



Together
We can save
millions
of lives.

The First Global Decade of Action for Road Safety

**Presentation by Emma MacLennan, Director, EASST
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Improving Road Safety in the BSEC region
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The Global Rise in Road Traffic Injuries

1.3 million people are killed and **50 million injured** annually in road crashes worldwide.

By 2030 road crashes are forecast to become the fifth leading cause of death rising to 2.4 million fatalities per year.

Most at risk are children, young people, and vulnerable road users (cyclists, motorcyclists, and pedestrians).

Road crashes are already the number one killer of young people in all world regions aged between 10 and 25.

Low and middle income countries account for 90% of global deaths from road crashes but have only 48% of the world's registered vehicles.

By 2020 their share of vehicle use will rise to 60% as the fleet more than doubles.



Road Traffic Injuries in the European Region

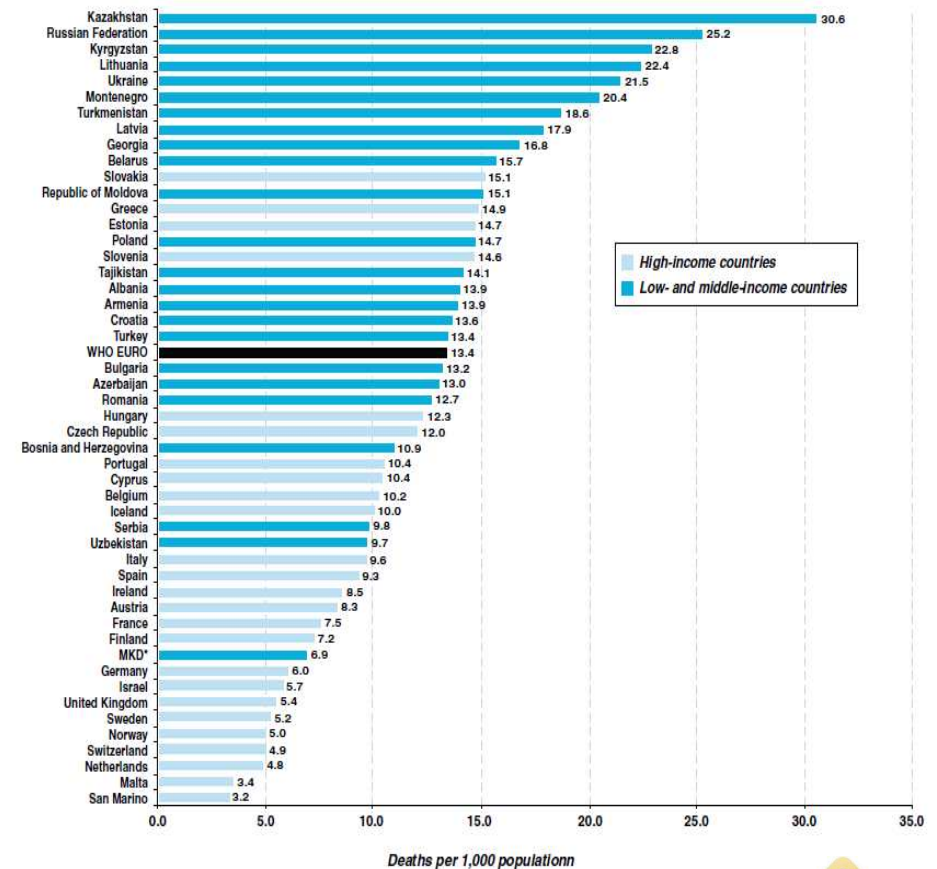
The WHO European Status Report 2009 shows that more than 120,000 people are killed and 2.4 million are injured each year across the region.

Road deaths are 3 times higher in Central and Eastern Europe and Central Asia than in Western Europe.

Pedestrians, cyclists and motorcyclists account for 39% of all fatalities.

A third of the countries in the region do not have national, multi-sectoral road safety strategies in place, despite costs that can exceed 3% of GDP.

Figure 3: RTI Death Rates in WHO-EURO Member Countries, per 100,000 Populations, 2007



Note: MKD is the international standardized abbreviation for the Former Yugoslav Republic of Macedonia.

Source: WHO EURO (2009).



The 'Safe Systems' Approach

The Safe System aims to reduce road injury by acting on:

- The road user
- The motor vehicle
- The road infrastructure

and treating these three factors as an interactive and dynamic system.

Rather than **'blaming the victim'** for causing crashes, the risk of human error is anticipated and **'tolerated'** by a **'forgiving'** system that has been designed to ensure that the consequences of human error are non fatal as far as possible. The challenge is to manage loss of control of kinetic energy within the tolerances survivable by the human body. (ie: less than 40kph). To reduce risk of injury we need five star **drivers**, in five star **cars** on five star **roads**.



Five Star Drivers

We need road users to recognise that they share the road with others and protect themselves from the key 'risk factors' of:

- Non use of helmets
- Non use of seat belts
- Drink and Driving
- Excessive and inappropriate speed

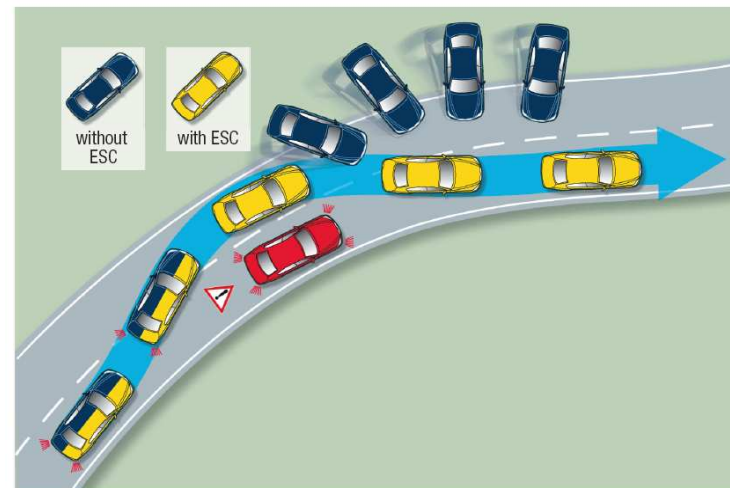
Police enforcement of relevant legislative standards combined with public awareness campaigns have proved effective in reducing road fatalities and injuries in many countries.



Five Star Cars

We want car buyers to choose the safest models they can afford. A 'market for safety' can be encouraged by promoting:

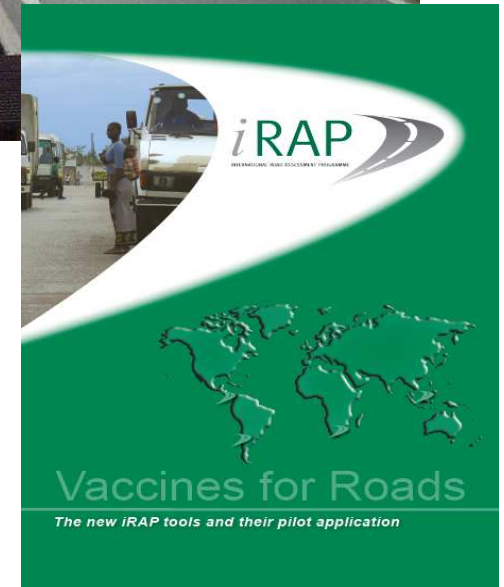
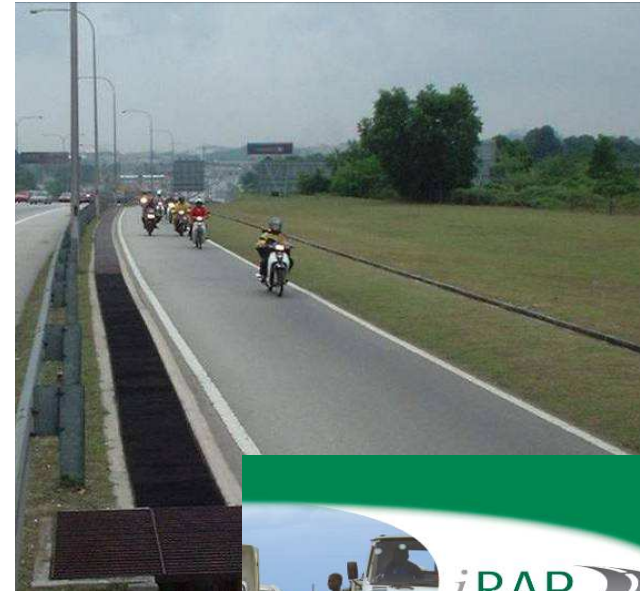
- Consumer crash test information (NCAP programmes)
- Fiscal incentives for safer cars
- Fleet purchasing policies
- Global UN safety standards that set minimum requirements for all new cars
- eSafety Systems such as Electronic Stability Control (ESC)



Five Star Roads

We want 'forgiving' roads which can reduce the risk and mitigate the consequences of crashes:

- Use low cost safety architecture
- Are self enforcing (less scope for speed)
- Separate vulnerable users and vehicles
- Avoid vehicle conflicts (roundabouts rather than junctions)
- Use rating and assessment tools such as iRAP to improve and make transparent the safety performance of the road network.



Good Governance & Road Safety

Effective road injury prevention programmes need a framework of good governance that should include:



Transparent Data Collection - to give a strong evidence base for policy measures and action programmes.

Ambitious Casualty Reduction Targets – to measure progress and stimulate national and local action.

Enforcement & Awareness Programmes – to support the work of enforcement agencies linked to public awareness campaigns whilst avoiding corruption.

Focus on ‘High Risk’ Groups – to develop policies with community involvement that protect those most likely to be involved in crashes, especially vulnerable road users.

Shared Responsibility & Partnerships – building co-operation between governments, local authorities, private sector and civil society.



**FIA Foundation
programme to promote
seat belts and child
restraints:**



- Providing advice, catalytic finance and external support for action
- Currently supporting programmes in Armenia, Georgia, Ukraine
- Projects need to be long term, sustainable, geared to raising awareness and improving legislative/enforcement situation



FIA Foundation
for the Automobile and Society



Partnership: FIA Foundation; Asia Injury; World Bank; CDC; IDB + others

- Establishes 'helmet vaccine coalitions' to promote helmet use, legislation and enforcement
- Provides tropical 'helmets for kids'
- Working with auto clubs in Western India, Philippines, Uganda and Greece

www.helmetvaccine.org

Example of EASST's work: Better Road Safety Enforcement in Moldova



Working with the Moldovan Government, Georgian and UK Police, and World Bank to tackle Road Police corruption:

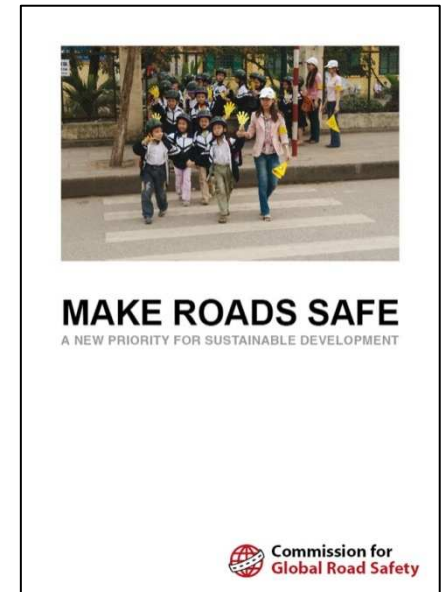
- Lack of strategic direction on road safety enforcement
- Low budgets and poor equipment
- Poor training, motivation and pay
- Low technology usage
- Need for monitoring and independent oversight
- Need for a positive role for Road Police
- Report will be published next month.



Key Steps Leading to the Decade 1

In 2006 and 2009 the independent Commission for Global Road Safety chaired by Lord Robertson of Port Ellen, published reports which proposed:

- A \$300 million, 10 year Action Plan to promote national road safety capacity building in low and middle income countries;
- That a minimum of 10% of the cost of road construction projects should be allocated to road safety assessment, design and countermeasures;
- The first ever UN Ministerial Conference on global road safety;
- A *first ever* global UN Decade of Action should be declared with the goal to halve the forecast level of road fatalities by 2020.



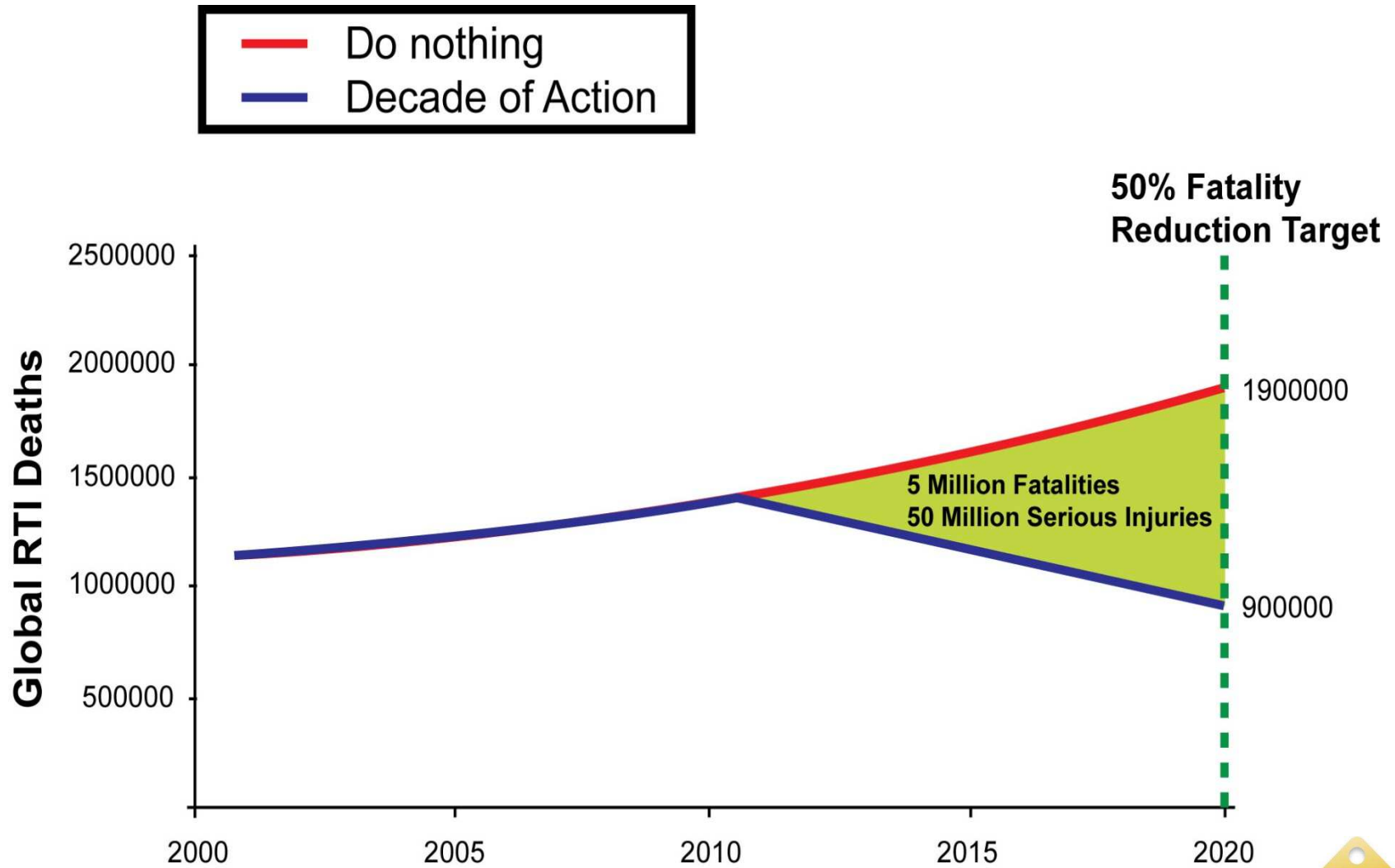
Key Steps Leading to the Decade 2

The first global ministerial meeting on road safety was held in Moscow on November 19-20 last year. Addressed by President Dmitry Medvedev of the Russian Federation, 1,500 delegates, 147 nations and 80 Ministers participated, adopted the Moscow Declaration and endorsed the call for a Decade of Action.

This year the UN General Assembly proclaimed the *first ever* global Decade of Action unanimously on 2nd March. The resolution, sponsored by 100 countries, supports the goal to ‘stabilize and then reduce the level of road fatalities’ . This will require a 50% reduction in the forecast level of fatalities by 2020. This would avoid 5 million deaths, 50 million injuries and save 3 trillion in social costs.



The Goal for a Decade of Action...Saving 5 Million Lives



Decade Launch

11 May 2011



"Rolling" national launch events:

- One-hour media event with heads of state, dignitaries, champions, victims and others
- Release of national plans for the Decade
- Branded with the Decade's tag
- Tag projected on landmark monuments
- Linked live through social media web site



Decade Symbol

Developed pro bono by WPP world's largest advertising agency. Works as a symbol rather than a logo...



Road sign: caution

Visible: yellow

Vehicle: metal

Person: worn

Zero deaths



Who Can Use the Tag?

- Copyright FIA-F and WHO
- Licence agreement underway for non-profits and companies. The latter will pay an annual fee.
- Declaration of support for the Decade
- Proceeds from tag licensing/sales will be used in a Decade Fund for Road Safety
- Individuals can buy from the Decade website www.decadeofaction.org
- Can be used as necklace, lapel pins,
- Kids version as a reflective safety device
- Production will be decentralised under license



Time for Action...Thank You!



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