A Decade of Action for Road Safety

The Moscow Ministerial and beyond

Saul Billingsley
Deputy Director, FIA Foundation

UNECE Road Safety Conference, Halkida, Greece
25th June 2009
Role of the FIA Foundation for the Automobile and Society

• 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
Global Impact of road traffic injuries

Road Traffic Injury Fatality Rates (per 100,000)

RTI Deaths per 100,000 People (by Quintile)

0 - 9
10 - 14
15 - 20
21 - 30
31 - 54

Sources: Road traffic death estimates based on:
(1) WHO mortality data in countries with good vital registration;
(2) GBD-2002 in countries with poor vital registration; see documentation for details.
Data is for most recent year available.

Harvard University
## A Hidden Epidemic
### Leading Global Causes of Death, 2004

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

WHO Global Burden of Disease, 2008
Commission for Global Road Safety
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
Make Roads Safe campaign
Make Roads Safe campaign
Make Roads Safe campaign

MAKING ROADS SAFE... TOWARDS ZERO FATALITIES ON THE ROAD
29 October 2008, Geneva

www.makeroadssafe.org

FIA Foundation
for the Automobile and Society
Million name petition presented to Ban Ki-moon
UN Road Safety Conference approved
Moscow Ministerial Conference
19/20 November 2009

www.1300000.net
www.road-safety-conf.net
Setting an agenda for Moscow
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
Changing Direction: Projected Global Road Fatalities

Do nothing

Global RTI Deaths


2500000

1900000
Changing Direction: Potential of a Decade of Action for Road Safety

Do nothing
Decade of Action

50% Fatality Reduction Target

Global RTI Deaths


900000
1900000
Changing Direction: Potential of a Decade of Action for Road Safety

Do nothing
Decade of Action

Global RTI Deaths

- 250000
- 200000
- 150000
- 100000
- 50000
- 0


50% Fatality Reduction Target

1900000
900000

5 Million Fatalities
50 Million Serious Injuries

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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
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
The future?

UN approved Ministerial Conference in Moscow

UN General Assembly approves:
UN Decade of Action for Road Safety
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
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Advocacy
- Global NGO network promoting common messages
- Major awareness campaigns

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Support for regional and national strategies, targets and implementation

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UN Decade of Action for Road Safety

UN Road Safety Secretariat

UN Road Safety Collaboration

UN envoy or ambassadors

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FIA FIA Foundation for the Automobile and Society
Support the campaign for a Decade of Action

MAKE ROADS SAFE
We call for a Decade of Action for Road Safety
Together we can save millions of lives by 2020

I call for a Decade of Action for Road Safety 2010-2020
Together we can save millions of lives. It is time for action.
CALL FOR A DECADE OF ACTION FOR ROAD SAFETY