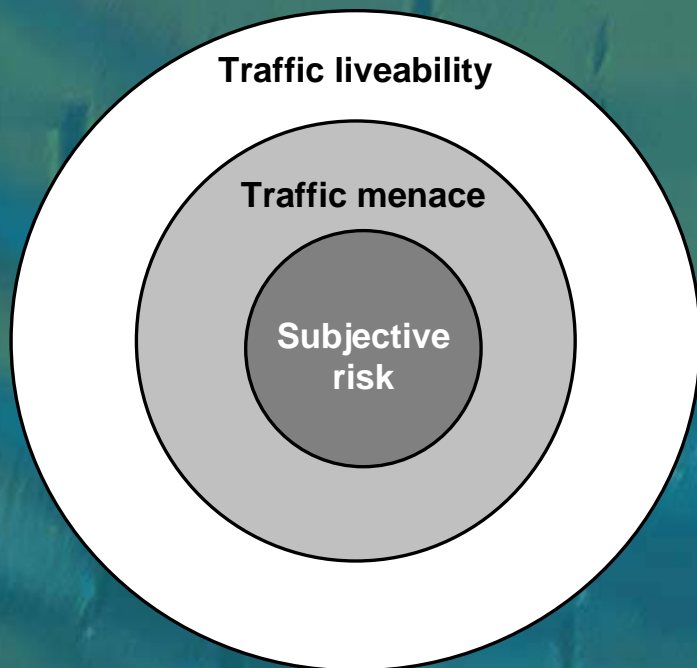
- Current Road Safety policy is focussed on numbers
- Public RS opinion does *not* relate to numbers but to their perception
- Other safety sectors: perception included
- Comprehensive Road Safety Perception Monitor difficult and costly
- This paper: aim is to provoke discussion

Subjective road safety



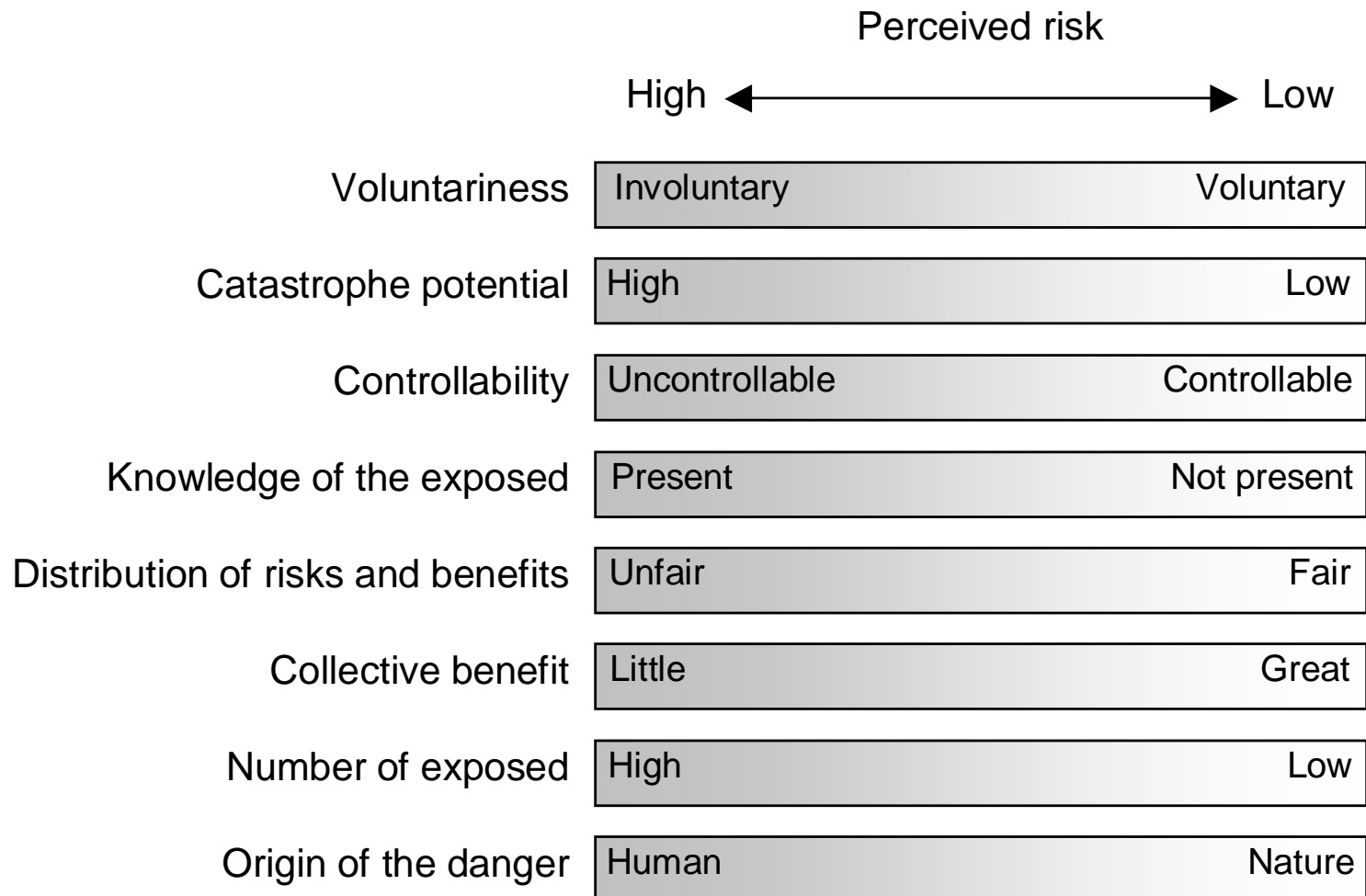
- Perceived risk of being involved in an accident
 - Material or emotional damage
 - Injury or fatal.
- Perceived road safety is
 - Image of shape of results of accident
 - Memories it calls
 - Thinking processes it starts
 - Impulses, emotions and intentions
 - Combination of rational and emotional significances.

Types of road safety perception



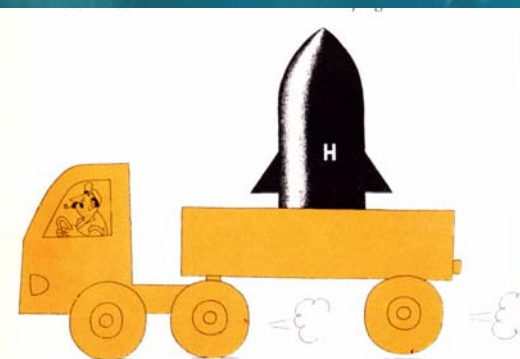
- Situation and time specific
 - Perceived risk in a concrete situation in *during* road use
 - Highly unpredictable, unstable and hard to generalise
 - Not very useful for policy making
 - Input for behaviour on the operational and tactical level
- Situation and time generic
 - Cumulated experiences, impressions and indirect information
 - Relatively stable indicator of the quality of life
 - Very much influenced by media
 - Authorities influenced in the same way!
 - Relevant for policy making

The realization of perception



Perception in the policy process

- Perception plays a role in road safety policy
 - Rational, evidence based policy often loses from urgent current affairs
 - Long term strategies get polluted
- Priority when:
 - The risk is not voluntary
 - The risk takes form of a disaster
 - Victims cannot influence the occurrence of the event
 - It's a new, up to now unknown phenomenon
 - The distribution of risks is unfair
 - The risk is not compensated by high collective gain.



The proposal

- Presented for discussion purposes only!
- Two applications:
 - Issues
 - Policy measures
- 6 steps
 1. Analysis: issues/measures – types, accidents, severity
 2. Assign scores for accident groups
 3. Score on above mechanisms
 4. Sort list
 5. Check list in dedicated perception study
 6. In policy document: refer to the perception study

Discussion

Advantages:

- A problem is only a problem when people say it is a problem
- Improved credibility of authorities, policymakers and programs

Disadvantages:

- It makes things more difficult than necessary
- Twaddle, stuff and nonsense reigns
- Pedestrian accidents will disappear from the political agenda
- Counterproductive in the long run
- Does not comply with systems approach.

The floor is yours!

