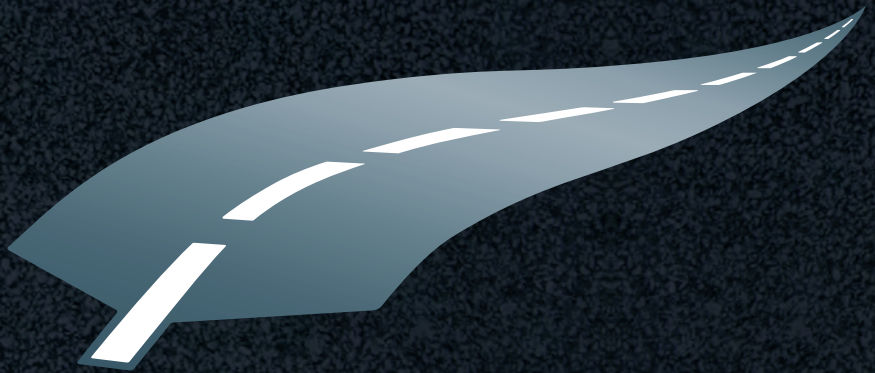


**We'll save more lives
if we're all travelling
in the same direction**



Safer Journeys

No matter where in the transport sector you work, you're an integral part of the effort to make New Zealand roads safer for everyone.

Whether at work or around the BBQ with friends, you can spread the word about Safer Journeys and the Safe System approach in a way that helps change the way New Zealanders think and talk about road safety, and helps them to value and support all the things we are doing.

TAKING EVERYONE WITH US

Safer Journeys gives us a new way of saving lives on our roads. It recognises that we all make mistakes and are vulnerable when those mistakes happen. But it also says we shouldn't have to pay with our lives or our limbs. Achieving Safer Journeys requires a system that is more forgiving of mistakes and their consequences.

The strategy adopts a Safe System approach in which road safety becomes the responsibility of everyone, not just the people who use the roads. Safer roads and roadsides, safer speeds, safer vehicles and safer behaviours all play an important part. It's an approach that allows us to focus our efforts where the greatest gains can be made, creating a safe road system increasingly free of death and serious injury.

A DIFFERENT ROUTE

The Safe System approach aims for a more forgiving road system that takes human fallibility and vulnerability into account.

In a safe system, we design the whole transport system to protect people from death and serious injury. We accept that:

People make mistakes and some crashes are inevitable

Our bodies don't withstand crash forces well

No one should pay for a mistake with their life or limb

Over time we aim to improve the safety of all parts of the system: roads, roadsides, speeds, vehicles, and people, so that if one part fails, the other parts will help protect the road user.

Achieving a safe system is a shared responsibility and everyone has a part to play - including engineers, urban planners, all road users, the vehicle industry, the media, fleet owners, utility companies, property owners, training providers, road maintenance crews, advocacy groups, policy makers, schools, parents, insurers, and retailers.

We must work together even more because solutions to a problem in one part of the system may lie in another part.

FINDING OUR WAY THERE

Implementing the Safe System approach means we are changing **what**, **how** and **who** we work with.

We are changing **what** we do to take into account human error and vulnerability. For example, the High Risk Rural Roads Guide takes a Safe System approach.

We are changing **how** we deliver road safety improvements. For example, Road Safety Action Planning will include all elements of the system.

We are changing **how** we use road safety intelligence to make sure we are identifying and addressing the highest risks in each region in the most effective ways.

We are broadening **who** we work with to influence more decision makers; for example, utility companies, fleet owners and parents of young drivers.

**WE'LL SAVE MORE
LIVES AS A TEAM**



No single organisation can achieve Safer Journeys alone. It's a team effort that challenges us all.