

# **A DECADE OF ACTION FOR ROAD SAFETY**

## **A BRIEF PLANNING DOCUMENT**

### **1. Background**

#### **1.1 Magnitude of the problem, increasing trends**

Each year nearly 1.3 million people die as a result of a road traffic collision—more than 3000 deaths each day—and more than half of these people are not travelling in a car. Twenty to fifty million more people sustain non-fatal injuries from a collision, and these injuries are an important cause of disability worldwide. Ninety percent of road traffic deaths occur in low- and middle-income countries, which claim less than half the world's registered vehicle fleet. Road traffic injuries are among the three leading causes of death for people between 5 and 44 years of age, killing more people each year than malaria. Unless immediate and effective action is taken, road traffic injuries are predicted to become the fifth leading cause of death in the world, resulting in an estimated 2.4 million deaths each year. The economic consequences of road insecurity have been estimated between 1% and 3% of the respective GNP of the world countries, reaching a total over \$500 billion. Reducing road casualties and fatalities will unlock growth and free resources for a more productive use.

#### **1.2 Initiatives that work**

Road traffic injuries can be prevented. Experience suggests that an adequately funded lead agency and a national plan or strategy with measureable targets are crucial components of a sustainable response to road safety. Effective interventions include incorporating road safety features into land-use and transport planning; designing safer roads and requiring independent road safety audits for new construction projects; improving the safety features of vehicles; effective speed management; setting and enforcing laws requiring use of seat-belts, helmets and child restraints; setting and enforcing blood alcohol concentration limits for drivers; and improving post-crash care for victims of road crashes.

#### **1.3 Lack of funds, capacity, and political will**

There is growing awareness that the current road safety situation constitutes a crisis with devastating health, social and economic impacts that threaten the health and development gains achieved in the last half century. The results of WHO's *Global status report on road safety* show that many countries have undertaken at least some measures to improve road safety. Road safety is not a new issue but over the last decade activity at the international level has gained new momentum, sparked by such initiatives as the launch of the WHO-World Bank *World report on road traffic injury prevention (2004)*, a series of resolutions from the UN General Assembly, the advent of the Commission for Global Road Safety, the launch of the FIA Foundation's Make Roads Safe campaign, the creation of the World Bank's Global Road Safety Facility, establishment of the Global Road Safety Initiative, the launch of the OECD/ITF *Towards Zero. Ambitious Road Safety Targets and the Safe System Approach (2008)*, and a targeting setting project by UNECE.

Since 2004 the UNGA has passed three resolutions calling on Member States and the international community to include road safety as a global policy issue, making specific recommendations for action. The resolutions have called for international collaboration to be strengthened. The UN Road Safety Collaboration was established in answer to this call. Led by WHO, in close collaboration with the Regional Commissions, the Collaboration has brought together international organizations, governments, nongovernmental organizations and private sector entities to coordinate on road safety issues since 2004.

Even so, current initiatives and levels of investment are inadequate to halt or reverse the predicted rise in road traffic deaths. The UN Secretary-General's 2009 report on the global road safety crisis echoes the conclusions of the Commission for Global Road Safety, noting that despite evidence of growing awareness of and commitment to road safety issues, political will and funding levels are far from commensurate with the scale of the problem. The Secretary-General concludes that the crisis requires ambitious vision, increased investment, and better collaboration, and he highlights the first global ministerial conference as a major opportunity for crystallizing action plans and catalyzing the next action steps.

## **2. Why a Decade of Action?**

The Commission for Global Road Safety issued a call for a Decade of Action for Road Safety in its 2009 Report. Endorsements for the proposal have come from a wide range of public figures as well as the UN Road Safety Collaboration. The UN Secretary-General, in his 2009 report to the General Assembly encouraged member states to support efforts to establish a decade of action. A decade would provide an opportunity for long-term and coordinated activities in support of national and local road safety.

Key partners in global road safety agree that the time is right for accelerated investment in road safety in low- and middle-income countries. Major risk factors are understood, as are effective counter measures to address them. Collaborative structures are in place to bring together key international players, funders, civil society, and there is a funding mechanism to support accelerated investment and activity. Sufficient resources and political will are the key elements still lacking.

A decade would provide a timeframe for action to encourage political and resource commitments both globally and nationally. Donors could use the decade as a stimulus to integrating road safety into their assistance programmes. Low- and middle-income countries can use it to accelerate the adoption of cost effective road safety programmes.

## **3. A framework for a Decade of Action**

The Decade of Action (2011 to 2020) will comprises three components:

- Goals and specific objectives, with an agreed target
- Activities designed to achieve the specific target through a series of indicators
- Funding commensurate to the activities

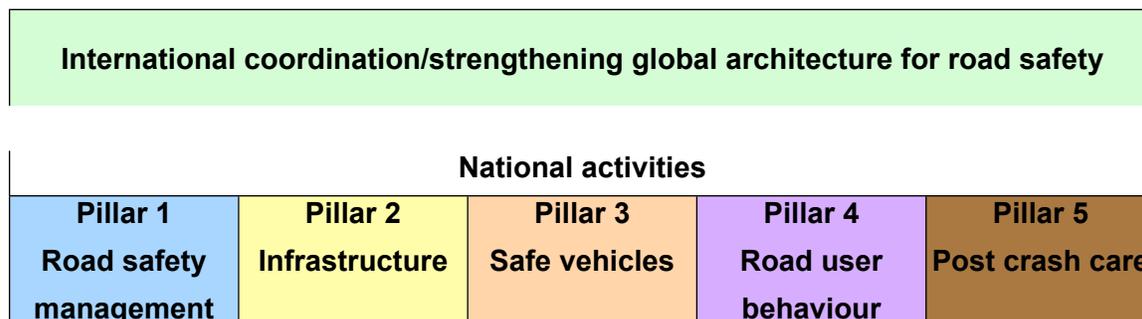
### 3.1 Goal and specific objectives

The overall goal of the decade will be to halt or reverse the increasing trend in road traffic fatalities around the world by increasing activities at the national level. This will be attained through:

- setting an ambitious target for reduction of road fatalities by 2020;
- strengthening the global architecture for road safety;
- increasing the level of global funding to road safety and putting in place a global funding mechanism;
- increasing human capacity within countries relating to road safety;
- providing technical support to countries using successful experiences from others;
- improving the quality of data collection at the national, regional and global levels;
- monitoring progress on a number of predefined indicators at the national, regional and global levels including both the public and private sectors.

### 3.2 Activities and indicators

In order to guide nations in the attainment of realistic but achievable targets around the world, overarching international coordination is required. In addition, at a national level countries are encouraged to implement the following five pillars, based on the recommendations of the *World report on road traffic injury prevention*, proposed by the Global Road Safety Commission.



International road safety coordination
<p>A number of global activities will be required, through the UN Road Safety Collaboration, in order to implement and evaluate the Decade of Action for road safety.</p>
<p><b>Activity 1:</b> Increase global funding for road safety through:</p> <ul style="list-style-type: none"> <li>• support for the Global Road Safety Facility;</li> <li>• new and innovative approaches to funding to be developed by the pilot group for innovative funding initiatives, to be decided by end 2010 and implemented by end 2011;</li> <li>• countries allocating 10% of their road infrastructure investments for road safety;</li> <li>• new multilateral and bilateral donors.</li> </ul>
<p><b>Activity 2:</b> Advocate for road safety at the highest levels through:</p> <ul style="list-style-type: none"> <li>• UN/WHO road safety resolutions;</li> <li>• countries signing the Make Road Safe campaign;</li> <li>• including road safety as an indicator in the MDGs;</li> <li>• including road safety in high profile meetings such as G8/20, WEF, Clinton Initiative, etc; and</li> <li>• building shared approaches to promoting improved road safety management through international financial institutions.</li> </ul>
<p><b>Activity 3:</b> Increase awareness of risk factors and the prevention of road safety through:</p> <ul style="list-style-type: none"> <li>• the preparation of global road safety weeks (2011, 2015, 2018);</li> <li>• countries celebrating the annual World Day of Remembrance for victims of road traffic crashes; and</li> <li>• support for NGO initiatives aligned with the decade's goals and objectives.</li> </ul>
<p><b>Activity 5:</b> Provide guidance to countries on strengthening road safety management systems and implementing road safety good practices and trauma care through:</p> <ul style="list-style-type: none"> <li>• countries implementing the good practice guidelines and/or trauma care guidelines;</li> <li>• development of additional "good practice" guides developed by the UN Road Safety Collaboration (e.g. vulnerable road users; and</li> <li>• providing technical support to countries for implementation of good practices.</li> </ul>
<p><b>Activity 6:</b> Improve the quality of road safety data collected through:</p> <ul style="list-style-type: none"> <li>• implementing the good practice guidelines on Data Information Systems;</li> <li>• standardizing of definitions (death, injuries);</li> <li>• supporting the Global Burden of Disease program processes for estimating road traffic injury health losses;</li> <li>• promoting investment in the development of national crash analysis systems and related health surveillance systems; and</li> <li>• supporting the development of road safety data management systems (e.g. by peer-to-peer support promoted by the International Road Traffic Accident Database Group [IRTAD] members).</li> </ul>
<p><b>Potential indicators:</b></p>
<ul style="list-style-type: none"> <li>• number of road traffic deaths (Global road safety surveys in 2012 and 2014)</li> <li>• regional databases (e.g. IRTAD, ECE, etc),</li> <li>• intermediate indicators (helmet wearing, seat-belt wearing, network speeds etc)</li> <li>• Amount of funding available at a global level available for road safety</li> </ul>

## **Pillar 1: Build road safety management capacity**

The creation of multi-sectoral partnerships and designation of lead agencies with the capacity to develop national road safety strategies, plans and targets, supported by the data collection and evidential research to assess countermeasure design and, monitor implementation and effectiveness.

Activity 1: Establish a lead agency (and associated coordination mechanisms) on road safety involving partners from a range of sectors through:

- implementing the good practice guideline on road safety management;
- designating a lead agency and establishing related secretariat;
- operationalizing coordination groups; and
- specifying core work programs.

Activity 2: Develop a national strategy coordinated by the lead agency through:

- confirming long-term investment priorities;
- specifying agency responsibilities and accountabilities;
- identifying implementation projects;
- building partnership coalitions;
- promoting road safety management initiatives such as the new ISO traffic safety management standard ISO 39001; and
- establishing monitoring and evaluation systems.

Activity 3: Set realistic and long-term targets for national strategy activities through:

- evaluating performance of safety investments;
- identifying areas for performance improvements;
- estimating potential performance gains; and
- Implementing recommendations suggested by the OECD document on attaining ambitious targets.

Activity 4: Ensure that funding is sufficient for activities to be implemented through:

- building business cases for sustained funding based on the costs and benefits of proven investment performance;
- specifying core annual and medium-term budgetary processes;
- establishing procedures for the efficient and effective allocation of resources across safety programs;
- utilizing 10% of infrastructure investments for road safety; and
- identifying and implementing innovative funding mechanisms;

### **Potential indicators:**

- Number of countries which have a clearly empowered agency leading road safety (2009 GRSSR as baseline, re-evaluated in 2012 and 2014).
- Number of countries with a national strategy (2009 GRSSR as baseline, re-evaluated in 2012 and 2014).
- Number of countries with time-based road safety targets (2009 GRSSR as baseline, re-evaluation in 2012 and 2014 plus ECE regional target setting project outcomes).
- Number of countries that have dedicated funds or clearly defined central budgetary processes to implement their road safety strategy.

### **Influence safety road design and network management**

Using road infrastructure assessment rating and improved design to raise the inherent safety and protective quality of road networks for the benefit of all road users, especially the most vulnerable.

**Activity 1:** Review opportunities for improved safety in the planning, design, construction, operation and maintenance of road infrastructure projects through:

- identifying the most hazardous sections of the road network, in terms of densities of deaths and injuries incurred by all road users;
- conducting safety rating surveys of the most hazardous sections of the road network and specifying high benefit-cost programs to improve safety ratings for all road users;
- auditing the safety of new road network projects;
- conducting road safety impact assessments of new road network projects; and
- promoting research and development and related knowledge transfer activities into infrastructure safety improvements for low and middle-income country road environments (e.g. safer facilities for pedestrians, cyclists, motorcyclists, public transport users and street vendors; low cost barrier technologies for high speed road environments; etc)

**Activity 2:** Implement infrastructure safety improvements through:

- systematic investment programs to improve network safety ratings;
- demonstration projects to evaluate safety improvement innovations, especially for vulnerable road users;
- consistent and well documented application of safety audit and safety impact assessment findings in the planning, design, construction, operation and maintenance of road infrastructure projects; and
- regular ongoing conduct of network safety rating surveys.

### **Potential indicators:**

- Number of countries implementing systematic investment programs to improve network safety ratings.
- Numbers of countries implementing demonstration projects to evaluate safety improvement innovations.
- Number of countries with systematic safety audit and safety impact assessment policies and practices in place.
- Number of countries with regular, ongoing conduct of network safety rating surveys.
- Global investment in research and development into infrastructure safety improvements for low and middle-income road environments and related knowledge transfer activities.

### **Influence vehicle safety design**

Global deployment of improved vehicle safety technologies for both passive and active safety through a combination of harmonization of relevant global standards, consumer information schemes and incentives to accelerate the uptake of new technologies.

Activity 1: Adherence by Member States to motor vehicle safety standards as developed by the UN's World Forum for the Harmonization of Vehicle Regulations (WP 29) so that they conform at least to minimum international standards.

Activity 2: Implementation of new car assessment programmes in all world regions to increase the availability of consumer information about the safety performance of motor vehicles.

Activity 3: Encourage agreement to ensure that all new motor vehicles are equipped with seat belts.

Activity 4: Encourage global deployment of crash avoidance technologies with proven effectiveness such as Electronic Stability Control.

Activity 5: Encourage use of fiscal and other incentives for motor vehicles that provide high levels of road user protection and discourage export of new and used cars that have reduced safety standards or equipment removed.

Activity 6: Sustain investment in research and development of safety technologies that will improve vehicle safety and reduce risks to vulnerable road users.

#### **Potential indicators:**

- Number of countries who participate in the UN World Forum for Harmonization of Vehicle Regulations and apply relevant standards.
- Number of regional NCAP programmes.
- Production of vehicles with seat belts (front and rear)
- Global penetration of safety systems like ESC.

#### **Pillar 4: Influence road user behaviour**

Sustained enforcement of road traffic laws and standards and rules combined with public awareness/education activities (in both public and the private sectors) that will raise compliance with regulations that reduce the impact of the key risk factors (speeding, drink driving, non use of motorcycle helmets and seat-belts and child restraints, and commercial vehicle operations).

Activity 1: Increase awareness of road safety risk factors and prevention measures..

Activity 2: Set and seek compliance with *Safe System* speed limits and evidence-based standards and rules to reduce speed-related crashes and injuries.

Activity 3: Set and seek compliance with BAC laws and evidence-based standards and rules to reduce alcohol-related crashes and injuries.

Activity 4: Set and seek compliance with laws and evidence-based standards and rules for motorcycle helmets to reduce head-injuries.

Activity 5: Set and seek compliance with laws and evidence-based standards and rules for seat-belts and child restraints to reduce crash injuries.

Activity 6: Set and seek compliance with laws and standards and rules for commercial vehicle freight and public transport operations safety to reduce crash injuries.

Activity 7: Design and implement social marketing campaigns to enhance effectiveness of sustained enforcement of road traffic laws and standards and rules.

Activity 8: Promote the implementation of road safety employee education and fleet management in both the public and the private sector, in supporting the implementation of the new ISO 39001 standard for road safety management systems.

#### **Potential indicators:**

- Number of countries/regions hosting regular road safety weeks.
- Number of countries with speed limits appropriate to the type of road (urban, rural, highway).
- Number of countries with periodic national data on network speeds by road type.
- Number of countries with BAC  $\leq 0.05$  g/dl.
- Number of countries with lower BAC limits for young/novice and commercial drivers.
- Number of countries with periodic national data on the proportion of alcohol-related fatal crashes.
- Number of countries with a comprehensive helmet use law (including standards).
- Number of countries with periodic national data on helmet wearing rates.
- Number of countries with comprehensive seat-belt law.
- Number of countries with periodic national data on seat-belt wearing rates (front, rear)

- Number of countries with a child restraint law.
- Number of countries with periodic national data on child restraint wearing rates.
- Number of countries with comprehensive regulation of commercial vehicle safety (driver hours, load security, speed governance).
- Number of employees covered by the new ISO 39001 standard
- % of work-related injuries due to road crashes

#### **Pillar 5: Improving post crash care**

Increase responsiveness to emergencies and improve the ability of health systems to provide appropriate emergency treatment and longer term rehabilitation.

Activity 1: Develop prehospital care systems through the implementation of existing guidelines on prehospital care trauma care.

Activity 2: Develop hospital trauma care systems and evaluate the quality of care through the implementation of guidelines on trauma care systems and quality assurance.

Activity 3: Implement appropriate road user insurance systems to finance rehabilitation services for crash victims.

#### **Potential indicators:**

- Number of countries who have implemented the guidelines.
- Number of countries who have implemented comprehensive road crash rehabilitation insurance systems.

### **3.3 Funding of activities**

To successfully implement the action plan, its targets and ultimate goal of first stabilizing and then reducing road traffic fatalities around the world, a significant commitment in additional resources will be required, particularly by countries themselves but also from the major multilateral and bilateral donors. In its 2006 Make Roads Safe report, the Global Road Safety Commission advocated a \$300 million ten-year fund for this global action plan, to catalyze a stronger focus on improving the safety outcomes of planned large-scale investments in road infrastructure over the coming decade and beyond.

Global funds must be supplemented by a larger amount dedicated to national activities. Initial estimates set the required funding for national activities to around \$200 million per year, i.e. \$2 billion for the whole decade.

The combined effort of the international community towards funding road safety activity fluctuates around \$10 - \$12 million dollars per year. Additional efforts from the donor community are clearly not sufficient to reach the amounts required by the scope of the problem. This funding gap must be bridged through innovative funding mechanisms. The modalities for the new global funding mechanism must be developed by a platform of countries, institutions, organizations and companies established by the Moscow Conference, in order to be decided end of 2010 and implemented in 2011.

#### **4. Evaluation of the Decade**

The Decade of Action will be formally evaluated at both the mid-term point and the end date by external consultants. Baseline data will be obtained through country surveys conducted for the 2nd Global road safety status report due for publication in 2011. During the formal evaluation process, both outcome and process indicators will be assessed.

##### **Milestones**

In addition, a number of global milestones will mark progress through the decade, these include:

- Annual World Day of Remembrance for victims of road traffic crashes (2011 – 2020)
- Secretary-General report on Improving global road safety : 2011
- 2nd Global road safety status report : 2011 (TBC)
- Secretary-General report on Improving global road safety : 2013
- 3rd Global road safety status report : 2014 (TBC)
- 2nd Ministerial conference on road safety hosted by the Sultanate of Oman : 2015
- The 3rd UN road safety week : 2015
- Secretary-General report on Improving global road safety : 2015
- Secretary-General report on Improving global road safety : 2017
- The 4th UN road safety week : 2018
- Secretary-General report on Improving global road safety : 2019
- 3rd Ministerial conference on road safety : 2020