Abstract
Against the background of the rapidly escalating burden of road traffic death and injury in low and middle income countries, the World Report on Road Traffic Injury Prevention \(^1\) was a global call to action. As a joint publication of the World Health Organisation and the World Bank, it set out on the basis of international good practice a blueprint for well-orchestrated system-wide interventions to achieve improved road safety results. The World Report and the follow up World Bank Transport Note focussing on implementing its recommendations \(^2\) highlighted the importance of addressing road safety management weaknesses and the need for effective institutional management as a pre-requisite of successful results-focused intervention. A recent OECD report \(^3\) which highlights slowing progress in some of the better performing high-income countries and the imminent failure of many OECD countries to reach highly ambitious targets without new effort, provides further evidence that this advice is highly relevant to the developed world.

New global guidelines on good practice road safety management from the World Bank \(^4\) chart the progressive shifts in road safety management thinking and ambition and present the latest evolution of the road safety management system. Taken up in the OECD report, this system refines the management pyramid devised by the LTSA\(^5\) and further elaborated by the ETSC\(^6\) and Sunflower\(^7\). This latest specification of the road safety management system has, as its foundation, seven key institutional management functions. These provide the engine-room for the production of system-wide interventions to enable a range of results to be achieved expressed as long term goals and final outcomes, intermediate outcomes and output targets. The World Bank guidelines outline good practice in each of these institutional management functions, the overarching function of which is results focus, and recommends key country steps for the implementation of the World Report recommendations. The first step which is recommended when formulating new long term goals, interim targets, strategies and programmes, and endorsed in the OECD report, is a systematic country capacity review of the road safety management system, using a tested ‘state of the art’ assessment framework developed by the World Bank.

This presentation will outline and discuss these new perspectives on road safety management with particular reference to institutional arrangements, examples of good practice delivery and relevance for Safe System approaches.

References
7 Koornstra M et al. (2002). SUNflower: a comparative study of the development of road safety in Sweden, the United Kingdom, and the Netherlands. SWOV, Dutch Institute for Road Safety Research, Leidschendam.