

# Development of an e-learning course for local traffic safety stakeholders

Nordic Traffic Safety Forum 2023 in Lund

13.10.2023

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# Content

## Key messages:

- Municipalities and cities have a very important role to play in achieving traffic safety objectives.
- From wider scope, municipalities are responsible for the well-being and health of their citizens and traffic safety is part of this objective - understanding this is crucial!
- Municipalities have a broad toolbox covering all dimensions of the safe traffic system (at least through cooperation).
- To unlock full potential, municipalities need support and encouragement.

Overview of traffic safety work in Finland

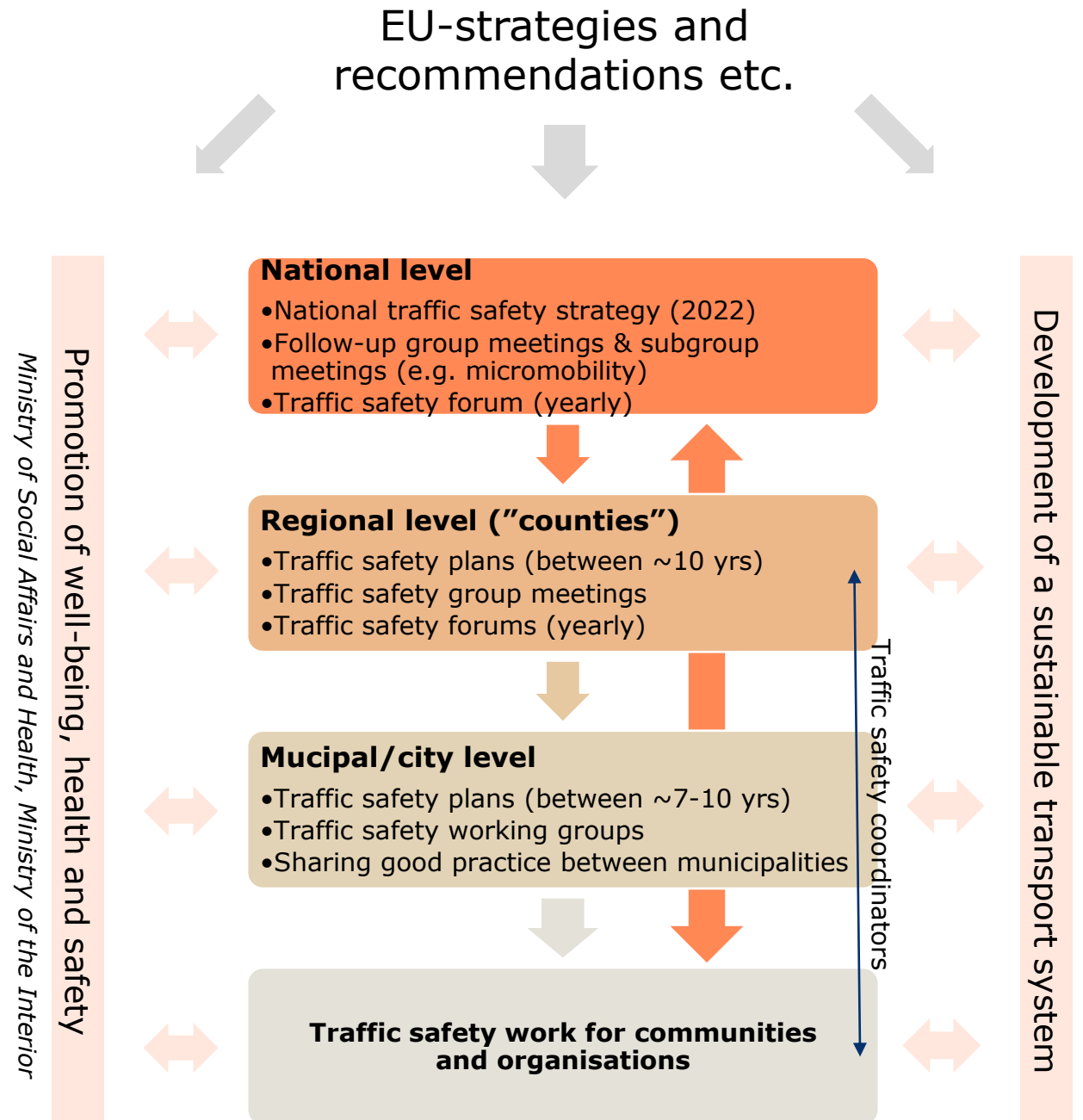
Supporting municipal / local traffic safety work in Finland

New tools from Finnish Road safety Council (Liikenneturva)

- An e-learning course
- A Traffic Safe Municipality

# Traffic safety work in Finland

- At the top level, Finland's road safety work is guided by the **national road safety strategy** (2022).
- The national strategy is cross-governmental and its implementation is shared with other ministries (in particular the Ministry of Social Affairs and Health and the Ministry of the Interior).
- **Regional and municipal road safety plans** and working groups implement the national plan, taking into account the specific characteristics of the region.
- In particular, municipalities are supported by **traffic safety coordinators** who act as a resource and expert in road safety work ([see my presentation last year](#))



“Most municipalities and cities need support in implementing traffic safety work

# In Finland, municipal traffic safety work is highly valued, but its potential has not yet been fully exploited

- The unwritten rule is that the municipality should have an up-to-date **traffic safety plan** or strategy, that covers all areas of traffic safety work (~250/309 mun).
- The goal is also that **traffic safety work is coordinated by a working group** with representation from various service units of the municipality and other important local/regional stakeholders (~230-250 mun).
- **Traffic safety coordinators are an additional resource and expert support** for local traffic safety work (~200-220 mun).
- **Challenges:** understanding Safe system – approach, varying levels of commitment and support from decision-makers (tools are not in use), limited time and financial resources, lack of skills in day-to-day work, etc.

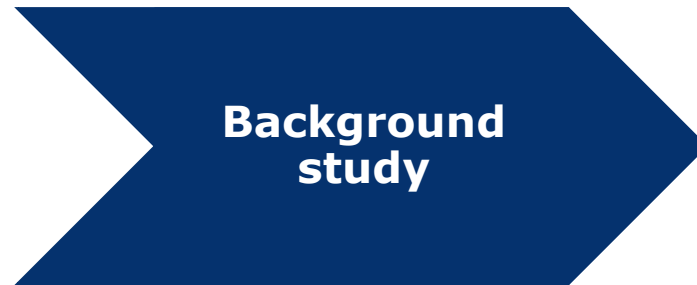


Picture: Some of the tools already in place to support municipalities in traffic safety work

# The Finnish Road Safety Council (Liikenneturva) is developing new tools and methods to support municipalities in traffic safety work

*Cooperation with Ramboll Finland and The Finnish Road Safety Council (Liikenneturva) started in autumn 2022*

9/2022-12/2022



2023-



Pilot phase starts in November



## Background study (2022)

*The aim was to produce up to date materials and new ideas for further work (e-learning course, Traffic Safe Municipality etc.)*

Outlining the overall picture of traffic safety work and clarifying the role of municipalities

### Part 1

What does **Visio Zero and shared responsibility** mean?

What are the key elements of traffic safety work (**safe system approach**) and who are the main actors?

**Individual choices** at the heart of traffic safety work - what should be influenced and by whom?

How is **traffic safety work organised** in Finland and in the municipalities?

What is the **role of Traffic Safety Council**?

What justifies or "forces" municipalities to work on traffic safety?

### Part 2

What obligations do the **national strategies and programmes** of the different ministries impose on the traffic safety work of municipalities?

To what extent can the traffic safety work of municipalities be justified by **legislation**?

What **plans or other tasks are already required by law** to be made by municipalities in the fields of health, safety and welfare, to which traffic safety should be linked?

How the reform of social and health services affects traffic safety work in municipalities?

### Part 3

**Description of the new situation** (what is changing and what risks it poses for the implementation of lifelong traffic safety education)

**Cooperation** between the municipality and the welfare region (wellbeing services county) in traffic safety work

**Impact of the reform on cooperation and working methods** (what is foreseen in 2023)

Planning an online course in cooperation with The Finnish Road safety Council (2023-)

### Option

**Brief orientation to traffic safety work** for "beginners", but also for those who have been involved in traffic safety work for longer. Course should give:

- An overview of traffic safety work and its different elements
- Understanding of the benefits of traffic safety work
- Confidence to plan and promote traffic safety work in the municipality
- Tips for taking traffic safety work into account in your own work

# e-learning course

## Course should give:

- An overview of traffic safety work and its different elements
- Understanding of the benefits of traffic safety work
- Confidence to plan and promote traffic safety work in the municipality
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## For whom:

- Suitable and useful for everyone
- In particular those involved in traffic safety work in municipalities, and for example new members of a traffic safety group

## Implementation:

- Duration approximately 60 minutes
- Four separate modules
- Illustrative diagrams (for the busy ones), video clips, some parts spoken on video, reflection exercises (the exercises also show how others have responded)
- Assessment at the end of each section (assessment includes a review of the main content)
- Those who complete the course will receive a certificate and other materials



# e-learning course

*Brief orientation to traffic safety work for "beginners", but also for those who have been involved in traffic safety work for longer.*

## Introduction

## Traffic safety work in Finland (20 min)

## Traffic safety work in municipalities (10 min)

## Traffic safety work with different groups (15 min)

## Effective local traffic safety work (15 min)

### Modul 0

- Target group
- Learning objectives
- Main content
- Questionnaire (orientation, personal background)
- Other guidance and GDPR issues

### Modul 1

- Focus on the individuals
- Vision Zero
- Traffic safety situation in Finland and basics about statistics
- The effects of traffic accidents
- Organising traffic safety work
- Safe system approach explained

### Modul 2

- Key actors from the municipality and other stakeholders
- Legal basis for the traffic safety work (responsibilities)
- Objectives (and tools)
- The role of the municipality as an employer

### Modul 3

- Promoting a safe traffic culture
- Traffic safety work with different age groups
- Special groups in traffic safety work (disabled people, tourists, people from foreign cultures)
- Traffic safety situation for different age groups and modes of transport

### Modul 4

- The importance of cooperation
- Skills and motivation
- Planning and monitoring
- Decision-making and resources
- The role of the Road Safety Council

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