



23rd PACTS Westminster Lecture on Transport Safety
and 2nd UN Decade of Action Lecture

Managing for ambitious road safety results

Jeanne Breen OBE FRSA MCIHT

Wednesday 28th November 2012,
Transport Safety Lecture followed by dinner (6pm to 10pm)
Church House Conference Centre,
Dean's Yard, Westminster,
London SW1P 3NZ

Managing for ambitious road safety results

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and 2nd UN Decade of Action Lecture

Wednesday 28th November 2012, 6pm to 10pm

Lecture 6.30pm to 7.30pm; Dinner 7.30pm to 10.00pm*



ABOUT THE LECTURE

On a global scale, deaths and serious injuries caused on the roads are already at an unacceptably high level and projected to reach catastrophic proportions as low- and middle-income countries motorise at an unprecedentedly high rate. Without effective new action road traffic injury is forecast to be ranked second as a cause of serious health loss for men by 2030, and the leading cause for children (age 5–14) from 2015 onwards. Globally, this involves the most economically active adults and the most vulnerable road users.

Fortunately, there is now substantial international convergence in understanding the nature of the problem, in acknowledging that it is preventable and in identifying how to build and manage capacity so that results can be achieved. The *Safe System* goal and strategy supported by interim quantitative targets for final and intermediate outcomes is the recommended way forward for all countries whatever their stage of development. In many high-income countries and for the European Union, the results sought are increasingly ambitious.

The lecture will discuss the evolution of approaches to bringing road safety outcomes under control and the complementary guidance at country and organisational levels on systematic management frameworks. In the final section, and on the basis of the effective practice identified and promoted internationally, the lecture will discuss steps needed to achieve the ambitious results sought in the UN's global Decade of Action and the implications for improving road safety results in Great Britain.

THE SPEAKER

Jeanne Breen OBE is a global expert in road safety management and policy review with over 30 years of expertise gained as an influential adviser and practitioner in road safety. In this role she has conducted a large number of road management capacity reviews in high-, middle- and low-income countries. Since 2004, she has undertaken major assignments with the WHO, World Bank, OECD, EC, and the ITF. With the lead safety specialist of the World Bank, she co-authored "*Global Good Practice Guidelines on Road Safety Management*" (2009) applicable to all jurisdictions in all stages of economic development. In Europe, she contributes a range of evidence-based reviews for the European Road Safety Observatory, is assisting the European Commission with the development of an EU Injuries Strategy and leads the UK delegation in establishing a new ISO standard for Road Traffic Safety Management Systems.



Before becoming an independent consultant, Jeanne Breen helped to establish and subsequently directed the UK Parliamentary Advisory Council for Transport Safety (PACTS) and the European Transport Safety Council (ETSC). Both organisations are associated with the introduction of a range of evidence-based road safety measures and the promotion of results-focused road safety strategies and programmes.

* approximate time

RESERVATION FORM

I would like to attend the Lecture followed by dinner

Wednesday 28th November 2012

Church House Conference Centre, Westminster, London SW1P 3NZ.

Cost: £100 (+ VAT £20.00) includes lecture and dinner



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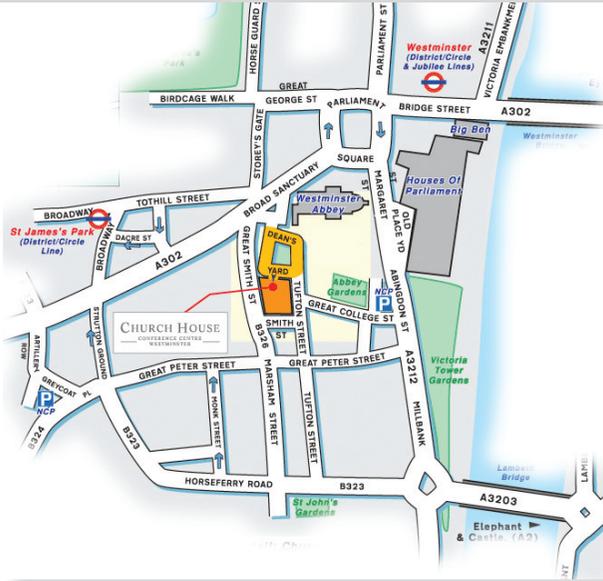
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By bus

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By bicycle

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By car

NCP Greycoat Street and Great College Street



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