PROTECTING OUR MOST VULNERABLE ROAD USERS: TAKING PRACTICAL ACTION

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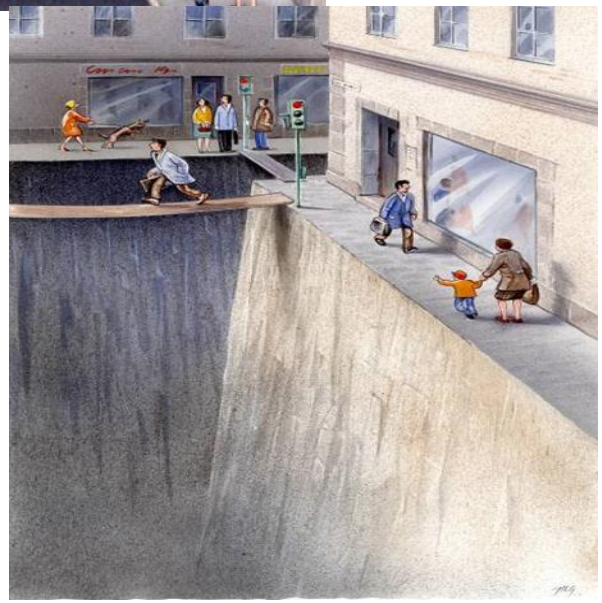
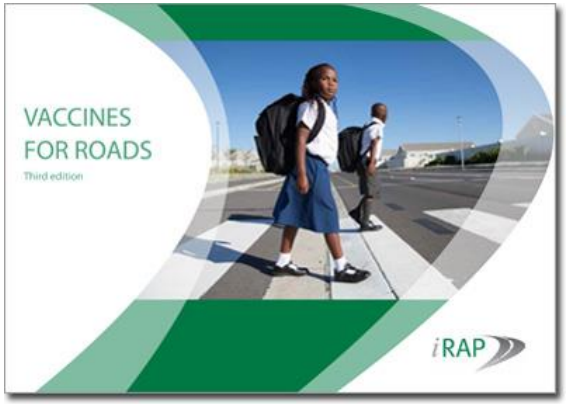
1. WORK TOWARDS THE ‘SAFE SYSTEM’. DELIVER THE **SPEED VACCINE** ON URBAN ROADS AND STREETS.

INVERT HIERARCHIES

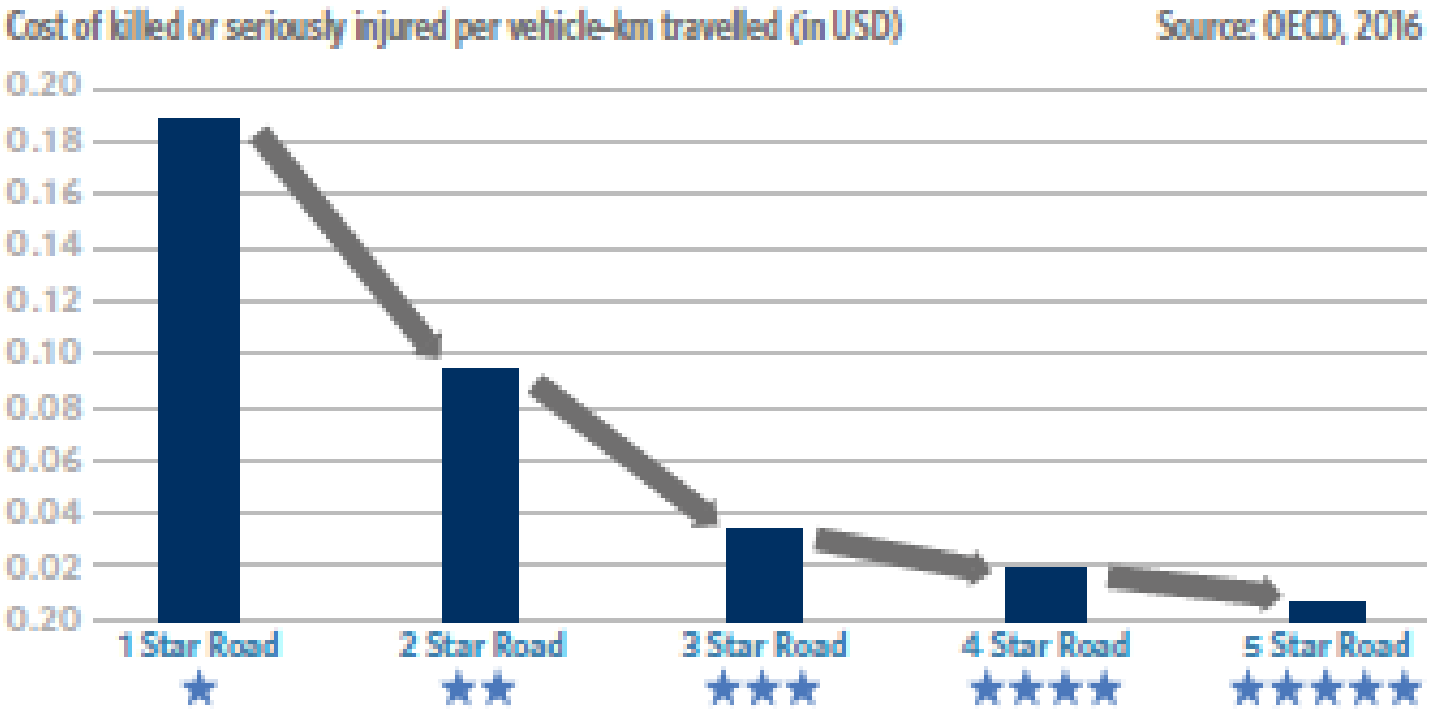
PARADIGM SHIFT TO SAFE SYSTEM DESIGN

- How do road users ***use*** infrastructure?
- Can we design our roads to achieve survivable impact speeds?
- Make speed management the priority



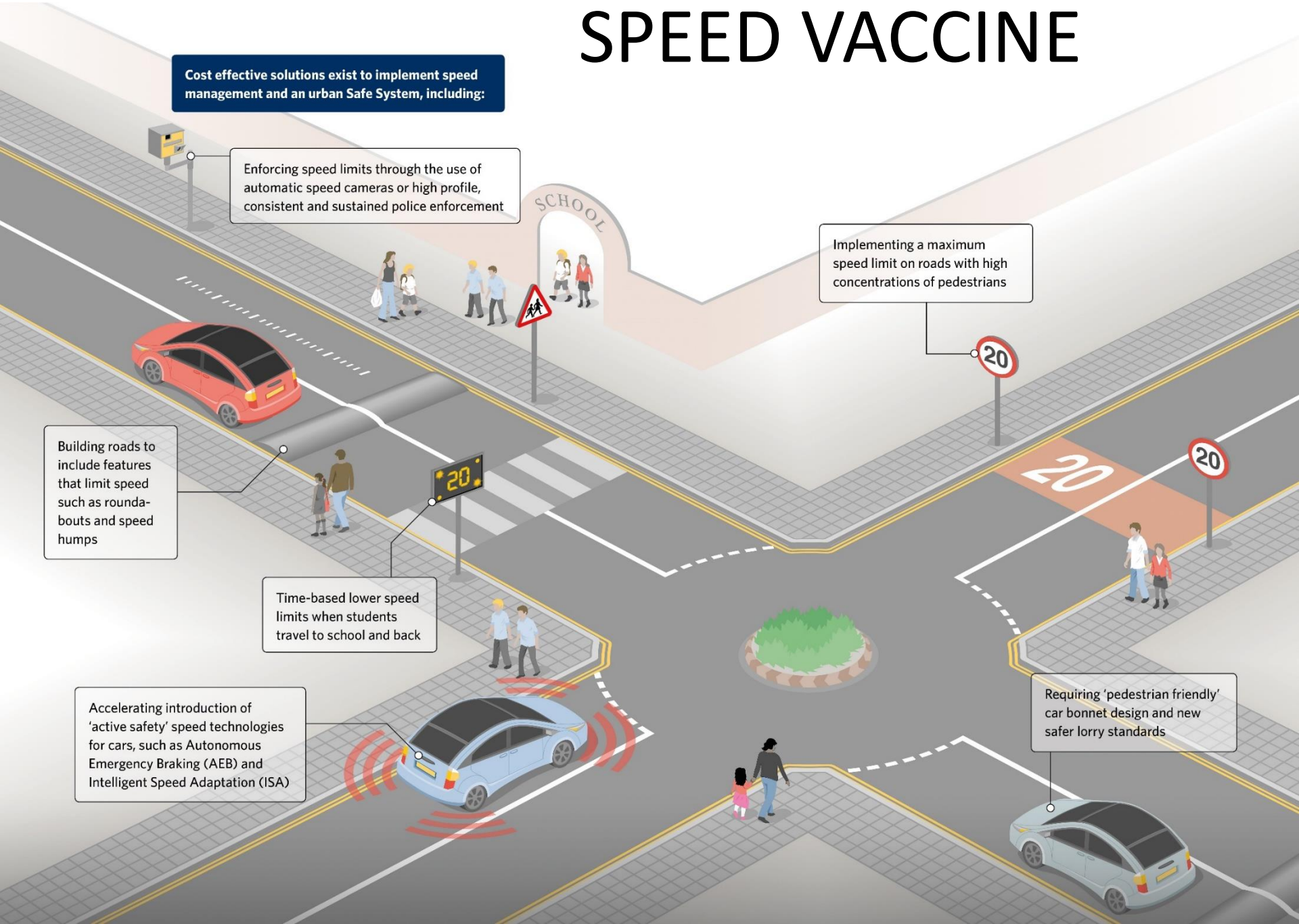


VACCINE = SPEED + DESIGN



WHEN SPEEDS GO DOWN, SAFETY STAR RATINGS GO UP

SPEED VACCINE



Sao Paulo ‘Area 40s’

2. DON’T BUILD KILLER ROADS. MINIMUM 3 STAR SAFETY PROTECTION FOR ALL ROAD USERS.

SNAPSHOT: MEASURING RISK

iRAP inspections involve surveys to collect digital, panoramic images or videos of roads and GPS location information. These data are then used to record (or 'code') 50 types of road attributes that are known to influence the likelihood of a crash and its severity. The road attributes, which are recorded for each 100 metre segment of road, include those that are known to affect risk for vehicle occupants, motorcyclists, pedestrians and bicyclists. The inspections create a permanent image, location and road attribute database that can easily be reviewed by local engineers and planners.

Speed

The risk of death and serious injury increases significantly with speed. If a pedestrian is struck by a car travelling at 60km/h, they face a 90% chance of being killed.

Lighting

Visibility is an important factor in creating a safe environment, particularly at intersections and where vulnerable road users are present.

Intersections

Intersection crashes are one of the most common types of crash problem, particularly in urban areas. In rural areas, or where vehicle speeds are high, the consequence of collisions at intersections can be particularly severe.

Roadsides

Roadside hazards (like this pole) increase the risk of death and serious injury when a vehicle runs off the road.

Pavement

Poor road surfaces, such as those with holes, standing water and debris, mean it is more likely that vehicles will swerve out of their lane. Furthermore, in an emergency, vehicles can stop faster on skid-resistant pavements.

Delineation

Centre and edge delineation treatments (not present here) help drivers judge their position on the road, and provide advice about conditions ahead.

Footpaths

Obstructed footpaths (as is the case here) mean it is more likely that pedestrians will walk on the road, especially when it is raining or when visibility is poor.

Geometry

The number of lanes, width of lanes, curves, dips, crests and slopes all affect crash risk.

Bicyclists

Bicyclists (and people using non-motorised vehicles) are amongst the most vulnerable of all road users. Bicyclists are safest when they have paths or lanes and do not need to mix with fast moving traffic.

Shoulders

When a driver accidentally travels onto the road shoulder (not present here) the risk of crashing will be less if the vehicle can either stop on the shoulder or safely travel back into the traffic lane. Shoulders can also provide space for slowermoving non-motorised vehicles.

Crossings

Most pedestrian deaths occur while the pedestrian is attempting to cross the road. Pedestrian crossings (present here, but poorly designed), including signalised crossings, refuge islands, bridges, and traffic calming treatments, have the potential to reduce risk.

Traffic mix

Mixing fast moving cars, trucks and buses and slow moving auto-rickshaws and tractors increases the risk of crashes, especially head-on and rear-end crashes.

Median

Medians physically separate opposing traffic streams and help stop vehicles travelling into opposing traffic lanes. They can also help pedestrians cross the road or restrict their access at unsafe places.

More than half the world's road deaths occur in the Asia Pacific region

84% of roads with bicycles have no bicycle lanes

44% of 80km/h+ curves have hazardous roadsides

81% of 80km/h+ roads have no median separation

93% of roads with pedestrians have no footpaths

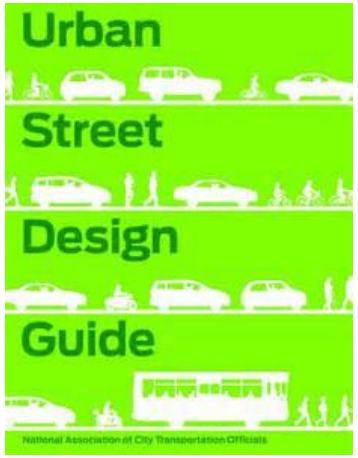
91% of roads with high m/cycle flows have no m/cycle lanes

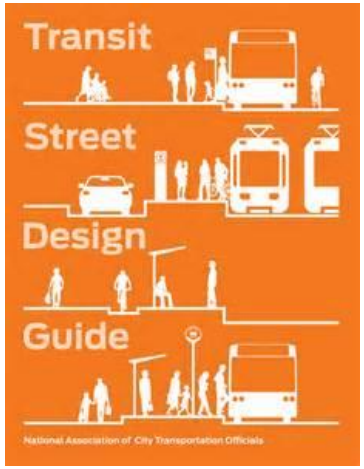
86% of junctions on 60km/h+ roads have no roundabout or turn lanes

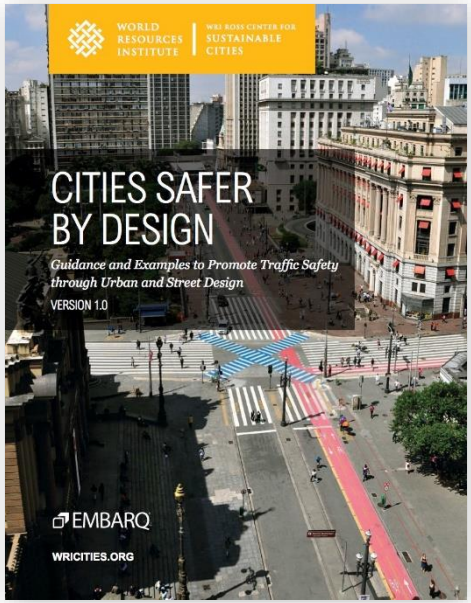
Based on assessments of 58,000km of roads in 13 countries

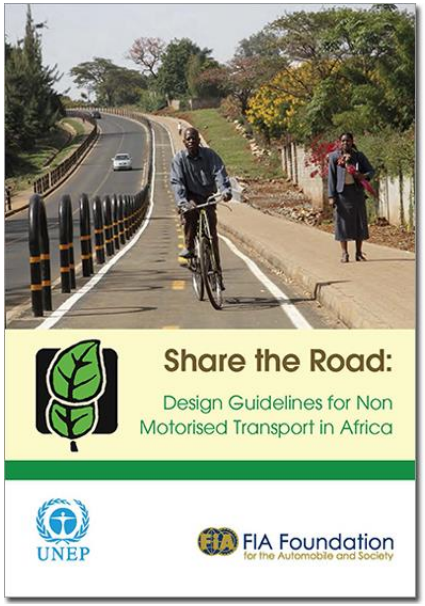
iRAP

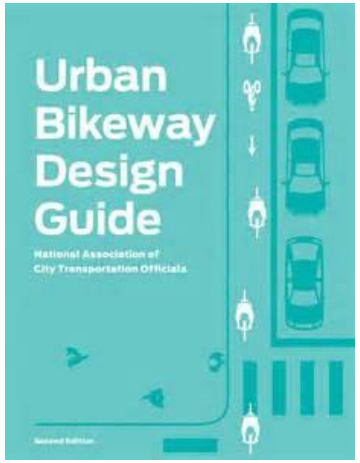
NACTO

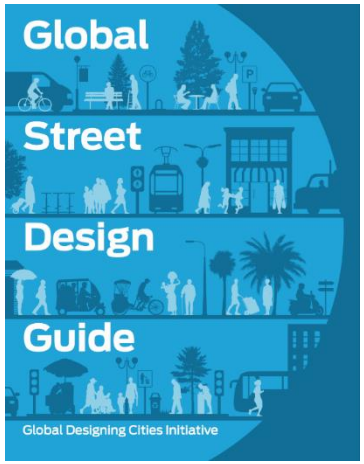


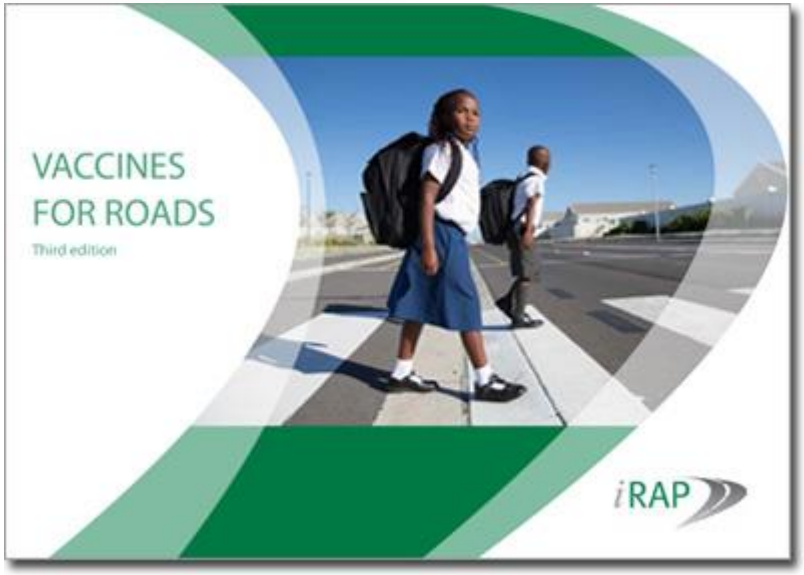












NACTO

Bloomberg Philanthropies
INITIATIVE FOR GLOBAL ROAD SAFETY

www.fiafoundation.org

3. PRIORITISE A SAFE AND HEALTHY JOURNEY TO SCHOOL FOR EVERY CHILD.

Every 3 minutes a child **still** dies on the world's roads

That's 20 children every hour

In 2007 we launched the Make Roads Safe global petition, calling for a first ever UN Conference on road safety, by highlighting the toll of child road traffic deaths. Ten years on, despite much progress, this appalling death toll has not yet been reduced.

500 children every day

Equivalent to six double-decker buses full of children.

3,500 children every week

Equivalent to ten jumbo jets full of children.

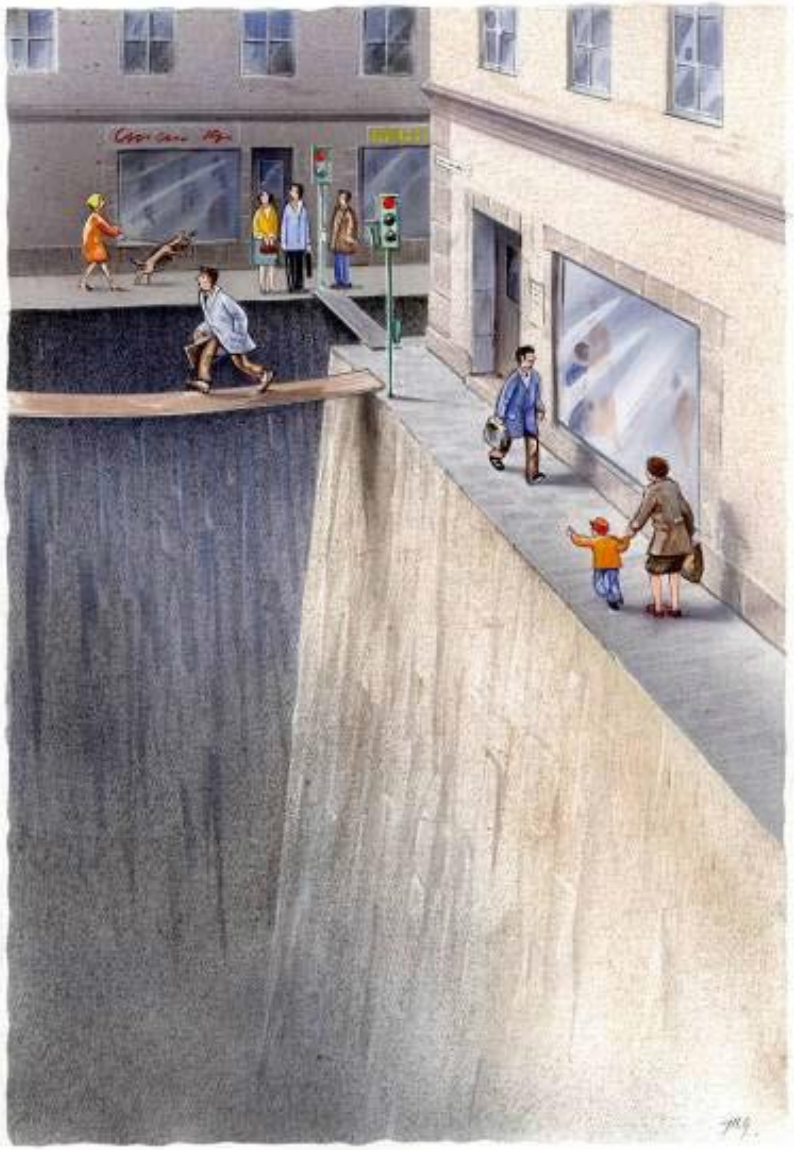
15,500 children every month

Equivalent to eight large passenger ferries full of children.

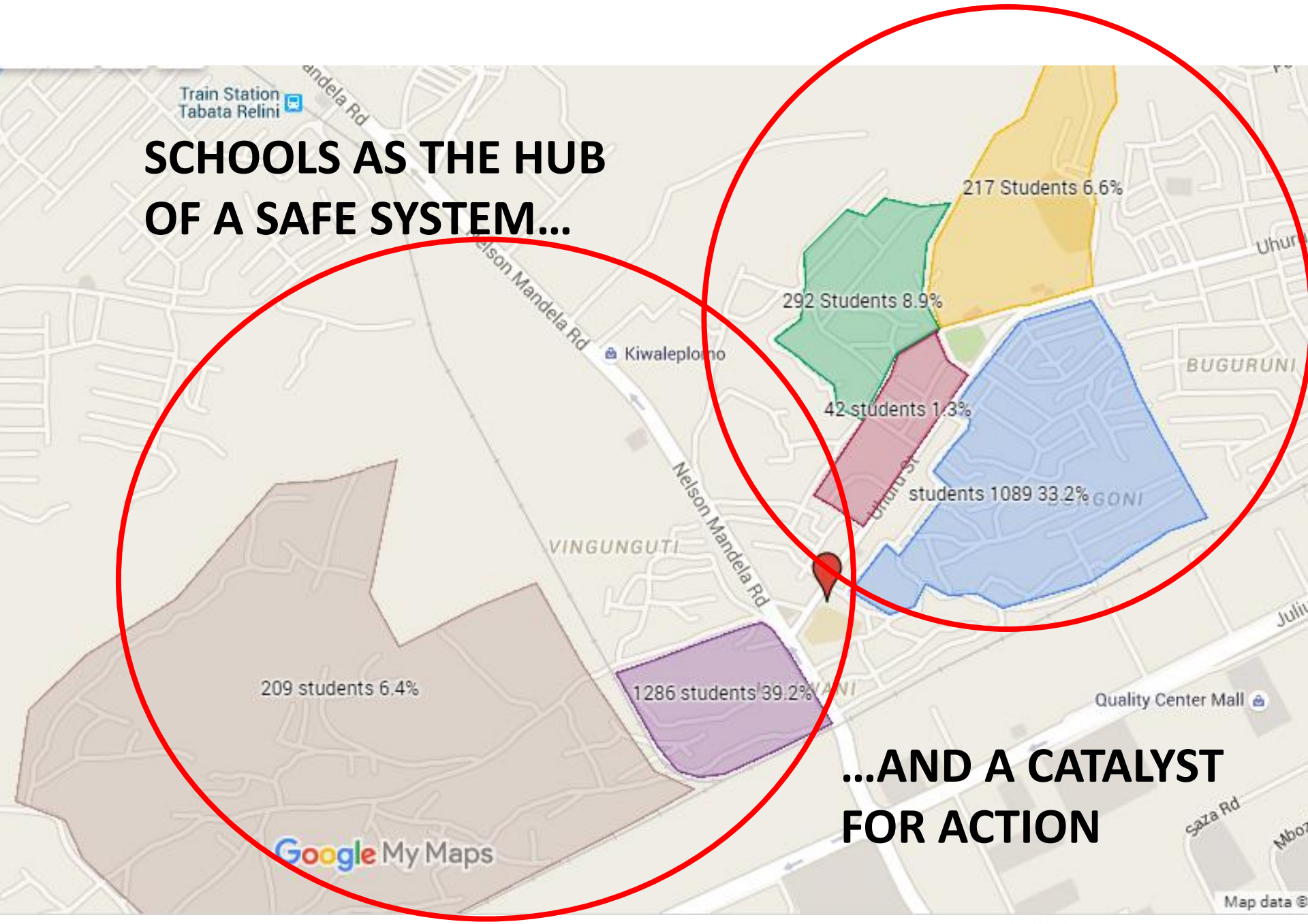
186,000* children killed on the world's roads every year

Equivalent to two large stadiums full of children.

* Source: World Health Organization, Global Health Estimates, 2014.



SCHOOLS AS THE HUB OF A SAFE SYSTEM…



…AND A CATALYST FOR ACTION

DECLARATION OF
EVERY CHILD'S RIGHT TO
SAFE & HEALTHY STREETS

CHILD HEALTH INITIATIVE

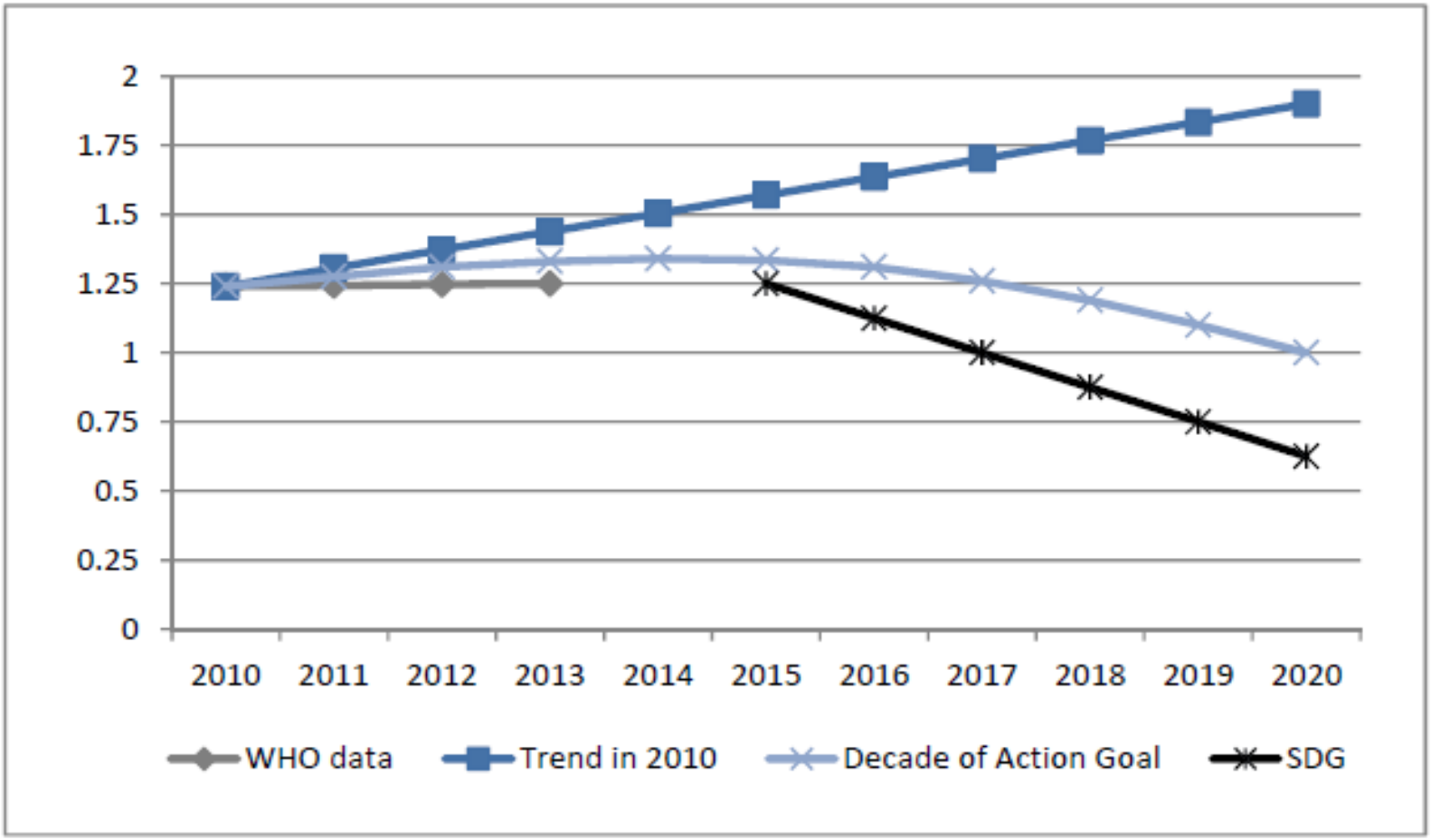
DECLARATION OF **EVERY CHILD'S RIGHT** TO SAFE & HEALTHY STREETS

1. **Every child has the right to use roads and streets without threat to life or health.**
2. **Every child has the right to breathe clean air.**
3. **Every child has the right to travel to and from their education, without risk of injury.**
4. **Every child has the right to explore their world in safety.**
5. **Every child has the right to protection from violence.**
6. **Every child has the right to be heard.**

DEMOCRATISING STREET DESIGN WITH A FOCUS ON CHILDREN

4. ADVOCATE FOR POLITICAL ACTION

WE HAVE A GLOBAL MANDATE & URGENT MISSION



SUSTAINABLE DEVELOPMENT GOALS

NEW URBAN AGENDA

"..we will promote the **safe system approach**…actively protect and promote pedestrian safety and cycling mobility…and motorcycle safety…We will promote **the safe and healthy journey to school for every child** as a priority."

OUR CAMPAIGN: FOR REAL ACTION TO MEET SDGS & RESOURCE THE NEW UN ROAD SAFETY FUND

HEAD FIRST

A CASE STUDY OF VIETNAM'S MOTORCYCLE HELMET CAMPAIGN

AIP FOUNDATION SAFE ROADS FOR LIFE

FIA FOUNDATION

1997

government establishes the National mittee (NTSC).

1999

the first international NGO exclusively mproving road safety in Vietnam, is the support of private and public sector

2000

l state visit to Vietnam, U.S. President unches AIP Foundation's signature s for Kids.

2001

Government establishes the Hanoi Health with a focus on injury research.

specific child and adult helmet d to the tropical climate and new laws t use on certain roads, with minimal nment.

2002

prise Pirelli helmet factory commences

Lang, an avid supporter of improving s, is appointed first chief secretariat of

y on Accident and Injury Prevention and nented.

2003

government sets up helmet quality test g, Hanoi, and Ho Chi Minh City.

ublishes Open Letters about the lack of Vietnam generating local and international

2004

of the first companies in Vietnam to ctively enforce a helmet wearing policy for

2006

The Vietnam Helmet Wearing Coalition (VHWC), converges for the first time, led by AIP Foundation, with the mission of promoting the issue of non-helmet use to the forefront of public discourse.

The Vietnam National Economics University completes a baseline study which reveals helmet use rates of as low as 6% in cities and 25% on national highways.

GRSP, WHO, AIP Foundation, and the NTSC collaborate to bring together Vietnamese gov[illegible] to conduct a national workshop on h[illegible]

2007

"Wear a helmet. There are no excuse[illegible] April 2007, initiated by AIP Found[illegible] possible with nearly $1.2 million [illegible] support provided by the VHWC, [illegible] considered pivotal in influencing th[illegible] universal helmet law.

AIP Foundation supports campaign [illegible] conferences, open letters, concer[illegible] appearances focused on generating [illegible] about helmet use.

On 15 December, the universal hel[illegible] effect nationwide. Helmet use incre[illegible] overnight.

2008

Strong enforcement coupled [illegible] awareness activities results in helm[illegible] to more than 90% across four m[illegible] helmet use laws.

The VHWC launches a child helm[illegible] advocacy efforts to address low chil[illegible] to a legislative loophole.

FIA Foundation brings Michelle Yeoh, UN Global Road Safety Ambassador and world-renowned actress to Vietnam to advocate for child helmet use. At the UN General Assembly in NYC she meets with UN Secretary-General Ban Ki-moon to garner support for a child helmet law in the country.

Archbishop Desmond Tutu writes a letter to Vietnam's Prime Minister in support of instituting a child helmet law.

2009

Research reveals that since the 2007 universal helmet law, road crash fatalities dropped by 12% and injuries decreased by 24%.

The WHO together with Vietnamese Government hosts an expert consultation to disprove the myth that helmets are harmful for children.

AIP Foundation, with support from FIA Foundation and the World Bank Global Road Safety Facility, [illegible]lishes the Global Helmet Vaccine Initiative to [illegible] a helmet on every head in the Decade of [illegible]n for Road Safety."

2010

[illegible]ddress a legislative loophole, a new law [illegible]lates that drivers will be fine/ticketed when carrying [illegible]-helmeted child.

Bloomberg Initiative for Global Road Safety [illegible]hes a project to promote quality helmet [illegible]dards.

2011

Foundation conducts a comprehensive [illegible]sts for the government to determine the roles [illegible]responsibilities of stakeholders working on [illegible] helmet use.

[illegible]am launches the UN Decade of Action for [illegible] Safety.

2012

"Children also need a helmet" national public [illegible]ness campaign is launched by AIP Foundation [illegible] support from Atlantic Philanthropies, [illegible]national partners, and Vietnamese government. [illegible] campaign focuses efforts on three cities: Hanoi, Danang, and Ho Chi Minh City.

2013

With support from GRSP, AIP Foundation commences a program to train journalists and build capacity for policymakers addressing child helmet use.

2014

The "Children also ne[illegible] achieves tangible res[illegible] increases from 18% i[illegible] March 2014 in its three[illegible]

The NTSC issues the Na[illegible] Plan (NCHAP) informed [illegible] also need a helmet" cam[illegible]

2015

The National Traffic Polic[illegible] child helmet enforcem[illegible] which leads to a spike in[illegible]

The implementation o[illegible] guidelines, developed [illegible] Foundation, commenc[illegible] schools in 63 provinces.

The U.S. Department of S[illegible] of Understanding with A[illegible] anniversary of VN-U[illegible] agreeing to increase o[illegible] public-private partnersh[illegible]

2016

NCHAP results in an i[illegible] use from 36% in Mar[illegible] 2016 in three cities. R[illegible] 35% in April 2015 to 4[illegible] provinces.

GRSP supports VINATA[illegible] quality management.

2017

Since the implement[illegible] helmet law in Decem[illegible] $3.5 billion USD in m[illegible] and pain and suffer[illegible] 500,000 head injuries [illegible] have been averted due [illegible]

Government action [illegible]

With stakeholder support

www.fiafoundation.org