



Innovative Strategies for the Road Ahead

## ROAD CRASH DATA ANALYSIS PROGRAMME



## Rationale

Road traffic crashes kill more than 1.3 million people every year; they are the leading cause of death and injury to aid and development staff around the world. The number of those fatalities has stayed relatively constant over the years.

With the Decade of Action for Road Safety 2011 – 2020 coming to an end, the pressure is mounting to show results. The United Nations and NGOs have all cited the urgent need for action to reduce road traffic crashes, and the importance of taking a leadership role on road safety.

Still, while the urgency to address road safety is well understood, aid and development organisations have failed to eradicate, or even significantly reduce, fatal road crashes. Given the decentralised nature of many aid agencies, data collection on road traffic incidents and crashes is frequently not undertaken systematically, nor is data shared globally or stored in a central place – all of which prevents a truly holistic examination of the problem.

It's clear that more time must be spent on analysing the root causes of crashes in order to identify effective and targeted preventative strategies. That is the purpose of the Road Crash Data Analysis Programme: To support those responsible for road safety to learn from road traffic incidents and crashes in order to stop them from happening or dramatically reduce their occurrence.

The Programme, to be developed and rolled-out by Fleet Forum and supported by the UPS Foundation, will provide the tools to identify the underlying root causes of road traffic crashes, develop effective and sustainable road crash interventions, then assess the success of those interventions.

## Programme Approach

The Road Crash Data Analysis Programme will consist of:

1. Road Crash Data Analysis Tool identification: A suitable tool will be identified that meets the detailed specifications outlined by aid and development members.
2. Pilot Organisation identification: A cross-section of aid and development organisations in one geographic location will be identified to participate in a pilot of the tool.
3. Pilot: A controlled pilot will take place to test the tools and methodologies identified in order to, ultimately, make available a Road Crash Data Analysis Toolkit to aid and development organisations.

## **Pilot Activities**

The pilot will include a series of activities, specifically:

### **Preliminary Test Run**

A preliminary test run of the tool will involve key focal points in the pilot and gather high-level, early findings on the use of the tool.

### **Pilot Training Launch**

The pilot will officially kick-off with a one-week, in-country launch with participating organisations. It will consist of briefings and webinars to train participants on how to use the tools and how to report and share the results of the pilot. Participants will also be instructed on how to train and motivate drivers to properly use the tools.

### **Deep-Dive Webinars**

Monthly webinars will take place to enable participants to share the results of the pilot and learn from one another. The webinars will 'deep-dive' into a specific scenario or incident to create an opportunity to examine organisation-specific interventions, costs, behaviour changes, etc.

### **Regular Touch Points**

Web-based 'touch points' every 4-6 weeks will take place with participating organisations to assess overall progress, listen to challenges, answer questions and keep participants motivated and challenged to reflect on, and share, their experiences.

### **Post-Pilot Assessment**

A post-pilot, in-country assessment will consist of sharing outcomes from the pilot, learning from participant experiences and identifying next steps in the process.

### **Results Presentation**

The overall conclusions and recommendations arising from the Programme will be shared during the Annual Fleet Forum Conference, taking place in Brussels, Belgium, from 23-25 June 2020.

### Programme Timing

The activities of the Road Crash Data Analysis Programme will roughly follow this timeline:

October-November 2019	Crash Data Analysis Tool Identification Pilot Organisation Identification
December 2019	Preliminary Test Run
Early February 2020	Pilot Training Launch (1 week)
Late February 2020	Deep-Dive Webinars (monthly)
March 2020	Pilot Touch Points (every 6 weeks)
Early May 2020	Post-Pilot Assessment
June 2020	Outcomes Presentation



### **Pilot Location**

The pilot will take place in one of these three countries: Uganda, Ethiopia or Tanzania.

## **PARTICIPANT PROFILE**

### **Organisational profile**

The ideal organisations to participate in this pilot should match the following profile:

### **Operational situation**

- Own or rent a “sizable fleet”, which is described as 20+ vehicles.  
(NB: This should not include motorcycles).
- Have identified road safety and road traffic incidents/ crashes as an organisational concern and priority issue.
- Have appointed a person or team responsible for safety-related issues.

### **Technology**

- Drivers must have a smartphone or the organisation must be willing to provide them with a phone during the pilot.
- Drivers must have a comfort level with using mobile phone apps.

### **Language**

- As English will be the operational language of the programme, participants must have the ability to interface with the tool in English, as well as participate in the training, webinars and touch points in English.

### **Commitment level**

- Senior management team engaged on the topic and has the time to participate in the pilot and subsequent analysis.
- Senior management team supportive of, and committed to, allowing their drivers and multidisciplinary team to participate for the length of the pilot.
- Structured team culture at senior management level with regular meetings and information sharing.
- Senior management commitment that the reporting of incidents/ crashes will not have an impact on performance ratings, bonuses, etc.

**Functional profile**

Each organisation should appoint the following individuals to participate in the pilot:

**Fleet Manager**

The fleet manager will be expected to:

- Train participating drivers on how to use the tools required.
- Oversee the work of the drivers, reviewing their incident/ crash reports for accuracy.
- Provide drivers with support where needed.
- File the reports and share them with management and participate in analysis discussions/ sessions.
- Devote about 5-8 hours per week to the role.

**Drivers**

Drivers will be expected to:

- Participate in training on how to use the tools required.
- Use the tool to report all near misses/ incidents/ crashes if and when they occur.
- Devote about 1-4 hours per week to the role.

**Safety Team**

The safety team will be expected to:

- Use the tools to review all incident/ crash reports and undertake root cause analysis of the incidents/ crashes that occur during the pilot period. This could include, for example, assessing the overall cost of incidents/ crashes to the organisation versus the cost of prevention.
- Work as a team to identify root causes of the incidents/ crashes and propose recommendations for improvement.
- Devote about 5-8 hours per month to the role.

**The safety team should be comprised of:**

- Occupational health and safety manager
- HR/ Admin manager
- Security/ Logistics manager
- Operational manager
- Country manager
- Driver(s)

**Senior Management**

The senior management member or team will be expected to:

- Actively support the participation of the pilot members.
- Review the reports and findings compiled by the Safety Team.
- Sign-off on the findings and recommendations identified by the Safety Team.
- Devote about 1-4 hours per month to the role.

### **Analysis/ Root Cause Identification**

The analysis component of the pilot will be designed to identify the underlying root causes of road traffic incidents and crashes. This may uncover some sensitive organisational issues, including systemic or cultural biases or barriers that may inadvertently be contributing to road traffic incidents and/ or crashes.

The pilot may examine issues such as:

- How does the organisation respond to road traffic near misses, incidents and crashes?
- How does the organisation's response to road traffic near misses, incidents and crashes contribute to their occurrence or, conversely, prevent them from happening?
- How does the broader organisational culture contribute to a strong or poor driving and road safety culture?
- Is the organisational culture more punishment focused or reward focused?
- Is road safety viewed as a driver responsibility, or does accountability extend to others in the organisation?

### **Post-Pilot Deliverables**

At the end of the pilot programme, Fleet Forum will be in a position to provide its aid and development members with a range of tools designed to prevent serious road traffic incidents and crashes.

These tools will include:

1. An E-learning Module and Workshop: To train staff on how to use the tools, and capture and analyse meaningful data.
2. A Data Collection Tool: To enable drivers to capture data about near misses, incidents and crashes, and for the management team to analyse and assess the data in order to identify trends and root causes that can help to prevent future incidents and, particularly, serious crashes.
3. A Management Toolkit: To support the analysis of trends and underlying root causes, and identify sustainable road crash interventions.
4. A Data Presentation Tool: To build and present compelling stories around the data captured.
5. Management Support Tools: To measure the success and overall impact of the interventions.

### **Invitation to participate**

If you are interested in participating in this programme, please express your interest by sending an email to [Rosanne.Bonanno@fleetforum.org](mailto:Rosanne.Bonanno@fleetforum.org).