

# **A Decade of Action for Road Safety**

The Moscow Ministerial and beyond

**Saul Billingsley**

**Deputy Director, FIA Foundation**

UNECE Road Safety Conference, Halkida, Greece

25<sup>th</sup> June 2009



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# Role of the



- Independent UK charity
- Leading global road safety donor: \$25 million since 2002
- Provided funding and support to WHO, World Bank Global Road Safety Facility
- Supporting research and implementation e.g. International Road Assessment Programme (iRAP)
- Global Advocacy for road safety



# What is the global problem?

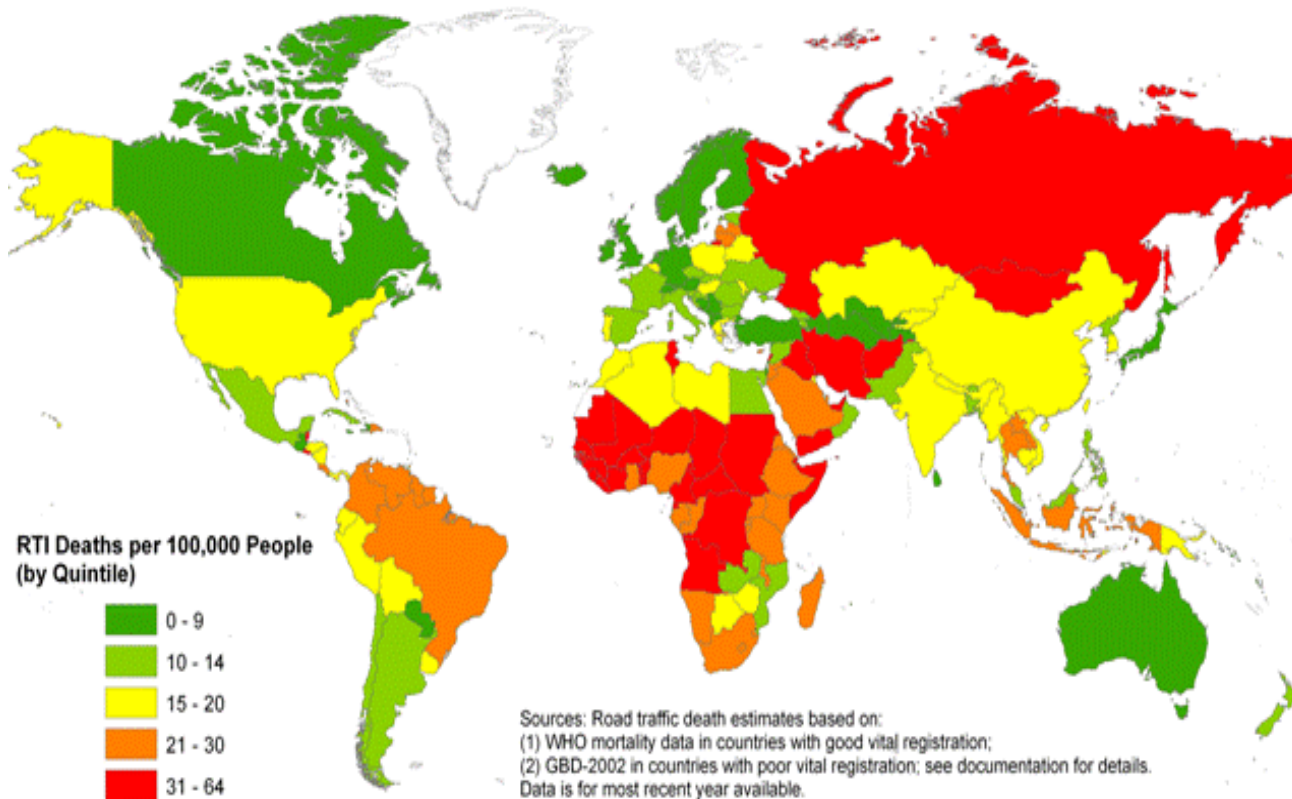
- At least 1.3 million people are killed each year
- 260,000 children die each year
- At least 15 million people seriously injured
- 90% of injuries in middle and low income countries



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# Global Impact of road traffic injuries

Road Traffic Injury Fatality Rates (per 100,000)



Harvard University



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# A Hidden Epidemic

## Leading Global Causes of Death, 2004

|    | DISEASE OR INJURY                     | DEATHS (MILLIONS) | PER CENT OF TOTAL DEATHS |
|----|---------------------------------------|-------------------|--------------------------|
| 1  | Ischaemic heart disease               | 7.2               | 12.2                     |
| 2  | Cerebrovascular disease               | 5.7               | 9.7                      |
| 3  | Lower respiratory infections          | 4.2               | 7.1                      |
| 4  | Chronic obstructive pulmonary disease | 3.0               | 5.1                      |
| 5  | Diarrhoeal diseases                   | 2.2               | 3.7                      |
| 6  | HIV/AIDS                              | 2.0               | 3.5                      |
| 7  | Tuberculosis                          | 1.5               | 2.5                      |
| 8  | Trachea, bronchus, lung cancers       | 1.3               | 2.3                      |
| 9  | Road traffic accidents                | 1.3               | 2.2                      |
| 10 | Prematurity and low birth weight      | 1.2               | 2.0                      |
| 11 | Neonatal infections                   | 1.1               | 1.9                      |
| 12 | Diabetes Mellitus                     | 1.1               | 1.9                      |
| 13 | Hypertensive heart disease            | 1.0               | 1.7                      |
| 14 | Malaria                               | 0.9               | 1.5                      |
| 15 | Birth asphyxia and birth trauma       | 0.9               | 1.5                      |

WHO Global Burden of Disease, 2008



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# Commission for Global Road Safety



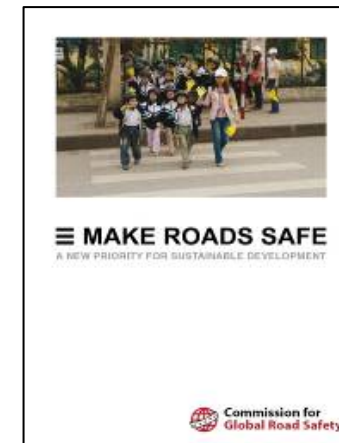
**Commission for  
Global Road Safety**



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# Make Roads Safe: the case for action

- Should be addressed like comparable global issues such as Malaria, TB & HIV AIDS
- Impacts on social and economic development - \$100 billion annual cost to developing countries
- Immediate cost effective 'vaccines' are available: helmets, seat belts, road design improvements
- First Make Roads Safe report recommended Global Ministerial Conference on Road Safety



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# Make Roads Safe campaign



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# Make Roads Safe campaign



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# Make Roads Safe campaign



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## Million name petition presented to Ban Ki-moon



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# UN Road Safety Conference approved



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**MAKE ROADS SAFE**



# Moscow Ministerial Conference

19/20 November 2009

1300000

ROAD ACCIDENT DEATHS A YEAR

TIME FOR ACTION

TIME FOR ACTION



FIRST GLOBAL MINISTERIAL CONFERENCE  
ON ROAD SAFETY  
MOSCOW 2009

[www.1300000.net](http://www.1300000.net)

[www.road-safety-conf.net](http://www.road-safety-conf.net)

## Setting an agenda for Moscow



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# Make Roads Safe agenda for Moscow Conference

## New report:

- Decade of Action for Road Safety
- \$300 million catalytic global Action Plan funded by governments and foundations
- Institutional action to ensure safe road infrastructure development
- Ambitious and visionary target for reducing projected increase in road deaths by 2020

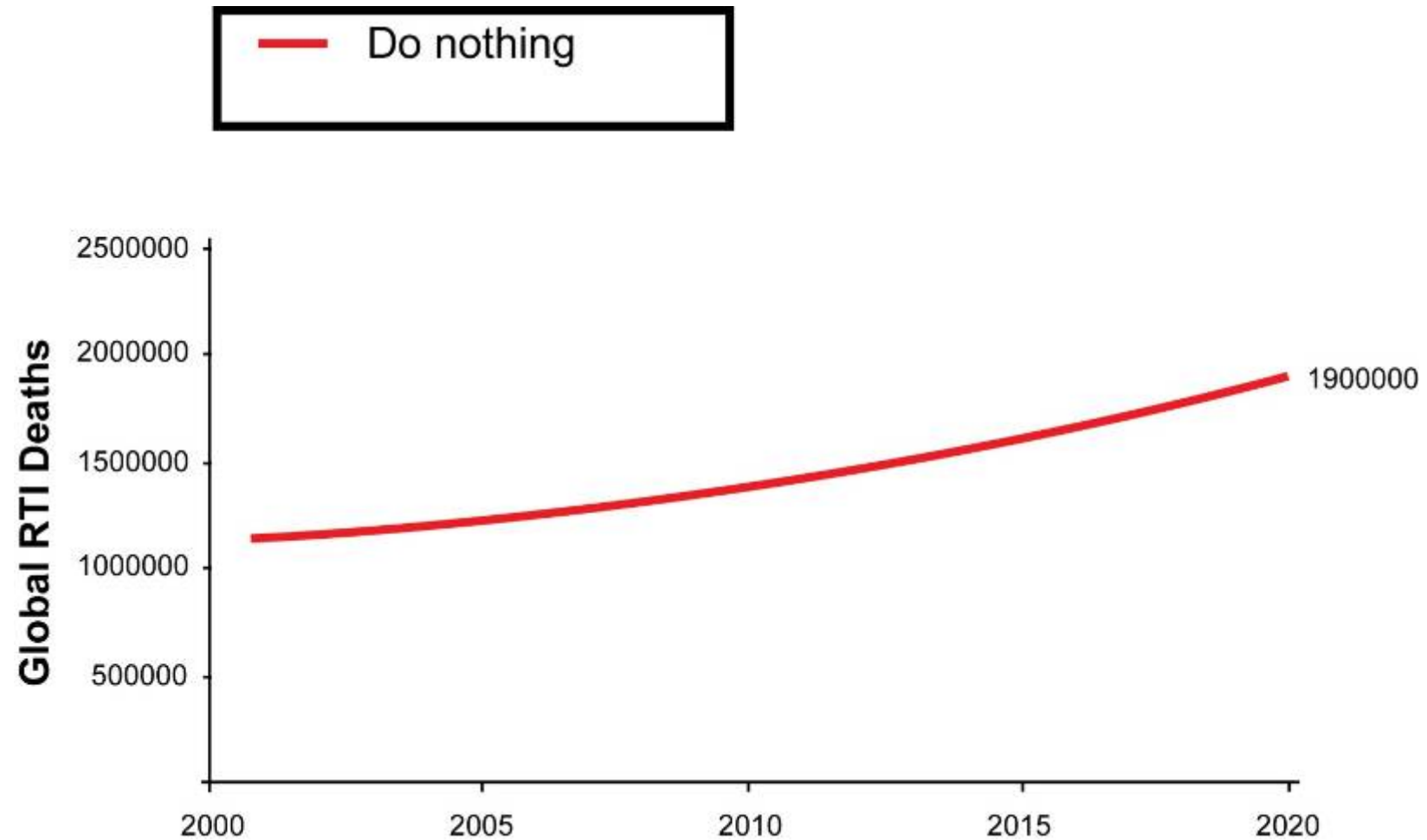


**MAKE ROADS SAFE**  
A DECADE OF ACTION FOR ROAD SAFETY



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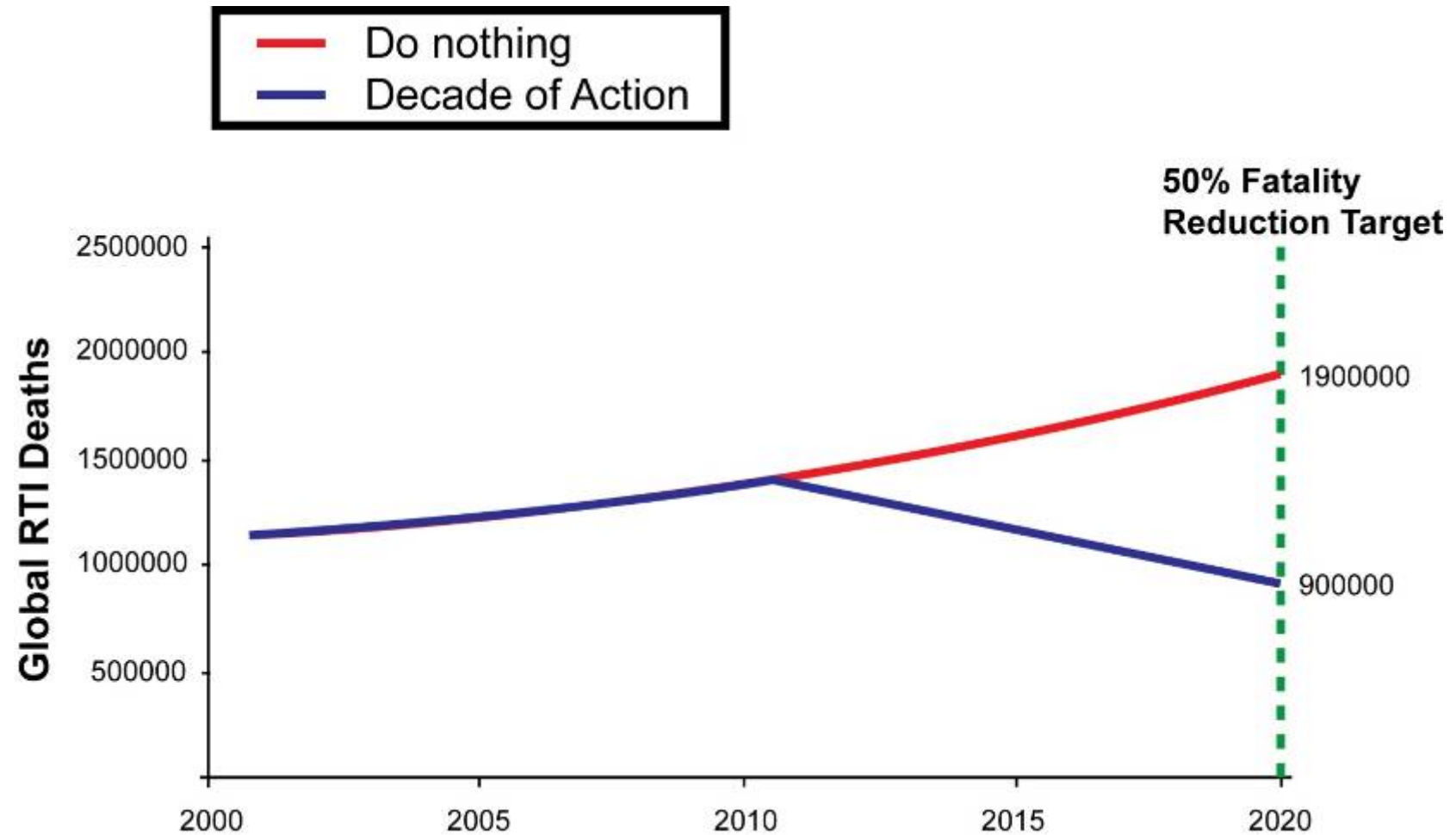
## Changing Direction: Projected Global Road Fatalities



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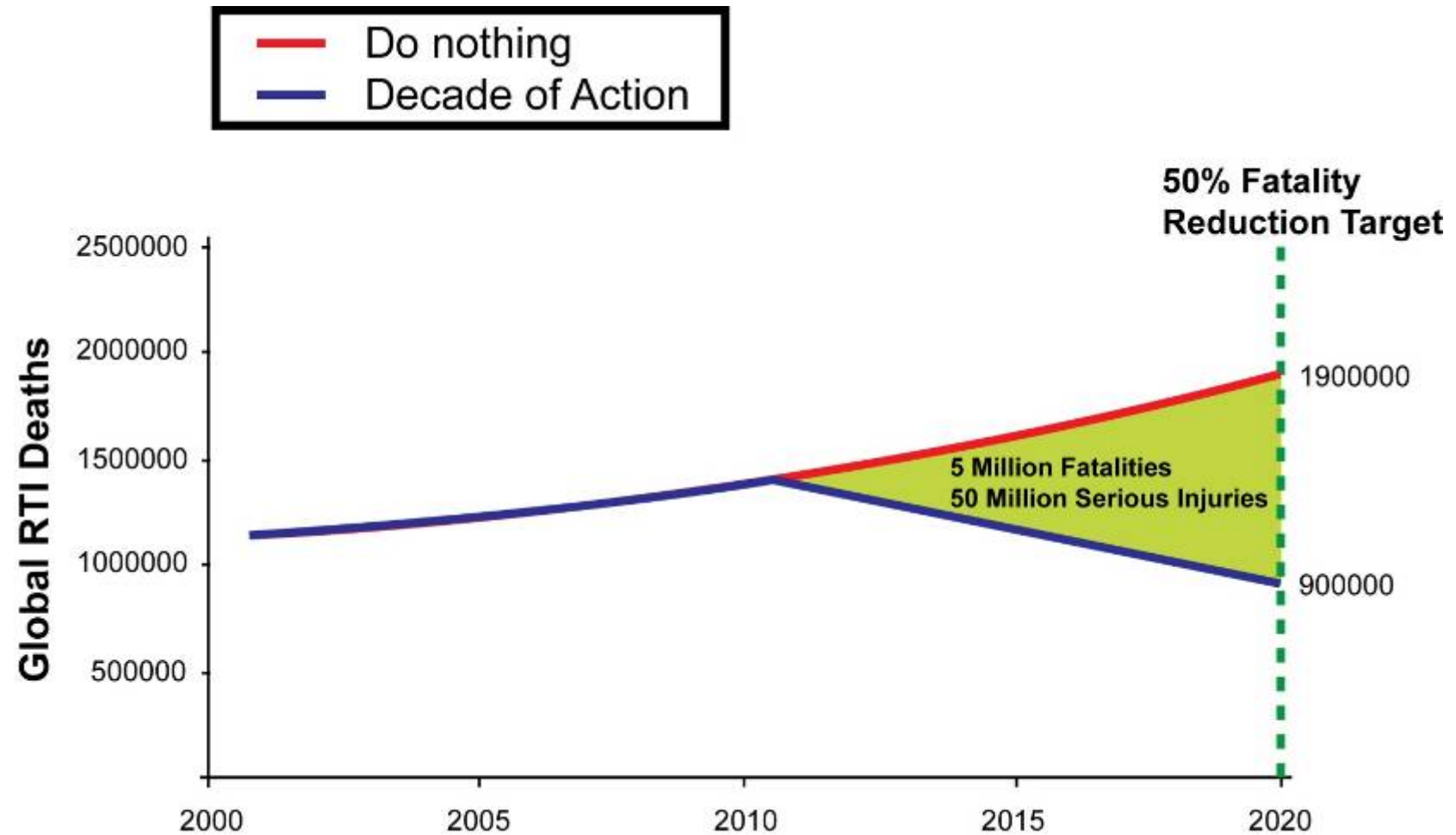


## Changing Direction: Potential of a Decade of Action for Road Safety



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# Implementing a Decade of Action

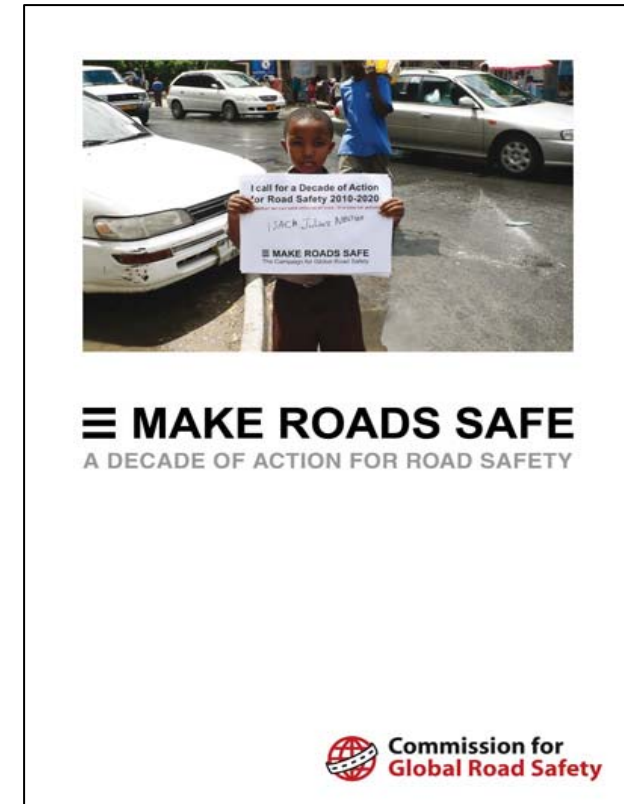
- Institutional capacity building and better data
- Safe road infrastructure – assessment and investment
- Vehicle design and technology
- Interim behavioural targets e.g. for helmets and seat belts coupled with improved enforcement
- Post crash care



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# Resourcing a Decade of Action

- \$300 million, ten year, global catalytic action plan + higher political profile
- **Funding the international framework to deliver on potential and unlock and better direct national energy and resources**
- Systematic national and international investment in safe road infrastructure
- **Delivering cost effective network-wide improvements, building safety into economic development plans**



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# The future?

UN approved Ministerial Conference in Moscow



UN General Assembly approves:  
UN Decade of Action for Road Safety



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# The future?

UN Decade of Action for Road Safety



## **Donors & Lenders**

Major donors & foundations  
investing \$30 million  
p.a.

All development  
banks have road  
safety compliance  
units



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# The future?

UN Decade of Action for Road Safety



## Policy & Advice

Global IRTAD & ITF

UN Commissions with  
road safety units

Police & Trauma  
networks

Research & Training  
networks

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## Private Sector

Coordinated multi-  
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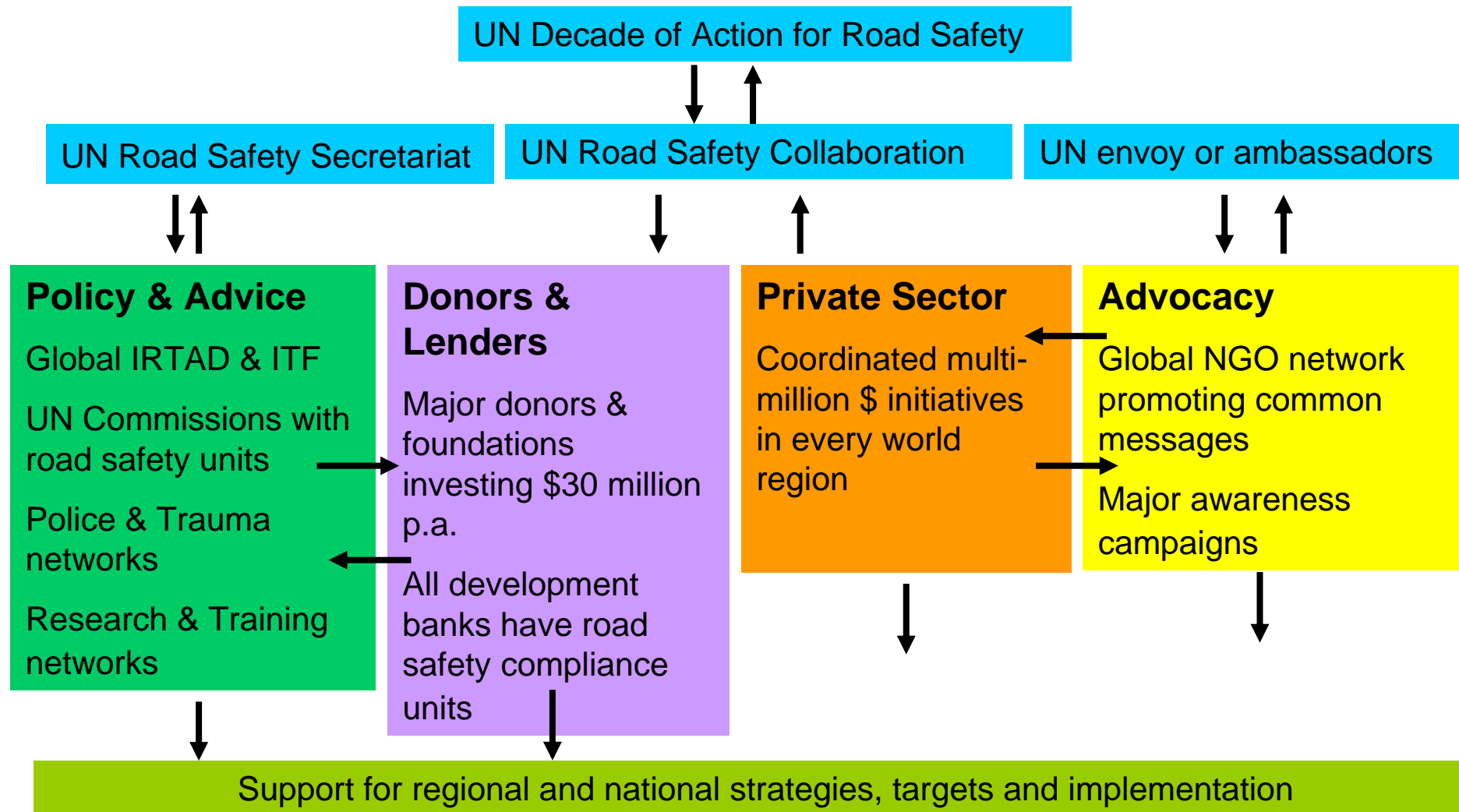
## Advocacy

Global NGO network  
promoting common  
messages  
Major awareness  
campaigns



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# The future?



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## Support the campaign for a Decade of Action



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# CALL FOR A DECADE OF ACTION FOR ROAD SAFETY