Proactive Partnership Strategy

A Community Participation Model
to address Road Safety

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Proactive Partnership Strategy (PPS)

PPS is a dynamic process aiming:
- “Advanced Road Safety Culture”
- “Quality of Life” continuous improvement
- “Human Life” continuous improvement

Local citizens own the problem and the solution. A true community partnership approach is continuously developed.
Six Steps of the PPS

1. Partnership Building
2. Data Collection and Analysis
3. Integrated Road Safety Actions
4. Monitoring Performance, Evaluation and Recognition
5. Review
6. Renewal and Expansion
Partnership Building

1. Problem recognition & Solution seeking
2. Identifying Key Supporters
3. Partnership Agreement
4. Establishing a PPS Team
Typical PPS team in Brazil

Mayor

PPS General Coordinator

Crash Data Relevant Partners
  - Police
  - Health Emergency Services
  - Hospitals
  - Legal Medical Institute

Health Team

Traffic & Transport Team

Education Team

Other Partners: Public Sector & Private Sector & Civil Society

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Reliable Crash Data
(Fatal and Serious Crashes - “30 days” data)

Crashes

Police “At Site” data

“At Site” Deaths / Injuries

Crash Reclassification

Window of Reliable Crash Data

Health Serious Injury Data

Serious Injuries (SI)

Deaths 30 days

Hospital Admissions

LMI

“At Site” Crash Data

Reliable “30 days” Crash Data

Data Collection and Analysis

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Local Key Risk Factors

Correct Identification by Multi-Sectoral Team

Local Major Risk Factors (LMjRF)

Selection of most critical local risk factors

Local Main Risk Factors (LMRF)

The Local

Local Key Risk Factors (LKRF)

Cultural Problems

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Integrated Road Safety Actions

Progressive Zero Vision

MACRO-CULTURE

MICRO-CULTURES
- Safe Schools
- Safe Transport
- Safe Regions

PROJECT GROUPS

FINAL OUTCOMES

RATES

ABSOLUTE FIGURES

LKRF

SAFE SCHOOLS
SAFE TRANSPORT
SAFE REGIONS

Municipal Road Safety Quality Stamps

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PPS Team General Meetings

** = PPS Team General Meeting Locations
Feedback to key stakeholders

Results are reported for each Program, Project and System

- So partners can see the benefit of their involvement in the PPS
- As a basis for a way forward for continuous improvement
- Motivator for future effort
Micro-Cultures

Municipal Road Safety Quality Stamps

**DSCI – Ex.: Safe School** (including Safe Way – Home/School/Home)

![Escola Segura Bronze](image)
![Escola Segura Prata](image)
![Escola Segura Ouro](image)

**2008**

Prefeitura Municipal de Guaiaba

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PPS Team and key stakeholders should meet and review progress on an annual basis.
Renewal & Expansion

The PPS team needs to:

- continuously renew and build the technical and practical knowledge, skills and capacity of its team members
- expand the overall team for sustainability with active cross representation and to address continuous changes in the road safety culture.
Partnership Expansion Process
(Actual Town Example)

Partners asking to enter

Asking for Partners

- Public Sector
- Private Sector
- Civil Society

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Results are achieved through:

- Continuous top political commitment
- A PPS Champion
- Reliable “30 days” data
- Multisectoral approach
Media/community involvement

Town: Guaíba
(100 k Inh. - “30 days” data)

Year 2009
Maximum number of consecutive days without:

- Fatal Crashes
  146 consecutive days

- Fatal Crashes & Serious Crashes
  26 consecutive days

Note: Urban & rural roads managed by the Municipality
Town: São José dos Campos
(616k Inh. - “30 days” data)

KSI - Killed and Serious Injuries

Reduction of 62%

Note: Urban & rural roads managed by the Municipality
At the Award ceremony: Eduardo Cury, mayor of São José dos Campos, His Royal Highness Prince Michael of Kent, José Cardita, creator and developer of the Proactive Partnership Strategy and Andrew Pearce, CEO of the Global Road Safety Partnership.
Thank you!