



TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2014 June 19

LONDON ROAD SAFETY STRATEGY

Recommendation

It is recommended that the Board endorse Report No. 041-14 re London Road Safety Strategy endorse the London Road Safety Strategy Charter.

Key Points

- London Road Safety Strategy identifies 6 key priority areas: intersections; distracted/aggressive driving; young drivers ages 16-25; pedestrians; cyclists; and red light running.
- The London-Middlesex Road Safety Committee will implement the London Road Safety Strategy and work towards a 10% reduction in injury and fatal collisions over the next 5 years.
- MLHU staff recommend that the Board endorse the London Road Safety Strategy Charter.

Background

The Ontario Public Health Standards 2008 - Prevention of Injury Program Standard requires MLHU staff to address road safety. The requirement includes: increasing public awareness; working with community partners, using a comprehensive health promotion approach, to influence the development and implementation of healthy policies and programs; and the creation or enhancement of safe and supportive environments.

Road safety continues to be a public health issue. Provincial ([Ontario Road Safety Annual Report, 2010](#)) and local data indicate that motor vehicle traffic collisions continue to cause injuries and deaths. In Middlesex-London there were 55 deaths between 2008 and 2011 and approximately 6000 injuries related to collisions. Seatbelts have been linked to a substantial decline in fatalities and serious injuries since 1980, however preventable injuries and deaths continue. Nationally, the goal of [Canada's Road Safety Strategy 2015](#) is "to continue to reduce fatalities and serious injuries caused by collisions on Canada's roads". This national strategy is expected to result in safer road users, safer road infrastructure and safer vehicles through: raising public awareness and commitment to road safety; improving communication, cooperation and collaboration among all stakeholders; enhancing enforcement; and improving road safety information in support of research and evaluation. Locally, the London Road Safety Strategy (LRSS) will parallel the national Strategy and will include the 3 E's of injury prevention: Engineering, Enforcement and Education.

The London Road Safety Strategy

In August 2012, the City of London initiated the London Road Safety Strategy study. The study was carried out by hired consultants, CIMA, with the final technical report being completed in March 2014. The Middlesex-London Health Unit chairs the London-Middlesex Road Safety Committee (LMRSC) and worked with partners to utilize the results of the study to create a Vision, Mission, and Goal for the London Road Safety Strategy:

- **Vision:** A path to a safer road environment for all transportation users in London and Middlesex County
- **Mission:** To save lives and reduce serious injuries to all transportation users through leadership, innovation, coordination, and program support in partnership with other public and private organizations
- **Goal:** A non-linear 10% reduction in injury and fatal collisions over 5 years

The top 6 specific target areas identified for the Strategy include: intersections; distracted and aggressive driving; young drivers ages 16-25; pedestrians; cyclists; and red light running.

All LMRSC members reviewed their current activities and considered new and/or enhanced programming that would work towards achieving the identified goal of a 10% reduction in injury and fatal collisions within 5 years. The LMRSC will focus their efforts on the London Road Safety Strategy's identified priority issues to achieve the projected outcome of approximately 155 fewer motor vehicle collisions by 2020. The MLHU contributions to the Strategy will predominantly be the provision of education programs and advocating for road safety policy development. Other Strategy partners will add engineering and enforcement programs as their focus. The LMRSC will now focus their efforts on the LRSS plan.

As co-chair of the LMRSC, MLHU will: continue to play a key role in the coordination and collaboration of all the sectors; advocate for a safe built environment that encourages active transportation and; lead educational campaigns about distracted driving, cycling and pedestrian safety.

London Road Safety Strategy Charter

The London Road Safety Strategy has not only set clear goals based on the CIMA Report, for the road safety partners to work towards, it has also created the London Road Safety Strategy Charter ([Appendix A](#)) to allow the partners to formally express their commitments to the success of the Strategy. By signing the London Road Road Safety Strategy Charter, the Middlesex-London Health Unit commits to fulfilling its role in implementing the Strategy and to continuing to work with all of its road safety partners to ensure that the Strategy is successful. Board of Health endorsement of the London Road Safety Strategy Charter will help advance this important work.

This report was prepared by Ms. Joyce Castanza, PHN, Healthy Communities and Injury Prevention Team, Environmental Health and Chronic Disease Prevention Services.



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