

SAVING LIVES THROUGH PARTNERSHIP



Conference on Improving Road Safety in the BSEC Region
Ioannina, Greece 18-19 November 2010

Barbara Krol, Regional Coordinator Europe and Central Asia,
Global Road Safety Partnership (GRSP)

2010

What is GRSP?



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GRSP mission:

the sustainable reduction of
road death and injury



1.3 million deaths



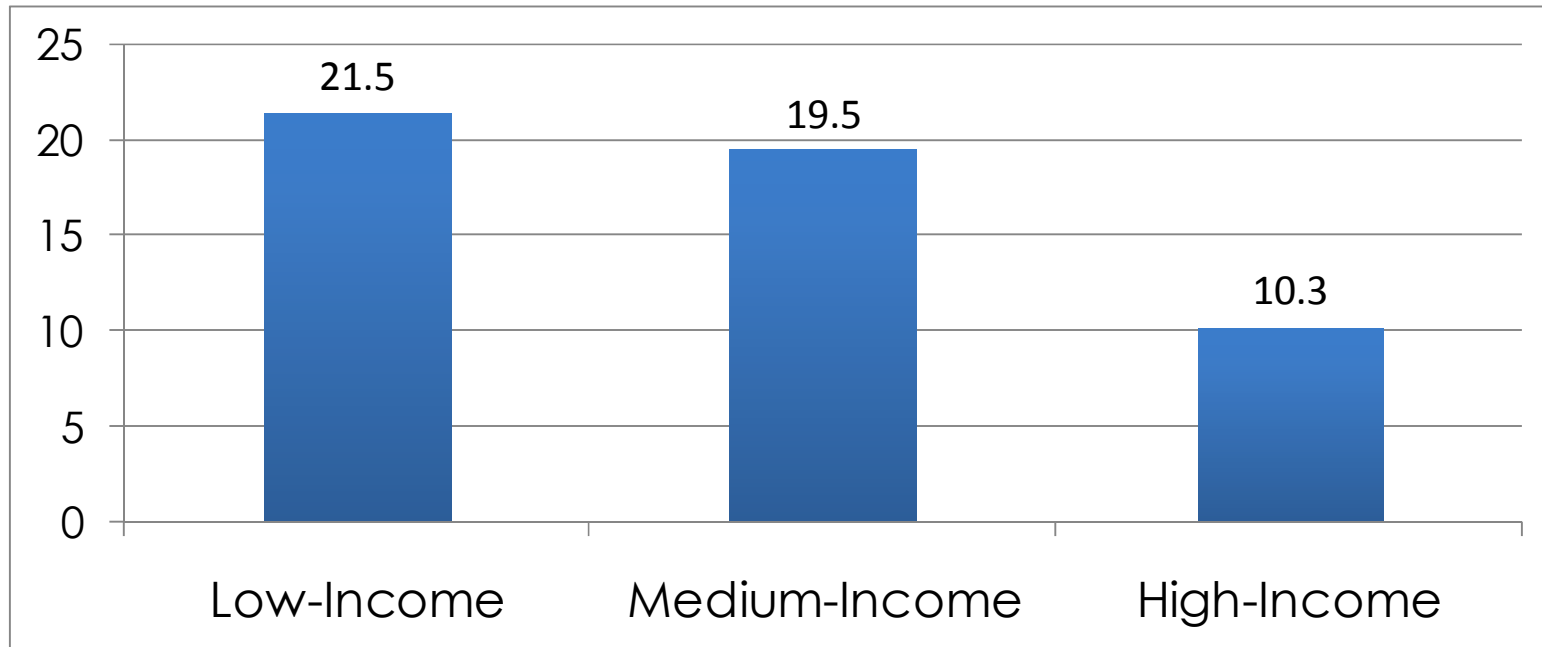
50 million Injuries
(15M seriously)



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LMICs are hardest hit

Per 100,000 population



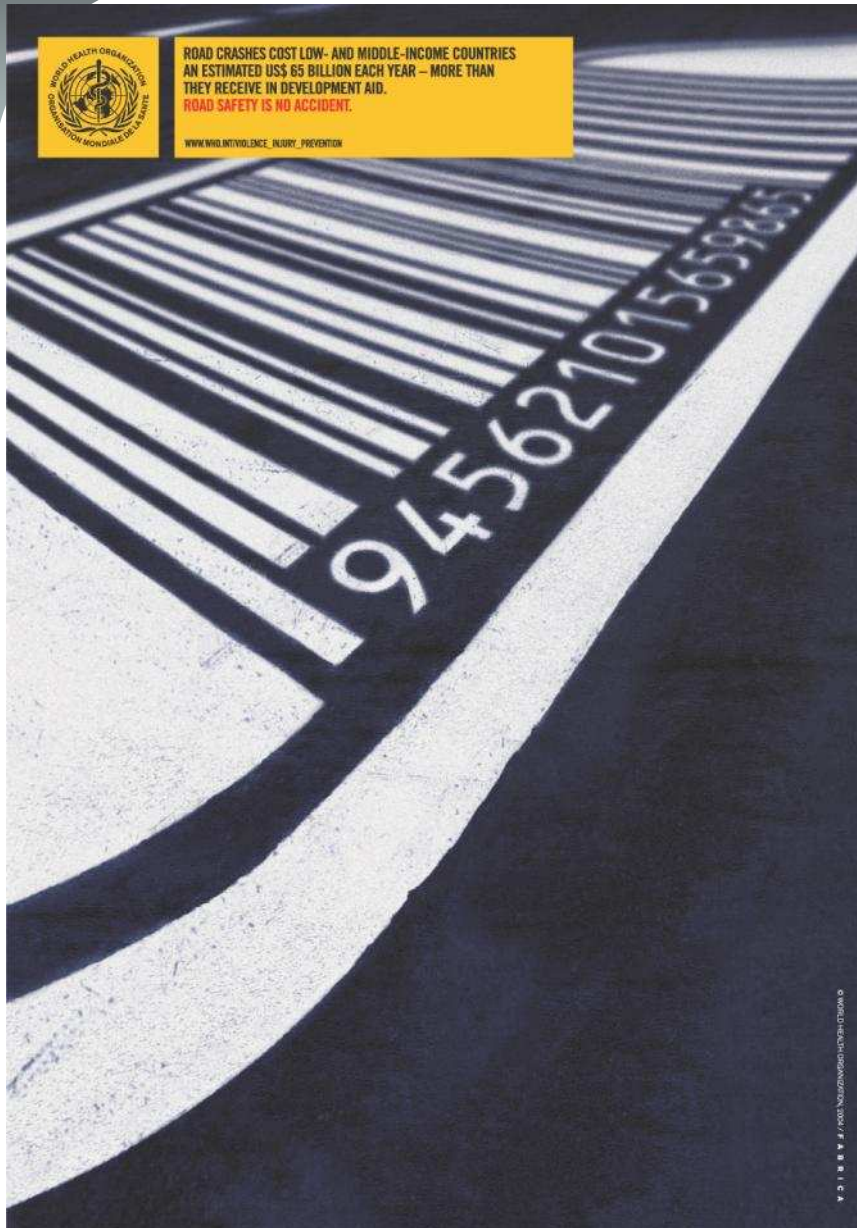
More than 90% of the world's road traffic deaths occur in low- and middle-income countries – even though these countries have less than half of the world's registered vehicles

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The Bill.....



Road crashes cost countries between
1.5% - 3% of GDP
ANNUALLY

Annual economic loss:
Russia : US\$34 billion
Turkey: US\$14 billion
Poland: US\$10 billion
Ukraine: US\$5 billion

Source: Global Status Report, WHO 2010
Death on Wheels, World Bank 2010

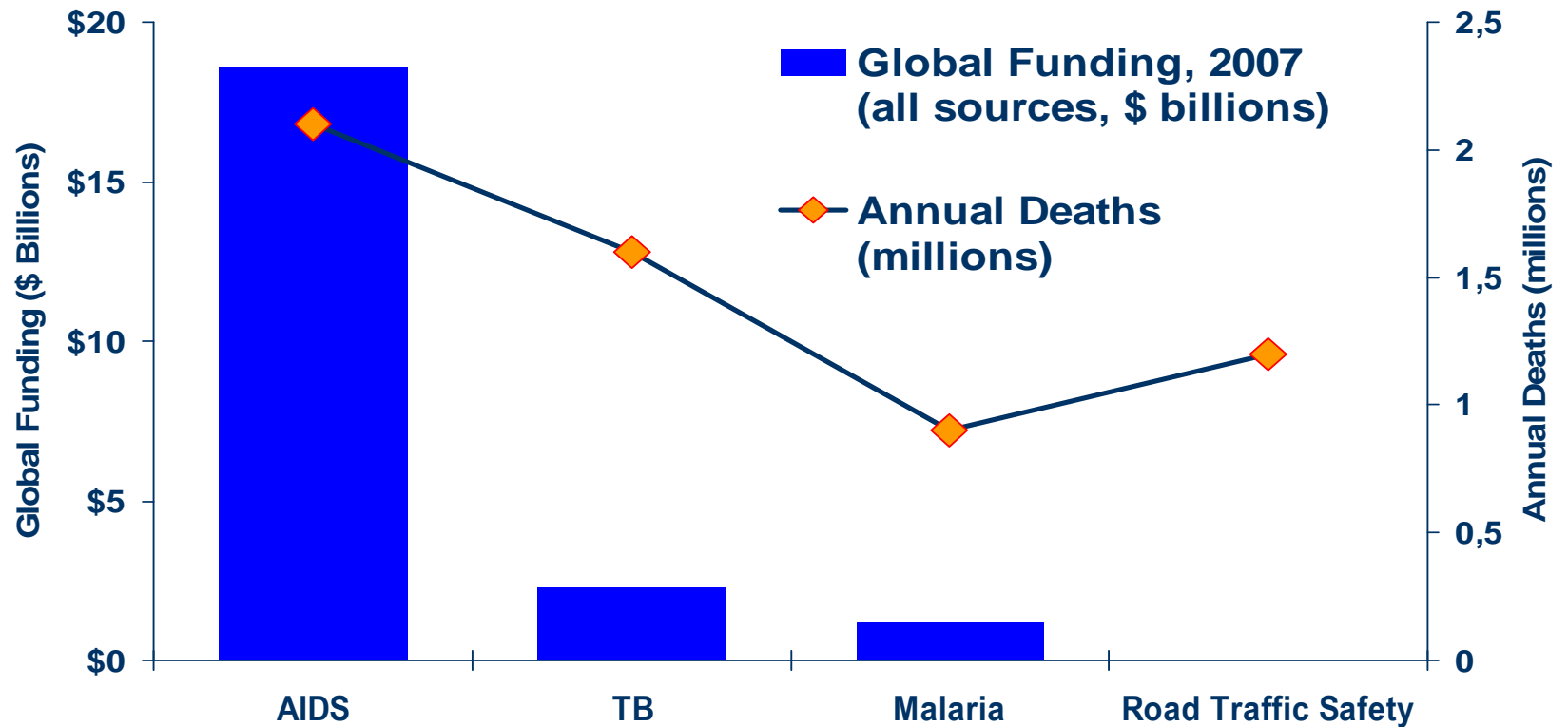
GRSP is a hosted project of the  International Federation
of Red Cross and Red Crescent Societies

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Road safety is underfunded



(~\$13 million in funding)

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No country can afford this level of loss!



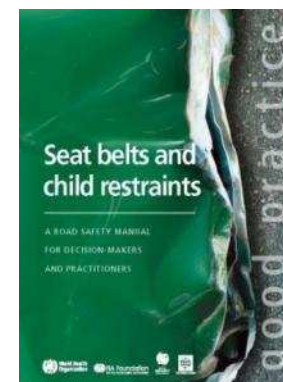
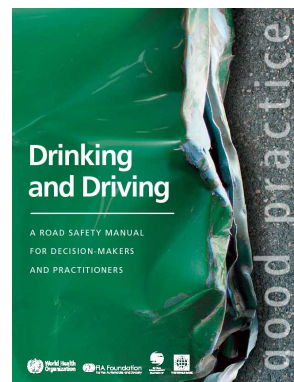
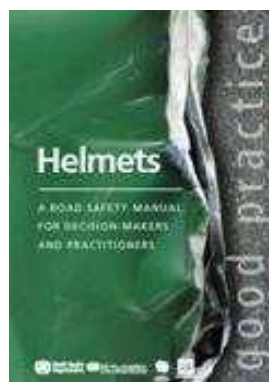
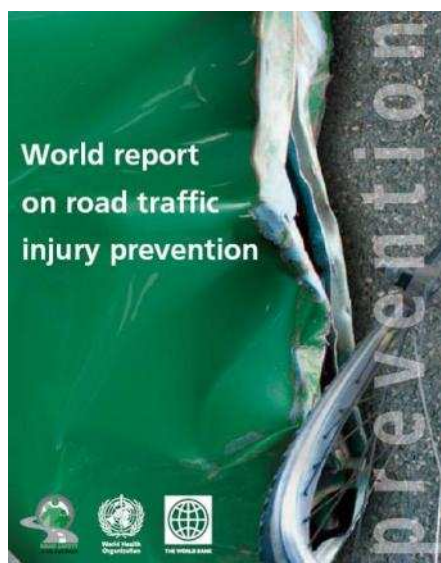
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Prevention – the best cure

Road crashes are **predictable**

Road crashes are **preventable**

Road crash injury is **preventable**



A Framework for the Decade



**INTERNATIONAL AND
REGIONAL ACTIVITIES**

**GLOBAL PLAN OF
ACTION**

**NATIONAL
ACTIVITIES**

5 PILLARS

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National Activities: 5 Pillars of Action

Road Safety Management

Roads



Road User Behavior



**Vehicle
S**



**Post
Crash
Care**



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GRSP Vision and Mission

Vision

- A world free of road crash death and injury

Mission

- the sustainable reduction of road death and injury in low and middle income countries.

By

- Being one among many partners making good practice interventions



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Working together



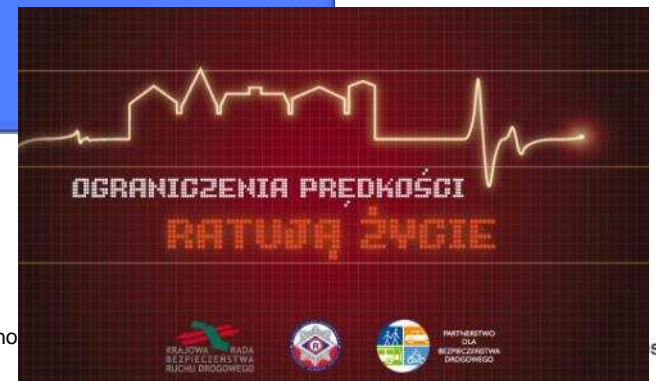
Global



Regional

Community

National



GRSP is a ho

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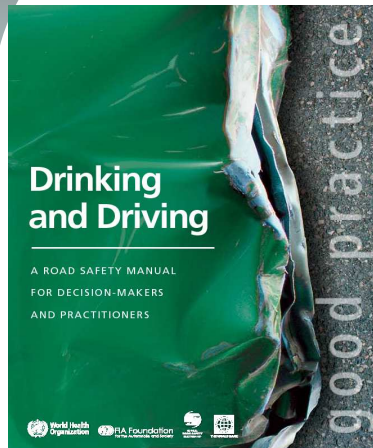
Why are partnerships needed?

- Government, business and civil society are the three main sectors of society
- The three sectors have very different characteristics
- All of these sectors need to be addressed
- Recognition that no one sector alone can make a sustainable difference
- Partnership allows contribution and leadership from all sectors
- Partnership, with neutral co-ordination, has consistently proved successful when used in conjunction with global good practice



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What we do



Good Practice



Professional Development

Az övet bekötni
hátral is gyerekjáték.



www.grsphungary.hu



GRSP
MAGYARORSZÁG
EGYESÜLET

Risk factors



Knowledge Sharing



Project implementation



Global
Advocacy

Build
capacity
for road
safety



International Federation
Red Cross and Red Crescent Societies

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Good Practice – Results

In partnership work, the credit for success belongs to society. Each partner is just one of many players

Drink drive fatality reduction from 40 to 6 after demonstration project in Olsztyn, Poland beginning in 2008

Drink drive case reduction of over 65% after demonstration projects in two Chinese cities

Seat belt wearing up from 3% to 80%: helps a 20% reduction in death and injury on Sakhalin, Russia

Crash victim hospital costs reduced by 63% in Guaíba, Brazil

Over 1550 lives saved in 2009 after helmet intervention in Vietnam

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How we measure success....



Success is an empty
hospital bed

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Regional road safety project, Central Europe

road safety and sustainable mobility



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

- Austria
- Czech Republic
- Germany
- Hungary

Italy
Poland
Slovak Republic
Slovenia

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Child injury prevention

Social messages

Children as teachers

Research and evidence



Positive messages



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Inter-Parliamentary meeting on road safety, Kyiv 19- 20 April 2011

Reducing road road crash injury in Europe and Central Asia
In support of the UN Decade of Action for Road Safety

2009

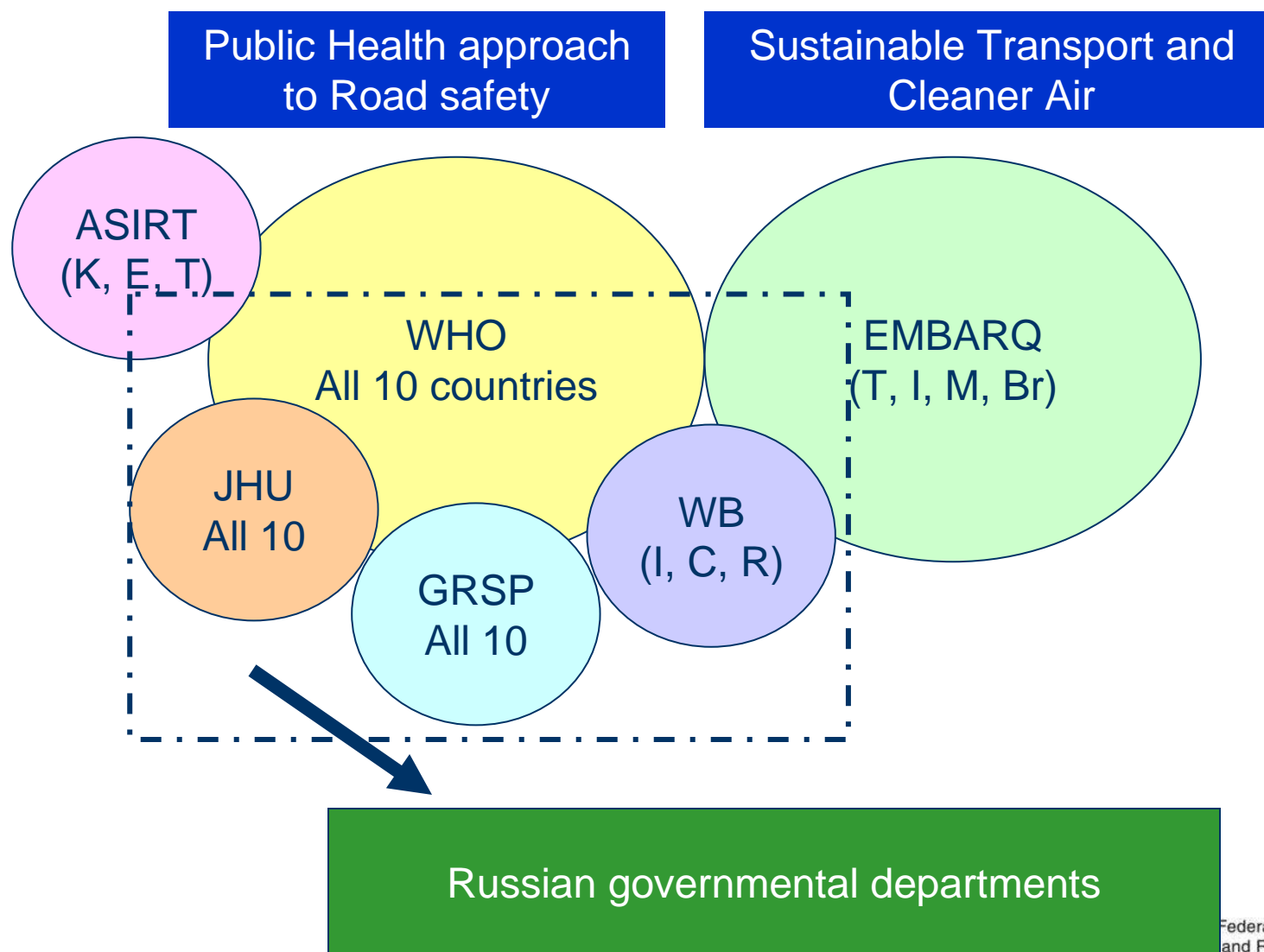
RS10: Goals & objectives

- **Goal**: To reduce deaths and serious injury on roads in low and middle income countries
- **Objectives**:
 - Focus on proven public health and trauma care interventions
 - Identify high-performing, experienced local partners for implementation
 - Rigorously monitor and evaluate



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Partnership



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Partner

World Health Organization

- Project coordination
- Public education
- Capacity building: hosp, schools,

Global Road Safety
Partnership



- seminars
- Training and capacity development
- experts

Injury research unit

- Monitoring and evaluation

World Bank

- iRAP
Rating roads for safety
Recommendations for
improvement

Russian Federation

- Risk factors
 - Seat belts
 - Speed
- 2 regions
- First region starts campaign next week for the **World Day of Remembrance for Road Traffic Victims**

Ivanovskaya Oblast
Population (2008) : 406 465

Lipetskaya Oblast
Population (2009): 1 157 852



World Health
Organization



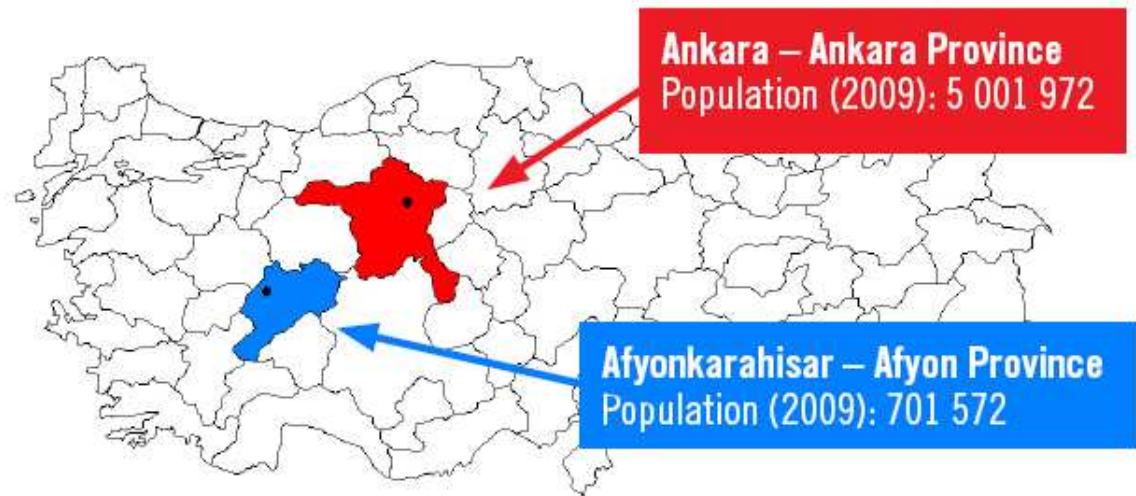
JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH



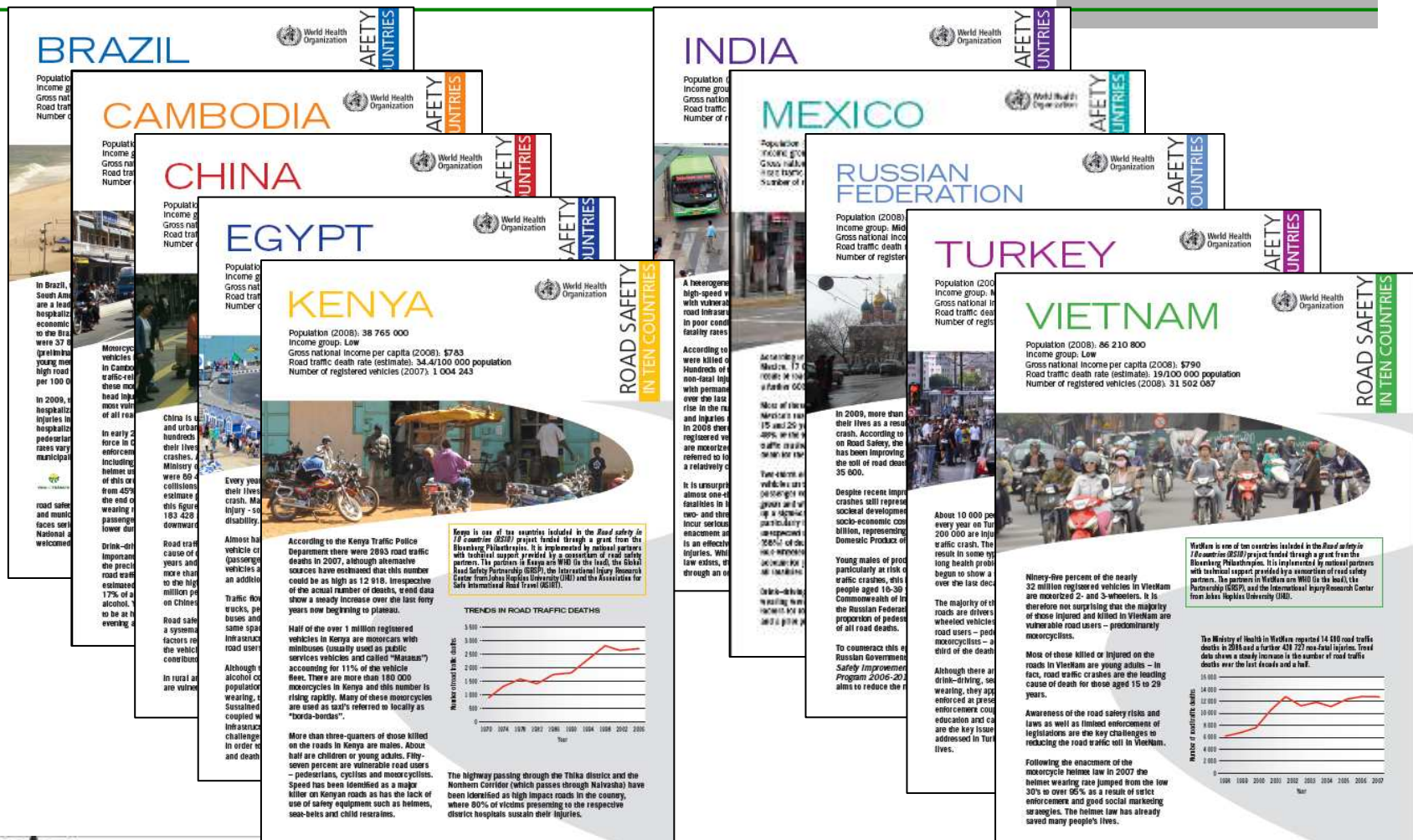
EMBARQ
The WRI Center for Sustainable Transport

Turkey

- Just the beginning
- Risk factors
 - Seat belts
 - Speed
- 2 big cities
- Political commitment
- Local working group



More information?



World Health Organization



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JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH



ASIRT



THE WORLD BANK



EMBARQ
The WRI Center for Sustainable Transport

Looking ahead – 2011 and beyond

- Getting the UN resolution into action, providing, supporting and recognising leadership
- More partners and partnerships in more countries
- Energising the business and civil society sectors – and providing recognition for them
- Building a highly diverse, highly effective global team
- Saving more lives!

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21/11/2010

21 NOVEMBER 2010

WORLD DAY OF



REMEMBRANCE

FOR ROAD TRAFFIC VICTIMS

- *"I call on Member States, international agencies, civil society organizations, businesses and community leaders to ensure that the Decade leads to real improvements. As a step in this direction, governments should release their national plans for the Decade when it is launched globally on 11 May 2011."*
 - Ban Ki-moon
 - the UN Secretary-General

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- http://www.who.int/roadsafety/remembrance_day/en/index.html

Thanks for your attention!



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