Launching the Decade of Action for Road Safety 2011 – 2020 in the UNECE Region

Building effective multistakeholder partnerships for road safety

Belgrade – 28 April 2011
Kathleen Elsig, Regional Manager Europe and Central Asia, Global Road Safety Partnership (GRSP)
Partnership and road safety

Why multisector partnership?
GRSP is a hosted project of the International Federation of Red Cross and Red Crescent Societies
GRSP is a hosted project of the

2011

Government
Business
Civil society

Transport
Goods
Wealth generation
Employment
Social responsibility
Marketing

Close to people
Part of communities
Hearts and minds of people
Outreach programmes

Management
Laws
Enforcement
Emergency services
Education
Infrastructure

Multisector collaboration

0 fatalities

International Federation of Red Cross and Red Crescent Societies
### Road safety stakeholders

<table>
<thead>
<tr>
<th>Roads</th>
<th>Transport</th>
<th>Health</th>
<th>Education</th>
<th>Justice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>Regional development</td>
<td>Environment</td>
<td>Tourism</td>
<td>Labour</td>
</tr>
<tr>
<td>Rescue services and trauma care</td>
<td>Police</td>
<td>School communities</td>
<td>Trauma center, hospitals doctors</td>
<td></td>
</tr>
<tr>
<td>Research, university</td>
<td>Private sector</td>
<td>Media</td>
<td>NGOs</td>
<td>Driving schools</td>
</tr>
</tbody>
</table>

**Example...**
- Red cross
- Automobile clubs
- Cycling group
- Sports teams
- Church
- Victims associations

**Example...**
- Automotive industry
- Insurance industry
- Taxi companies
- Childrens stores

GRSP is a hosted project of the International Federation of Red Cross and Red Crescent Societies
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 Olzstyn, Poland beginning in 2008
- Seat belt wearing up from 3% to 80%: helps a 20% reduction in death and injury on Sakhalin, Russia
- Drink drive case reduction of over 65% after demonstration projects in two Chinese cities
- Over 1550 lives saved in 2009 after helmet intervention in Vietnam
- Crash victim hospital costs reduced by 63% in Guaíba, Brazil

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

GRSP is a hosted project of the International Federation of Red Cross and Red Crescent Societies.
What we do

- Professional Development
- Good Practice
- Project implementation
- Knowledge Sharing
- Risk factors
- Build capacity for road safety
- Global Advocacy
GRSP is a hosted project of the International Road Federation.

Projects - how we work

- police
- transport
- roads
- health
- judiciary
- education
- research
- business
- NGOs

Build multisector working group

Analyze situation

Develop action plan/strategy

Implement

Monitor, evaluate, refine programme

• casualties
• crashes
• observation surveys
• public opinion survey
• legislation
• penalties

• data led
• results focused
• realistic
• objectives, targets
• monitoring

• police
• transport
• roads
• health
• judiciary
• education
• research
• business
• NGOs

• Professional development
• enforcement
• public education
• Infrastructure improvement
• Community programmes
Middle East and North Africa Road Safety Partnership - MENARSP

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

2011
Why is partnership crucial?

Road crashes are predictable
Road crashes are preventable
Road crash injury is preventable
### Age Groups

- **5–14 years**
  - Road traffic injuries: 4180
  - Drowning: 2430
  - Self-inflicted injuries: 29,500
- **15–29 years**
  - Road traffic injuries: 39,300
  - Violence: 14,900
  - Poisoning: 33,600
- **30–44 years**
  - Ischaemic heart disease: 56,900
  - Self-inflicted injuries: 41,000
- **45–69 years**
  - Ischaemic heart disease: 679,400
  - Chronic obstructive pulmonary disease: 176,300
- **70+ years**
  - Ischaemic heart disease: 1,554,600
  - Chronic obstructive pulmonary disease: 1,363,600
- **Total**
  - Ischaemic heart disease: 2,295,600
  - Chronic obstructive pulmonary disease: 376,300

### Causes of Death

<table>
<thead>
<tr>
<th>Cause</th>
<th>5–14 years</th>
<th>15–29 years</th>
<th>30–44 years</th>
<th>45–69 years</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diarrhoeal diseases</td>
<td>32,400</td>
<td>1930</td>
<td>14,900</td>
<td>190,900</td>
<td>370,700</td>
</tr>
<tr>
<td>Lower respiratory infections</td>
<td>1680</td>
<td>83,500</td>
<td>14,300</td>
<td>148,300</td>
<td>234,700</td>
</tr>
<tr>
<td>Leukaemia</td>
<td>25,800</td>
<td>14,100</td>
<td>28,900</td>
<td>168,900</td>
<td>233,800</td>
</tr>
<tr>
<td>Tuberculosis</td>
<td>31,700</td>
<td>75,200</td>
<td>139,300</td>
<td>233,800</td>
<td>830,000</td>
</tr>
<tr>
<td>Congenital anomalies</td>
<td>17,400</td>
<td>27,400</td>
<td>20,600</td>
<td>42,400</td>
<td>104,400</td>
</tr>
<tr>
<td>Poisoning</td>
<td>14,100</td>
<td>14,100</td>
<td>28,900</td>
<td>168,900</td>
<td>233,800</td>
</tr>
</tbody>
</table>

Source: European status report on road safety, WHO/2009

GRSP is a hosted project of the International Federation of Red Cross and Red Crescent Societies
Thanks for your attention!

www.grsproadsafety.org