



**≡ MAKE ROADS SAFE**  
TIME FOR ACTION



**Commission for**  
**Global Road Safety**



**≡ MAKE ROADS SAFE**  
TIME FOR ACTION



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# STATEMENT ON THE UN DECADE OF ACTION FOR ROAD SAFETY 2011-2020

## BAN KI-MOON UN SECRETARY GENERAL

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Over a million people die every year on the world's roads, and fifty million more are injured. This is an enormous public health problem. Road crashes are the number one killer of young people worldwide. The human cost is profound – unimaginable suffering and grief. The economic cost is a staggering \$100 billion a year in developing countries alone.

These are grim statistics. But the most important fact offers hope: we know how to prevent such deaths and injuries. We have tools, like helmets and seatbelts. We have policies, like action against speeding and drunk driving. We have the knowledge it takes to build safer roads and vehicles.

The UN Decade of Action for Road Safety is our chance to save lives. This Road Safety Tag will send an important message to the world: each of us has a role to play in preventing deaths and injuries on the road. We can save human lives, we can stop this and I highly commend Michelle Yeoh for using her star power. She has a global reach and influence. With this kind of leadership role I am sure that together with the United Nations we can save many, many human lives.

The United Nations must lead by example. I have introduced a strict policy against distracted driving. Our drivers are banned from texting. They must wear seatbelts and observe speed limits. And of course we do not tolerate alcohol on the job.

We need the support from member states and community leaders and most importantly this UN Decade of Action for Road Safety is for everybody, every expressway, every road and every vehicle, therefore we need to have a concerted effort.

Let us all work together to make sure the world's roads are safe. If we lead by example we can save millions and millions of lives. This is what the United Nations is working very hard for – a safer world for all.

This is a statement made by UN Secretary General Ban Ki-moon at a meeting and photo opportunity with Michelle Yeoh, Global Ambassador for the Make Roads Safe campaign and the Commission for Global Road Safety, at UN Headquarters in New York, 10 February 2011.

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**DECADE OF  
ROAD SAFETY  
8 NOVEMBER 2009**

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# FOREWORD

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This report is published at a time of exciting opportunity for all of us working to make roads safe. Thanks in large part to the leadership of our Commission, the international community is about to launch the United Nations Decade of Action for Road Safety.

We believe that up to five million road deaths could be prevented over the next ten years. But this will only happen if road safety is made a world priority. Governments, industry and the corporate sector, non-governmental organisations, and all of us as road users have an important role to play in making this happen.

It is ten years since I established my International Road Safety Awards, and five years since I became Patron of the Commission for Global Road Safety. Over that time, on every continent, I have met inspiring and innovative road safety practi-

tioners who are devoting all of their energy to road injury prevention. They have given me reason to be optimistic about our ability to meet the goal we have set. I am further encouraged by the excellent life-saving programmes I have visited; the dedicated government officials, engineers and researchers, business leaders and, indeed, the activism of many road traffic victims themselves.

We now have a UN mandate and goal for the Decade of Action. These are the fruits of our collective effort of recent years. Now is the time to take these advances, and the many tools at our disposal, and make them work in the service of the most vulnerable in our societies.

Together, we can save millions of lives. This is more than a slogan, it is a manifesto that holds a promise for future generations. This report challenges us to achieve that promise.

**HRH Prince Michael of Kent GCVO**

Patron of the Commission for Global Road Safety



# INTRODUCTION

Five years ago our Commission for Global Road Safety launched its first 'Make Roads Safe' report, proposing a global ministerial conference for road safety. Two years ago our second report urged the United Nations to proclaim a 'Decade of Action' for road safety. Allied to the tremendous efforts of a broad coalition of governments, institutions, NGOs and individual activists, our Make Roads Safe campaign played an important role in securing these objectives.

Now, with our third report, the Commission looks to the forthcoming UN Decade of Action for Road Safety 2011-2020 and sets out ambitious new recommendations that we believe can strengthen this unprecedented international effort to make roads safer and meet the goal, established by the UN General Assembly, to 'stabilise and reduce' global road fatalities by 2020. We estimate that achieving this goal could save up to 5 million lives and prevent up to 50 million serious injuries. One hundred co-sponsoring governments, key UN agencies and the multilateral development banks all endorsed this goal for the Decade of Action. How do we ensure they deliver?

Lack of accountability in road safety, at international and national levels, is a major reason the issue has been so neglected. Without accountability there is no pressure for performance whether by development banks to ensure safe road design or by interior ministries to reform and train their traffic police.

Road safety, and indeed road transport in general, lacks a coordinating body which is genuinely accountable to national ministers at a world level. So we are recommending that the UN establishes a UN Road Transport Agency to bring together the good work that the UN is doing in the regions, raise its profile and ensure the ministerial accountability that comes with visibility. If, over time, this could be coupled with a new UN Framework Convention for safe and sustainable transport we would have the accountability mechanisms and the strong legal foundations for effective road injury prevention, not just for this next vital decade but for many decades to come.

**Rt. Hon. Lord Robertson of Port Ellen**  
Chairman, Commission for Global Road Safety

When it comes to protection of children there is already international law, in the UN Convention on the Rights of the Child, which should be used to hold governments and UN agencies accountable. The UN Convention requires governments to work to provide a safe environment for children, to protect them from injury and harm. Yet most countries in the world are failing in their duty of care to children in respect of road traffic safety. We urge UNICEF, the UN agency for children; leading child rights NGOs; and the major public health philanthropies to rally to UNICEF's own call, in its 2011 'State of the World's Children' report, to make injury prevention for children and adolescents a "major international public health objective".

Worldwide vehicle ownership is forecast to double during the next decade. All of this growth will be in emerging markets, the countries with the most serious road safety problems. To fund global road injury prevention we are recommending that there should be a voluntary opt-out levy of US\$2 dollars or equivalent on every new car sold. Customers could choose not to contribute, but we think the vast majority would be willing to pay this tiny sum towards improving road safety. Such an initiative could eventually raise up to US \$140 million a year for road safety. Car manufacturers and dealers would be playing an important, visible and positive role in saving lives and preventing disability, and we encourage them to support this proposal. There are similar models of innovative financing that work well in raising money to combat other public health epidemics. We believe it is time to do the same for road safety.

Now that the United Nations has responded to our call for action, it is up to all of us to make the most of this opportunity, to make this *our* Decade of Action. This issue affects everyone, we all use the roads. It is in all of our interests – for economic productivity, for sustainable development, for the health of our family, friends, employees and colleagues, for the protection of our children - to make roads safer. Together, we can save millions of lives. Now is the time.

## EXECUTIVE SUMMARY

- Road crashes kill an estimated 1,300,000 people each year and injure up to 50 million more. The vast majority of these deaths and injuries are occurring in developing countries where road safety awareness and capacity is low, and where both traffic levels and road casualties are rising rapidly.
- Children are amongst the most vulnerable of all road users. A million children and adolescents are killed or seriously injured on the roads each year. UNICEF has recently described injury prevention in a child's second decade of life as a goal that should become 'a major international public health objective'. The Commission believes that failure to provide for the safety of children on the roads is a breach of their human rights under the UN Convention on the Rights of the Child.
- There is now a global mandate for action to reduce road traffic injuries. UN General Assembly Resolution A/RES/64/255 has established the UN Decade of Action for Road Safety 2011-2020 with a goal to 'stabilise and reduce' road deaths by 2020. The Commission estimates that if this ambitious goal can be achieved up to 5 million lives and 50 million serious injuries could be prevented over the course of the Decade.
- The UN Road Safety Collaboration has prepared a 'Global Plan' for the Decade with recommended actions across the five pillars of road safety management, safer roads, safer vehicles and safer road users and post-crash care. The Commission is delighted to endorse this Global Plan, and strongly supports its full implementation.
- But to secure the Decade's ambitious goal also requires a step change in ownership, delivery and accountability mechanisms for road safety at global, regional and national levels. Good governance is a hallmark of successful road injury prevention and needs to be strongly promoted during the Decade of Action. The international community's response to the road injury epidemic has been ably led from a public health perspective by the World Health Organization. Yet the transport sector has no equivalent leadership, resulting in a governance and accountability gap which the UN needs to address.
- The multilateral development banks, led by the World Bank, have emphasised road safety as a priority in their 'Joint Statement' of 2009. They must improve the effectiveness and coordination of their road safety investments with greater urgency.
- Road deaths and injuries in developing countries have been neglected in large part because they were not included in the international community's sustainability framework, including the Millennium Development Goals. This 'missing link' must be addressed and road injury recognised as an emerging issue of sustainable development.



## Key Recommendations

- Road safety must be acknowledged as an emerging global public health priority and included in the new sustainable development framework that emerges from the 'Rio 20+' Earth Summit in 2012.
- Safe mobility for children must be recognised as a basic human right. UNICEF should take the lead in promoting accountability for road safety performance under the UN Convention on the Rights of the Child, and should work with WHO and other relevant agencies and partners to address the neglected area of child and adolescent road injury prevention.
- The UN's current organisational capacity in the transport sector is ill prepared to counter the threat of rapidly increasing global traffic levels and road injuries. A new UN Road Transport Agency (UN-RTA) should be established, with a strong road safety focus, pulling together the relevant functions of the UN Economic Commission for Europe into a globalised agency directly accountable to ministers of transport. The UN-RTA would work closely to bind together the work of the WHO, the Development Banks, the UN Road Safety Collaboration, and the UN Regional Commissions and enable the dynamic trend of different regions establishing their own targets and road safety programmes.
- The existing structure of road transport related legal instruments should, over time, be consolidated into a new UN Framework Convention for Safe and Sustainable Road Transport (FCSSRT). Developed from the UNECE's existing legal instruments and resolutions the new FCSSRT would provide a definitive list of good practice, recommended norms and standards applicable to all UN member states. The proposed FCSSRT could include chapters relevant to sustainability issues and environmental aspects of road transport.
- Good governance is key to good road safety performance, not least in relation to effective police enforcement, driver licencing and vehicle maintenance regimes. Donor governments and development banks should build on the work of the World Bank Global Road Safety Facility in advising and assisting middle and low-income governments on capacity development and investing in good governance as a road safety issue, for example, by supporting programmes to reform traffic police forces and to build trust between government and citizen in the vital area of road user enforcement.
- To accelerate implementation of their 2009 'Joint Statement' the Multilateral Development Banks should jointly develop operational guidance for a new system of Road Safety Impact Assessment and Project Management to be implemented on each and every road project funded by the MDBs, without exception. As an immediate step the design briefs given to consulting engineers for new road schemes should make clear that the desired design speeds stated for a new road are subject to achieving minimum safety ratings. The MDBs will require additional resources to fund client country participation and the donor community should support the Global Road Safety Facility in this effort. This will ensure that a far larger share of the billions invested annually in roads will deliver the needed reduction in casualties required to meet the goal of the Decade.
- The traditional donor governments, and new ones, should recognise the growing consensus that road injury prevention is an essential element of the overall international sustainable development framework and must redouble efforts to engage and invest in road safety. Major public health philanthropies, in particular the Gates Foundation, should now include road injury prevention in their portfolios.
- New funding mechanisms are also needed. The automotive sector should establish a voluntary 'opt-out' funding initiative in which their customers contribute US\$2 or equivalent per new vehicle sold to support capacity building programmes in developing nations via the new Road Safety Fund. On current new vehicle sales projections such a scheme could raise up to \$140 million a year. This would provide a sizeable investment fund to catalyse country level implementation of the Global Plan for the Decade of Action for Road Safety.

## Violet Olang: one face, a million stories



“This is what we are saying. So many people can be saved from this, so many millions can be saved...”

It is far too easy to write a report saturated with statistics and projections, to talk about the 1.3 million people who die each year on the world’s roads, or the 1.9 million forecast to die each year by the end of the decade, or the 1000 children and adolescents who are killed every day because adults haven’t provided them with a safe environment in which to travel, or the 20 million or more people who are estimated to be seriously injured each year. The numbers become an abstraction and can overwhelm the human realities, the individual tragedies, the heartbreak and struggle.

So before we get conventional, and slip into the charts and figures, the institutional architecture and the technical solutions, let us introduce Violet Olang. A student from Nairobi, we met Violet in July 2010 when we were looking for someone whose experience could represent the impact a road crash has on real lives. We discovered an eloquent and passionate advocate for the Decade of Action. Violet had been seriously injured in a road crash as a passenger in a taxi on her way to college. The crash left this vibrant young woman, poised on the threshold of her promising adult life, confined to a wheelchair and a hospital bed.

Violet can take up her story in her own words:

“I love adventure and I love music, I love dancing. I loved dancing. And I pretty much love life.”

“On 31st March 2009 at around 10.30am, I was on my way to Kitengela, Mombasa road, and I got into a taxi headed to Kitenge International School for Life Skill Training and our taxi driver ap-

parently was speeding and was on a mobile phone, suddenly he got confused and he lost track of the car and we just got rolling and rolling and rolling and the next thing that I knew was that I was left in the car partly paralysed and my back was in a sharp pain which I didn't understand, which I later understood as a crack on one of the spinal cord bones."

"Before the accident I was one person who was very independent. I would go out, come in, go to some place, you know, do what I have to do and it was not as hard as it is right now. Now I have to deal with so many things – I have to deal with the pain. There is the physical pain which can be so devastating at times, and the emotional pain I can say is greater than the physical pain because it carries along so many things. After so many years of using your legs and then somebody subjects you to not using your legs, clearly it is very devastating. It is."

"Things change, things change a lot. When you're lying there and everybody has gone and your friends have gone and your family members leave you in your room that's when you get to reflect...when you're in pain, like personally when I'm in pain is when I really think about exactly what happened. And there are so many people who have gone through this same process and are going through what I'm going through and what I'm left to wonder is - can these things be avoided?"

"Can there be a way where people can just be taken care of in terms of road safety? I think that we need to actually lessen the amount of road accidents that are happening around. There are so many people who are driving cars without licences and the police are not doing anything about it. I don't think it's a hard task for the government actually, just fix the roads, just fix the roads in a proper way because so many of these accidents happen because of the poor quality of the roads."

Violet's experience is just one of millions of similar untold stories every year that pieced together make up a mosaic of misery and avoidable loss. For young people like her, everywhere in the world, road crashes are the most likely cause of death or disability. In Kenya it is young, productive, working age people who are overwhelmingly at risk. This intelligent young woman, nurtured by her family, educated by and preparing to contribute to her society, was the victim of an unnecessary and preventable injury which destroyed her life.

"We are dealing with human lives", said Violet. "It's a high time they looked at us because there are so many people like me who have undergone the worst life can offer. It's high time we just started valuing life more than machines, it's high time."

"It's not supposed to be normal for me to get into an accident. It's not supposed to be normal for my friend or for another person to get into a road accident – why? Why should it be normal – why? When something can be done about it? And this is what we are saying – something can be done about it and so many people can be saved from this, so many millions can be saved from it."

This was Violet's testimony. Her story motivates our cause. Her defiance defines our Decade. Her epitaph is Action.

Violet Olang died of complications related to her road traffic injuries, aged 23, in October 2010



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## CHAPTER 1

# A GLOBAL MANDATE FOR ACTION

The United Nations has proclaimed the Decade of Action for Road Safety 2011-2020, with the goal of stabilising and then reducing global road deaths.

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In March 2010 the UN General Assembly, in a resolution co-sponsored by one hundred countries, proclaimed the first United Nations Decade of Action for Road Safety<sup>1</sup>. With the goal of 'stabilising and then reducing global road fatalities by 2020' the Decade now offers the international community an unprecedented opportunity to cut the avoidable death and injury occurring on the world's roads. The UN's clear and powerful mandate for international action (see box 1) was the culmination of a decade of awareness raising of the scale of this long neglected epidemic, ten years which saw significant progress in the international community's response to road traffic injuries, development of an international policy consensus around the need for a 'Safe System' approach to road safety, and greater recognition at regional and at national government level of the urgent need to act to reverse a rising public health disaster (see box 2).

Ahead of the UN General Assembly decision, the proposal for a UN Decade of Action was endorsed by the First Global Ministerial Conference on Road Safety, hosted by the government of the Russian Federation in Moscow on 19-20 November 2009. Opened by the President of the Russian Federation, Dmitry Medvedev, the Conference brought together transport and health ministers from 80 countries and officials and delegates from more than 130 countries. It marked the coming of age of the campaign to prevent the global road injury crisis. The Moscow Conference, entitled 'Time for Action', was notable not only for serious and high level participation but also for demonstrating a broad international consensus supporting a five pillar 'Safe System' approach to tackling road injuries, as also recommended in our 2009 report.

**BOX 1:****The UN Resolution for the Decade of Action for Road Safety 2011-2020**

The UN General Assembly proclaimed the UN Decade of Action 2011-2020 at a debate at UN headquarters in New York on 2nd March 2010. Describing road injuries as a “major public health problem [with] a broad range of social and economic consequences which, if unaddressed, may affect the sustainable development of countries and hinder progress towards the Millennium Development Goals”, the UN General Assembly resolution:

- Proclaims the period 2011–2020 as the Decade of Action for Road Safety, with a goal to stabilize and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels;
- Requests the World Health Organization and the United Nations regional commissions, in cooperation with other partners in the United Nations Road Safety Collaboration and other stakeholders, to prepare a plan of action of the Decade as a guiding document to support the implementation of its objectives;
- Reaffirms the importance of addressing global road safety issues and the need to further strengthen international cooperation, taking into account the needs of low- and middle-income countries, including those of the least developed countries and African countries, by building capacity in the field of road safety and by providing financial and technical support for their efforts;
- Invites all Member States to set their own national road traffic casualty reduction targets to be achieved by the end of the Decade, in line with the plan of action;
- Invites Member States, international organizations, development banks and funding agencies, foundations, professional associations and private sector companies to consider providing adequate and additional funding to activities relating to the Decade;
- Invites Member States and the international community to integrate road safety into other international agendas, such as those on development, environment and urbanization;



I-r Dr Etienne Krug, Director of Injury Prevention at WHO, Michelle Yeoh, General Victor Kiryanov, Head of the State Traffic Police of the Russian Federation, and David Ward, Director General of the FIA Foundation, at a press conference following the UN General Assembly

The full text is available at Annex A.

**BOX 2:**

The Decade of Progress



As UN Ambassador for the Sultanate of Oman H.E. Fuad Al-Hinai secures successive road safety resolutions at the UN.



Commission for Global Road Safety publishes first Make Roads Safe report. Make Roads Safe campaign is launched, London 2006.



Desmond Tutu at a Make Roads Safe event in South Africa, 2007.

**1998:** International Federation of the Red Cross International Disasters Report raises the alarm on the extent of road traffic injuries, described as a “worsening global disaster destroying lives and livelihoods”.

**1999:** The World Bank launches the ‘Global Road Safety Partnership’ designed to encourage private sector, civil society and government partnerships to improve road safety outcomes.

**2001:** WHO launches five year Road Injury Prevention strategy.

**2003:** FIA Foundation hosts conference on global road safety at which WHO Director General Dr Gro Harlem Brundtland announces road safety as theme for 2004 World Health Day.

First UN General Assembly resolution on the global road safety crisis, introduced by the Sultanate of Oman, is approved without debate.

**2004:** World Health Day sees the publication of the first major international report on road safety, the WHO/World Bank World Report on Road Injury Prevention. In Paris French President Jacques Chirac hosts the main event, one of many around the world.

First UN General Assembly debate on road safety results in resolution establishing a UN Road Safety Collaboration and recognises WHO as the coordinating agency on road safety within the UN system.

**2005:** World Bank Global Road Safety Facility established to encourage donor governments to support road safety. World Bank and FIA Foundation are leading donors, Sweden, Netherlands and Australia also contribute.

International Road Assessment Programme (iRAP) established.

**2006:** Commission for Global Road Safety publishes first Make Roads Safe report, calling for UN Ministerial conference, more attention to infrastructure safety by the MDBs and a \$300 million, ten year, action plan. Make Roads Safe campaign launched.

**2007:** The first UN Global Road Safety Week sees hundreds of events held around the world, including a Youth Assembly at the UN in Geneva.

The Make Roads Safe campaign launches a petition for a UN Ministerial Conference, with support from public figures including Desmond Tutu, Michael Schumacher and Tony Blair.

**2008:** UN General Assembly endorses proposal for a Ministerial Conference, which the Russian Federation offers to host. A million name petition is presented to UN Secretary General Ban Ki-moon by the Make Roads Safe campaign.

Commission for Global Road Safety and FIA Foundation organise 'Safer Roads' conference, bringing together the major development banks and donors at the European Bank for Reconstruction and Development in London to discuss safe road infrastructure. MDBs hold first inter-bank meeting on harmonising road safety policies.

Commission for Global Road Safety meets in St Petersburg at the invitation of the Russian Government, and proposes a 'Decade of Action' with a goal to reduce road fatalities by 50% from their projected 2020 level.

Make Roads Safe global ambassador Michelle Yeoh launches 'Call for a Decade of Action' with a march by 2000 children in Ho Chi Minh City.

**2009:** Commission for Global Road Safety publishes second report 'Make Roads Safe: A Decade of Action for Road Safety' in Rome. Momentum builds with many governments and public figures endorsing the campaign.

First global meeting of road safety NGOs is held in Brussels, organised by WHO.

WHO publishes 'Global Status Report on Road Safety' with funding from Bloomberg Philanthropies.

MDBs publish 'Joint Statement' committing to prioritise road safety in their road infrastructure programmes.

First Ministerial Conference on Road Safety held in Moscow in November 2009, opened by President Medvedev of Russia. Conference endorses 'Decade of Action'.

Bloomberg Philanthropies announce US\$125 million, five year, donation to road safety programmes, targeting 10 countries with high levels of road death and injury.

**2010:** UN General Assembly approves UN Decade of Action for Road Safety 2011-2020, with the goal to 'stabilise and reduce' road deaths by 2020.

Global Plan for the Decade of Action is launched to support the development of national and local plans of action, and to provide a framework for coordinated global and regional activities.



A million name petition is presented to UN Secretary General Ban Ki-moon by the Make Roads Safe campaign, 2008.



HRH Prince Michael of Kent speaking at the launch of the report 'Make Roads Safe: A Decade of Action for Road Safety' in Rome, 2009.



UN General Assembly approves UN Decade of Action for Road Safety 2011-2020 in a resolution led by the Russian Federation, 2010.



President Medvedev of the Russian Federation opens the first Global Ministerial on Road Safety

These developments were particularly welcome to the Commission, which had first called for a global Ministerial Conference in our report *'Make Roads Safe: a new priority for sustainable development'* published in 2006 and then proposed the Decade of Action in our second report *'Make Roads Safe: A Decade of Action for Road Safety'* released in 2009. The Commission wishes to place on record its appreciation to the Russian Federation and the Sultanate of Oman for their strong support for both the Ministerial Conference and Decade of Action. Their leadership in the United Nations General Assembly, acting as lead sponsor of the relevant resolutions, has been vitally important in securing an unprecedented level of international commitment to road safety.

As the Commission hoped and anticipated, the Moscow Ministerial and the momentum generated by the 'Call for a Decade of Action' resulted in a large number of statements of support, and pledges, from both governments and international institutions. Notably it coincided with the announcement by Bloomberg Philanthropies of the first major public health foundation investment in global road safety with a five year donation

of US\$125 million. Additional financial pledges were also made by the UK's Department for International Development and the FIA Foundation. The Commission previously recommended that a fund of approximately \$300 million be committed to catalytic investment in road safety capacity building over the next ten years. The pledges made at the Moscow Ministerial were significant but there is still a wide funding gap that needs to be filled.

A very significant source of funding for road and urban sector investment comes from the multilateral development banks (MDBs). Of great significance, therefore, was the Joint Statement on 'A Shared Approach to Managing Road Safety' (see Annex C) made just prior to the Moscow Ministerial by the World Bank and the six regional development banks (the African Development Bank, the Asian Development Bank, European Bank for Reconstruction and Development, European Investment Bank, Inter-American Development Bank and the Islamic Development Bank).

The Joint Statement commits the MDBs to "ensure that safety is integrated in all phases of plan-



ning, design, construction, appraisal, operation and maintenance of road infrastructure”, recognising that “our respective organizations expect to remain significantly engaged in the provision of road infrastructure in developing and emerging countries over the coming decade, and beyond, and we commit to share our organizational practices and knowledge to support (i) the strengthening of road safety management capacity of our clients; (ii) the implementation of safety approaches in the design, construction, operation and maintenance of road infrastructure projects, particularly to improve safe access and protection for vulnerable road users who represent a significant proportion of the people served by the projects we finance; (iii) the improvement of safety performance measures; and (iv) the mobilization of resources for road safety.”

Endorsing the Commission’s estimate that five million lives and 50 million serious injuries could potentially be saved over the coming decade if sufficient resources are applied to road injury prevention, the MDB’s Joint Statement emphasises the urgency of the situation and pledges to “commence the development and implementa-

tion of this shared approach to managing road safety immediately...”

This unequivocal statement represents a very positive response to the Commission’s earlier proposal that the MDBs work closely together to prioritise the safety of their road infrastructure investment and give greater support to management capacity and measuring performance in road injury prevention. This was a major recommendation of our 2009 report and our 2008 ‘Making Roads Safer’ conference hosted by the European Bank for Reconstruction & Development in London which for the first time brought together the leading development banks to discuss road safety. The MDBs subsequently met again in London in March 2010 to begin practical steps towards implementation of the Joint Statement.

A first high level meeting on the Joint Statement, co-hosted by Robert Zoellick, President of the World Bank, and Luiz Moreno, President of the InterAmerican Development Bank, is being held in April 2011 in Washington DC. The meeting aims to announce the commitment of the par-

**BOX 3:**

The Make Roads Safe campaign and the ‘Call for a Decade of Action’

At its September 2008 meeting in St Petersburg, Russia, the Commission for Global Road Safety discussed a campaign strategy to ensure a substantive outcome for the November 2009 Moscow Ministerial Conference. The Commission agreed to recommend a global road fatality reduction vision linked to a proposal for a UN ‘Decade of Action’.

The Make Roads Safe campaign and its global ambassador Michelle Yeoh launched the ‘Call for a Decade of Action’ with a march by 2000 children organised by the Asia Injury Prevention Foundation in Ho Chi Minh City, Vietnam, in October 2008. The campaign gathered backing from political leaders, celebrities and the public, with many people posing with our board demanding a Decade of Action. With the support of WHO, the World Bank and regional UN commissions, the Russian Government included a recommendation in the draft communiqué of the Moscow Ministerial as it was negotiated by governments through 2009.

In May 2009 the Commission for Global Road Safety published its reasoned argument for a Decade of Action in its second report ‘Make Roads Safe: A Decade of Action for Road Safety’, which estimated that 5 million deaths and 50 million serious injuries could be prevented if a Decade of Action resulted in a ‘policy era’ of sustained investment by the international community and national authorities.

In November 2009, on the eve of the First Global Ministerial Conference on Road Safety, the final event of the ‘Call’ campaign - which had traversed continents and included events in, inter alia, Bangkok, Dar es Salaam, London, Phnom Penh, Rome, Shanghai, the Vatican and Washington DC – was held in Moscow. After just over a year of advocacy the Commission’s proposal was about to become global policy.



The Commission meets in St Petersburg and agrees to propose a ‘Decade of Action’ with a target to reduce road deaths by 50% from projected 2020 levels.



Campaigners march for a Decade of Action in Dhakar, Bangladesh.



President Kikwete of Tanzania supports the Call for a Decade of Action.



Children demonstrate for the Decade of Action at the launch of the 'Call' in Ho Chi Minh City, Vietnam.



Commission member Norman Mineta and Global Ambassador Michelle Yeoh with US Transportation Secretary Ray LaHood at the US launch of the 'Call'.



The final rally of the campaign in Moscow on the eve of the Global Ministerial Conference on Road Safety.



ticipating MDBs to jointly leverage their country investments to systematically ensure safe road and urban transport outcomes. It is also expected to outline the structure of a harmonised platform that client countries and regions, and their road safety partners, can turn to for sustained support, guidance and exchange of information on good practices.

The Commission applauds this leadership and urges rapid implementation of the policy proposals within the Joint Statement. A coordinated approach is long overdue and necessary as road safety has still not been sufficiently integrated into the road transport programmes of the MDBs. The new high level policy commitments of the MDBs are most welcome but the Commission wants to see them translated into mainstream operational policy on the ground in developing countries. That is the challenge facing the MDBs as the Decade of Action unfolds.

As we have highlighted in our previous reports, the MDBs matter because they are one of the few available levers of international policy that can directly influence national behaviour in an

important area of road safety. Responsible for billions of dollars of road investment, the nature of the dialogue between MDB officials and their client governments will decide whether the Decade of Action sees a new paradigm in safe road construction and systems management, or continuation of the old, failed, and sometimes lethal approach where new roads can be less safe than the old roads they replace. This will be one of the defining points at which the rhetoric of the new global mandate for action on road safety meets the practical reality of delivery.

Indeed the focus now must be to use the Decade of Action to encourage countries across the world to implement effective programmes for road injury prevention. The Commission is pleased that the 'Five Pillars' approach it recommended in 2009 has subsequently been adopted into the *'Global Plan for the Decade of Action for Road Safety 2011-2020'*. The Decade Plan is an advisory document prepared by the members of the UN Road Safety Collaboration which contains a powerful set of recommended actions to help meet the overall goal of saving over five million lives. In Chapter four of this report the Commis-

**BOX 4:**  
‘Time for Action’

The First Global Ministerial Conference on Road Safety, Moscow

On 19 November 2009 President Dmitry Medvedev of Russian opened the First Global Ministerial Conference on Road Safety, convening transport ministers from 80 countries, and senior government officials and 1500 delegates from more than 130 countries. With the theme ‘Time for Action’ the Moscow Ministerial was the first truly worldwide gathering, under UN auspices, to address the global road injury epidemic.

TIME FOR ACTION



FIRST GLOBAL MINISTERIAL CONFERENCE  
ON ROAD SAFETY  
MOSCOW 2009

For the full text of the Moscow Declaration see Annex B.



Lord Robertson of Port Ellen.



Road crash victim and safety activist Casey Marengue addresses the conference.



The UK Government announces £1.5 million contribution from DFID to the World Bank Global Road Safety Facility.



US Transportation Secretary Ray LaHood.



Commission members Kevin Watkins and Ambassador Al-Hinai discuss road safety at the UN MDG Summit, New York, September 2010.

sion explores the challenge of funding and implementing these priority actions.

Although the global mandate for action provided by the UN General Assembly has been hard-won and is a welcome advance, alongside the challenge of implementation, there is further advocacy work to be done. From 4-6 June 2012 the UN Conference on Sustainable Development will be held in Rio de Janeiro, Brazil. 'Rio +20' will update the global action plan for sustainable development originally adopted at the 1992 Earth Summit also held in Rio. Ten years later the Johannesburg Plan of Implementation was adopted and had a major role in shaping the implementation of the Millennium Development Goals. Unfortunately road injury was entirely overlooked by this important policy process and road safety became a missing link of the MDGs.

The 2012 Rio Conference seeks three objectives: securing renewed political commitment to sustainable development, assessing the progress and implementation gaps in meeting already agreed commitments, and addressing new and emerging challenges. Thus Rio +20 provides

a vital opportunity to correct the earlier oversight that neglected road safety. The Commission, therefore, recommends that both the agenda and outcomes of Rio +20 recognise road injury as an emerging challenge, not least in the context of rapid urbanisation, and an issue of sustainable development. Indeed we would argue that action on road safety has important co-benefits with and should be integrated into responses to climate change, policies for improving local air quality, and efforts to reduce obesity and improve health through encouraging walking and exercise. The Rio Conference can serve as an important platform to promote the Decade of Action and ensure that road safety is no longer a subject easily overlooked or dealt with in isolation. This is especially true in the case of our most vulnerable and precious charges: our children.

**BOX 5:****The road safety tag: a unifying global symbol for road injury prevention**

The UN Decade of Action has established a new global symbol for road safety, the yellow road safety 'Tag'. Designed pro-bono by the leading advertising and communications group WPP, the Tag is intended to become a unifying, universally recognised and respected symbol of the scale of road traffic death and injury – the equivalent of the red HIV/AIDS awareness ribbon. At the time of writing it is already being adopted and used by governments and NGOs and being worn by individuals across the world, and is a highly visible representation of the genuine momentum that is building for real change.



Tag launch at a special road safety ceremony during the Clinton Global Initiative, New York 2010.



Ghana's international football team backs the UN Decade.



Nobel Peace Prize laureate Aung San Suu Kyi.



Kenya's world leading athletes show their support for the Decade of Action for Road Safety by wearing the Tag.



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## CHAPTER 2

# CROSSING THE ROAD TO SCHOOL: A HUMAN RIGHT?

Meeting their legal obligation under the UN Convention on the Rights of the Child to protect children in traffic must become a priority for governments.

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In 1990 world leaders convened in New York for the World Summit for Children, an unprecedented global meeting to endorse the recently approved UN Convention on the Rights of the Child. The Convention on the Rights of the Child, ratified by almost every country in the world, established a legally binding human rights framework for the protection, survival and development of children, underpinned by the recognition that a child “needs special safeguards and care”.

Yet despite these supposed legal safeguards at least 260,000 children are estimated to be killed on the world’s roads and a million more are permanently disabled – these the most serious of around 10 million injuries annually to children in road crashes<sup>2</sup>. Children account for between 30-40% of all road fatalities in middle and low income countries, and one fifth globally<sup>3</sup>. These shocking

statistics, and the individual tragedies they represent (see box 7), demonstrate that the need for “special safeguards and care” that motivated the drafters of the Convention on the Rights of the Child has urgent relevance in the potentially dangerous environment of our highways and streets. Young children, as pedestrians, cyclists and, in some countries, as passengers on motorcycles, are especially vulnerable because they lack the emotional maturity, knowledge or conceptual skills to safely navigate traffic. The same is true for older children, and young adults, at the point at which they may become motorists or motorcyclists themselves.

Indeed the UN Children’s Fund (UNICEF), the lead UN agency responsible for advocating for and monitoring implementation of the Convention on the Rights of the Child, recognises this.

**BOX 6:****The UN Convention on the Rights of the Child**

The UN Convention on the Rights of the Child includes requirements of governments that should, in the context of road safety, provide legal protection and an accountability framework for children against road injury.

Article 3 requires that “States Parties undertake to ensure the child such protection and care as is necessary for his or her well-being...and, to this end, shall take all appropriate legislative and administrative measures”.

Article 6 recognises “that every child has the inherent right to life” and requires signatories to “ensure to the maximum extent possible the survival and development of the child”.

Article 19 declares that “States Parties shall take all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment...”

Article 24 recognises “the right of the child to the enjoyment of the highest attainable standard of health... States Parties shall pursue full implementation of this right and, in particular, shall take appropriate measures...to diminish infant and child mortality...” Article 24 goes on to require signatories to take “appropriate measures” to “ensure that all segments of society, in particular parents and children, are informed, have access to education and are supported in the use of basic knowledge of [a number of key child health measures including]...the prevention of accidents...”

(Source: UN Convention on the Rights of the Child, United Nations General Assembly resolution 44/25 of Nov 20 1989).



James Grant, Executive Director of Unicef, speaking at the UN World Summit for Children in 1990.

This pedestrian bridge in Costa Rica provides a safe environment for children to cross the road.



Speaking at the Moscow Global Ministerial Conference on Road Safety, Stephen Allen, Regional Director of UNICEF for Central & Eastern Europe and the CIS, pointed out the particular vulnerabilities of children and warned that the “characteristics of children and their specific needs are known but are continuously overlooked when the road environment is developed...achieving safety on the road is a challenge and needs a systemic approach that moves away from the idea that children should adapt their behaviour to cope with traffic, to an approach which recognises children’s needs should be addressed in the design and management of road systems...”

Expert reports, including the OECD’s *‘Keeping Children Safe in Traffic’*, published in 2004, the UNICEF/WHO *‘World Report on Child Injury Prevention’*, and the OECD’s *‘Towards Zero: Ambitious Road Safety Targets and the Safe System Approach’*, both published in 2008, argue for specific targeted measures to improve child safety within a wider, holistic ‘Safe System’ approach to road safety policy that takes protection of the most vulnerable road user as its starting point. There exists a wide body of research and implement-

ed, proven, practice that demonstrates how child deaths and injuries can be reduced. Many countries have made significant advances in protecting their children on the roads. Yet the language of ‘rights’ is rarely invoked when these policies are being implemented, or when the absence of such policies is challenged. Children are viewed as potential beneficiaries of the ‘Safe System’ approach, but policymakers do not make children their principal customer when considering design of the wider transport network. Doing so would provide a radical and beneficial new perspective.

For the moral case for a ‘forgiving’ road system is at its strongest when we consider children. It is in Sweden, where government, politicians and road authorities have pioneered the ‘Safe System’ or ‘Vision Zero’ approach, that practice has come closest to realising roads safe for children. Success (Sweden loses fewer than 1 child per 100,000 population on its roads each year<sup>4</sup>) is borne of a determination enunciated in the ‘Tylösand Declaration of citizen’s right to road traffic safety’<sup>5</sup>, a rights-based vision proposed by leading Swedish road safety policymakers in 2007. The Tylösand Declaration argues that internation-

**BOX 7:****“I saw the blood of my child all over his plastic raincoat”**

Just a few kilometres into the countryside beyond the outskirts of Phnom Penh and the bustling streets and construction sites of the capital are forgotten in the silence of rural Cambodia, a tranquillity broken only by the regular rumbling of cars and heavy trucks on the highway. Scramble down a steep, dusty embankment from this road and you arrive at the simple stilts house where Sok Chin Da cares for her six year old son Phal Sochan Mony.



Six year old Phal and his mother Sok Chin Da.

Phal was excited to go to school, and his parents managed to enrol him when he was just 5. One afternoon, walking home from school, Phal was hit by a car and pushed 25 metres along the road. Sok Chin Da was working a shift in a factory when she was told. It took her some time to get permission to leave work, and when she arrived at the hospital the doctors warned her to expect the worst. Phal, with serious head injuries, was in intensive care for 10 days. Sok Chin Da describes the torment of those days: “I was very terrified, but I had to keep myself strong. Normally even I see a little blood I get scared but at that moment I saw the blood of my child covered all over his plastic raincoat. I saw also his head which was hurt, the bone showing. Happily I had a friend who stayed with me and she just said to me I have to be strong, have to be strong.”

Now this sweet little boy, who only wanted to go to school, has brain damage and has lost the use of his legs. Sok Chin Da has been forced to give up work to care for him. A local charity has provided a wheelchair but, living in a stilts house in an area which floods during the rainy season each year, Sok Chin Da has to carry Phal from place to place. Every day Phal is encouraged to exercise his atrophied legs on rudimentary homemade parallel bars.



Phal has a wheelchair donated by a charity.

Sok Chin Da has tried to get the government to act to make the road safer, urging the authorities to introduce road signs on the highway to alert the speeding traffic that people live here. But nothing has happened, and sometimes Sok Chin Da and her neighbours fashion their own warning signs.

For this family, living on marginal land and on the edge of poverty, the future seems bleak. “I’m happy that my child has survived and he can continue to see his friends, but for his future I don’t have any hope at all”, says Sok Chin Da. “ But we have to take care of him, we cannot abandon him.”

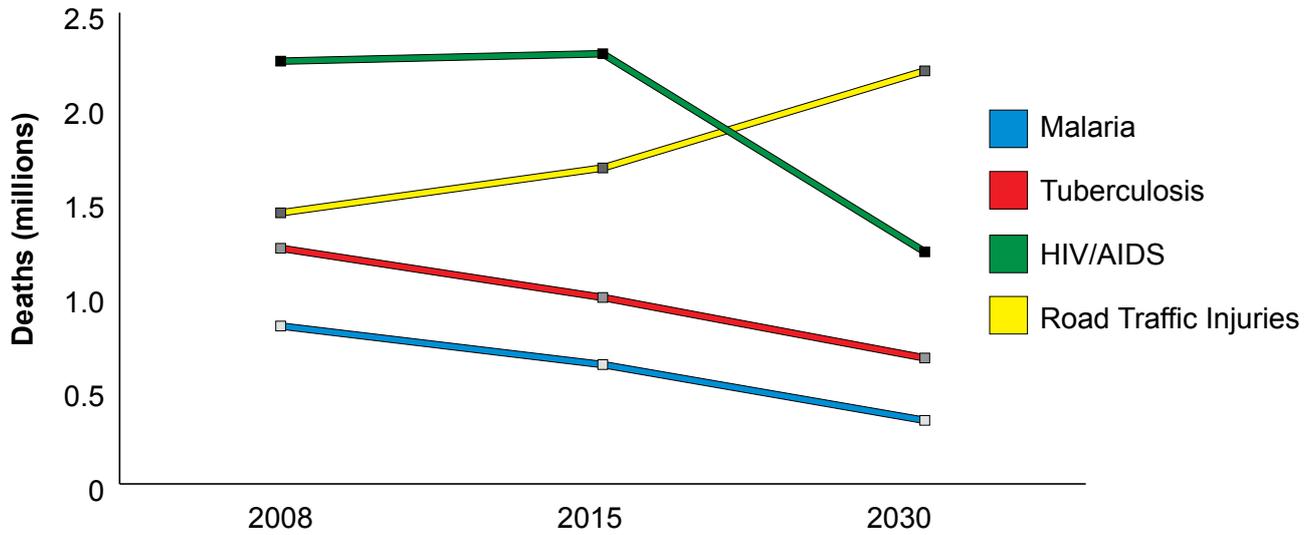


ally within countries there is a lack of accountability and collective responsibility for road mobility and as a consequence “the transport system as we know it today pays little respect to the human ideal of not harming others”. While proposing a range of citizens’ rights in relation to road safety, including a general right to use the road without threat to life or health, the Tylösand Declaration emphasises that children “have special rights within the society and therefore also in the road transport system. Children cannot be seen as responsible users with the freedom to make informed choices. Children have to rely on adults and the society for their protection at all times”. Indeed, children, politically un-enfranchised and at the mercy of events – whether it be a new high speed dual carriageway dividing their home from their school or an unregulated bus company hiring an untrained driver – are entirely blameless victims of a system which, at its worst, not only routinely allows adults to kill or maim them, but sometimes seems to be designed in such a way as to expedite such slaughter.

Why is it then, that in one of the most hazardous environments most of us will experience and use

in our lifetime - the road – the rights of children are so often ignored and neglected, while in so many other areas of policy (e.g. employment, early-years immunisation, education) the framework of rights provided by the Convention on the Rights of the Child is aggressively and effectively used to deliver protection? To find an answer we need to consider first the absence from the road safety community of a narrative that claims road safety as a fundamental human right. Although many NGOs have created impressive local or national programmes for advocacy and practical road injury prevention, their political message and presence has been weak at an international level. This lack of voice contributed to the absence of the UN agencies and children’s NGOs that should be leading the intellectual development of a human rights and child rights case for road safety. UNICEF, while participating in some excellent national road safety programmes and making occasional forays into global advocacy (such as the 2001 Innocenti Centre report on child injury and the 2008 ‘World Report on Child Injury Prevention’ in partnership with WHO) has not yet internalised an issue that is responsible for 1.2 million preventable child deaths and disabilities a year

**FIGURE 1: GLOBAL KILLERS: PROJECTIONS OF GLOBAL MORTALITY (ALL AGES) TO 2030**



Source: Global Burden of Disease, 2008 WHO



despite, as we have seen, a sophisticated understanding and analysis of the issue.

This is not at all a failing or responsibility of one agency alone. As they reach the age of five children seem to become invisible to almost all international policy makers in terms of public health. Much political attention and effort, together with resource from both governments and philanthropies, is now quite correctly directed to the early years when infants and children are at greatest

risk and when their mortality is undoubtedly highest. Post-five, the international community’s policy priority switches from preventing early death to promoting primary education. Yet children remain at risk, particularly of injury. WHO and UNICEF estimate that each day more than 700 children die and many thousands more are disabled as the result of injury in road crashes<sup>6</sup>. By 2015 (the concluding year for the Millennium Development Goals), for example, road injuries are forecast to be the leading burden of premature death and ill health – as measured in Disability Adjusted Life Years, or DALYs – for children over five years of age in developing nations<sup>7</sup>.

With the world’s attention on achieving the MDGs, for their performance in which aid agencies, development NGOs and the public health community are all being held individually and collectively accountable, it is perhaps unsurprising that progress on issues not specifically included in the MDGs has been allowed to slip. But this narrow focus risks becoming dangerous tunnel vision when important health concerns are neglected because they do not fit neatly into categories with which the development community is comfort-



able. The most vocal or ‘fashionable’ issues will inevitably attract a lion’s share of available funding, even if this becomes disproportionate to the scale of the problem. The underfunding of injury is particularly severe, because analysis of global funding for ‘injury prevention’ tends to include billions of dollars in World Bank and regional development bank loans for road construction and rehabilitation which as we have seen, because of failings in project design, implementation and management, can often actually contribute unintentionally to injury causation, exacerbating rather than alleviating road safety problems<sup>8</sup>.

Besides providing the funding for dysfunctional and unsafe road projects in developing countries, the international community’s neglect of road safety has consequences for its wider objectives. As development experts like Prof. Jeffrey Sachs and Dr Kevin Watkins have pointed out, road crashes are not only a growing public health menace in their own right, but also have a serious impact on the very development goals that international communities are working to deliver. Watkins estimates that the economic costs of road crashes could be directly contributing to

between 12-70 million people being in poverty<sup>9</sup> while the burden on already overstretched health services and related budgets means that other health priorities suffer as a consequence. Global education objectives are also hit when at least half a million children of primary and early secondary school age are killed or maimed each year, deprived of their right to an education and even their life, sometimes - ironically and tragically - just because they are trying to cross the road to get to school.

Encouragingly, UNICEF’s recently released 2011 ‘*State of the World’s Children*’ report recognises that the focus on helping children survive their early years has meant too little emphasis on the health and survivability of children as they grow into adolescence. “Lasting change in the lives of children and young people... can only be achieved and sustained by complementing investment in the first decade of life with greater attention and resources applied in the second”, the report concludes. Injury, and in particular road injury, is identified as an area that needs to be addressed. “Injuries are a growing concern in public health in relation to younger children and adolescents

**BOX 8:****Road safety and the Millennium Development Goals**

In recent years there has been renewed interest in the role that transport infrastructure is contributing to the Millennium Development Goals. Today more than a billion people have no access to roads limiting their economic and social activity with negative consequences for growth and poverty reduction. The pro-poor benefits of road investment are well understood and have been highlighted, for example, by the OECD Development Assistance Committee, the Commission for Africa and the UN Millennium Project. The latter, led by Professor Jeffrey Sachs, in 2005 called for a minimum 'MDG compatible' target for rural areas to have access to an all-weather road within two kilometres. This analysis is driving investment in road infrastructure by the leading aid donors and the development banks. Yet in this rush to develop roads, safety has been forgotten.

In a report for the Commission, published at the 2010 MDG summit at UN headquarters in New York, UN development expert and Commission member Dr Kevin Watkins drew attention to the 'missing links' between road safety and the MDGs. He estimated that, based on a simple calculation of the relationship between GDP growth and poverty reduction, the economic costs associated with road traffic crashes (at least US\$100 billion a year in for developing countries) contribute to keeping between 12-70 million people in poverty. Dr Watkins describes road crashes as 'holding back progress towards the international development targets on a global scale', citing the impact of road injuries on children – 260,000 of whom are killed and at least 1 million seriously injured each year - and the burden on health services of dealing with road traffic injuries as having a serious impact on delivery of MDG goals 2, 4, 5 & 6 in particular<sup>11</sup>.



Jeffrey Sachs, UN Special Advisor on the MDGs.

Prof. Jeffrey Sachs has also recently described road crashes as “a crucial part of the overall effort” to improve the environment and quality of life in developing countries. “The key in economic development in general is to bring knowledge to bear of solutions that exist that have not yet been implemented. And in traffic safety those solutions are known, they have been introduced of course in middle income and high income countries to a significant extent, but in the poorest places in the world, there is a need for everything. One finds that the basics of road safety, just as the basics of malaria control, of vaccination, have been put aside...the Millennium Development Goals are a broad framework and road safety has to be part of that. When there is so much death, when there is so much injury, when there is such a burden on poor communities, alleviating that is part of the overall strategy of fighting poverty, fighting the deaths of children, helping communities to be safe. And so this is part of the Millennium Development Goal effort”<sup>12</sup>.



alike. They are the leading cause of death among adolescents aged 10-19...many of these deaths are related to road traffic accidents”, UNICEF acknowledges. “Fatalities from injuries among adolescents are highest among the poor...(B)ecause the rate of urbanisation is most rapid in the poorest regions of sub-Saharan Africa and South Asia – which are also the areas with the greatest share of adolescents in the population – averting injuries in the second decade of life must become a major international health objective”<sup>10</sup>.

Translating this recognition into implementable policy must now be a priority for UNICEF. And a stronger focus on the legal mandate to provide a safe environment for children, as established in the UN Convention for the Rights of the Child, would clarify the ‘human right’ of safety and security on the roads. In particular such a focus would emphasise the State’s role and responsibilities as provider and guarantor of (safe) road mobility for the citizen, a role the State explicitly or tacitly accepts by introducing laws governing use of the road; road-user taxation to pay for infrastructure and police; and the establishment of ministries of transport, infrastructure and communications to

oversee the nation’s network of roads and highways. A direct connection of legal responsibility can be made between these apparatus of State, and the levers of power they have at their disposal, and the state of safety on a country’s roads as it impacts on children. This is not an abstract area in which the State has little or no control. In the context of the UN Convention on the Rights of the Child, a country could be shown to be in breach of its legal (or at least moral) responsibilities if it has failed to introduce measures that aim to ensure progress in creating a safe road environment for children and in reducing child traffic casualties. Not every country can expect to achieve the level of policy and technical sophistication that, say, Sweden is introducing to protect her children. But every country, at every stage of development, can introduce a ‘Safe System’ policy framework to guide operational decisions, with the political and budgetary commitments that flow from that<sup>13</sup>.

The UN Decade of Action for Road Safety provides the opportunity to foster such national ‘Safe System’ approaches, and the UN Convention on the Rights of the Child provides a powerful accountability mechanism that can be deployed



both within government and without. Already, some governments do include road safety in the annual reporting metrics they use to update their citizens and the international community on their progress in meeting their obligations under the UN Convention on the Rights of the Child. Using this precedent, a campaign to persuade all signatories to the Convention to do the same and to publish such an evaluation annually would strengthen the importance of children's road safety nationally and internationally and would provide a metric for evaluation of progress during the Decade of Action.

International adoption of such national Child Right's Reports on Road Safety is one specific objective that child's rights organisations, including UNICEF and the international child-focused NGOs like Save the Children could play an important role in delivering. It is an advocacy role that requires little internal road safety capacity and complements their core concerns for the survival and development of children.

But, as UNICEF's 2011 'State of the World's Children' report acknowledges, there is a larger task

to be done, to systematically address the "major public health objective" of tackling the growing problem of road injury amongst children and adolescents. This task falls squarely within the remit and responsibility of both UNICEF and WHO. Both agencies must do more to address the internal capacity and resources available for injury prevention, so the Commission welcomes the recent decision by the WHO Executive Board to prioritise child injury prevention, and hopes this agenda will be adopted by the World Health Assembly in May 2011. But UNICEF in particular has been sorely missed in this policy area, and the Commission will warmly welcome new leadership on road safety from the UN's agency for children.

Speaking at the Moscow Ministerial in 2009, which coincidentally fell on the 20th anniversary of the Convention on the Rights of the Child, UNICEF's Stephen Allen argued that the UN Convention "serves as an inspiration for every person to make a 'first call for children' in all matters: road safety should be no exception".

The analysis is correct, now the need for action is pressing.



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## CHAPTER 3

# ACCOUNTABILITY IN THE DECADE OF ACTION

Holding international institutions accountable to governments and ensuring good governance in the State's interaction with citizens is key to road safety.

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Over the last ten years a new framework for road safety policy and management has emerged which can powerfully support implementation of, and accountability for, performance during the Decade of Action. The Commission has identified key components, in line with the recommendations of the World Report on Road Traffic Injury Prevention, which we believe are essential ingredients of effective injury prevention programmes. Flowing from adoption of the Safe Systems approach – treating road users, roads, and vehicles as constituent parts of a dynamic whole in which the risk of human error is anticipated in a ‘forgiving’ system that is designed and managed so that its consequences are non-fatal as far as possible, these are:

1. Appointing a lead agency responsible for the road safety management system – to co-ordinate a multi-sector and results orientated approach that promotes accountability and ownership among public authorities, private sector & civil society.
2. Establishing data collection & surveillance systems – for a strong evidence base to develop and implement policy measures and promote further research.
3. Adoption of ambitious targets that focus on ‘high risk’ groups – to stimulate action, measure progress and protect those most likely to be in crashes.
4. Supporting enforcement & public awareness campaigns – to support compliance with the rules of the road and promote a shared responsibility for safer roads.



5. Establishing a reliable source of funding for road injury prevention programmes so that they can be self-sustaining over the long term.

A striking feature of these five components is they are reliant upon a robust framework of good governance. Indeed, the Commission strongly believes that good governance is a prerequisite of effective road injury prevention as demonstrated by countries with the best road safety performance. It is not hard to see why this should be so. The hallmarks of good governance are transparency, accountability, participation, consensus driven, equity and inclusiveness, responsiveness, cost effectiveness, and promotion of the rule of law. All these characteristics are necessary attributes for successful implementation of effective road safety programmes.

Good governance matters because injury prevention requires a systematic effort to change the behaviour of road users. Safety requires a shared responsibility in which we respect each other's use of the road. Managers of road networks are responsible for shaping the 'choice ar-

chitecture' that influences the way in which we travel through our shared mobility space. This involves a range of interventions, from soft guidance or 'nudges' to hard measures that eliminate some options altogether. For example an active speed warning sign is a 'soft' form of guidance whilst a pedestrian zone is a 'hard' measure that eliminates the risk of collision with a motor vehicle all together. In applying such measures, road network managers need to base their decisions on sound evidence that interventions are cost effective, but they also need to work transparently, engaging with the community, consulting all affected groups and not necessarily the most influential. That is why good governance is central to the operation of effective management systems for safety.

It is well established that enforcement is essential in tackling the key risk factors of inappropriate speed, impaired driving, use of helmets and seat belts. Clearly the effectiveness of enforcement depends crucially on its efficiency and respect for the rule of law. Again these are core issues of good governance and pose significant challenges to road injury prevention. According to Trans-



parency International's 2009 Global Corruption Barometer<sup>14</sup>, police are the most likely recipients of bribes throughout the world. Unfortunately in too many countries road traffic police suffer from such corruption issues, prompted by poor employment conditions, training etc. which undermine both public trust and effective enforcement of safety related traffic rules.

Recent international studies have clearly demonstrated the benefits of effective police enforcement, particularly when combined with high intensity social marketing campaigns, community involvement and public awareness initiatives. For example, in New Zealand a sustained, targeted and aggressive campaign against drunk driving using compulsory breath testing showed substantial reductions in night time road crashes. Enforcement alone reduced crashes, but the reductions were far greater when combined with media and local public awareness campaigns. When combined with media campaigns, police enforcement halved the number of crashes involving serious and fatal injuries. Overall the programme returned an estimated \$26 to society for every \$1 spent<sup>15</sup>. This is a powerful example of

the application of good governance to road injury prevention.

A study by the John Hopkins Bloomberg School of Public Health in Uganda in 2008 also showed that effective enforcement pays for itself<sup>16</sup>. Additional police were deployed on four major roads in Kampala at a cost of \$72,000. The result of their activities was an increase in road citations generating \$327,311 accompanied by a 17% drop in road deaths, saving 188 lives. The average cost of the intervention was \$603 per death averted. The study argues that these results make it one of the most cost effective public health investments in a low income country like Uganda; again, an example of good governance contributing to road safety.

The recently created RoadPOL initiative of the World Bank Global Road Safety Facility, featured in our 2009 Make Roads Safe report, offers the potential to increase levels of investment in effective road traffic enforcement. Low cost projects that exchange good practice between countries can also help to make a difference. For example, last year the Government of Moldova requested



an exchange programme involving experts from Georgia and the United Kingdom to tackle road police corruption. Organised by the Eastern Alliance for Safe and Sustainable Transport (EASST) with support from the World Bank Facility, the project has led to the creation of a new Driver Examination Centre and simple measures to promote transparency such as requiring that police officers wear easily identifiable name tags<sup>17</sup>. The Commission believes there is enormous scope to improve the governance of road traffic policing through such examples of sharing good practice, training, provision of new technologies, and improvements and reform of enforcement systems.

Similar issues also arise with driver and vehicle licensing and roadworthiness systems. These are important as they represent gateways into the road network and are critical control points under a 'Safe System' approach to road injury prevention. For example, the deterrent effects of loss of a licence become redundant if they can be obtained corruptly or penalties avoided through bribes. The transparency and reliability of basic road traffic data collection systems is another test for the quality of governance of public authorities.

If levels and types of road injury are not measured accurately then it is very hard not only to develop effective policies to reduce them, but also to persuade politicians holding the purse strings that such policies are needed in the first place. Good governance also has a major role to play in the design, construction and management of road infrastructure projects. Transparency International estimates that mismanagement, inefficiency and corruption range from 10% to 30% of infrastructure project values. Such losses occurring in road construction limit the potential of safety assessment and audits to improve design and reduce resources for road safety related engineering.

For these reasons the Commission strongly believes that much more could be done to promote good governance in road safety and recommends that this become a major feature of the forthcoming Decade of Action. In recent years the United Nations, the Development Banks and some key bilateral donors have become increasingly interested in good governance as a development issue and have committed significant resources to this programme area. The World

WHO Director General Margaret Chan launches UN Road Safety Week in 2007. The WHO has been at the forefront of efforts to promote road safety internationally.



Bank, for example, has committed 10% of its lending, amounting to \$6 billion to improve accountability of public institutions and rule of law<sup>18</sup>. The UK's Department for International Development, together with the World Bank, have supported the Construction Sector Transparency Initiative which aims to improve the quality of governance of infrastructure investment<sup>19</sup>. However, just as development institutions have been slow to recognise the importance of reducing road injury as a contribution to achieving the Millennium Development Goals, so they have also been largely unaware of the relevance of road safety to their work promoting good governance. The Commission, therefore, urges the donor community to include road safety projects within the scope of their wider programmes of investment in good governance. If they do so they will find road safety can quickly deliver tangible evidence of the power of good governance to ordinary citizens by saving their lives and avoiding injury.

Just as good governance and accountability are vital to effective national road safety programmes, so they relevant too at a regional and global level. To be successful in achieving the goal of stabilis-

ing and then reducing the level of road fatalities forecast for 2020, there has to be an increased effort to support implementation of the recommendations of the Decade Plan. The Commission is concerned, however, that the scope for this to happen is at risk because there are still significant gaps in the global governance of road safety within the United Nations system. Ownership, accountability and the concept of the lead agency are all relevant at a global level, but it is exactly in these crucial areas that there is a systemic failure of governance especially within the road transport sector.

In recent years the dynamic leadership on road safety within the United Nations has come from the World Health Organization. This was driven by the WHO's recognition of the increased role of road injury in the global burden of disease and its initiative to launch a five year strategy for road traffic injury prevention in 2001. This led, in partnership with the World Bank, to the publication of the World Report in 2004, and then the adoption of a series of General Assembly resolutions, the creation of the UN Road Safety Collaboration, the first ever Ministerial Conference on Road Safety

Government delegates at the Moscow Ministerial. Opportunities for global cooperation on road safety are few and far between.



and now the Decade of Action. The contribution made by the WHO to this much higher level of interest in road safety as a global issue has been immensely valuable.

The WHO, by bringing a public health perspective to the issue, has also been able to inject a fresh approach to the challenge of road safety in which reducing injury and saving lives has been given a much higher policy priority than ever before. In contrast the transport sector, which typically is the lead agency responsible for road networks, has been less focussed on safety. This is because transport policy has to reconcile competing objectives. Ministers of Transport are concerned to sustain the growth and efficiency of road mobility, to reduce its environmental impact, and to ensure adequate levels of safety. Perhaps not surprisingly safety has struggled to maintain its place among the priority issues of the road transport sector. Too often it is considered as a 'luxury good' that takes a backseat among government priorities. There is a tendency towards a 'ribbon cutting' mentality, opening the latest stretch of paved road and moving on, rather than investing in a 'safe systems for life' approach.

Over the last ten years this tendency of neglect has been challenged by innovative transport policymakers in countries committed to achieving lasting reductions in road fatalities. The 'Vision Zero' and 'Sustainable Safety' concepts of Sweden and the Netherlands are the best examples of the application of the 'Safe System' approach in road transport policy that has delivered unprecedented success in reducing fatality rates and also positively influenced the road safety agenda of the European Union and countries elsewhere such as Australia and New Zealand. But these powerful approaches have yet to make their full impact at a global level especially in the rapidly motorising nations of the G20 and beyond.

The Commission believes that one reason for this is the absence of a global body in the UN dedicated to road transport. The UN does have agencies for aviation and maritime transport (International Civil Aviation Organization and International Maritime Organization respectively) but there is no equivalent organisation for road or land transport. At a global level the road sector suffers from weak levels of ownership and accountability among transport ministries world-

**BOX 9:**

## Regional targets for road safety: good intentions but little progress

UN Regional Commissions have played an important role in encouraging governments to address road safety and to set regional targets, but they tend to lack the institutional profile and power, and the accountability mechanisms, needed to deliver measurable progress.

The UN Economic Commission for Africa, for example, organised the 4th African Road Safety Conference in Accra, Ghana, in 2007 at which 25 transport ministers from African nations agreed to “set and achieve measurable national targets for road safety and traffic-injury prevention in all Member States to contribute to the achievement of Africa’s overall targets to reduce accidents fatalities by half by 2015”<sup>20</sup>, referencing a previous 2005 fatality reduction target set by transport and infrastructure ministers at an African Union-organised meeting<sup>21</sup>. However, there has been no consistent attempt to measure progress in meeting these commitments, and the UNECA has no remit to require that its member states are held accountable.

The UNESCAP (Asia/Pacific) Ministerial Declaration on Improving Road Safety in Asia and the Pacific in Busan, South Korea, in November 2006 saw 42 ministerial-level delegates commit to “save 600,000 lives and to prevent a commensurable number of serious injuries on the roads of Asia and the Pacific over the period 2007 to 2015”<sup>22</sup>. The Busan Declaration specified eight road safety goals, and a complementary set of targets and indicators, to achieve the commitment. While UNESCAP has been more rigorous than UNECA in encouraging progress towards the targets<sup>23</sup>, and has been reinforced by the attention to road safety, including inter-governmental working groups, of the Association of South East Asian Nations (ASEAN) and the Asia-Pacific Economic Cooperation (APEC), there is again no formal accountability mechanism strong enough to require national ownership of the target.

The European Union’s member states endorsed a 50% fatality reduction target for the decade 2001-2010. Although the target was not met (fatalities were reduced from 54,000 in 2001 to 34,000 by 2009, the target for 2010 was 27,000)<sup>24</sup>, the fact of its existence focused political attention on the need to address and improve road safety performance. The progress of the European Commission and individual member governments was regularly reviewed by both the EU Transport Council of Ministers and the European Parliament which could determine which countries were performing above par and which below. NGOs such as the European Transport Safety Council (ETSC) have also played an important role in measuring and publicising performance. The European Commission has subsequently proposed a further 50% reduction target for the decade to 2020.

The experience of the attempts by UN regional commissions to encourage fatality reductions demonstrates that without direct and regular ministerial accountability and supervision, targets are barely worth the paper they are written on. The regional commissions are not to blame – they can only be as strong as their governments allow them to be. The European Commission and the National Highway Transport Safety Administration (NHTSA) in the US are stronger models for continent or region-wide safety management. Clearly, Asia/Pacific and Africa do not have the governance models to enable this kind of system. But a global UN Road Transport Agency, visible and directly accountable to ministers, could be a compromise solution – an agency capable of providing a coordination, technical assistance and accountability role to its members and able to support and strengthen regional cooperation.



wide. This is one of the reasons why the Millennium Development Goals completely overlooked the role of road transport. There was no specialised agency with expertise and focus to contribute to the design and adoption of the MDGs. And today this institutional vacuum creates similar difficulties in mobilising transport ministries to fully grasp opportunities offered by the Decade of Action.

An obvious solution would be to establish a new UN Road Transport Agency (UN-RTA) to serve as the sector's global focal point for road safety. Creating a UN-RTA does not require huge investment in a new international bureaucracy. Indeed the elements of an agency structure already exist within the UN but today they lack an appropriate and effective global mandate. For more than sixty years the United Nations Commission for Europe (UNECE) in Geneva has been working on road transport issues including safety. They have developed legal instruments concerning road traffic and vehicle regulations which are internationally applicable. Indeed, their work on vehicle regulations is already global as a result of an agreement in 1998 to establish the World Forum for

Harmonisation of Vehicle Regulations. No major new resources therefore need to be given to these activities. Creating a UN-RTA is more a question of reassigning roles from the UNECE.

In its present role the Transport Division of the UNECE is trying to extend the global impact of its work in partnership with the other UN Regional Commissions from Asia, Africa, Latin America and the Middle East. With support from the UN Development Account, they have promoted regional road safety targets and encouraged member states from across the world to adopt their legal norms<sup>25</sup>. Periodically UN Regional Commissions have also hosted Ministerial level meetings at which casualty reduction targets have been adopted (see box 9).

Whilst these efforts are useful, the Commission believes that reliance on regional bodies weakens the overall impact of the UN's contribution to road transport and road safety. The current structure lacks the ability to provide political leadership at a global level or provide a sufficiently dynamic platform for exchange of good practice. Furthermore some member states have the impression



that the instruments and regulations generated in Geneva are designed only for a European context. This concern is probably exaggerated but it nevertheless acts as an impediment to wider engagement of non-European member states. Another difficulty is that activity of the UNECE's road safety related Working Parties remains mainly at a technical level. Ministerial engagement is weak and this raises questions about accountability and the potential to lead road safety initiatives in the transport sector.

The success of the first ever Moscow Ministerial Conference on road safety held in 2009 demonstrates the value of high level political events. A mid-term review of the Decade of Action offers a further opportunity for a Ministerial meeting but there needs to be a more systematic global engagement of Ministers responsible for road transport. In recent years the International Transport Forum has provided an annual meeting point for transport ministers (although road safety is not always on the agenda) but its membership is derived mainly from the OECD countries and it lacks any operational relationship with the regulatory and standard setting work of the UN. The World

Road Congress (meeting in September this year in Mexico) is another important forum that brings together national road authorities and relevant Ministers, but its focus is exclusively on road infrastructure issues. The WHO does maintain a high level of political engagement with health ministers through its Annual Health Assembly but the organisation has limited opportunities to work with transport ministers of member states. Since 2004 the UN Road Safety Collaboration has made a positive contribution to the development of good practice in road injury prevention and brings together a dynamic multi-sector group of member states, private sector and civil society organisations, but again it is not a substitute for a forum that would be able to engage with transport ministers worldwide on the full range of policies relevant to road safety.

For all these reasons the Commission now believes that the time is right for a radical overhaul of the way that road transport is handled within the UN. We propose, therefore, that the General Assembly mandate the creation of a UN-RTA. The existing international transport activities of the UNECE should be reallocated to the new

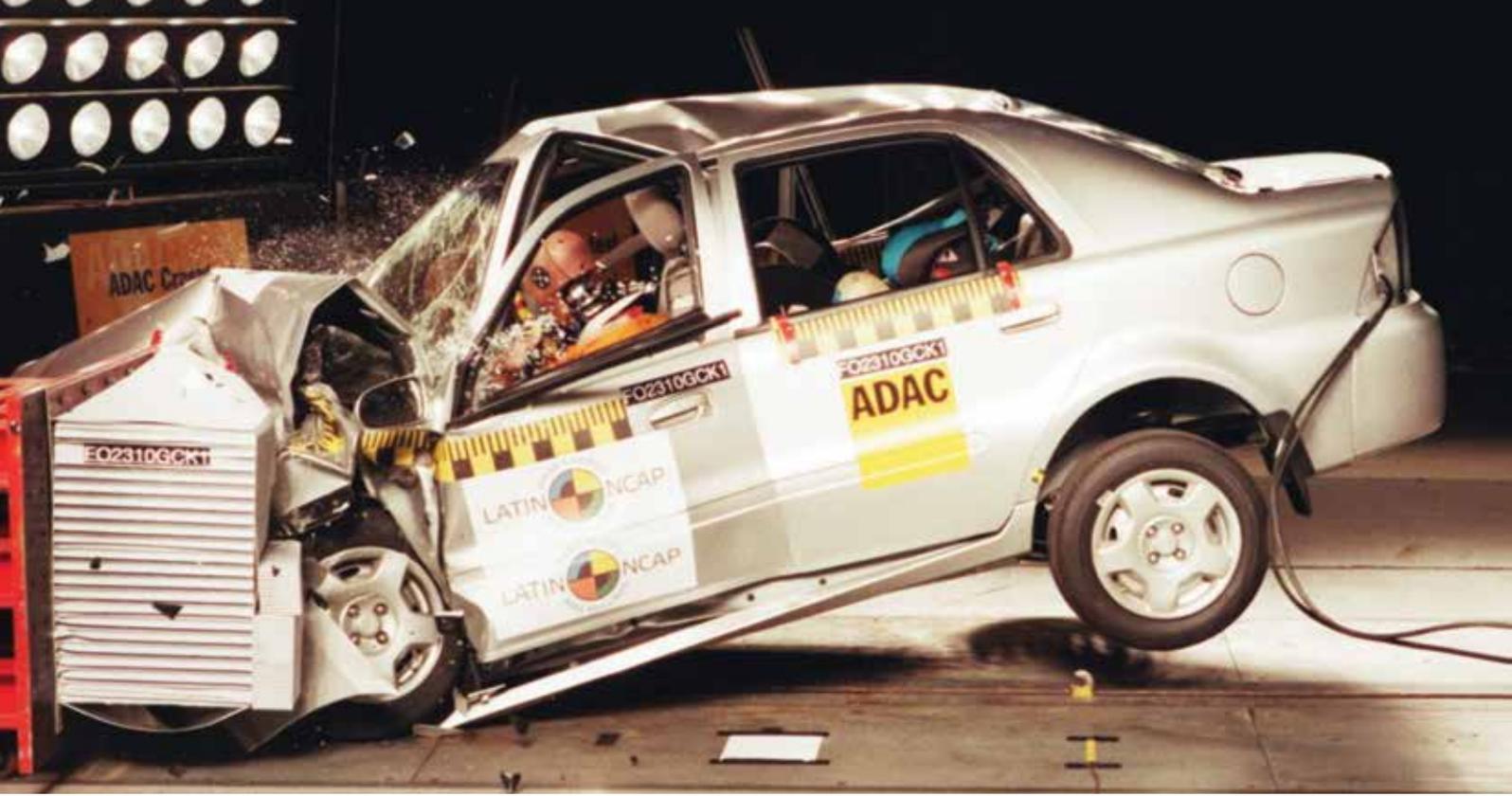


agency, which could work closely with those G20 countries that account for the greatest number of road traffic deaths and injuries. The UN-RTA should be answerable to periodic Ministerial meetings that mandate its work programme and review adopted targets and policies, such as those recommended in the Decade of Action Plan. The UN-RTA would also work closely with the WHO, the Development Banks, the UNRSC, the World Road Association and the UN Regional Commissions continuing the dynamic trend of different regions establishing their own targets and road safety programmes.

The existing structure of road transport related legal instruments could also be consolidated into a new UN Framework Convention for Safe and Sustainable Road Transport (FCSSRT). Developed from the UNECE's Consolidated Resolution on Road Traffic and the Vienna and Geneva Conventions, a new Framework Convention would provide a definitive list of good practice, recommended norms and standards applicable to all UN member states. Whilst the negotiation of a Framework Convention would take some years, its adoption could be a powerful way to sustain

the momentum of road injury prevention beyond the current Decade of Action. The proposed FCSSRT could also include chapters relevant to sustainability issues and environmental aspects of road transport where strong co-benefits can be encouraged between, for example policies promoting fuel economy and speed management.

The Commission believes that a UN-RTA and the adoption of a FCSSRT would give the road transport sector a leading role in promoting safer roads, safer road users, and safer vehicles. Given the forecast tripling of the world's motor vehicle fleet over the next thirty years, there is undoubtedly a need for the international community to respond to both the safety and environmental challenges this unprecedented increase in motorisation will cause. That is why we advocate modernising the UN's approach to road transport. Creating a UN-RTA and adopting a new Framework Convention would give all countries a sense of ownership and participation, and fill in a significant missing link in the global governance of road transport.



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## CHAPTER 4

# DELIVERING ACTION, ACCELERATING PROGRESS

Funding must be increased to deliver the UN's Global Plan for the Decade of Action and catalyse national and local injury prevention.

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The Decade of Action offers a unique opportunity for countries, regions and global institutions to scale up their commitments to road safety. The challenge now is to implement good practices and effective road safety policies. UN General Assembly resolution 64/255 that proclaimed the Decade of Action also called for a plan of action to be prepared to support implementation of its objectives. The UN Road Safety Collaboration, led by the WHO, has now prepared a plan<sup>26</sup> which the Commission is delighted to fully endorse. We believe that the plan's recommended actions across the five pillars of road safety management, safer roads, safer vehicles and safer road users and post-crash care, an excellent starting point for the Decade. We strongly encourage national governments, regional bodies and international organisations to use the plan as a shared framework for action over the next ten years.

A key concern for the Commission is how to ensure that an effective results framework is established by which progress over the next ten years can be monitored. This will ensure accountability and governance for the Decade. The Decade itself has the goal of stabilising and then reducing the forecast level of road fatalities. To achieve this target will require approximately a 50% reduction in forecast road deaths by the end of the Decade, which was the recommendation of our Commission's 2009 report. If this ambitious goal is achieved it could save five million lives and avoid fifty million injuries<sup>27</sup>. What is needed is a range of targets and indicators relevant to the five pillars. The plan of action contains useful recommendations in this regard that will serve the essential process of stimulating activity and monitoring progress.



The Commission believes that the plan's suggested indicators, such as the number of countries with lead agencies, with time limited casualty reduction targets, with accurate data reporting, with a commitment to eliminate high risk roads, that apply global vehicle crashworthiness standards, that enforce evidence based laws for key risk factors, could provide the basis for a new global index for road safety. There are many global indexes such as the World Bank's Development Indicators, the Good Governance Index, the World Economic Forum's Competitiveness Index, and the UN Human Development Index. A similar measurement tool for country commitment to road safety could make a very valuable contribution to the Decade of Action (see box 10).

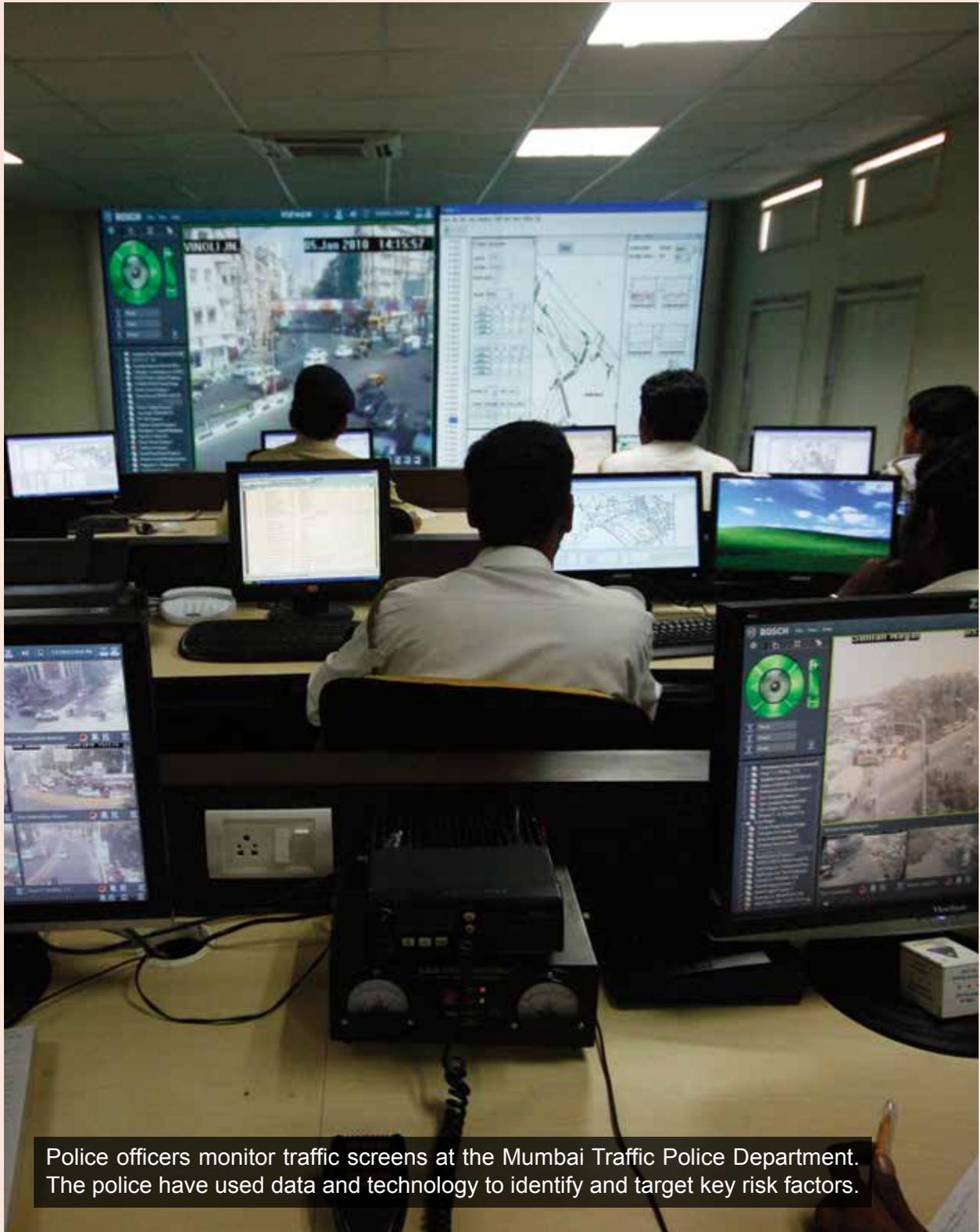
In 2009, with support from Bloomberg Philanthropies, the WHO published the Global Road Safety Status Report. This work, for the first time, provided basic road safety data from the majority of UN Member States. More sophisticated data is also available from the reports of the International Road Accident Traffic Database (IRTAD). Some regional bodies such as the European Union and the UNECE also collect relevant statistics. The

Commission would strongly encourage a continued collaborative effort to develop a Global Road Safety Index that can rank order the road safety performance of countries and regions as far as possible on a comparable basis. Such an index will be of direct assistance to countries as they formulate relevant nation plans, whilst at a global level it would be a powerful instrument to reward best performing countries and provoke action in those that have yet to make progress.

Neither an action plan nor a results framework will in themselves ensure that the Decade can reach its goal of reducing by 50% forecast fatalities in 2020. The key ingredient is additional resources to help countries to develop self-sustaining road injury prevention programmes. In its 2006 Make Roads Safe report the Commission proposed that \$30 million per year be invested in programmes to raise capacity in road injury prevention in developing countries and to support pilot projects that demonstrate good practice. Despite our best efforts the Commission is disappointed at the level of resources being committed to global road safety. With the notable exception of the large commitment made by the Bloomb-

**BOX 10:**

A new global index for road safety



Police officers monitor traffic screens at the Mumbai Traffic Police Department. The police have used data and technology to identify and target key risk factors.

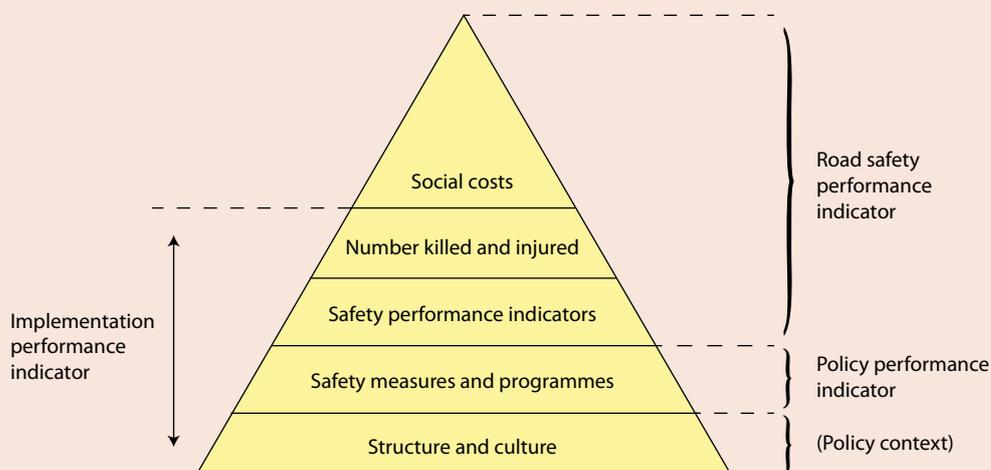
In order to obtain political interest in road safety, and to learn from other countries' 'good practices', it is often helpful to compare one's own safety situation with that of other countries. Tools have been developed for such comparisons. These tools range from simple ratings of countries on their safety outcomes, such as the annual number of fatalities per capita (mortality rate) or per kilometre driven (fatality rate) to more comprehensive comparisons.

These comparisons not only show differences in safety between countries, but to a certain extent also explain such differences in terms of their safety background and measures taken. Based on this countries can learn from other countries and can identify advanced policies in use abroad in order to apply them in one's own country.

Standard procedures for safety comparisons between countries ('benchmarking') are developed following the so-called SUNflower approach in which different indicators are combined to one composite index. Benchmarking compares the performance of a country with other 'best-in-class' practices in other countries. Countries can be ranked using such an index. The advantages of working with a simple index are imminent: simplification, quantification and communication. Without any doubt, such benchmark results using a composite index will attract attention from the media and this can be used to trigger action for making further steps.

To design meaningful comparisons in the field of road safety, the SUNflower approach was developed. SUNflower is the acronym of a series of projects, which started with a comparison of road safety developments in Sweden, the United Kingdom and the Netherlands (the SUN countries). Later this approach was expanded to more countries. The SUNflower approach uses three indicators (and combines them in one index): the first one is an outcome indicator based on the number of killed and injured road users. The second one indicates the quality of the implementation of road safety policies. The third type of indicator indicates the quality of response to road safety problems in policy documents.<sup>28</sup>

Using the SUNflower approach, a global index for road safety could play an important motivational role by enabling countries to measure their performance against neighbours, peers, and the best performing nations.



Representatives of the multilateral development banks meet to coordinate their road safety policies following publication of their 'Joint Statement'.



erg Philanthropies of \$125 million over five years, limited progress has been made in finding new funding sources for road injury.

The global financial crisis of 2008/9 and the fiscal constraints it is now placing on many traditional OECD country donors is an obvious difficulty. The fact that road injury was overlooked as a contributor to the Millennium Development Goals has also resulted in available development assistance resources being switched away from road transport. Similarly, as we argue in Chapter 2, the strong focus on fighting MDG related communicable diseases of major health philanthropies like the Bill and Melinda Gates Foundation have left injury prevention comparatively unfunded. The Commission continues to urge the donor community both public and private to recognise the legitimacy and effectiveness of investing in global road injury programmes. We would particularly request that the Gates Foundation consider broadening its work to include injury prevention and follow the example of Bloomberg Philanthropies by contributing to the Decade of Action. Such investments in road safety are pro-poor, offer remarkable rates of return, promote good gov-



ernance, co-benefits with the environment, and are highly relevant to sustainable development. We also recognise, however, that there is great potential to improve the safety benefits of existing expenditure relevant to road transport.

In our first report published in 2006 we highlighted the major investment that is already being committed to road infrastructure projects, especially by the MDBs. We estimated then that this amounted to at least \$4 billion per annum.



We also drew attention to guidelines developed by the World Bank in 1982 concerning the safety component of road projects. These suggested that safety funding should constitute between 5 to 10% of total project costs. In our 2006 report we recommended that, “10% of total project cost should be considered as an absolute minimum to be allocated to a much more comprehensive system of road infrastructure appraisal and assessment and related road safety measures”<sup>29</sup>.

The Commission is concerned that a ‘business as usual’ approach still pervades the operational activities of the MDBs despite the fresh approach outlined in their 2009 Joint Statement. Road projects worth hundreds of millions are being approved with totally inadequate safeguard policies relating to injury prevention. This in part explains troubling examples such as the Dhaka to Sylhet road project in Bangladesh (see box 11). There seems to be a pattern of systemic failure to integrate safety into project design and safeguard screening. Frequently road safety measures are seen by client countries as an additional and unwelcome project cost, entirely overlooking the long term benefits that will flow from reduced lev-

els of road injury and policing requirements etc. By treating road safety as a ‘luxury upgrade’ rather than a core ingredient, client countries are failing to opt for safe road design, and the MDBs are not yet making the case for road safety strongly and consistently enough to influence client decisions.

The Commission is also aware that projects are being approved in which key outputs include increasing average speed on road corridors (to levels that would be fatal for vulnerable road users) whilst the risk of increased injury remains unmeasured. These projects are routinely subject to detailed environmental impact assessments but far less is done to assess the impact that road rehabilitation may have on crash and injury risks. The Commission welcomes the recent work done by the World Bank Global Road Safety Facility and several MDBs to support the measurement of road safety performance through the application of safety ratings. These safety ratings make transparent to all the general safety level that a new road is expected to achieve for different affected road users.

**BOX 11:****New roads that kill: the Dhaka-Sylhet National Highway, Bangladesh**

Between 1999 and 2005 the 225km Dhaka-Sylhet National Highway, which connects the capital of Bangladesh, Dhaka, with Sylhet in the north, underwent a US \$150 million upgrade as part of the World Bank funded Third Road Rehabilitation and Maintenance Project (RRMP3). By 2008, reported road deaths had increased by 57 per cent from 1998 levels<sup>30</sup>.



The outcome of a brutal head on crash on the Dhaka to Sylhet Highway (N2), Bangladesh 2010.

Driving along the highway, the enormity of the road safety problem becomes quickly apparent. School children, factory workers, farmers and people visiting markets all vie for limited road space with faster moving trucks, buses and cars. At numerous locations, hundreds of people spill out of textile factories onto the highways at the end of their shifts.

The level of infrastructure provision for pedestrians and bicyclists on the highway is very poor. More than 90% of the highway has no footpath in place and the few pedestrian crossings available are infrequent and of poor quality

(there is an average distance of 9km between crossings). Those crossings that have been provided are mostly 'zebra crossings', inappropriate for a road that caters for up to 60,000 vehicles per day and has a speed limit of 80km/h<sup>31</sup>.

There is also a high level of infrastructure related risk for vehicle occupants. High overtaking demand (caused by large speed differentials between vehicles) and very little median separation (96% of the N2 is undivided) contributes to a high risk of serious head-on crashes. Nearly all the roadsides are severe, with fixed objects or steep embankments within 10 metres of the pavement, increasing the risk that a run-off road crash will result in severe injuries. Poor quality intersections are frequent, increasing the likelihood of severe side-on crashes occurring.

It is clear that in the effort to lift the Dhaka-Sylhet Highway to 'modern' standards, safety, particularly for the most vulnerable of road users, was severely neglected. Even before the completion of major upgrades the Bangladeshi non-governmental organisation BRAC predicted that the high speed and traffic generated by the road 'improvements' would expose locals, particularly pedestrians, to even greater risks<sup>32</sup>. Despite BRAC's recommendations, such as pedestrian overpasses or underpasses that favour the vast majority of road users who walk along the highway, and safety guardrails at schools, the level of safety that is now built-in to the road remains poor.

The World Bank's RRMP3 Implementation Completion Report acknowledged that there were road safety shortcomings in the project. It highlighted that although improving safety was an objective, the focus was on 'inputs and processes rather than relevant outcomes.'<sup>33</sup> The Dhaka-Sylhet Highway upgrades reportedly generated \$290 million of benefits through reductions in Vehicle Operating Costs (VOC) and improved travel time savings<sup>34</sup>. Unfortunately, no estimate was made of the economic impact from road crashes. However, with 180 people killed on the highway in 2008, it is probable that any benefits of the upgrades will have been offset to a significant degree by increases in the cost of road trauma.

## New roads that kill: the Naivasha road, Kenya

A 97km stretch of the Naivasha road known as the A104 was 'rehabilitated' with funding from the European Union in 2005, in a road construction project which ran for three years. Previously, the road was in very poor condition and could not cope with increasing volumes of traffic. The road was re-surfaced and raised and a drainage system was developed. Work on the €60 million project was completed in 2008. It forms a key part of the Northern Corridor network linking Mombassa and Nairobi with Kampala in Uganda and on through to Kigali in Rwanda.

The upgraded sections of this road are notorious for crashes. Since the project was completed vehicles can now travel much faster, at speeds of between 100km/h and 130 km/h. With a lack of provision for overtaking, head on collisions at high speed are common. There is little to separate or protect pedestrians and other vulnerable road users from the fast moving trucks, Matatus (taxi/minibuses) and private cars. According to staff at local hospitals, just one 5km stretch of the road sees two or three injury crashes every week<sup>35</sup>. According to the International Road Assessment Programme (iRAP) the standard and design of the infrastructure of these sections and the operating speeds combine to just '2 Star' sections of road for all user groups<sup>36</sup>.

Kambi Somali is a very poor neighbourhood of around 500 homes right alongside the highway. There are no signs or designated crossing points. On average, each month one person from Kambi Somali is involved in a road crash. Children from Kambi Somali are often the victims, attempting to negotiate the high speed road which they have to cross to get to school. Eight year old Stephen Wanjiru was one such victim, killed instantly by a car as he crossed the A104. Casualties are particularly common at the weekend, when children and young people go from Kambi Somali to the football ground opposite the community.

Moses Baraza, 38, lives in Kambi Somali. He was hit by a Matatu in May 2009, broke four ribs and suffered multiple fractures to his leg. Moses could not afford proper medical treatment. Since the crash, he walks with a stick and can only work occasionally. Moses has six children aged between 8 and 17. Since the crash he can rarely pay for his children to attend school. If he doesn't earn, his children don't get an education.



As a result of his injuries Moses Baraza can rarely work and is unable to fund his children's education.

There is chronic underreporting of death and injury. On another 15km stretch of the road which houses refugee camps for people displaced by post-election violence community organisations and local Red Cross teams reported 45 fatalities and 46 critical injuries in a period from November 2009 to November 2010. Official police figures recorded 9 fatalities and 17 critical injuries - community figures were five times higher. Though under-reported, the official figures for the same period do indicate an increase in road fatalities in the years since the road upgrade was completed. From 2001-2005 there were on average 7 fatalities a year on this stretch. In just the two years after completion this increased three fold<sup>37</sup>.



The Commission now strongly believes that as an immediate step the design briefs given to consulting engineers for new road schemes should be amended to make clear that stated desired design speeds are subject to achieving minimum safety ratings. Designs must not be accepted that permit operating speeds higher than the road is engineered and managed to accommodate. New schemes should be supported by a Road Safety Management Plan setting out practical achievable requirements so that the new road will be safe for all classes of road user. These new procedures, along with detailed safety audit at the final stage, should be funded by application of the minimum 10% guideline that the World Bank originally proposed in 1982.

We remain surprised that an input measure of this kind has still not been systematically included in road projects funded by the MDBs and other bilateral donors. We hope that the MDB's joint initiative through the Global Road Safety Facility can attract more grant resources to assist its introduction on a universal basis. But funding for recommended counter-measures should be found within existing project budgets and if, of course,

the 10% minimum rule was applied at least an additional \$400 million each year would be contributed to road safety. Based on the encouraging pilot projects carried out by the International Road Assessment Programme (iRAP) charity it is clear that risk mapping and star rating of road projects provides a means of transparently demonstrating the potential for safety improvements on the existing road network as well as helping ensure safety in the planning and design of new or rehabilitated roads. These surveys provide policymakers and the public with easily understood options to reduce injury risk. In this way road assessments will help promote accountability and good governance, as well as deliver better safety outcomes.

To accelerate implementation of their Joint Statement the Commission recommends that the MDBs jointly develop operational guidance for a new system of Road Safety Impact Assessment and Project Management incorporating consistent measures of safety rating. The MDBs will require additional resources to fund client country participation in the necessary work and it is suggested that these funds should be raised by the Global Road Safety Facility in consultation with



participating MDBs and the donor community. By developing a shared approach the MDBs will reduce their costs and simplify procedures for client countries. A joint initiative like this will ensure that a far larger share of the billions invested annually in roads will deliver the needed reduction in casualties required to meet the goal of the Decade.

To effectively implement all the pillars of the Decade Action Plan, however, will also require increased funding for road safety. Across the world countries need help to launch campaigns pro-

moting helmet and seat belt use, to curb speeding and drunken driving. These are effective and can deliver quick wins in casualty reduction (see box 12). Investment is also needed in capacity building, research and in projects promoting safer infrastructure and post-crash care. In addition to support from the major donor countries alternative funding mechanisms will also be needed.

In recent years new approaches to financing MDG related projects have been promoted by UNITAID led by UN Under-Secretary General, and former French Foreign Minister, Philippe Douste-Blazy. The idea is to use 'micro taxes' or voluntary contributions made by the public when purchasing travel services. Along these lines last year the Massive Good Initiative was launched targeting customers making a flight booking, a hotel reservation, or car rental<sup>38</sup>. With one click they can contribute US\$2 to fighting HIV, malaria and tuberculosis and to improving maternal and child health care in developing countries.

The Commission believes that road safety could also be a strong candidate for the application of similar innovating funding mechanisms. The JD

**BOX 12:**

## Saving lives in the Decade of Action

Achieving the UN goal for the Decade of Action will require dramatic improvements in road safety performance in many countries. But there are clearly identifiable, specific actions across the first four pillars of injury prevention that can enable rapid casualty reduction.

### Building capacity and developing skills

Effective governance and capacity is the cornerstone of successful injury prevention. One example of what is possible is the Argentina Road Safety Project, a \$50 million World Bank investment (with a separate \$25 million infrastructure safety budget) prepared in accordance with the Bank's *Safe System* guidelines. It has been designed to anchor Argentina's new lead agency in a systematic, measurable and accountable investment process that simultaneously builds management capacity while rapidly achieving safety improvements in targeted high-risk corridors<sup>39</sup>.

Other innovative features include an incentive fund to support participation by community-based organizations and municipalities, and international peer-to-peer partnerships which have engaged the International Road Assessment Programme (iRAP) for project corridor surveys and the specification of infrastructure safety improvements, the International Road Traffic Accident Database (IRTAD) Group and the transport and health Ministries from Spain for support with road safety database establishment and management, and the International Road Policing Organization (RoadPOL) for support with the management and delivery of efficient and effective general deterrence road policing in the project corridors.

Encouraging more governments to explore assistance for institutional development of this kind could transform the capacity of countries to meet their road safety challenges.

### Targeting high risk roads

Relatively simple, affordable improvements applied to only a small percentage of the world's roads could have a dramatic effect in reducing road injuries. By refocusing a small proportion of the existing global road construction and maintenance budget – calculated to be approximately \$500 billion a year – it is estimated by the International Road Assessment Programme, a charity working on safe road infrastructure, that some 1.7 million deaths and serious injuries could be prevented annually, generating crash cost savings of at least \$270 billion a year<sup>40</sup>.

Many countries report that serious road crashes are concentrated on a small part of their road network. In India for example, almost 40% of road deaths occur on the national network, which represents about 2% of India's roads. Typically, half of all deaths and serious injuries tend to occur on a country's highest volume 10% of roads. Focusing on these roads is therefore the most cost-effective means of reducing trauma.

Based on estimates from the extensive body of research relating crash savings from proven engineering countermeasures, iRAP estimates that safety improvements on these roads could deliver an average 25% reduction in deaths and serious injuries. In Victoria, Australia for example, a jurisdiction that has already made substantial reductions in crash rates, a \$130 million investment in targeted improvements recently led to a 22% reduction in casualty crashes. In low and middle-income countries, where nine out of ten of the world's deaths occur, it is possible to

envisage even more significant reductions in deaths and serious injuries. Indeed, perhaps unsurprisingly, low-income countries stand to reap the largest benefits from well-targeted investment. In these countries, each death and serious injury could be prevented for around \$2,000. In the middle income countries, the figure is between \$7,000 and \$30,000.

### Promoting safer vehicles

The next decade is forecast to see a doubling in the number of light duty vehicles globally, with all the projected growth in emerging markets<sup>41</sup>. Ensuring these new cars are safe (and clean) is essential if the Decade goal is to be met. While 4 or 5 star occupant protection is now expected in Europe and the United States, new vehicles which only achieve 2 or 3 stars, or fewer, are still being built and sold in many markets, as demonstrated by recent independent crash tests by Latin NCAP<sup>42</sup>. This is unnecessary and unacceptable. The Commission encourages wider implementation of independent new car assessment programmes and in tandem recommends that there should be a minimum set of vehicle safety standards agreed and applied by both producing and importing nations. By 2020 all cars, vans and minibuses should have three point seat belts on all seats, and air bags and the proven active safety technology electronic stability control as standard. Large corporate and government fleets should take the lead and influence the market by adopting a safe vehicle purchasing policy.

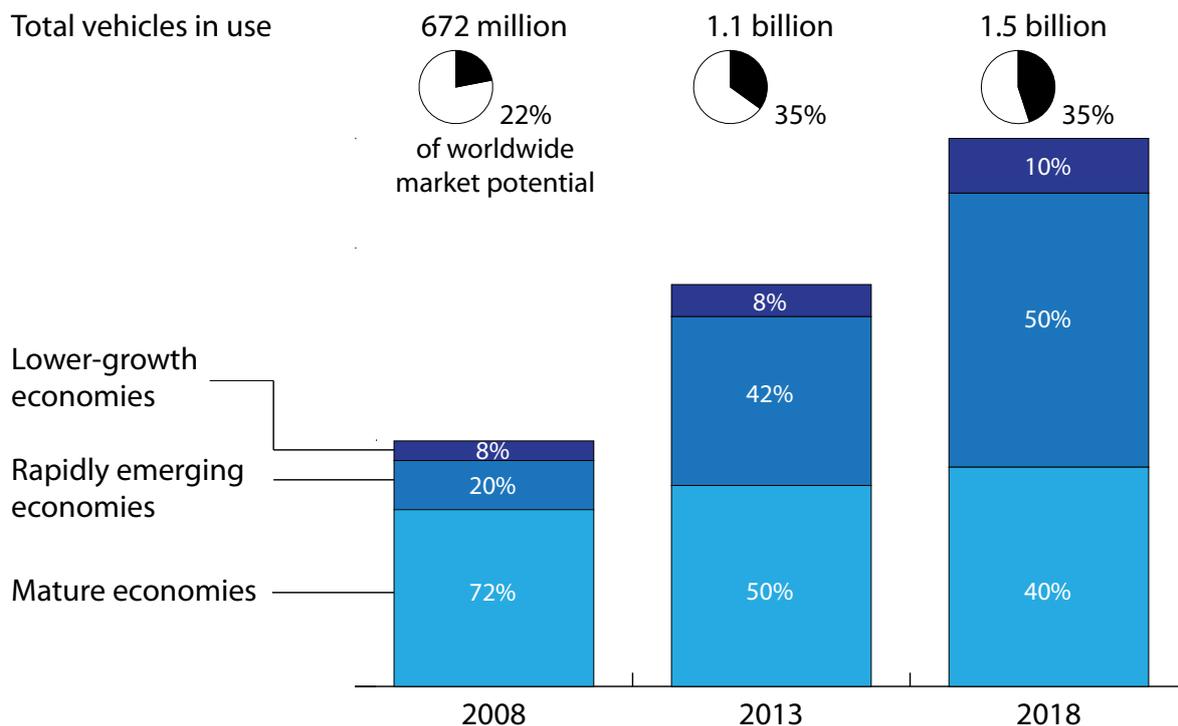
### Prioritising behavioural risk factors

Taking priority action to address the key road injury behavioural ‘risk factors’ (e.g. speed, lack of seat belts or child restraints, lack of helmet use, drink driving) within the overall framework of the ‘Safe System’ approach has the potential to save many lives in the Decade of Action, particularly in those countries where compliance and enforcement levels are currently low and where rapid improvement should be possible with investment and political leadership.

For example WHO’s 2009 Global Status Report on Road Safety<sup>43</sup> found that only 29% of countries have urban speed limits of 50km/h or less, despite clear evidence that crash risk and injury severity to vulnerable road users are significantly reduced by lower speed limits, and particularly in 30km/h zones; only 40% of countries have a comprehensive motorcycle helmet law and require helmets to meet a specific standard; only 38% of low-income and 54% of middle-income countries require seat belts to be used in both front-seat and rear-seat passengers and fewer than half of all countries have a law requiring use of a child restraint in vehicles; only 49% of countries meet the recommended blood/alcohol limit of 0.05 g/dl or less. Encouraging legislation, standards and sustained enforcement in all these areas are priorities identified by the new Global Plan.

The ‘Road Safety in 10 countries’ project funded by Bloomberg Philanthropies and involving a wide range of partners including the Global Road Safety Partnership, the WHO and the World Bank Global Road Safety Facility, is demonstrating how action can be taken across all the key risk factors, based on solid data collection. Other coalitions, such as the Global Helmet Vaccine Initiative (GHVI), are concentrating on specific risk factors – in this case transferring holistic helmet programmes first established in Asia to Africa, Europe and Latin America<sup>44</sup>.

**FIGURE 2: VEHICLE GROWTH TO 2020**



Source: Booz & Company

Power forecast for light vehicle sales in 2011 is 76.5 million for 2011 worldwide<sup>45</sup>. International agreement by governments to levy a small charge on each car sale to contribute to a global fund for road injury prevention would provide sustainable resources of exactly the scale needed to give strong momentum to the Decade of Action. However, a voluntary contribution added to the sale price of each new vehicle sold could be more quickly established and provide the participating vehicle manufacturers with a strong and positive connection to the UN Decade of Action.

Of course the automobile industry already invests substantially in research and in developing technologies which result in safer vehicles. That is why the latest cars on sale in the OECD countries, in response to regulatory requirements and consumer demand, are now much safer than ever before. We also recognise the industry’s support for an integrated approach to road safety involving action by all stakeholders to promote safer roads, safer road users and safer vehicles. Indeed this perspective is similar to the methodology of the five pillar plan of the Decade of Action.

Nevertheless, the Commission believes that the automobile industry should play a leading role in promoting the Decade of Action. Over the next ten years the world will experience an unprecedented growth as the number of cars and light trucks in use are forecast to double (see Figure 2). Last year for the first time sales in emerging markets of 37 million units exceeded those of the mature economies, which amounted to 35 million. The forecast for 2011 is for this transformation to continue with shares of 40.5 and 36 million respectively. As a result the global market for motor vehicles is hugely expanding and the profitability of the automobile industry has recovered from the recession of 2008-9. This growth in markets and profits is occurring in the countries which face the greatest challenge in terms rising levels of road injury.

The Commission, therefore, recommends that the automobile industry should join a major funding initiative for the Decade of Action. Over US\$140 million a year could potentially be raised by launching a ‘Driving Safety Initiative’ in which the automobile manufacturers could encourage consumers to voluntarily contribute US\$2 per new ve-



hicle sold. This could be by means of an ‘opt-out’ system which automatically contributes the donation unless the customer chooses not to participate. Experience in other sectors has demonstrated that this approach can be simple to administer and effective in fundraising. UNICEF, for example, benefits from the “Check Out For Children” scheme run by the Starwood Hotels group. Upon arrival at a Starwood hotel, guests are advised they will be invited to add US\$1 to their bill upon check out, as a donation to UNICEF. Any guest not wishing to donate merely informs reception accordingly. This partnership has raised more than US\$22 million to support UNICEF’s work.

The Road Safety Fund recently established by the WHO and the FIA Foundation (see box 13), is ideally placed to serve as host for such a scheme in the automotive sector and direct resources to the large number of projects that will need support during the Decade. The Commission is convinced that a joint marketing initiative, backed by all the major companies, would be very successful in persuading millions of car buyers to donate an extra \$2 on the purchase price. Other related

industries such as components, tyres, fuels and insurance could also participate and offer their customers ways of making a similar voluntary contribution to support the Decade.

Road safety does not require the billions that have been committed to the MDGs, but new resources are needed now to encourage countries and regions to implement the recommended actions of the Decade Plan. The Commission has identified three potential sources: further commitments by major philanthropic foundations, enhanced leveraging of safety investments in MDB road and urban transport programmes, and an innovative voluntary funding scheme by the automotive industry. Together these three proposals have the potential to make a huge difference to the Decade; the difference between ‘business as usual’ and a relentless rise in road trauma, or achieving a definitive downturn in death and injury on the world’s roads.

**BOX 13:****Road Safety Fund**

Global road safety has lacked a cohesive focal point for philanthropic, corporate and individual donations to injury prevention. In comparison to other leading global health issues, the road safety community's approach has been disparate and uncoordinated, and has suffered underinvestment as a result.

In 2005 the Global Road Safety Facility (GRSF) was established, with the World Bank and the FIA Foundation as leading donors. Australia, Netherlands and Sweden also contributed. The Facility has focused primarily on country capacity reviews as a catalytic measure, and on encouraging road infrastructure safety both internally within the MDBs and with client countries. Modest GRSF grants have generated substantial road safety investments at the country level. For example, GRSF financing of iRAP surveys in Peru and India has leveraged at least \$60 million of infrastructure safety improvements. GRSF grants to support capacity reviews and enhanced international cooperation guided the preparation of a \$50 million road safety project in Argentina which will in turn leverage technical support of considerable value. Attribution of these initiatives directly to GRSF support implies leveraging ratios of around 200:1<sup>46</sup>. The Facility is well placed to guide the development of the MDB's joint initiative on road safety arising from their 'Joint Statement' of 2009.

To complement this effort, the Road Safety Fund<sup>47</sup> has been established as the official fundraising mechanism for the UN Decade of Action by the World Health Organization (WHO), as the coordinating agency for road safety within the UN system, and the FIA Foundation. The Road Safety Fund fulfils a need for a single identifiable focus for corporate, philanthropic and public investment in road injury prevention programmes.

The Fund is intended to complement the work of the GRSF by generating funding for a portfolio of evidence-based implementation projects and practical research designed to build local road safety capacity and transferable innovation. The Fund can also provide a viable clearing house for effective, transparent and accountable distribution of the proceeds from new innovative financing arrangements, such as the road safety levy on new car sales proposed by the Commission.

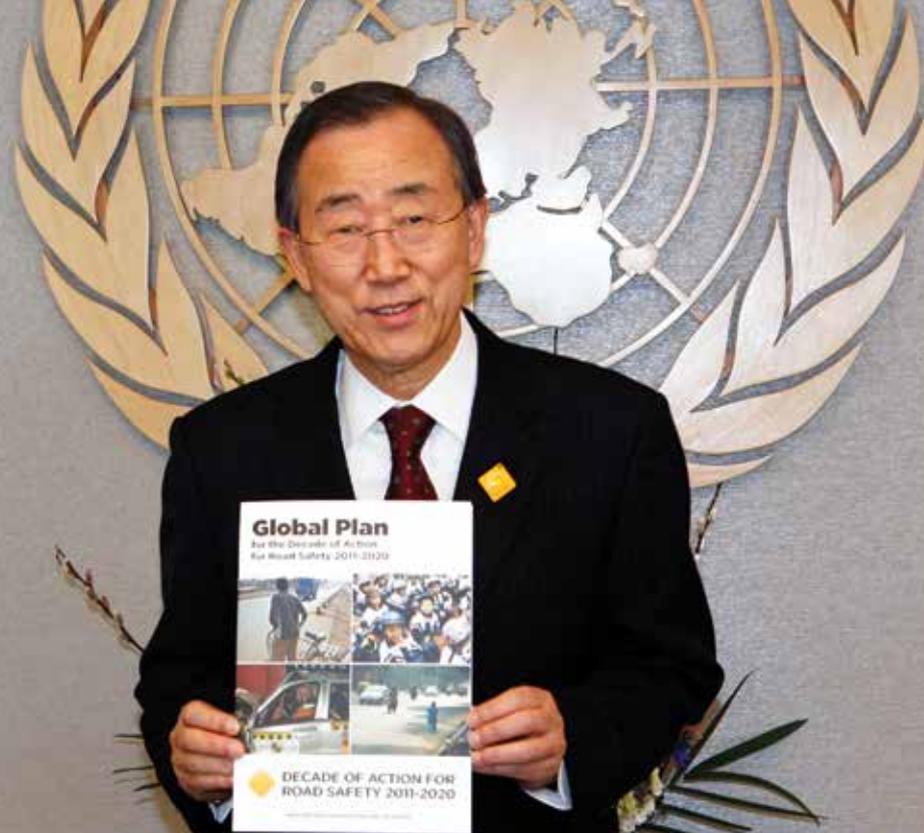
Companies that make a philanthropic investment in the Fund can become official 'Supporters of the Decade of Action', with the right to use the Tag symbol of the Decade, and will be contributing to life-saving programmes managed within the framework of the Global Plan established by the UN Road Safety Collaboration. Individuals, whether high value donors or members of the public giving a precious \$10 donation, will be demonstrating their solidarity with the UN Decade of Action and the millions of people it is intended to protect.

Administration of the Road Safety Fund is provided without cost by the FIA Foundation, a UK charity, which is also a donor to both the Fund and the Facility. Neither the WHO nor the FIA Foundation receive any financial benefit from donations to the Road Safety Fund.

Working in partnership through the Decade of Action the Global Road Safety Facility and the Road Safety Fund have a clear objective: to match the funding available for road safety to the scale of the global epidemic of death and injury.



Movie star and global road safety ambassador Michelle Yeoh visits a helmet project in Cambodia supported by the Road Safety Fund.



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## CHAPTER 5

# TIME FOR ACTION

Five million lives could be saved over the next ten years if the international community and governments across the world make road safety a priority.

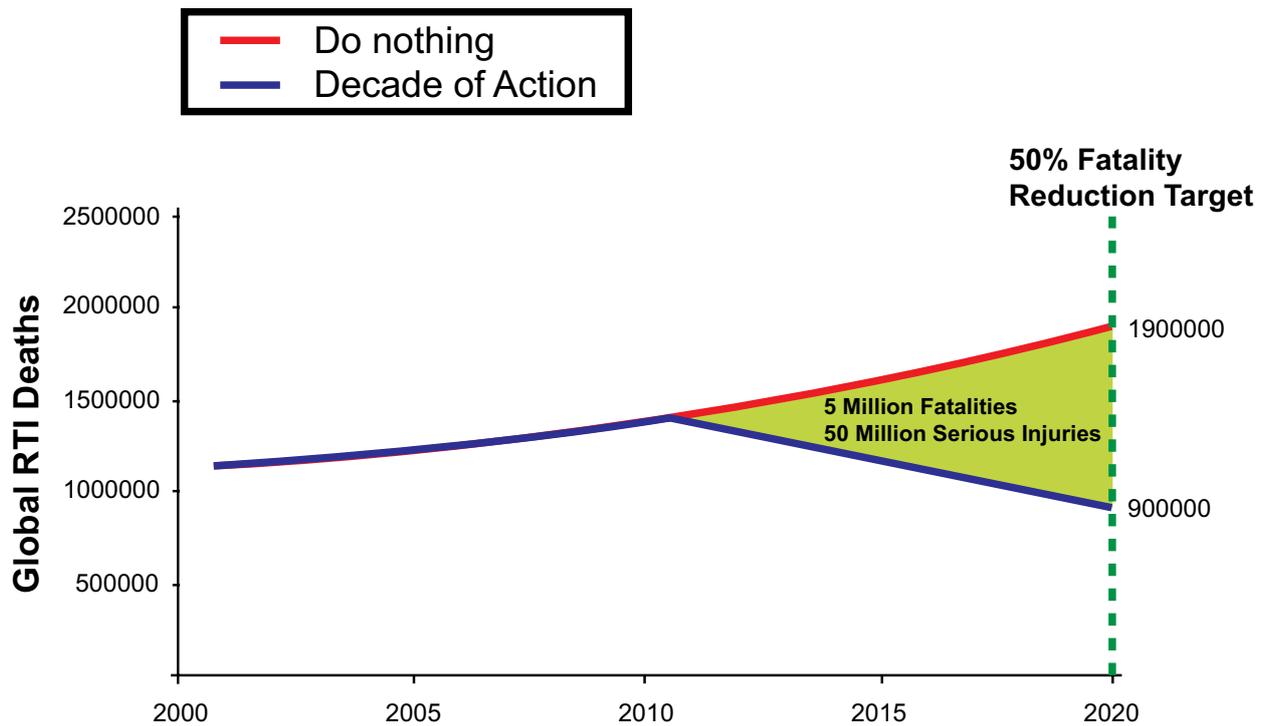
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This report is published exactly one month before the global launch of the UN Decade of Action for Road Safety. This is the time for the unimplemented rhetoric, the unfulfilled pledges and the vague promises to end. Above all it is time for a step-change in the way the international community, and its component elements: governments, bilateral donors, multilateral agencies, corporations and philanthropies, respond to this 21<sup>st</sup> century public health epidemic. Road safety has been neglected or side-lined, particularly in the developing world, for far too long. In the past those who ignored this issue could reasonably claim ignorance of the scale and impact of road traffic injuries. Those who failed to include injury prevention in the world's sustainable development agenda could argue that it was a diversion from more pressing needs. No longer. Now there are no excuses and there can be no prevarication. The facts, thanks to reports published by WHO, the World Bank, the OECD and our own Com-

mission, are clear and irrefutable. The current level of death and injury and despair cause by road crashes, let alone the future projections, is as the UN Secretary General, Ban Ki-moon, has recently said, 'totally unacceptable'. Protecting children from road injury is now being described by UNICEF as a cause that should be 'a major international health objective'.

The United Nations General Assembly, and the hundred governments which co-sponsored the resolution for the Decade of Action, have laid down the challenge: stabilise and reduce global road fatalities by 2020. This is the UN mandate for action. We have a Global Plan of Action which is a blueprint that carries the support and moral force of WHO, the multilateral development banks, the UN regional commissions, many governments and all the major NGOs working in road injury prevention. We have the road infrastructure safety initiative of the multilateral development

**FIGURE 3: CHANGING DIRECTION: POTENTIAL OF A DECADE OF ACTION FOR ROAD SAFETY**



Source: Guria, J (2009)

banks, guided by the World Bank Global Road Safety Facility, providing new focus on safety in MDB-financed road construction programmes. We have the new Road Safety Fund created to increase investment in road injury prevention by corporates, donors and the public. And we have the momentum of governments, cities, companies and activists across the world preparing to launch a sustained effort to reduce death and injury during the Decade of Action.

The Commission for Global Road Safety is proud of the role we have played in helping to reach this point. But the past is the past, and what matters now is how we all act in the future. This report has set out new recommendations that will, if implemented, help to achieve the UN goal for the Decade of Action and establish a sustainable and effective framework for road safety intervention for the decades beyond. Some of our recommendations are ambitious, some are critical of the status quo, some, we hope, are creative in designing new governance and funding mechanisms that could transform the way road safety is supported. We look forward to debating and campaigning on these issues in the months and years ahead. But

none of these recommendations is intended to delay the delivery of action *now*. Every six seconds someone dies or is seriously injured on the world’s roads. So there is no time to waste.

Together, we can save millions of lives. This is the challenge, this is the opportunity. It is Time for Action.



## ANNEX A: UN GENERAL ASSEMBLY RESOLUTION 64/255

United Nations

A/RES/64/255



General Assembly

Distr.: General  
10 May 2010

Sixty-fourth session  
Agenda item 46

### Resolution adopted by the General Assembly

[without reference to a Main Committee (A/64/L.44/Rev.1 and Add.1)]

#### 64/255. Improving global road safety

*The General Assembly,*

*Recalling* its resolutions 57/309 of 22 May 2003, 58/9 of 5 November 2003, 58/289 of 14 April 2004, 60/5 of 26 October 2005 and 62/244 of 31 March 2008 on improving global road safety,

*Having considered* the note by the Secretary-General transmitting the report on improving global road safety and the recommendations contained therein,<sup>1</sup>

*Recognizing* the tremendous global burden of mortality resulting from road traffic crashes, as well as the twenty to fifty million people who incur each year non-fatal road traffic injuries, many of whom are left with lifelong disabilities,

*Noting* that this major public health problem has a broad range of social and economic consequences which, if unaddressed, may affect the sustainable development of countries and hinder progress towards the Millennium Development Goals,

*Underlining* the importance for Member States to continue using the *World Report on Road Traffic Injury Prevention* as a framework for road safety efforts and implementing its recommendations, as appropriate, by paying particular attention to the main risk factors identified, including the non-use of safety belts and child restraints, the non-use of helmets, driving under the influence of alcohol and drugs, inappropriate and excessive speed and the lack of appropriate infrastructure, by strengthening road safety management and by paying particular attention also to the needs of vulnerable road users, such as pedestrians, cyclists and motorcyclists, and users of unsafe public transport, as well as by improving post-crash care for victims of road crashes,

*Commending* the World Health Organization for its role in implementing the mandate conferred upon it by the General Assembly to work in close cooperation with the United Nations regional commissions to coordinate road safety issues within the United Nations system, and commending also the progress of the United

<sup>1</sup> A/64/266.

09-47713



Please recycle The recycling symbol, consisting of three chasing arrows forming a triangle.

A/RES/64/255

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Nations Road Safety Collaboration as a consultative mechanism whose members provide Governments and civil society with good practice guidelines to support action to tackle the major road safety risk factors and support their implementation,

*Recognizing* the work of the United Nations regional commissions and their subsidiary bodies in increasing their road safety activities and advocating increased political commitment to road safety, and in this context welcoming the conclusions and recommendations of the project “Improving global road safety: setting regional and national road traffic casualty reduction targets”, implemented by the United Nations regional commissions to assist low- and middle-income countries in setting and achieving road traffic casualty reduction targets,

*Acknowledging* the Ministerial Declaration on Violence and Injury Prevention in the Americas signed by the Ministers of Health of the Americas during the Ministerial Meeting on Violence and Injury Prevention in the Americas, held in Mérida, Mexico, on 14 March 2008, the Doha Declaration and other outcomes of the workshop on building the Arab Mashreq road safety partnership organized by the Economic and Social Commission for Western Asia in Doha on 21 and 22 October 2008,<sup>2</sup> the conclusions and recommendations of the Economic Commission for Europe conference on the theme “Improving Road Traffic Safety in South-Eastern Europe: Setting Regional and National Road Traffic Casualty Reduction Targets”, held in Halkida, Greece, on 25 and 26 June 2009, the workshop on setting regional and national road traffic casualty reduction targets in the Economic and Social Commission for Western Asia region organized by the Commission, in collaboration with the United Arab Emirates National Authority for Transportation, in Abu Dhabi on 16 and 17 June 2009, the conference on the theme “Make Roads Safe Africa” organized by the Economic Commission for Africa in Dar es Salaam, United Republic of Tanzania, on 8 July 2009, the Ministerial Declaration on Improving Road Safety in Asia and the Pacific, adopted at the Ministerial Conference on Transport organized by the Economic and Social Commission for Asia and the Pacific in Busan, Republic of Korea, from 6 to 11 November 2006,<sup>3</sup> and the recommendations of the Expert Group Meeting on Improving Road Safety organized by the Economic and Social Commission for Asia and the Pacific in Bangkok from 2 to 4 September 2009, noting, in particular, the usefulness of compiling guidelines outlining best practices in road safety improvement in the region, as well as the outcomes of expert group meetings on improving road safety organized by the Economic and Social Commission for Asia and the Pacific in 2008 and 2009,

*Acknowledging also* a number of other important international efforts on road safety, including the report of the International Transport Forum of the Organization for Economic Cooperation and Development entitled *Towards Zero: Ambitious Road Safety Targets and the Safe System Approach*, the International Conference on Road Safety at Work, held in Washington, D.C., from 16 to 18 February 2009, and the conference on the theme “Road Safety at Work”, held in Dublin on 15 June 2009, which highlighted the importance of fleet safety and the important role of the private sector in addressing driving behaviour concerns among their workers,

*Noting* all national and regional initiatives to raise awareness of road safety issues,

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<sup>2</sup> See E/ESCWA/EDGD/2008/5.

<sup>3</sup> E/ESCAP/63/13, chap. IV.

*Noting also* the important role of the World Bank Global Road Safety Facility as a funding mechanism to support capacity-building and provide technical support for road safety and as a means to increase the resources needed to address road safety in low- and middle-income countries, acknowledging the increase in funding to support national, regional and global road safety work, and welcoming, in particular, the financial assistance given to the World Health Organization and the Global Road Safety Facility by all donors, including the Governments of Australia, the Netherlands and Sweden, and by Bloomberg Philanthropies and the FIA Foundation for the Automobile and Society,

*Noting further* the work of the International Organization for Standardization to develop standards for road traffic safety management systems,

*Taking note* of the report of the Commission for Global Road Safety entitled *Make Roads Safe: A Decade of Action for Road Safety*, which links road safety with sustainable development and calls for a decade of action on road safety, and taking note also of the “Make Roads Safe” campaign as a global tool for increasing awareness and advocating increased funding for road safety,

*Recognizing* the World Health Organization publication entitled *Global Status Report on Road Safety: Time for Action*, which provides the first assessment of the road safety situation at the global level and highlights the fact that half of all road traffic deaths are among vulnerable road users, as well as the relatively low proportion of the countries in the world that have comprehensive legislation on key road safety risk factors,

*Welcoming* the joint statement by the World Bank and the six leading multilateral development banks, namely, the African Development Bank, the Asian Development Bank, the European Bank for Reconstruction and Development, the European Investment Bank, the Inter-American Development Bank and the Islamic Development Bank, in which they undertook to cooperate on increasing the road safety component of their infrastructure programmes through better coordination of their investments and through the application of safety audits and assessments of road infrastructure projects,

*Expressing its concern* at the continued increase in road traffic fatalities and injuries worldwide, in particular in low- and middle-income countries, bearing in mind that the fatality rate within the road system is considerably higher than the fatality rate within other transport systems, even in high-income countries,

*Recognizing* the efforts made by some low- and middle-income countries to implement best practices, to set ambitious targets and to monitor road traffic fatalities,

*Reaffirming* the need to further strengthen international cooperation and knowledge-sharing in road safety, taking into account the needs of low- and middle-income countries,

*Recognizing* that a solution to the global road safety crisis can be achieved only through multisectoral collaboration and partnerships among all concerned in both the public and the private sectors, with the involvement of civil society,

*Recognizing also* the role of research in informing policy-based decisions on road safety and in monitoring and evaluating the effect of interventions, as well as the need for more research to address the emerging issue of distractions in traffic as a risk factor for road traffic crashes,

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*Acknowledging* the leading role of Oman in drawing the attention of the international community to the global road safety crisis,

*Commending* the Government of the Russian Federation for hosting the first Global Ministerial Conference on Road Safety, held in Moscow on 19 and 20 November 2009, which brought together delegations of ministers and representatives dealing with transport, health, education, safety and related traffic law enforcement issues and which culminated in a declaration inviting the General Assembly to declare a decade of action for road safety,<sup>4</sup>

1. *Welcomes* the declaration adopted at the first Global Ministerial Conference on Road Safety, held in Moscow on 19 and 20 November 2009;<sup>4</sup>

2. *Proclaims* the period 2011–2020 as the Decade of Action for Road Safety, with a goal to stabilize and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels;

3. *Requests* the World Health Organization and the United Nations regional commissions, in cooperation with other partners in the United Nations Road Safety Collaboration and other stakeholders, to prepare a plan of action of the Decade as a guiding document to support the implementation of its objectives;

4. *Reaffirms* the importance of addressing global road safety issues and the need to further strengthen international cooperation, taking into account the needs of low- and middle-income countries, including those of the least developed countries and African countries, by building capacity in the field of road safety and by providing financial and technical support for their efforts;

5. *Acknowledges* that multilateral technical and financial assistance in support of capacity-building for enhancing road safety should be provided in a predictable and timely manner without unwarranted conditionalities, considering that there is no one-size-fits-all formula and considering also the specific situation of each country based on its needs and priorities;

6. *Calls upon* Member States to implement road safety activities, particularly in the areas of road safety management, road infrastructure, vehicle safety, road user behaviour, including distractions in traffic, road safety education and post-crash care, including rehabilitation for people with disabilities, based on the plan of action;

7. *Invites* all Member States to set their own national road traffic casualty reduction targets to be achieved by the end of the Decade, in line with the plan of action;

8. *Calls for* the inclusion within the plan of action of activities that pay attention to the needs of all road users, in particular pedestrians, cyclists and other vulnerable road users in low- and middle-income countries, through support for appropriate legislation and policy and infrastructure and by increasing sustainable means of transport, and in this regard invites international financial institutions and regional development banks to assist developing countries in building sustainable mass transportation systems with a view to reducing road traffic accidents;

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<sup>4</sup> A/64/540, annex.

9. *Also calls for* joint multisectoral action to increase the proportion of countries with comprehensive legislation on key risk factors for road traffic injuries, including the non-use of seat belts and child restraints and helmets, drink-driving and speed, from the 15 per cent identified in the *Global Status Report on Road Safety: Time for Action* to over 50 per cent by the end of the Decade, and encourages Member States to strengthen their enforcement of existing road safety legislation on these risk factors;

10. *Encourages* Governments, public and private corporations, non-governmental organizations and multilateral organizations to take action, as appropriate, to discourage distractions in traffic, including texting while driving, which lead to increased morbidity and mortality owing to road crashes;

11. *Invites* Governments to take a leading role in implementing the activities of the Decade, while fostering a multisectoral collaboration of efforts that includes academia, the private sector, professional associations, non-governmental organizations and civil society, including national Red Cross and Red Crescent Societies, victims' organizations and youth organizations, and the media;

12. *Invites* Member States, international organizations, development banks and funding agencies, foundations, professional associations and private sector companies to consider providing adequate and additional funding to activities relating to the Decade;

13. *Requests* the United Nations Road Safety Collaboration to continue its role of informal consultative mechanism, including for the implementation of activities relating to the Decade;

14. *Invites* the World Health Organization and the United Nations regional commissions, in cooperation with other partners in the United Nations Road Safety Collaboration, to organize the second United Nations Global Road Safety Week to launch the Decade;

15. *Encourages* Member States to continue to strengthen their commitment to road safety, including by observing the World Day of Remembrance for Road Traffic Victims on the third Sunday of November every year;

16. *Also encourages* Member States to become contracting parties to and to implement the United Nations road safety-related legal instruments, as well as to adhere to the Convention on the Rights of Persons with Disabilities;<sup>5</sup>

17. *Invites* the World Health Organization and the United Nations regional commissions to coordinate regular monitoring, within the framework of the United Nations Road Safety Collaboration, of global progress towards meeting the targets identified in the plan of action and to develop global status reports on road safety and other appropriate monitoring tools;

18. *Invites* Member States and the international community to integrate road safety into other international agendas, such as those on development, environment and urbanization;

19. *Acknowledges* the importance of midterm and final reviews of the progress achieved over the Decade, and invites interested Member States, in consultation with the United Nations Road Safety Collaboration, to organize

<sup>5</sup> Resolution 61/106, annex I.

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international, regional and national meetings to assess the implementation of the Decade;

20. *Decides* to include in the provisional agenda of its sixty-sixth session the item entitled “Global road safety crisis”, and requests the Secretary-General to report to the General Assembly at that session on the progress made in the attainment of the objectives of the Decade.

*74th plenary meeting  
2 March 2010*

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## ANNEX B: MOSCOW DECLARATION

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TIME FOR ACTION



FIRST GLOBAL MINISTERIAL CONFERENCE  
O N R O A D S A F E T Y  
M O S C O W 2 0 0 9

We, the Ministers and heads of delegations as well as representatives of international, regional and sub-regional governmental and nongovernmental organizations and private bodies gathered in Moscow, Russian Federation, from 19–20 November 2009 for the First Global Ministerial Conference on Road Safety,

*Acknowledging* the leadership of the Government of the Russian Federation in preparing and hosting this First Global Ministerial Conference on Road Safety and the leadership of the Government of the Sultanate of Oman in leading the process for adoption of related United Nations General Assembly resolutions,

*Aware* that as described in the 2004 World Health Organization/World Bank *World report on road traffic injury prevention* and subsequent publications, road traffic injuries are a major public health problem and leading cause of death and injury around the world and that road crashes kill more than 1.2 million people and injure or disable as many as 50 million a year, placing road traffic crashes as the leading cause of death for children and young people aged 5–29 years,

*Concerned* that more than 90% of road traffic deaths occur in low-income and middle-income countries and that in these countries the most vulnerable are pedestrians, cyclists, users of motorised two- and three-wheelers and passengers on unsafe public transport,

*Conscious* that in addition to the enormous suffering caused by road traffic deaths and injuries to victims and their families, the annual cost of road traffic injuries in low-income and middle-income countries runs to over USD 65 billion exceeding the total amount received in development assistance and representing 1–1.5% of gross national product, thus affecting the sustainable development of countries,

*Convinced* that without appropriate action the problem will only worsen in the future when, according to projections, by the year 2020 road traffic deaths will become one of the leading causes of death particularly for low-income and middle-income countries,

*Underlining* that the reasons for road traffic deaths and injuries and their consequences are known and can be prevented and that these reasons include inappropriate and excessive speeding; drinking and driving; failure to appropriately use seat-belts, child restraints, helmets and other safety equipment; the use of vehicles that are old, poorly maintained or lacking safety features; poorly designed or insufficiently maintained road infrastructure, in particular infrastructure which fails to protect pedestrians; poor or unsafe public transportation systems; lack of or insufficient enforcement of traffic legislation; lack of political awareness and lack of adequate trauma care and rehabilitation,

*Recognizing* that a large proportion of road traffic deaths and injuries occur in the context of professional activities, and that a contribution can be made to road safety by implementing fleet safety measures,

*Aware* that over the last thirty years many high-income countries have achieved substantial reductions in road traffic deaths and injuries through sustained commitment to well-targeted, evidence-based injury prevention programmes, and that with further effort, fatality free road transport networks are increasingly feasible, and that high-income countries should, therefore, continue to establish and achieve ambitious road casualty reduction targets, and support global exchange of good practices in road injury prevention,

*Recognizing* the efforts made by some low- and middle-income countries to implement best practices, set ambitious targets and monitor road traffic fatalities,

*Acknowledging* the work of the United Nations system, in particular the long standing work of the United Nations Regional Commissions and the leadership of the World Health Organization, to advocate for greater political commitment to road safety, increase road safety activities, promote best practices, and coordinate road safety issues within the United Nations system,

*Also acknowledging* the progress of the United Nations Road Safety Collaboration as a consultative mechanism whose members are committed to road safety and whose activities include providing governments and civil society with guidance on good practice to support action to tackle major road safety risk factors,

*Acknowledging* the work of other stakeholders, including intergovernmental agencies; regional financial institutions, nongovernmental and civil society organizations, and other private bodies,

*Acknowledging* the role of the Global Road Safety Facility established by the World Bank as the first funding mechanism to support capacity building and provide technical support for road safety at global, regional and country levels,

*Acknowledging* the report of the Commission for Global Road Safety *Make roads safe: a new priority for sustainable development* which links road safety with sustainable development and calls for increased resources and a new commitment to road infrastructure safety assessment,

*Acknowledging* the findings of the report of the International Transport Forum and the Organisation for Economic Co-operation and Development *Towards zero: ambitious road safety targets and the safe system approach* and its recommendation that all countries regardless of their level of road safety performance move to a safe system approach to achieve ambitious targets,

*Acknowledging* the findings of the World Health Organization/UNICEF *World report on child injury prevention* which identifies road traffic injuries as the leading cause of all unintentional injuries to children and describes the physical and developmental characteristics which place children at particular risk,

*Recognizing* that the solution to the global road safety crisis can only be implemented through multi-sectoral collaboration and partnerships among all concerned in both public and private sectors, with the involvement of civil society,

*Recognizing* that road safety is a 'cross cutting' issue which can contribute significantly to the achievement of the Millennium Development Goals and that capacity building in road traffic injury prevention should be fully integrated into national development strategies for transport, environment and health, and supported by multilateral and bilateral institutions through a better aligned, effective, and harmonized aid effort,

*Conscious* that global results are the effect of national and local measures and that effective actions to improve global road safety require strong political will, commitment and resources at all levels: national and sub-national, regional and global,

*Welcoming* the World Health Organization's *Global status report on road safety* – the first country by country assessment at global level – which identifies gaps and sets a baseline to measure future progress,

*Also welcoming* the results of the projects implemented by the United Nations regional commissions to assist low-income and middle-income countries in setting their own road traffic casualty reduction targets, as well as regional targets,

*Determined* to build on existing successes and learn from past experiences,

Hereby resolve to:

1. Encourage the implementation of the recommendations of the *World report on road traffic injury prevention*,
2. Reinforce governmental leadership and guidance in road safety, including by designating or strengthening lead agencies and related coordination mechanisms at national or sub-national level;
3. Set ambitious yet feasible national road traffic casualty reduction targets that are clearly linked to planned investments and policy initiatives and mobilize the necessary resources to enable effective and sustainable implementation to achieve targets in the framework of a safe systems approach;
4. Make particular efforts to develop and implement policies and infrastructure solutions to protect all road users in particular those who are most vulnerable such as pedestrians, cyclists, motorcyclists and users of unsafe public transport, as well as children, the elderly and people living with disabilities;
5. Begin to implement safer and more sustainable transportation, including through land-use planning initiatives and by encouraging alternative forms of transportation;
6. Promote harmonization of road safety and vehicle safety regulations and good practices through the implementation of relevant United Nations resolutions and instruments and the series of manuals issued by the United Nations Road Safety Collaboration;
7. Strengthen or maintain enforcement and awareness of existing legislation and where needed improve legislation and vehicle and driver registration systems using appropriate international standards;
8. Encourage organizations to contribute actively to improving work-related road safety through adopting the use of best practices in fleet management;
9. Encourage collaborative action by fostering cooperation between relevant entities of public administrations, organizations of the United Nations system, private and public sectors, and with civil society;
10. Improve national data collection and comparability at the international level, including by adopting the standard definition of a road death as any person killed immediately or dying within 30 days as a result of a road traffic crash and standard definitions of injury; and facilitating international cooperation to develop reliable and harmonized data systems;
11. Strengthen the provision of prehospital and hospital trauma care, rehabilitation services and social reintegration through the implementation of appropriate legislation, development of human capacity and improvement of access to health care so as to ensure the timely and effective delivery to those in need;

Invite the United Nations General Assembly to declare the decade 2011–2020 as the “Decade of Action for Road Safety” with a goal to stabilize and then reduce the forecast level of global road deaths by 2020;

Decide to evaluate progress five years following the First Global Ministerial Conference on Road Safety;  
Invite the international donor community to provide additional funding in support of global, regional and country road safety, especially in low- and middle-income countries; and

Invite the UN General Assembly to assent to the contents of this declaration.

Moscow, Russian Federation

20 November 2009

## ANNEX C: MULTILATERAL DEVELOPMENT BANKS JOINT STATEMENT



## NEWS RELEASE

News Release No.  
2009/number/SDN

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## Safety on the Roads: Joining Forces to Save Lives

*Multilateral Development Banks say five million deaths, 50 million injuries could be avoided*

**WASHINGTON, November 5, 2009** – Seven Multilateral Development Banks (MDBs) today issued a joint statement outlining a broad package of measures that each would implement in order to reduce an anticipated and alarming rise in the number of road fatalities and casualties in developing countries.

The participating MDBs are the African Development Bank, Asian Development Bank, European Bank for Reconstruction and Development, European Investment Bank, Inter-American Development Bank, Islamic Development Bank and the World Bank.

The MDBs said the joint initiatives they will undertake are important steps in a growing program of work they will undertake as international development partners.

The measures to be carried out fall into four broad categories:

- Strengthening road safety management capacity;
- Implementing safety approaches in the planning, design, construction, operation, and maintenance of road infrastructure projects;
- Improving safety performance measures; and
- Mobilizing more and new resources for road safety.

*“All MDB’s are committed to taking a leading role to address what is becoming one of the most significant public health development priorities of the early 21<sup>st</sup> century,” said **Jamal Saghir, Director of Energy, Transport, and Water at the World Bank, speaking on behalf of the participating MDBs.** “As development professionals, we will work together to bring this growing epidemic on the roads of low and middle-income countries under control over the coming decade. We also have a longer-term vision of eliminating these unnecessary and unacceptable deaths and injuries.”*

In their joint statement, the MDBs said they welcomed the upcoming First Global Ministerial Conference on Road Safety to be held in Moscow on 19 and 20 November, 2009, as it draws attention to a global issue of increasing importance to the organizations. Improving road safety, they said, is a development priority in developing and emerging countries. It calls for scaled-up global, regional, and country responses to bring the growing numbers of road deaths and injuries toll under control.

Over the first 30 years of this century it is estimated that more cars will be produced in the world than during the first hundred years of motorization. As a result, millions of road deaths and injuries must be anticipated, unless sustained measures are taken to prevent them. Updated projections of global mortality and the burden of disease made by the World Health Organization indicate that road traffic injuries are set to be the fourth biggest cause of healthy life years lost in developing and emerging countries by 2030, and from 2015 onto 2030 they will be the biggest cause of healthy life years lost for children aged between 5 and 14, unless new measures are taken to prevent them.

GRSF estimates indicate that reducing road fatalities and injuries in low and middle-income countries over the coming decade would save an estimated 5 million lives and avoid 50 million serious injuries, resulting in a huge social benefit.

In the face of this mounting crisis there has been a concerted global call for action to promote a systematic, multi-sectoral response. There is also the recognition that shared initiatives can accelerate the transfer of road safety knowledge to developing and emerging countries and scale up their road safety investment.

The MDB signatories to the joint statement say they have an important role to play in this process, given their engagement in the development programs of partner countries through policy dialogue, analytical and advisory services, and lending and guarantee products to the public and private sectors. In particular, increased provision of road infrastructure is essential to development success, but its sustainable safety for users must be assured.

*The Joint Statement of the Multilateral Development Banks and media contact points are attached.*

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For more information, please visit:

[Global Road Safety Facility](#)

[www.worldbank.org/grsf](http://www.worldbank.org/grsf)

## A Shared Approach to Managing Road Safety

**Joint Statement by the African Development Bank, Asian Development Bank, European Bank for Reconstruction and Development, European Investment Bank, Inter-American Development Bank, Islamic Development Bank and the World Bank<sup>1</sup>**

### Global call for action

1. We acknowledge the scale of the public health crisis arising from deaths and injuries on the roads of developing and emerging countries, the recommendations of the *World Report on Road Traffic Injury Prevention*<sup>2</sup>, the global call for action from World Health Assembly Resolution WHA57.10 (*Road safety and health*) and UN General Assembly Resolutions 56/289, 60/5 and 62/244 (*Improving global road safety*).

### Systematic, multisectoral response

2. We recognize that a systematic, multisectoral response is required to address this global crisis including interventions that improve the safety of road infrastructure, vehicles, road user behavior and post-crash services, and we support the principles of the *Safe System* approach<sup>3</sup> aiming at (i) developing road transport systems prevention, reduction and accommodation of human error; (ii) taking into account social costs and impacts of road trauma in the development and selection of investment program; (iii) establishing shared responsibility for road safety among all stakeholders; (iv) creating effective and comprehensive management and communications structures for road safety; and (v) aligning safety management decision making with broader societal decision making to meet economic, human and environmental goals, and to create an environment that generates demand for safe road transport products and services. We recognize the relevance of this approach to all countries irrespective of their economic or road safety performance. More specifically, we note that a significant and sustained contribution to fatality reduction will come from road infrastructure safety improvements.

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<sup>1</sup> The findings, interpretations, conclusions and agreements reached in this statement do not necessarily reflect the views of members of the governing bodies of the organizations party to this agreement or the governments they represent.

<sup>2</sup> Eds. Peden M, Scurfield R, Sleet D, Mohan D, Hyder A, Jarawan E, Mathers C (2004). *World Report on Road Traffic Injury Prevention*, World Health Organization, Geneva.

<sup>3</sup> OECD, International Transport Forum (2008). *Towards Zero. Ambitious Road Safety Targets and the Safe System Approach*, Joint Transport Research Centre, OECD/ITF, Paris.

### Shared approach

3. We also recognize that our respective organizations expect to remain significantly engaged in the provision of road infrastructure in developing and emerging countries over the coming decade, and beyond, and we commit to share our organizational practices and knowledge to support (i) the strengthening of road safety management capacity of our clients; (ii) the implementation of safety approaches in the design, construction, operation and maintenance of road infrastructure projects, particularly to improve safe access and protection for vulnerable road users who represent a significant proportion of the people served by the projects we finance; (iii) the improvement of safety performance measures; and (iv) the mobilization of resources for road safety.
4. To achieve this approach we will share the complementary skills and practices we each develop in our respective operations in the areas of:

*(i) Strengthening road safety management capacity*

- Help establish country-specific mechanisms for improving road safety management functions and safety practices aiming at achieving the sustainable, effective, and cost-efficient reduction of road casualties.
- Create awareness for safety in order to achieve informed decisions by countries on the planning, design, construction, operation and maintenance of road infrastructure assets and networks.
- Improve communications, cooperation, and collaboration among global, regional and country institutions in the area of road safety and facilitate the dissemination of up-to-date safety-related information.
- Provide our staff development and training to facilitate the successful implementation of shared procedures, guidelines and related tools.
- Contribute to the training of transportation safety professionals in developing and emerging countries by financing efforts such as the development of road safety education programs, manuals and training materials promoting good practices related to road safety, to facilitate the implementation of improved road safety practices and procedures.

*(ii) Implementation of safety approaches in the planning, design, construction, operation and maintenance of road infrastructure projects*

- Develop shared procedures, guidelines and related tools to implement a safety approach to the planning, design, construction, operation and maintenance of road infrastructure projects.
- Ensure that safety is integrated in all phases of planning, design, construction, appraisal, operation and maintenance of road infrastructure.

- Promote the adoption of good practice, proactive approaches to improve the safety of road infrastructure including the use of road safety audits, road safety inspections, and road safety impact assessments.
- Develop specific approaches to address the safety requirements of vulnerable road users (pedestrians, cyclists and motorcyclists), including a special focus on urban areas where a high proportion of trauma occurs.

*(iii) Improvement of safety performance measures*

- Promote the establishment of sustainable management systems for road crash data collection, entry, verification, storage, retrieving and analysis, including GIS-based applications.
- Promote the use of good practice quantitative and qualitative indicators to measure safety results.
- Promote the development, piloting, and objective validation of innovative safety indicators, such as the safety rating of roads.

*(iv) Mobilization of resources for road safety*

- Transfer road safety knowledge and experience across and within our organizations, and to our global, regional and country partners.
- Support the mobilization of additional domestic and external resources for road safety.
- Support the mission and goals of the Global Road Safety Facility in its promotion of innovative solutions to road safety issues.
- Establish as needed an expert technical group comprising staff from our respective organizations and international specialists to assist in the development of shared approaches to road safety.
- Identify, and pursue opportunities for scaling up road safety in countries strategies.

### **Timetable for action**

5. We will commence the development and implementation of this shared approach to managing road safety immediately and we will meet in 2010 to assess progress of the implementation of this statement.

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