

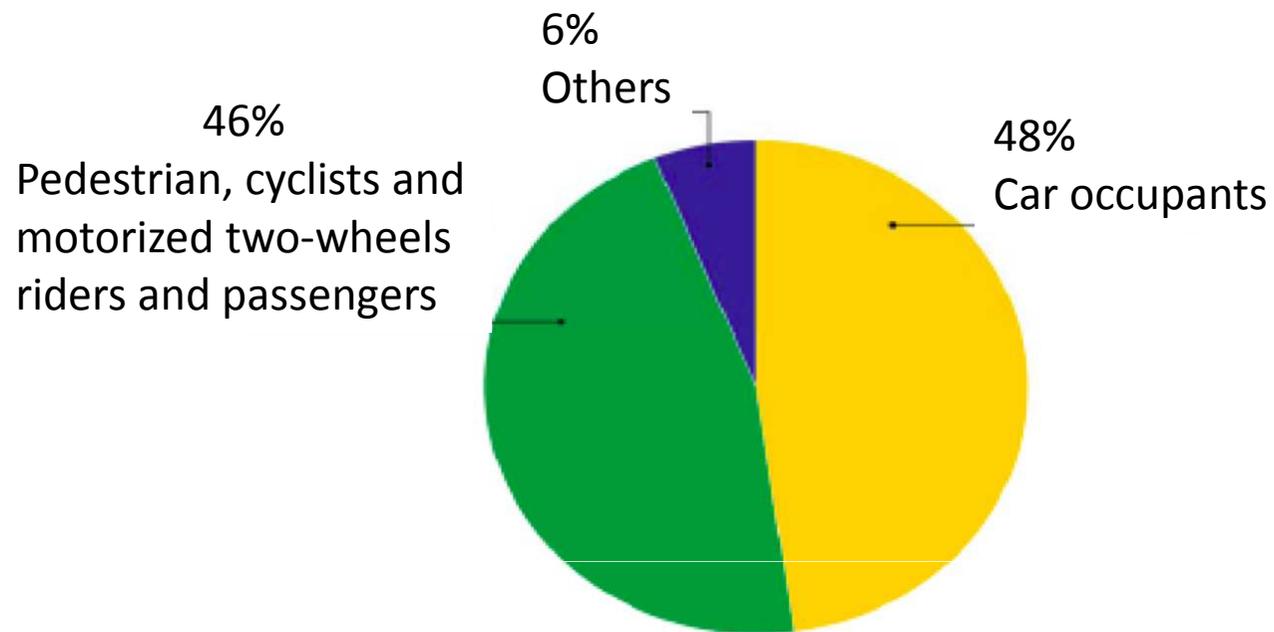
The Global Decade of Action for Road Safety

Presented by Stein Lundebye, Road safety specialist



Road traffic deaths

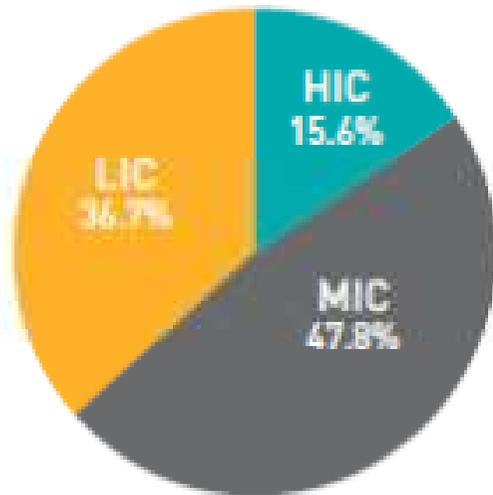
46% of road traffic deaths are pedestrians, cyclists and motorcyclists



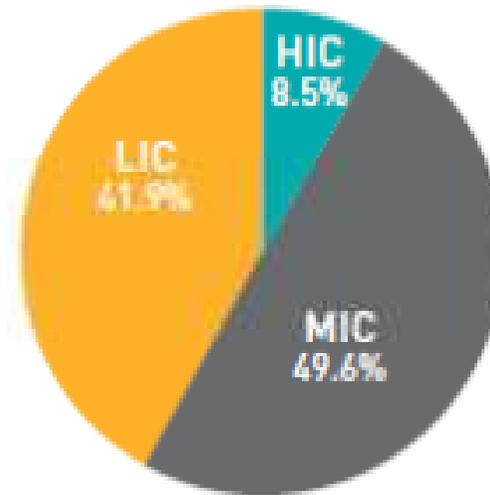
Deaths vs vehicle ownership

90% of road traffic deaths and injuries occur in low-income and middle-income countries which have only 48% of the world's registered vehicles

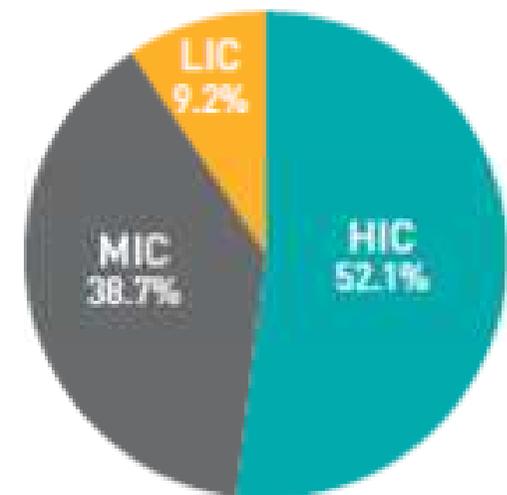
Population



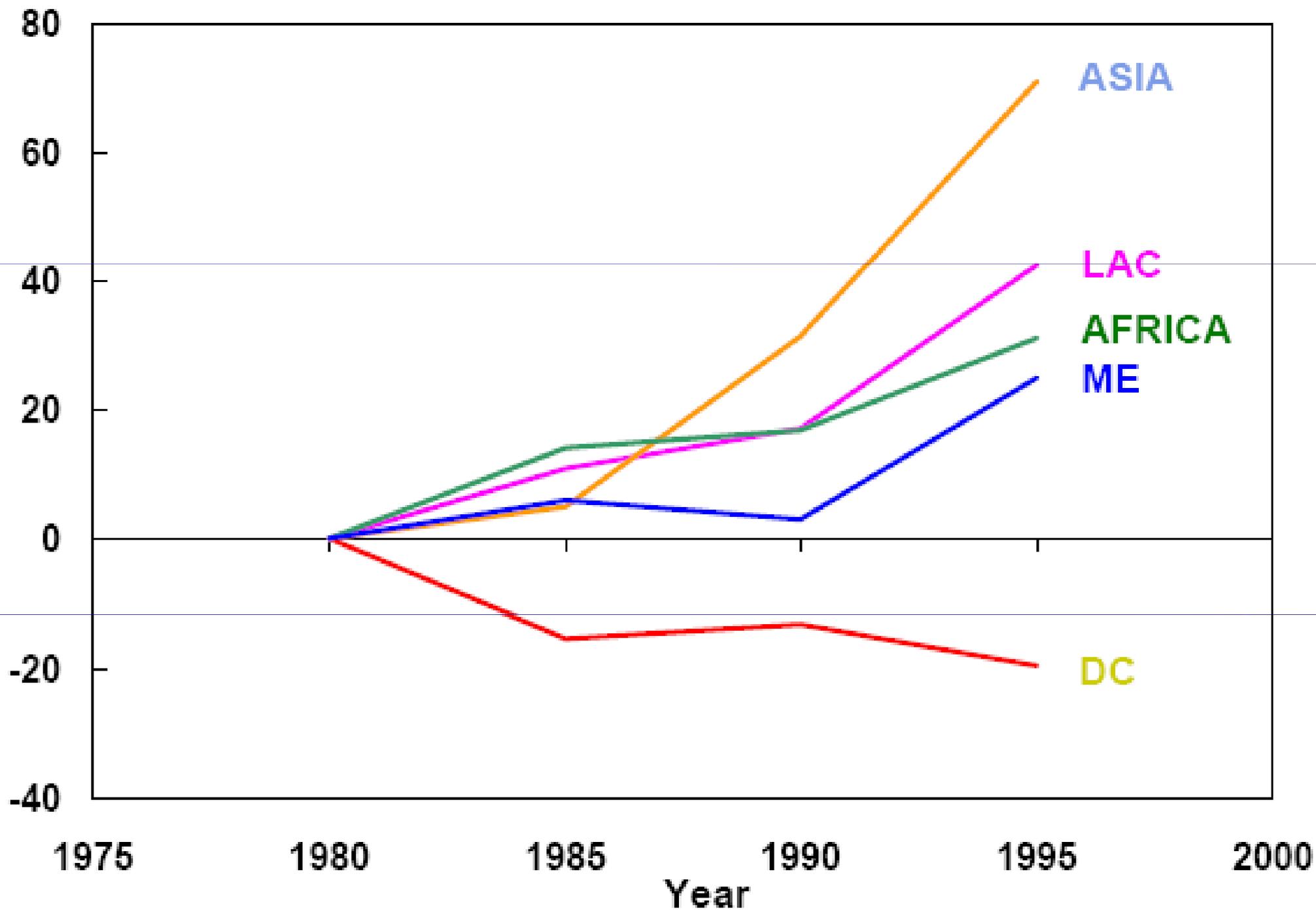
Road traffic deaths



Registered vehicles



Percentage change



Regional perspective

Road traffic injury fatality rates* per 100 000 population, by WHO region and income group

WHO region	High-income	Middle-income	Low-income	Total
African	—	32.2	32.3	32.2
The Americas	13.4	17.3	—	15.8
South-East Asia	—	16.7	16.5	16.6
European	7.9	19.3	12.2	13.4
Eastern Mediterranean	28.5	35.8	27.5	32.2
Western Pacific	7.2	16.9	15.6	15.7
Global	10.3	19.5	21.5	18.8

* 30-day definition of a road traffic death
Source: Global Status Report on Road Safety, 2009



Worsening situation

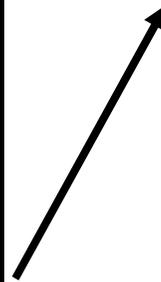
Top 10 leading causes of death

2004

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Lower respiratory infections
4	Chronic obstructive pulmonary disease
5	Diarrhoeal diseases
6	HIV/AIDS
7	Tuberculosis
8	Trachea, bronchus, lung cancer
9	Road traffic injuries
10	Prematurity & low-birth weight

2030

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Chronic obstructive pulmonary disease
4	Lower respiratory infections
5	Road traffic injuries
6	Trachea, bronchus, lung cancer
7	Diabetes mellitus
8	Hypertensive heart disease
9	Stomach cancer
10	HIV/AIDS



UN Secretary-General Report 2009

The report on the global road safety crisis noted that despite evidence of growing awareness of and commitment to road safety issues, political will and funding levels were far from commensurate with the scale of the problem. The report concluded that the crisis required ambitious vision, increased investment, better collaboration, and highlighted that the First Ministerial Global Conference on Road Safety in Moscow 2009 was a major opportunity for crystallizing action plans and catalyzing the next action steps.



Background

Resolution 64/255, requested the WHO and the UN Regional Commissions, in cooperation with the UN Road Safety Collaboration and other stakeholders, to prepare a Plan of Action for the Decade as a guiding document to support the implementation of its objectives. In addition, Resolution 64/255 invited WHO and the UN Regional Commissions to coordinate regular monitoring, within the framework of the UN Road safety Collaboration, of global progress towards meeting the targets indentified in the Plan of Action



The Global Plan of Action

The Global Plan serves as a tool to support the development of national and local plans of action, while simultaneously providing a framework to allow coordinated activities at regional and global levels. It is directed at a broad audience including national and local governments, civil society and private organizations willing to harmonize their activities towards reaching the common objective while remaining generic and flexible to country needs.



Why a Decade of Action?

The Decade of Action for Road Safety provides a timeframe for action to encourage political and resource commitments both globally and nationally. Donors should use the Decade as a stimulus to integrating road safety into their assistance programs. Low-income and middle-income countries can use it to accelerate the adoption of effective and cost-effective road safety programs while high-income countries can use it to make progress in improving their road safety performance as well as to share their experiences and knowledge with others.



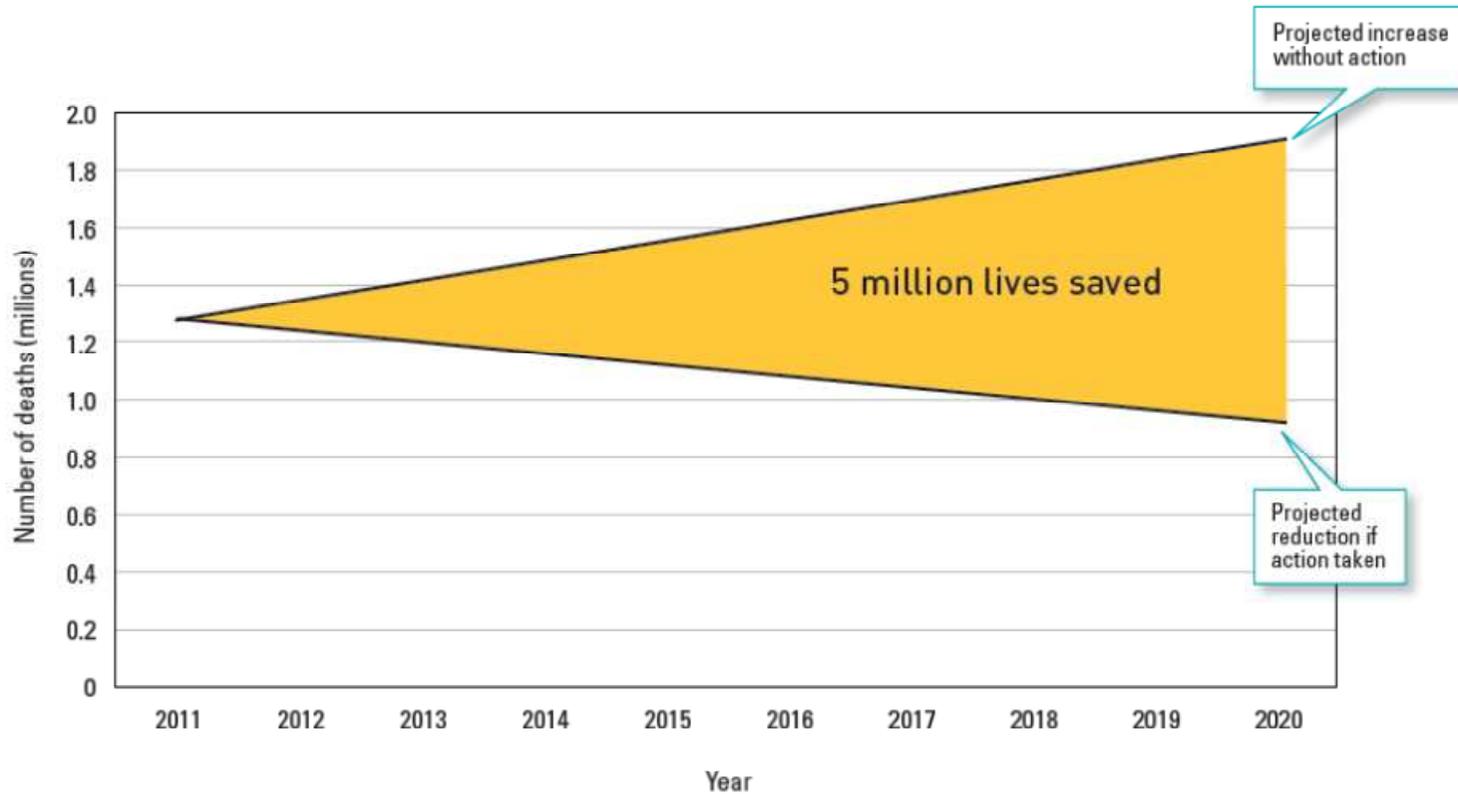
A Framework for the Decade of Action

The Plan for the Decade also recognizes the importance of ownership at national and local levels, and of involving multiple sectors and agencies. Activities towards achieving the goal of the Decade should be implemented at most appropriate level and the involvement of a variety sectors (transport, health, police, justice, urban planning, etc) should be encouraged. NGOs, civil society and the private sector should be included in the development and implementation of national and international activities towards meeting the Decade's goals.



The Goal

The overall goal of the Decade is to stabilize and then reduce the forecast level of road traffic fatalities around the world by 2020



Goal and specific objectives (1)

The overall goal of the Decade will be to stabilize and then reduce the forecast level of road traffic fatalities around the world by 2020. This should be attained through the following:

- Implementing the major UN road safety related agreements and conventions;**
- Developing and implementing sustainable road safety strategies and programs;**
- Setting ambitious and feasible targets for reduction of road fatalities by building on existing frameworks of regional targets;**
- Strengthening management infrastructure and capacity for technical implementation of road safety activities at national, regional and global levels;**



Goal and specific objectives (2)

- **Improving the quality of crash data collection at the national, regional and global levels;**
- **Monitoring progress and performance on a number of pre-defined indicators at the national, regional and global levels;**
- **Encouraging increased funding to road safety and better use of existing resources, including through ensuring a road safety component within road infrastructure projects;**
- **Building institutional capacities at national, regional and international level to address road safety.**



The Decade

◆ November 2009

Called for by the Moscow Ministerial Declaration

◆ March 2010

Tabled by the Russian Federation, co-sponsored by 100 countries and declared by the United National General Assembly



The Launch on 11 May 2011



Statements of support from national and international leaders

Projection of the tag on national landmarks in New York, London, Rio de Janeiro, Geneva, Moscow, Warsaw, Colombo, others



Over 300 launch events in more than 80 countries

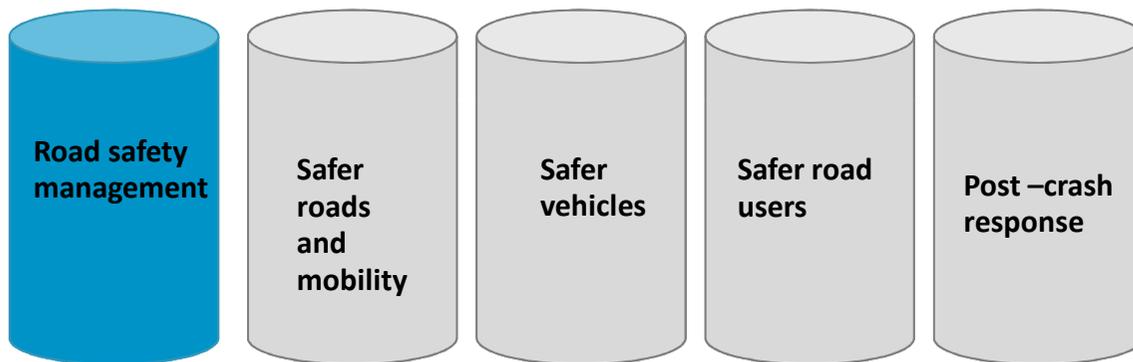


Pillars of the Plan



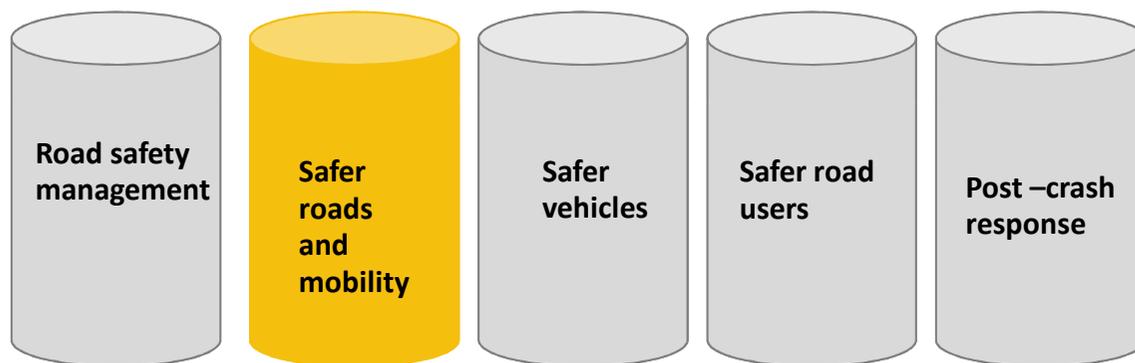
Road safety management

- ◆ Strengthen institutional capacity
- ◆ Put in practice United Nations road safety conventions
- ◆ Establish lead agency
- ◆ Develop a national road safety strategy
- ◆ Set realistic and long-term targets
- ◆ Develop data systems



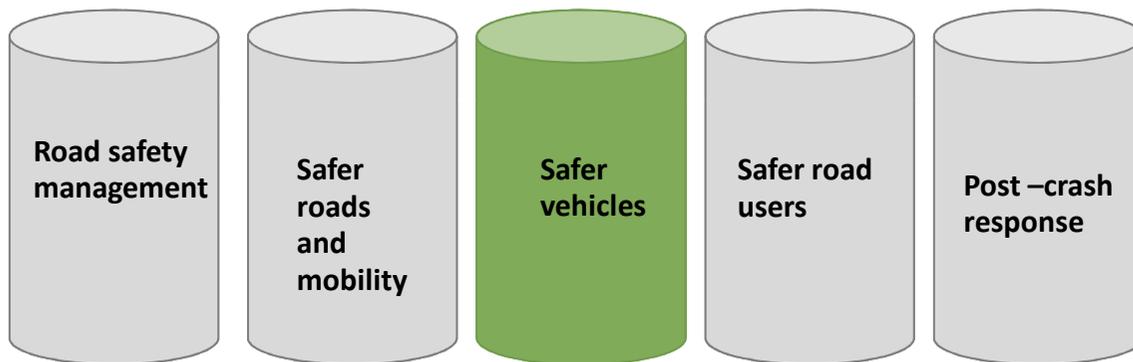
Safer roads and mobility

- ◆ Improve safety-conscious planning, design, construction and operation of roads
- ◆ Assess regularly safety of roads
- ◆ Explore various forms of transport and safe infrastructure



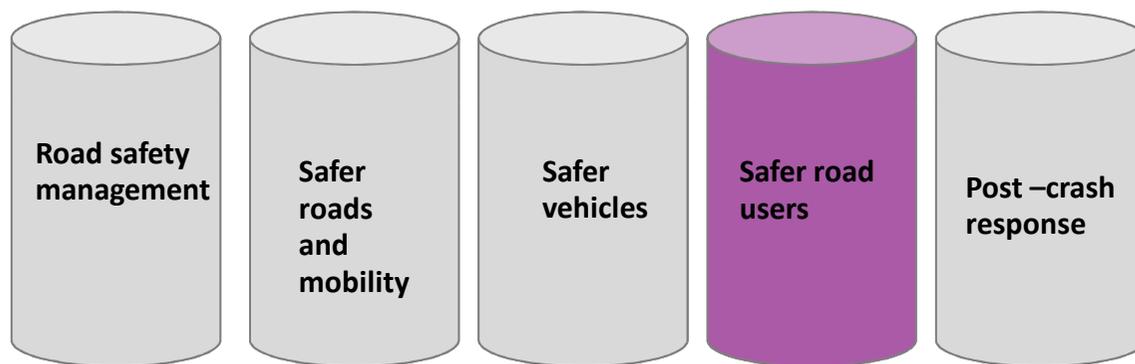
Safer vehicles

- ◆ Harmonize global standards
- ◆ Implement new car assessment programmes
- ◆ Equip all new cars with minimum safety features
- ◆ Promote use of crash avoidance technologies
- ◆ Encourage managers of fleets to purchase, operate and maintain safe vehicles



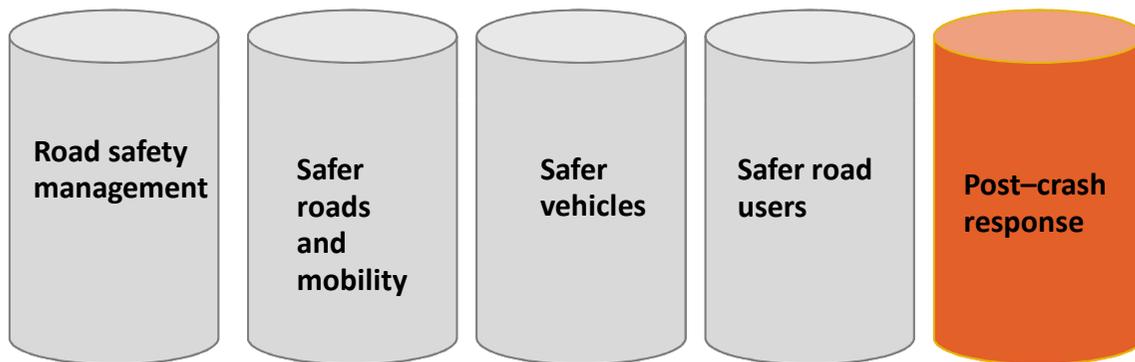
Safer road users

- ◆ Adopt model road safety legislations
- ◆ Sustain or increase enforcement
- ◆ Promote public awareness of risk factors
- ◆ Call for activities to reduce work-related road traffic injuries
- ◆ Establish graduated driver licensing programmes for novice drivers



Post-crash response

- ◆ Develop pre-hospital care systems
- ◆ Put in place single nationwide emergency telephone number
- ◆ Provide early rehabilitation and support to injured patients and those bereaved by road traffic crashes
- ◆ Establish insurance schemes
- ◆ Investigate crashes and provide legal response

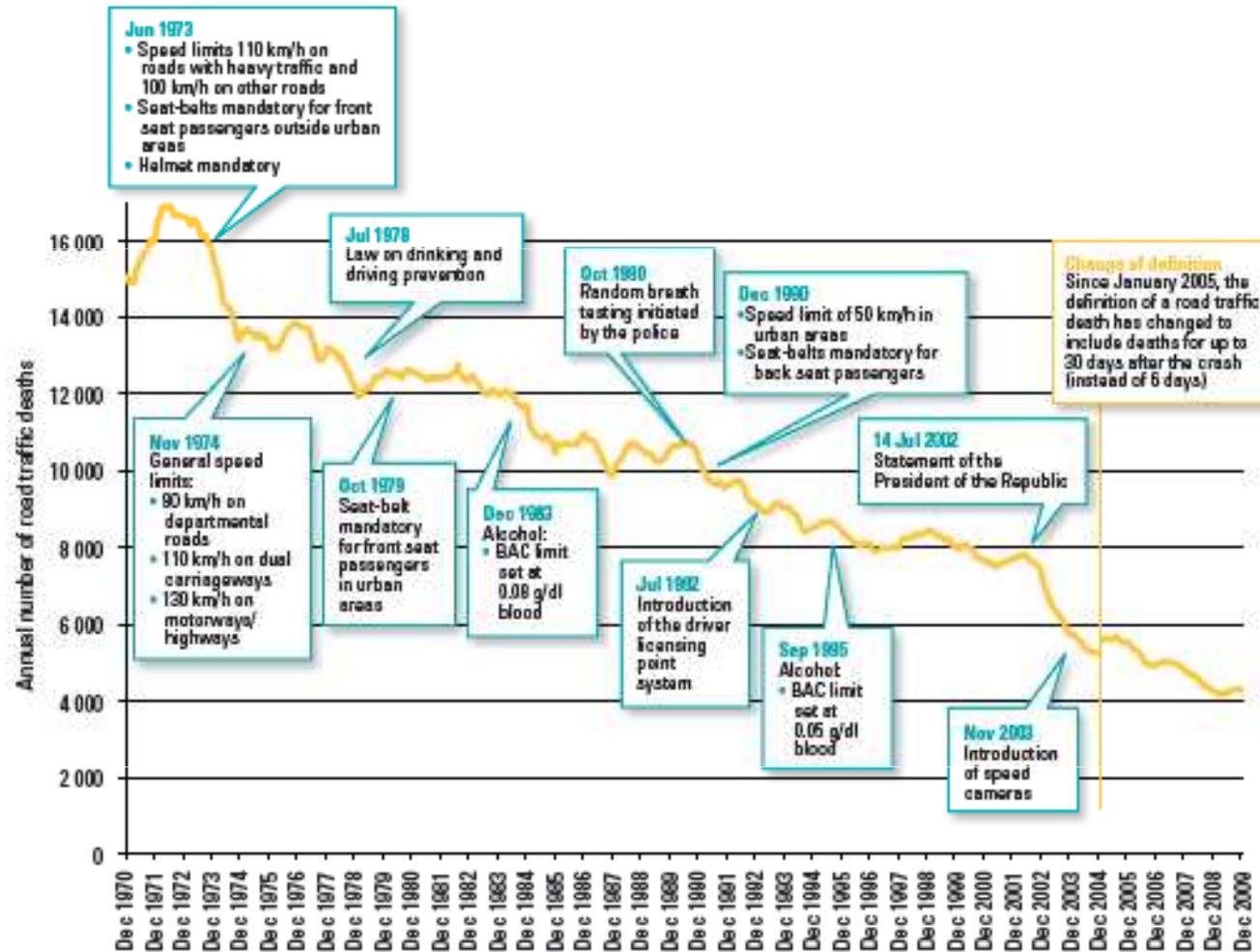


GOOD Practices



Prevention works

Evolution of the number of annual road traffic deaths in metropolitan France, 1970-2009

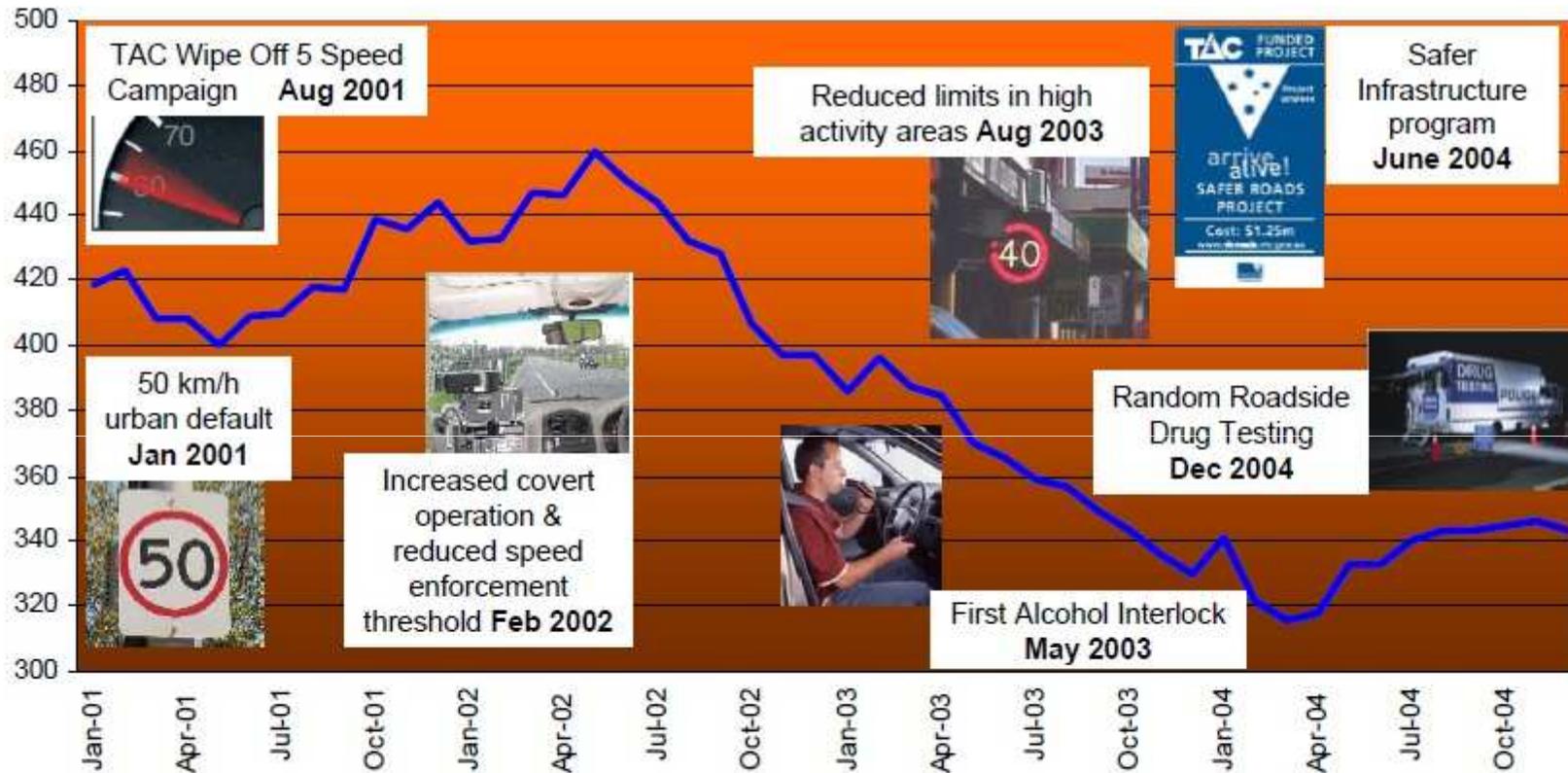


Source: Graphique reproduit avec l'autorisation de l'Observatoire national interministériel de la sécurité routière (ONISR), France



Initiatives & Results

Victorian Fatalities Rolling 12 Month Totals - Jan 2002 to Dec 2004



Best “buys” in road safety

- Speed reduction
- Seat-belts
- Child-restraints
- Helmets
- Drinking and driving
- ✓ Low cost engineering measures
- ✓ Safer vehicles
- ✓ Pre-hospital and Trauma care



Drinking and driving

BACs should be set at 0.05 g/dl for the general population.

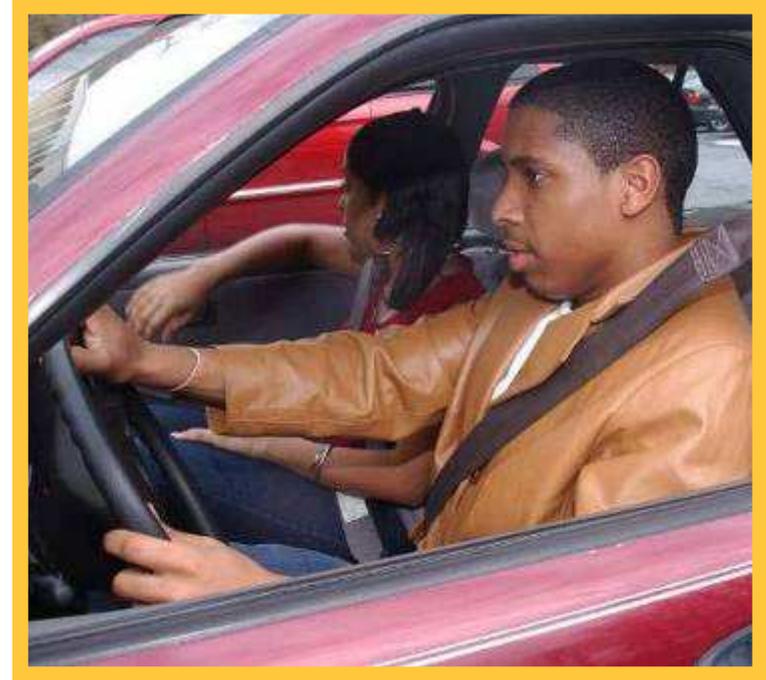
Less than
50%
of countries set
this limit!



Seat-belts and airbags

Wearing a seat-belt reduces the risk of death among front-seat passengers by 40–65% and among rear-seat occupants by 25–75%.

**Only 57%
of countries
require seat-belts
(front & rear)!**



Motorcycle helmets

Wearing a good quality motorcycle helmet can reduce the risk of death by $\pm 40\%$ and severe head injury by $>70\%$.

Only 40% of countries have a comprehensive law and standards!



Child restraints

Infant seats, child seats and booster seats can reduce deaths of infants by $\pm 70\%$ and deaths of small children by between 54%–80% in the event of a crash.

**Less than 50%
of countries have
a child restraint
law!**



Speed reduction

Urban speed limits should not exceed 50 km/h and local authorities should be able to reduce speeds where necessary.



**Only 29%
of countries
have such
laws!**



Monitoring and Evaluation

The progress towards achievement of the Decade of Action goal will be monitored through the following:

- **Monitoring of road safety performance indicators;**
- **Tracking milestones linked to the Decade of Action; and**
- **Mid-term and end-term evaluation of the Decade**



Indicators of International Activities

- **Number of road traffic deaths, as core composite indicator for all activities;**
- **Amount of funding that is dedicated to road safety that is provided by the international donor community;**
- **Amount of funding that has been made available at regional and sub-regional level in support of road safety; and**
- **The number of regional and sub-regional organizations and institutions setting road safety targets to reduce road traffic fatalities by 2020.**



Follow up: national level

National plans: e.g. Australia, Austria, Canada, Mexico, Norway, Ireland, Dubai, Bahrain, Abu Dhabi;

New laws: e.g. Chile, China, France, Honduras, New Zealand;

Increased enforcement: e.g. Brazil, Cambodia, Russia, Malaysia, Scandinavian countries, Netherlands, France;

Social marketing: e.g. India, Turkey, Viet Nam, Cambodia

Trauma care: e.g. Ghana, Mozambique;

Data collection: e.g. Egypt, Kenya, India



Follow up: global level

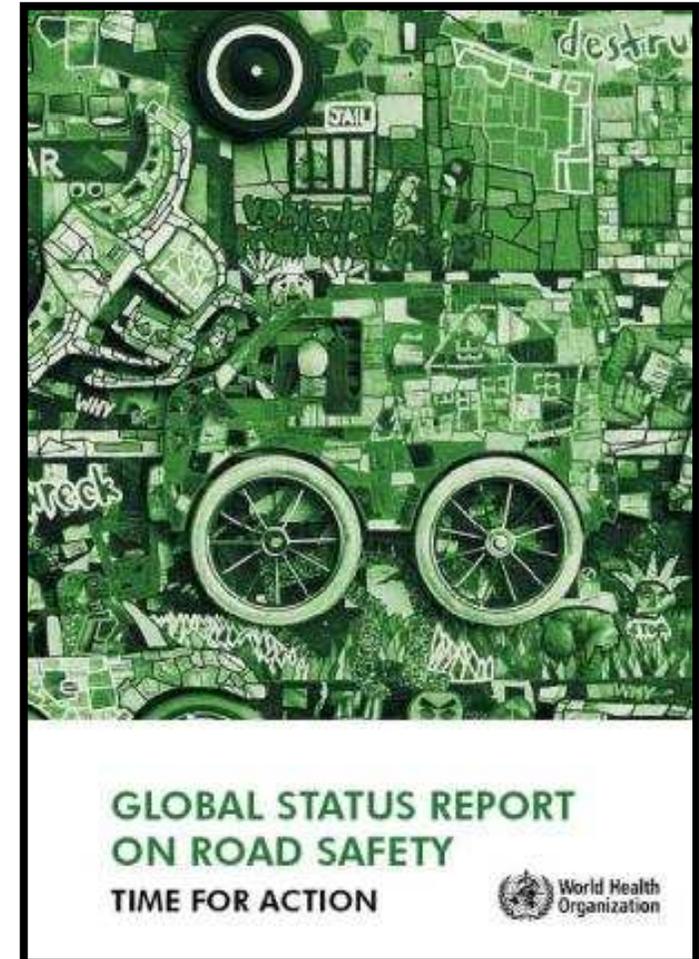
- UN Secretary-General's report;
- UN General Assembly resolution;
- UN Road Safety Collaboration project groups;
- Bloomberg Philanthropies Global Road Safety Programme;
- Global Road Safety Fund;
- Multilateral Development Bank's Road Safety Initiative;
- Global Alliance of NGOs for Road Safety; and
- Plans for Second UN Global Road Safety Week (April 2013).



Follow up: monitoring

2nd Global Status Report on Road Safety

- Key monitoring tool for the Decade;
- Data collected from 180 countries;
- One-page country profiles;
- Launch date: end 2012.



Some future directions

- Additional, coordinated, multi-sectoral country support mechanisms;
- More large scale evaluated interventions;
- A few agreed priorities (e.g. legislative reform and enforcement);
- Vocal civil society (e.g., GRSP, ASIRT, YOURS, IRTE, Handicap International, etc.);
- Better informed media;
- Inclusion of road safety in other agendas (e.g. Rio +20);
- Get more new companies and organizations to provide support.



Issues concerning support from International Donors Agencies

- Arbitrary and inconsistent road safety targets;
- Failure to adopt “best practice” models;
- “Over-generalized” road safety targets;
- Failure to include road safety cost-benefit analysis.



Simple Helpful Measures by International Donors Agencies

- Common framework for road safety targets under which all are required to achieve in the absolute number of deaths on stretches of highway supported projects;
- Operational requirement that all roads supported by development banks at a minimum meet the iRAP 3-star standard;
- Agreement to have an independent road safety assessment body charged with monitoring initial project design and project outcomes for all major transport investments;
- The Executive Board of Directors of MDBs to develop clear road safety criteria against which all proposed lending for transport infrastructure will be assessed, with a clear understanding that non-compliance projects will not be authorized and approved.



Everybody's Decade



Thank you very much for your attention

