



# **The 3<sup>rd</sup> International Congress on: Traffic Enforcement... Challenges & Perspectives**

## **Law Enforcement, Human Behavior & Road related Injuries and Mortality**

**The Nada Foundation for  
Safer Egyptian Roads**

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- Magnitude of the problem in Egypt
- Allegations
- The Nature of Human Behavior
- Enforcement of Law and Change of Human Behavior

# The Magnitude of the problem in Egypt



- Road related fatalities and injuries globally posing a serious threat to the health and well-being of people
  - Top 5 leading illnesses posing a burden on the Global health.
  - 90% of fatalities due to Road injuries is incurred mainly in developing countries
- Egypt is no exclusion to all the ongoing dynamics;
  - One of the highest Fatality rates (42 Deaths/100,000) globally
  - An average of 30 - 35 loved ones lost every single day due to road related crashes
  - The number one killer of young Egyptians
  - Draining the Nation of at least 2% of its GDP annually
- The crisis is unequivocally a National security threat.



# Allegations

- Road fatalities & Injuries portrayed as a problem of public manners, attitudes, behaviors
- Road crashes cited as mainly caused by an 'misbehaved' selfish public who doesn't care for others' rights and safety.
- Perceived as a culture where public is accustomed to breaking the law.

Such claims and allegation are convenient;

- Not only does it simplify and explain a complicated crisis,
- but it also relieves many off their responsibilities, shifting the burden on a vilified people.



# Allegations

There is definitely an element of behavior involved and often that element of behavior is behind the usual allegation presented which states that 90% of road related crashes, injuries or mortality are due to human causes

- Would we simply explain the road related death through
  - Simply blaming a group of people?
  - National culture of undisciplined behavior?
- More importantly how does society change behavior?

The science of social behavior points to several different important principles:

- The understanding of the nature of Human Behavior
- The terms: Behavior and attitudes



# The Nature of Human Behavior

## - Understanding human behavior

Social Science theories on behavior point to the following facts:

- a) By nature, each individual is a maximizer.
- b) Individuals are constrained in satisfying their wants
- c) Individuals are resourceful, and creative
- d) Human beings are creative in expanding opportunities
- e) Individuals are willing to give up something small for something large

How is this relevant within the road system



# The Nature of Human Behavior

## - Understanding human behavior

- The natural behavior of road users is to maximize their benefit of arriving earlier, safer and more comfortable.
- The choice of how to achieve those maximizations will depend on:
  - Their understanding and realization of the costs of their choices
  - Their realization the large gains received through abiding by the road system vs. lesser gains if out of the system
- This is the nature of human beings everywhere. No particular people are different when it comes to the above mentioned principles of human behavior



# The Nature of Human Behavior

## - Behavior vs Attitude

- Attitude is internal whereas behavior is external.
- Attitude is what you think whereas behavior is what you do
- Attitude is thought-oriented whereas behavior is action-oriented.

Hence attitude has all the power to shape the behavior of a person. It is indeed true that a person with the right attitude would be endowed with the right behavior too.

Attitude is all about the opinion somebody has about something in life. Behavior is about how one responds to the impulses and the pulls of the environment (which includes law enforcement).





# The Nature of Human Behavior

## - Behavior vs Attitude

- Thus, attitudes would not be the focus of implication or change.
- The focus is to address behavior
- Behavior in societies is targeted through law enforcement with the aspiration that positive behavior would transformed to positive attitudes.

The challenge is to establish rules of the game that tap and direct human energy in ways that:

- Increase rather than reduce the effective use of our scarce resources and
- Maximizes resources to everyone;



# Enforcement of Law and Change of Human Behavior

Within the field of Road Safety, the prescription for reducing Road related injuries and mortality through three main interventions:

- Engineering
- Enforcement
- Education

Each one of them is critically important and interdependent on each other. However, the weight of the importance of each of the variables is not stationary but completely dynamic; depending on context, circumstances and priorities

In Egypt with extremely high rates of road related mortality,

- Cannot afford to wait for the Engineering and Education interventions
- Enforcement becomes critical and a priority to save lives.





## Enforcement of Law and Change of Human Behavior

Law enforcement not about simple execution; it has to be enforced:

In a strict manner

In a just manner without discrimination or favoritism

In a sustainable manner

In a cost effective (intelligent) manner

- The main objective of traffic regulation and enforcement should be **Road Safety**
- Achieved by deterring road users from committing offences which are related to road crashes and injuries.
- **It is NOT to maximize** the number of tickets issued or financial penalties paid.
- Police activities should primarily serve as **deterrence** for drivers inclined to commit traffic offenses through
- Increasing road users' **perception of the risk of being caught.**



# Enforcement of Law and Change of Human Behavior

To reach the stage where positive road behavior become attitude for individual road users, the following stages have to be passed through:

Stage (I): Start with strict, Just and consistent law enforcement; which by time (The individual would only stop in the red traffic light only when they are confident that the law will be enforced by an officer, a camera or any other formal enforcer)

Stage (II): The formal law becomes a societal norm; where society monitors itself (The individual would stop in a red traffic light when around people but breaks the red light when there is no one around)

Stage (III): The formal law that was enforced formally then informally by society becomes attitude of individuals (The road user would stop at a red traffic light regardless of the presence of a law enforcer or societal enforcement)

Consistent, Just, Cost-effective deterrence strategies, can bring about lasting changes in road user behavior and, as a consequence, changes in road users' attitudes which reinforce these behavioral changes.

شكراً

Thank You

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