A presentation in 3 parts

- Stories of Amy, James and Michael
- Policy making theory
- Policy making-practice and culture
Sizing the problem

The cycling injury ‘iceberg’

- MV involvement
- MV involvement for > severity
- < severity but > numbers

Police data
Hospital data
Non-hospital treatments

Contribution to burden of injury in Australia?
Policy frameworks

• Safe System
• Haddon’s matrix
• Public Health Approach
Safe System Framework and cycling

• Question: do we understand what SSF means for cycling?
•Removing mode choice is not accepted interpretation
Haddon’s Matrix and Public Health Approach

• HM: breakdown of contributing factors pre-crash/crash/post-crash and across environment
• PHA: Action plan – surveillance, risk id, options, implementation
Public debate informing policy
Developing ‘dooring’ policy

• SSF: examine roads, road users, vehicles
• HM: pre-crash, crash, post-crash
• PHA: review of incidents, risk factors, options, programs
Outcomes

Started action by:

• Contributed to State govt Parliamentary inquiry – support increased driver penalty

• Re-engage with road users – support reintroduction of stickers on side mirrors

Future

• Contribute to road design, skills training, vehicles, speed
Policy informing public debate

- Events to promote policy
- Big Canberra Bike ride
- Amy’s Ride
- Media
“...Cyclists are "pedal pests" and simply a people powered version of the motorcycle rider - long known as "temporary Australians" - and are a menace for motorists who have enough to cope with. As parents we instil (sic) into our children the value of riding their bikes on the footpath and around the local parks etc and staying right off the road. Now for some reason these pedal pests seem to defy all safety logic and expect the community to wear it. As for this nonsense of a proposed 1 metre separation between car and bike, this is just silly. If cyclists want to get serious (about safely cycling) then agitate for more bicycle paths and use them.”
Power of communication

From ‘hate speech’ to Martin Luther King:

Hate cannot drive out hate;
Only love can do that
Systematic approach

- Identify issues (theoretical frameworks)
- Preparing policies
  - Expert input
  - Template
- Future – opening to wider public
Conclusions

• Stories effective in getting attention
• Policy frameworks essential for results
• Public debate on road safety:
  – Influences investment
  – Needs constant shaping
  – Difficult to control
Thank you

Questions?