Brake is a road safety and sustainable mobility charity

1 Build engagement among people with the cause and activate them to achieve change in line with Vision Zero, driving to clear targets

2 Provide services for bereaved/injured road crash victims e.g. a national helpline

We work for “vision zero” : safe, sustainable, healthy and fair transport
Welcome world wide participation in our projects
Cameroon Liberia South Africa Uganda Zimbabwe Colombia India Kuwait Oman
Saudi Arabia Czech Republic Russian Federation Cyprus Gibraltar Australia Ireland
New Zealand Falkland Islands USA
People.

1.35 million dead on roads every year.

7.2 billion who can **work to reach** Vision Zero, including these children.
People can...

Care about deaths, injuries, pollution. Understand it is a charitable cause.

Understand Vision Zero and targets we set.

Campaign as leaders to achieve change.
Report: Inspire, Inform, Engage
People’s spheres of influence

- Me
- Family
- Community
- Work
- Government
To campaign, people need...

CAPABILITY: Do I have the knowledge and skills?
OPPORTUNITY: Who is available to me, to influence?
MOTIVATION: What is driving me?

<table>
<thead>
<tr>
<th>Motives</th>
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<tr>
<td>Touched by a death or injury</td>
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<td>Fear for children’s safety</td>
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<td>Fear for self (eg as cyclists)</td>
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<td>Fear for elderly relatives</td>
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<td>Dislike of living conditions – e.g. lack of space to cycle, pollution</td>
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<tr>
<td>Personal gain – e.g. skills in campaigning, financial aspirations</td>
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<tr>
<td>Professional gain – e.g. risk mitigation, CSR, profit</td>
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A love of each other and togetherness
BRAKE’S ENGAGEMENT MODEL

What we do

INSPIRE ME
Learn about Brake and the cause and why it matters “to me”

INFORM ME
Deepen knowledge about the extent, issues and solutions

HELP ME
Learn skills to campaign, communicate and affect change
Receive victim support services (if affected by a crash)

How people help

ACT
Participate in Brake projects
Campaign locally for safe systems
Disseminate their learning
Affect change in their organisations
Support national campaigns

GIVE & JOIN
Fundraise and donate
Join us

Visit: www.brake.org
People can…

**Family and friends:** Spread knowledge and keep loved ones safe.

**Community:** Achieve 20mph/ 30km/h limits and foot paths / cycle paths.

**Workplace:** Implement road safety and sustainable mobility policies.

**Government:** Lobby for government vehicle legislation and investment in road infrastructure and enforcement.
Specific targets vital

Current UK example:

Amount of our main road network that has segregated cycle paths

If no target, then no context for people. Not tangible
Language
Confidence
Use child seats
Slow down
Hold our hands
Sign up for your Road Safety Week 2018 action pack!

See what’s happening across the UK

Road Safety Week

Our theme for 2018

Why it matters

Road crashes tear apart thousands of lives every year. Cyclists and motorcyclists are particularly vulnerable.

Let us know what you did
What did you do?

Ran activities with children and young people

Ran an event in my community

Engaged fleets and at-work drivers

Ran an event through my workplace

Delivered messages as a road safety professional

Supported as a key figure in my community
News story

**Bold new measures to keep people safe on the roads**

Measures to combat road rage, encourage more mutual respect between road users and protect the vulnerable released in 2 year action plan to improve road safety.

Published 22 November 2018
From: Department for Transport and Jesse Norman MP

- increase investment in cycling and walking infrastructure
What are fleets doing?
Driver - Banning phone use
Vehicle - Using new vehicles
Journey - Cutting mileage

What is the government doing?
Licensing truck and bus operators
Enforcing regulations
What science and industry develops

What governments impose on people

What people think and do.... Whether they accept or reject

Achieving targets
Q9. If you answered 'Yes' to Question 8, what, if anything, do you tell your children/teenagers about cycling on single-carriageway A roads?

- I tell them these roads are dangerous and warn them not to cycle on these roads ever: 116
- I tell them these roads are dangerous and warn them to only cycle on these roads with me or another adult: 116
- I tell them these roads are dangerous and tell them to take care on these roads: 125
- I tell them it is safe to cycle on these roads: 20
- I don’t talk to them about cycling on single-carriageway A roads: 25
- Other: 6
Seat belts installed but not legally required

Seat belt law *and “CLUNK CLICK” campaign* 1983

People belt up as “normal” habit.

Lack of seat belt wearing noted in significant proportion of fatal crashes 2017
Road safety experts

Often a huge knowledge gap

People

Visit: www.brake.org
When there is a knowledge gap

2003 Britain

ETSC infographic
General Safety Regulation is vital EU legislation
Digital tools at our disposal, not available in 2003
A lack of knowledge makes people vulnerable.

• It means they cannot express a view.

• In 2018 we have asked UK drivers about vehicle safety measures in GSR such as Intelligent Speed Assistance.

• We are about to publish, but the findings will show there is still confusion about what such things are, and their value to people.
Who speaks for the people, on road safety and sustainable mobility?

ACEA @ACEA_eu · 5d
"In practice, intelligent speed assistance #ISA still shows too many false warnings due to incorrect road signs and outdated information – something that most consumers simply will not accept!"
Recommendation

Yes targets are essential on all Vision Zero topics. They enable people to engage and understand and fight for something tangible.

Governments and NGOs should set targets for engaging civil society as an essential partner for change so people can speak up for what they know is right.
- How many people involved
- What actions did they take
- What vision zero measures did it result in.

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