

PDO Diversity and Inclusiveness

2007 Event I – Road Safety

save A Life
Drive Safely

Fuping Zhu (ONPQ23)

June 2, 2007



PDO D&I Team



Mundhir Barwani HD
D&I Champion

- The PDO D&I Team was created in 2001.
- Diversity is the recognition, respect and acceptance of all the ways people are different and provides an environment that allows for these differences and supports business growth.
- Inclusiveness means a workplace in which:
 - Diversity is valued.
 - Everyone has the opportunity to develop skills and talents consistent with Company values and business objectives.



 **Naila Jahdhami**
HRO1



Fathiya Ismaily
HLD71



Zahir Hashar
FPO13

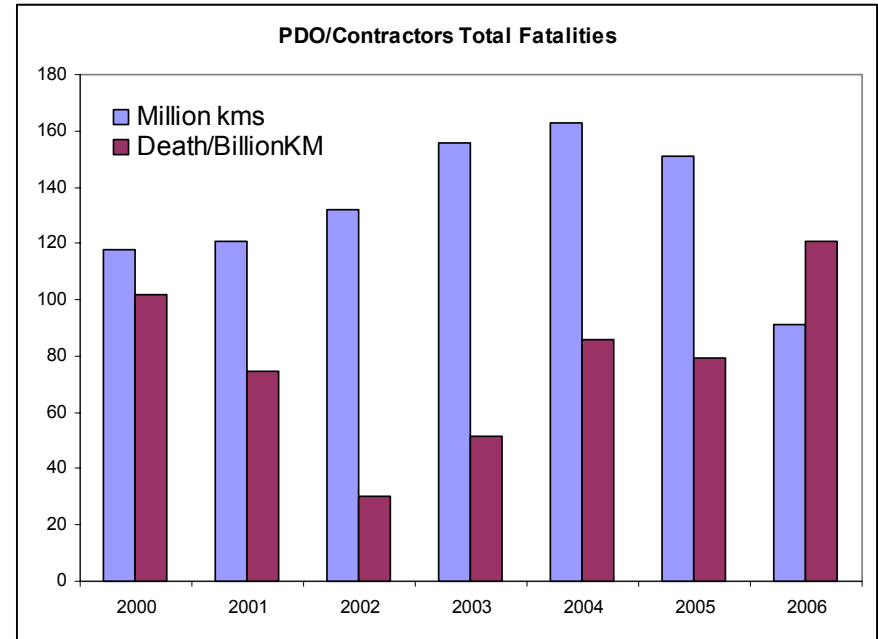
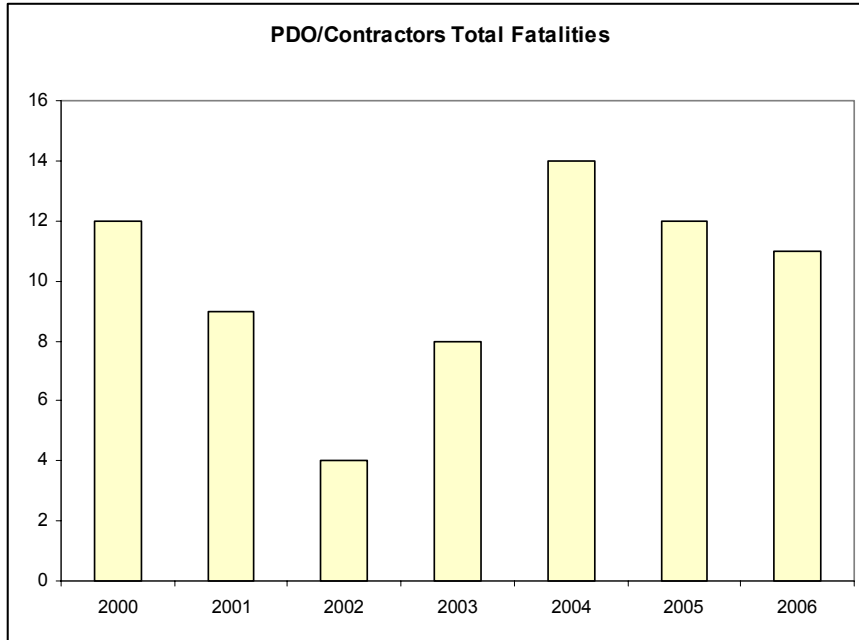


Fuping Zhu
ONPQ23



Antonius Romein
HRD5

PDO 2006 HSE Performance

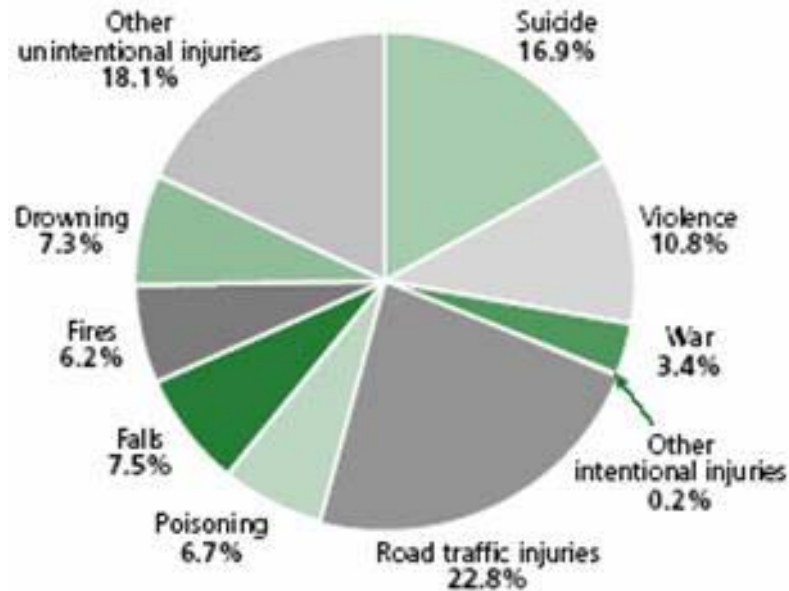


- Road traffic accidents contributed substantially > 90%
- Lowest scores in 2002 - Deaths/BillionKM rate getting worse in recent years
- Urgent case for change!



Causes of Deaths and Injuries

Distribution of global injury mortality by cause



Source: WHO Global Burden of Disease project, 2002, Version 1 (see Statistical Annex).

Road traffic injuries are the #1 cause.



Estimated global road traffic injury-related deaths

	Number	Rate per 100 000 population	Proportion of total (%)
Low-income and middle-income countries	1 065 988	20.2	90
High-income countries	117 504	12.6	10
Total	1 183 492	19.0	100

Source: WHO Global Burden of Disease project, 2002, Version 1

70% to 90% of road crash deaths around the world occur in developing countries!

Vulnerable road users in low-middle income countries pay most dearly!

Is Oman developed or developing?

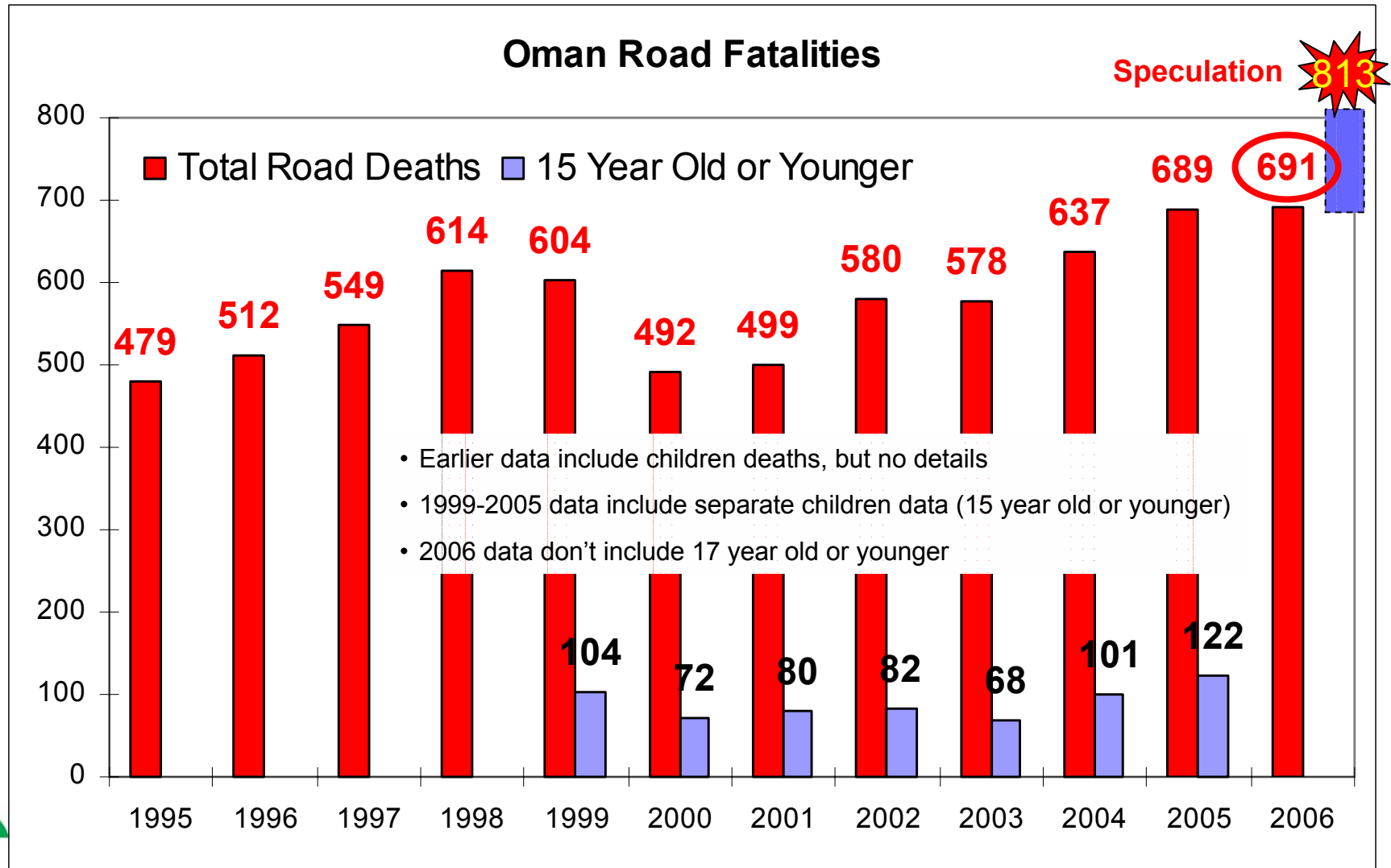
Worldwide Road Traffic Statistics

- 1.2 million people dead annually
- > 3000 people dead every day
- 137 people dead every hour
- 2 persons dead every minute



“In a collision at 50kmph it would take 1/5th of a second for your unrestrained child to fly through the windshield and die”

Oman Road Fatalities



Who/What are Killers in Oman

Est. 2003

Oman's FREE Independent Weekly Paper

ISSUE 162

the week



official sponsor

i'm lovin' it



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WEDNESDAY
APRIL 12, 2006

WEATHER [icon] | LOW 25° FORECAST PAGE 4

A CHILD IS DYING EVERY FOURTH DAY ON OMAN'S ROADS

KILLER ROADS

Oman has one of the highest annual road accident death rates in the world with bad driving habits claiming more and more lives every day



OUR CORRESPONDENT - Somewhere on the sultanate's roads, a child dies every fourth day. In 2004, 101 children under the age of 15 died in road crashes, and 973 were seriously injured. That meant a 50 per cent increase over the previous year. An additional 1,000 children and youngsters were injured, many of them left with lifelong disabilities.

By end 2005, Oman's road traffic mortality rate had gone up to 28 per 100,000, eclipsing the global average of 19 per 100,000. COP statistics reveal that since 2000, some 3,500 people have died on Oman's roads. Nearly 50,000 were injured or disabled. And all this happening in a population of just 2.4mn. Why is this happening?

CONTINUED ON PAGE 3

QUIZ CONTEST

Real thriller

The Times of Oman Open Quiz contest featured some unusual questions and equally interesting answers

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OMAN VISIT

Tonny in Muscat

Dutch artist Tonny Holsbergen is here the sultanate with another exhibition

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RALLY OMAN 2006

Back to form

Oman's Nizar Shanfari is back in action and in contention for a MERC spot

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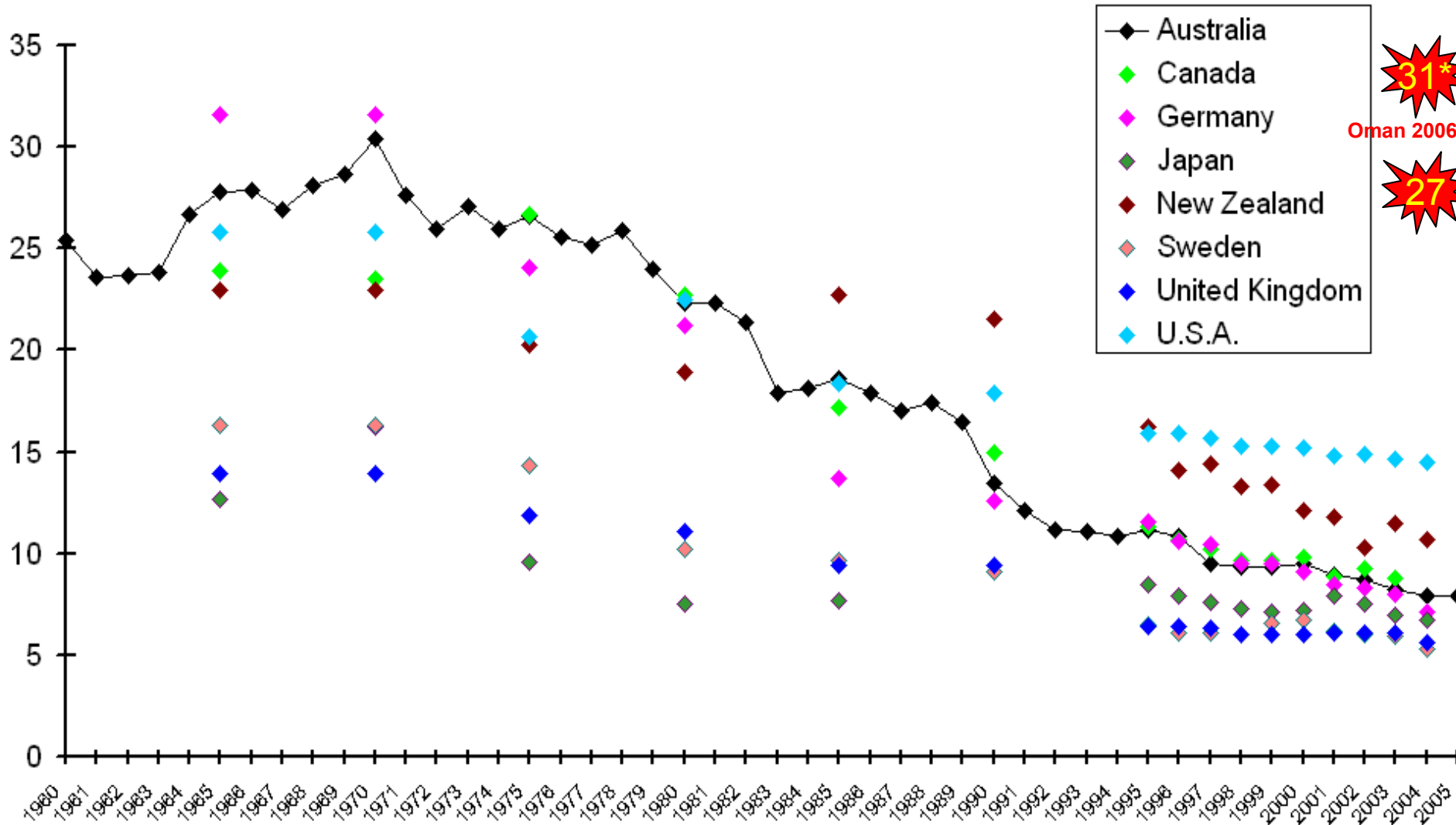
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Oman is 50 Year Behind...

Road Fatalities per 100,000 population

If 813 is used, the speculated 2006 total road fatalities



Oman Is 50 Years Behind

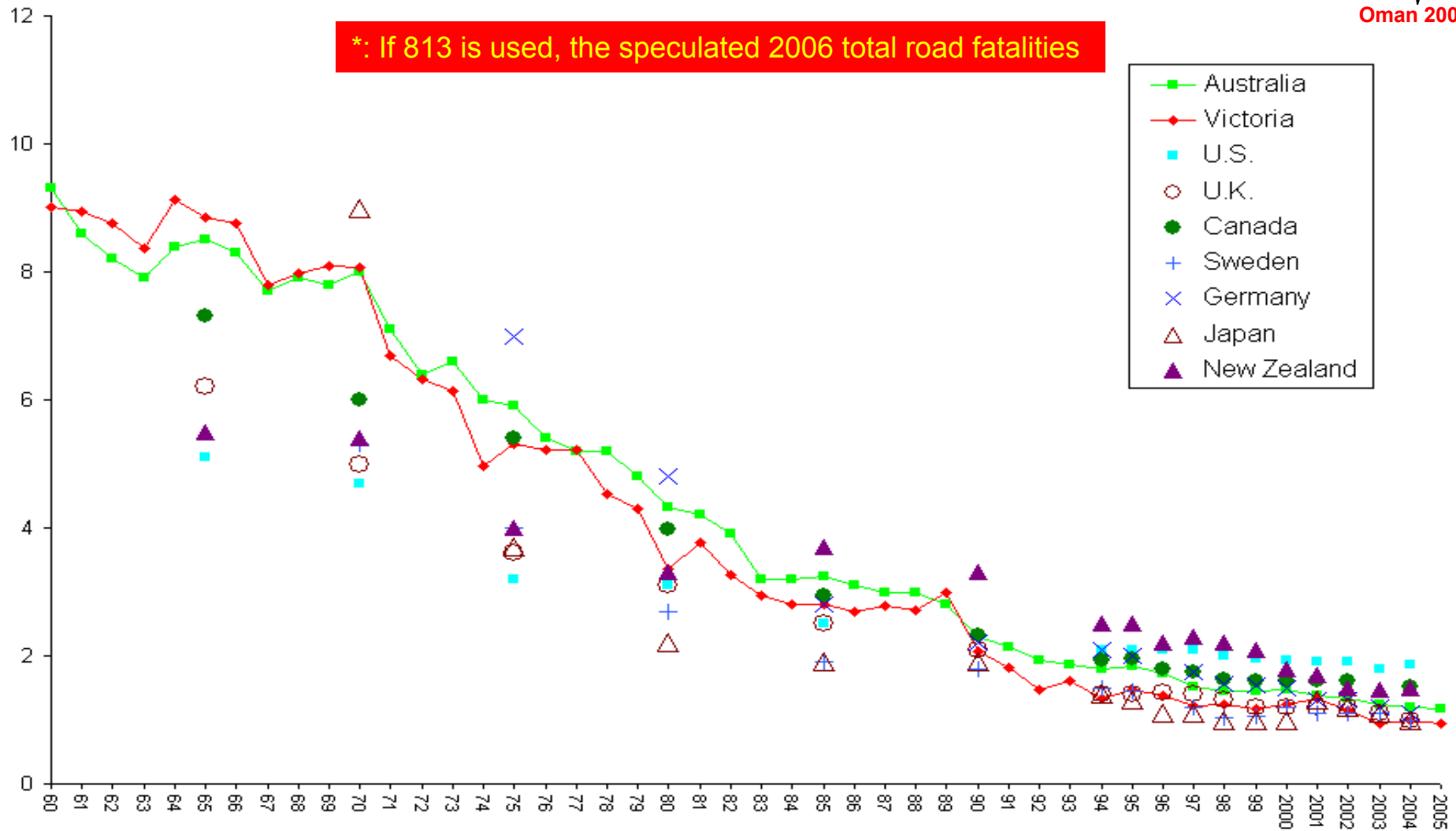
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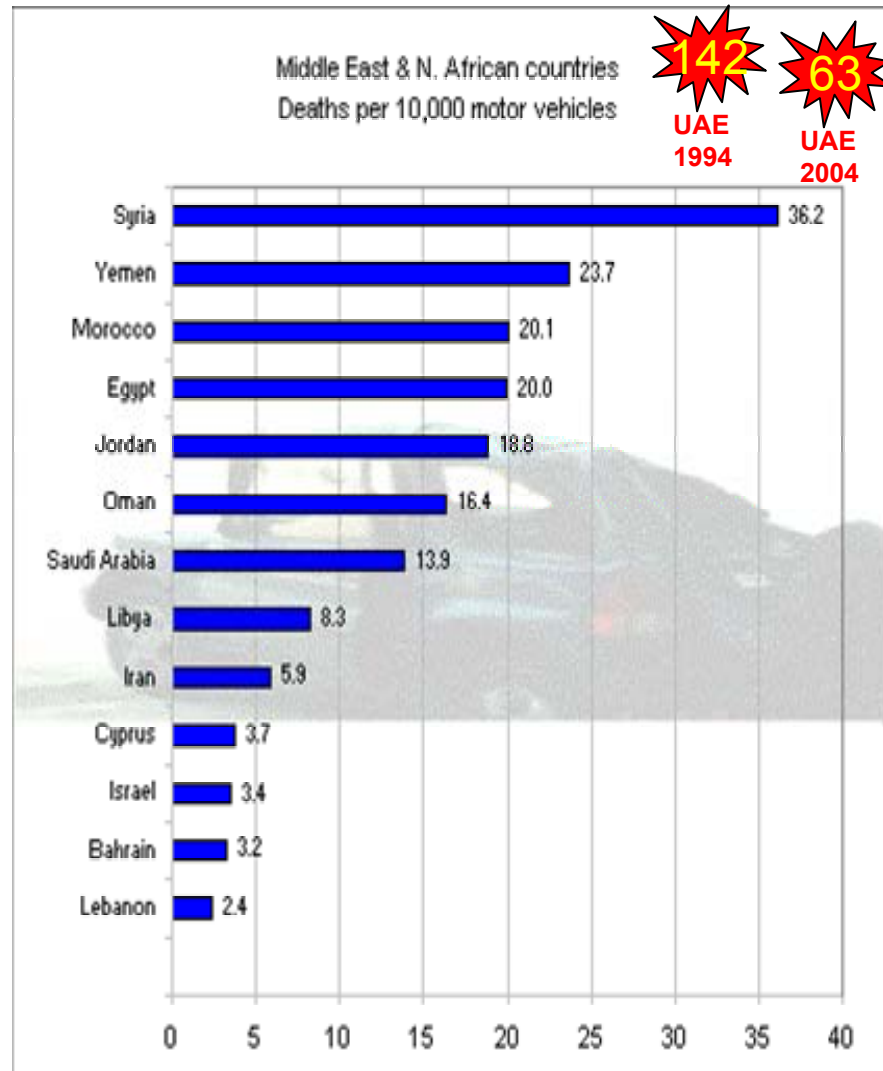
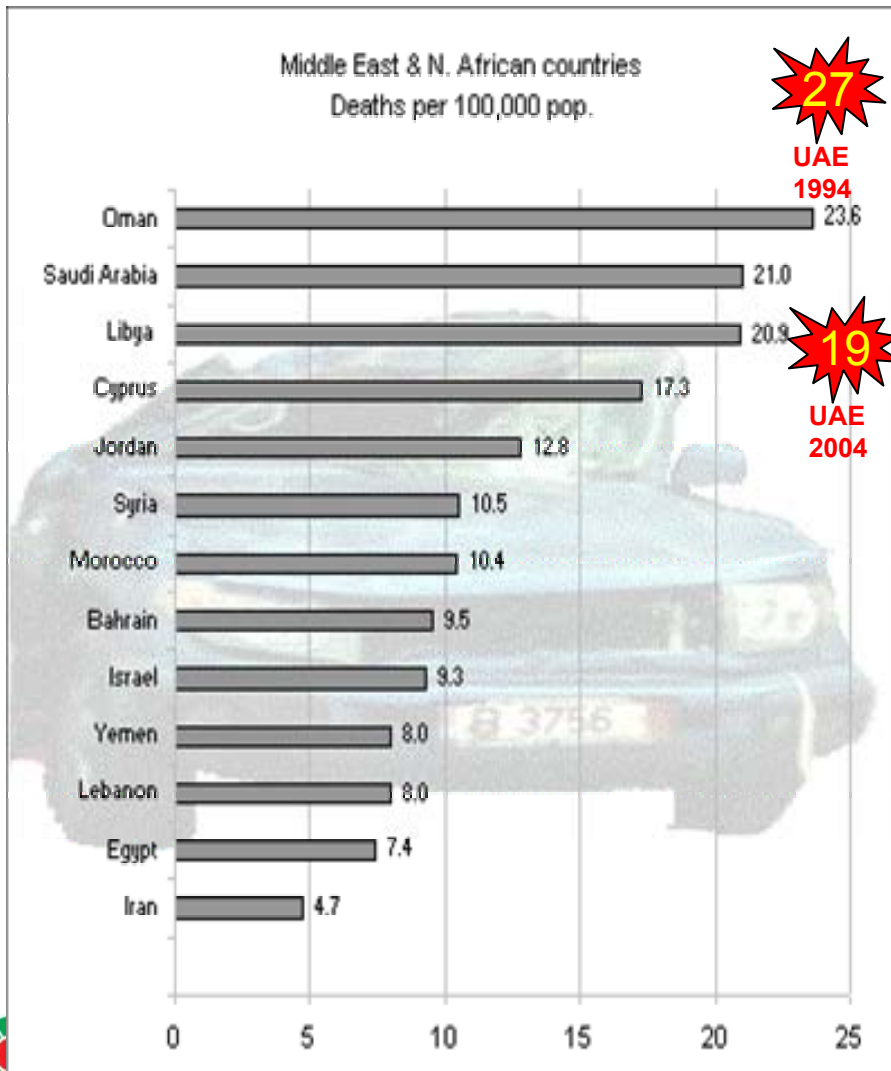
Oman 2006

Road Fatalities per 10,000 Registered Vehicles

*: If 813 is used, the speculated 2006 total road fatalities



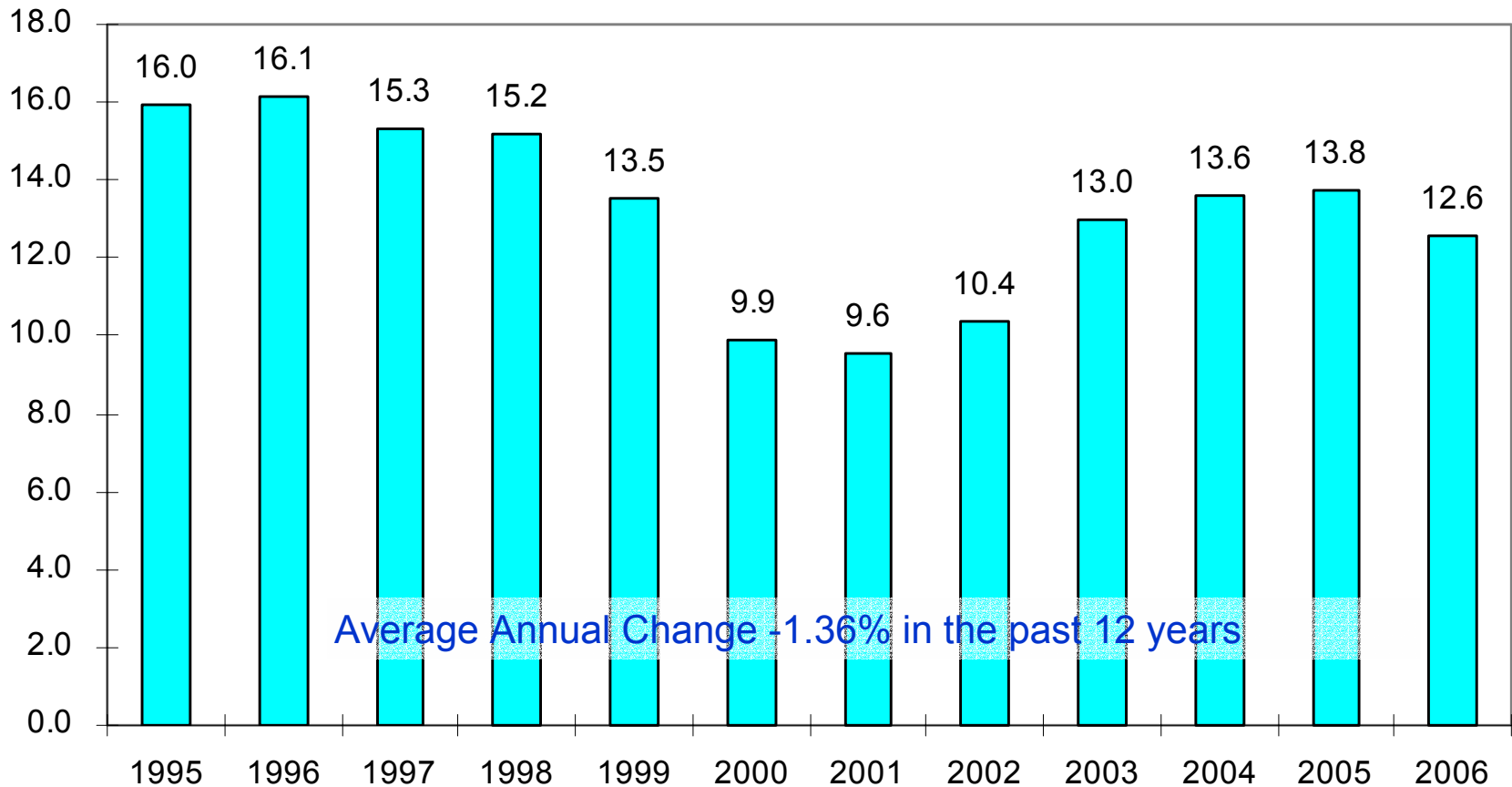
Oman is Among the Worst ...



1996 Statistics – but Oman isn't improving much in recent years - sadly

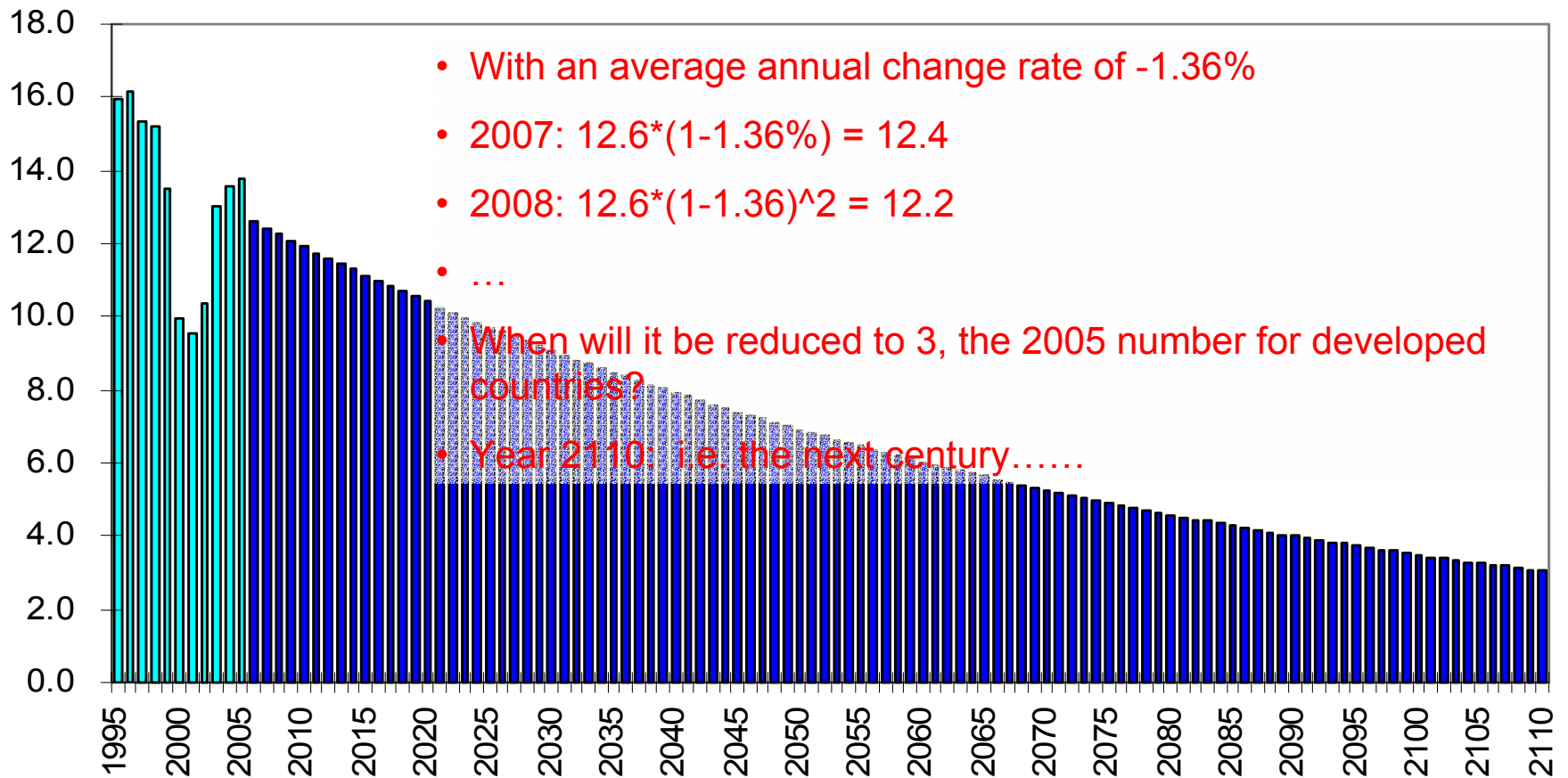
How Long Will It Take to Catch Up?

Oman Road Deaths/10,000 Registered Vehicles



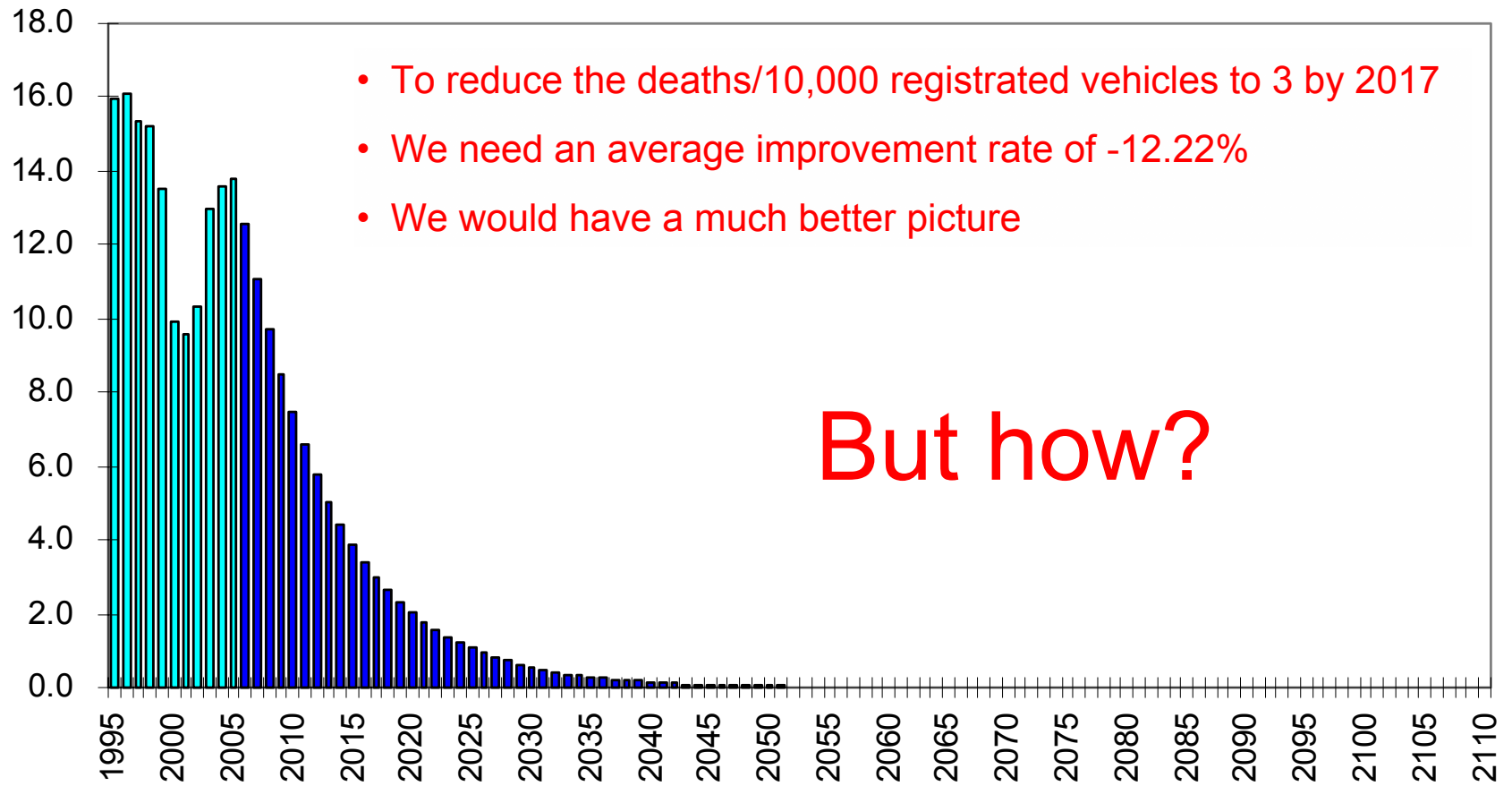
How Long Will It Take to Catch Up?

Oman Road Deaths/10,000 Registered Vehicles



To Catch Up in 10 Years - 2017

Oman Road Deaths/10,000 Registered Vehicles



- To reduce the deaths/10,000 registered vehicles to 3 by 2017
- We need an average improvement rate of -12.22%
- We would have a much better picture

But how?



Leapfrogging - Concept



- Leap Frog is a children's game
- Leapfrogging is
 - ◆ a theory of development
 - ◆ a strategy used by the Allies in the Pacific War
 - ◆ a small infantry unit tactic for advancing towards an enemy position



Leapfrogging - Intentional Strategy for Oman Road Safety

- Education
 - Correct Perception
 - Improve behavior
- Advanced Technology:
 - Electric eye
 - GPS guided speed limit
 - Automatic obstacle detection & braking...
- Efficient Infrastructure
 - Better road systems
 - Powerful signs...
- Effective Policies and implementation

**To catch up in 10 years?
- Not 50 years!!!**

Learn from the best!

Oman in general

PDO leads of course!

Start from ourselves!



Drivers/Passengers Attitudes

- “Don’t worry. I am a good driver.”
- “He/She is a good driver. Don’t worry.”
- “You see? You left earlier; but I arrived earlier!”
- “Most children don’t use child safety seats. What’s the non-sense.”
- “I know it’s good to wear seat belt. But it’s not comfortable. Maybe I will wear it next time.”



...

Wrong Perception

**Road traffic injury even death
is the price to be paid
for achieving mobility
and economic development.**

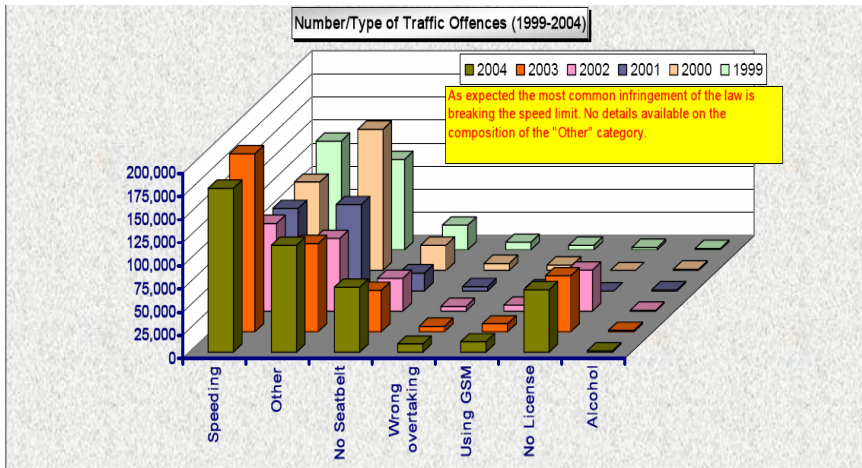


Improved Perception

**All road traffic accidents
are preventable!**



Causes of Oman Road Accidents

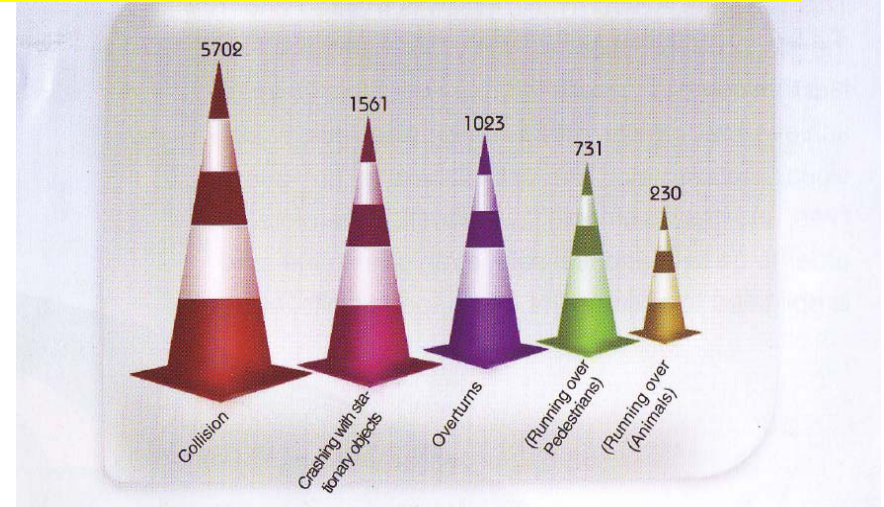


Traffic accidents on the Sultanate of Oman roads during 2005 were 9,247 accidents as follows:

Collisions	5702
Crashing with stationary objects	1561
Overturns	1023
Running over (Pedestrians)	731
Running over (Animals)	230
Total	9247

Observing speed limit, wearing seatbelts, using child safety seats...

CAUSE	NUMBER	DEATHS	INJURIES
Speed	5,236	386	4,454
Neglect	3,648	58	2,119
Tiredness	3	4	4
Drunk driving	76	7	50
Overtaking	165	88	357
Weather	25	4	39
Sudden stopping	11		11
Safely distance	350	3	77
Improper act	263	82	273
Vehicle condition	80	35	144
Road condition	11	14	20
Mobile Telephone	1	-	-
Total	9,869	681	7,548





PDO D&I's Pleads to You

Pick up a road safety DVD, a seatbelt sticker sheet, and talk to your family/friends about:

**Zero
Speeding
Tolerance**



If PDO Changes the Hearts & Minds of...

- If PDO changes the Hearts & Minds of 8000 employees and contractors
- If each employee/contractor changes the Hearts & Minds of 10 family members/relatives → 80,000
- If they change the Hearts & Minds of 10 friends → 800,000
- If they change the Hearts of Minds of another 4 friends → 3,200,000
- All Oman residents & some visitors will have changed!

A safe country to live, work, drive and walk.



How Are We Doing in 2007?

- Better HSE record than 2006
 - Oman: 253 deaths, 3011 injuries in 4035 crashes (Jan. 1 to May 25)
 - PDO: 0 fatality, 27 LTI (Jan. 1 to June 1)
- Make it even better



Acknowledgement

- My family
- My boss and officemates
- PDO D&I Team and MSE
- <http://www.salimandsalimah.org/news.htm>
 - Oman accident statistics 1999-2006
 - Great educational movies and brochures for children and adults
 - Bilingual Arabic & English target Omani parents and children
 - Improve driver behaviours
 - Increase the use of child safety seats

