



New Partnership Models-New Opportunities: Working with the World Bank to Broaden Impact in Road Safety

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THE WORLD BANK



The Global Rise in Road Traffic Injuries

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

Low and middle income countries (LMICs) account for 90% of road deaths but only 48% of the world's registered vehicles.

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

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

Road traffic fatality rates in LMICs (21.5 and 19.5 per 100 000 population) are double the rates in high-income countries (10.3 per 100 000).

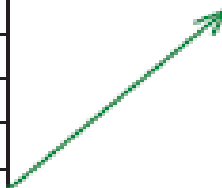
Road crashes are already the number one killer of young people in all world regions aged between 10 and 25.



Fifth Leading Cause of Death by 2030

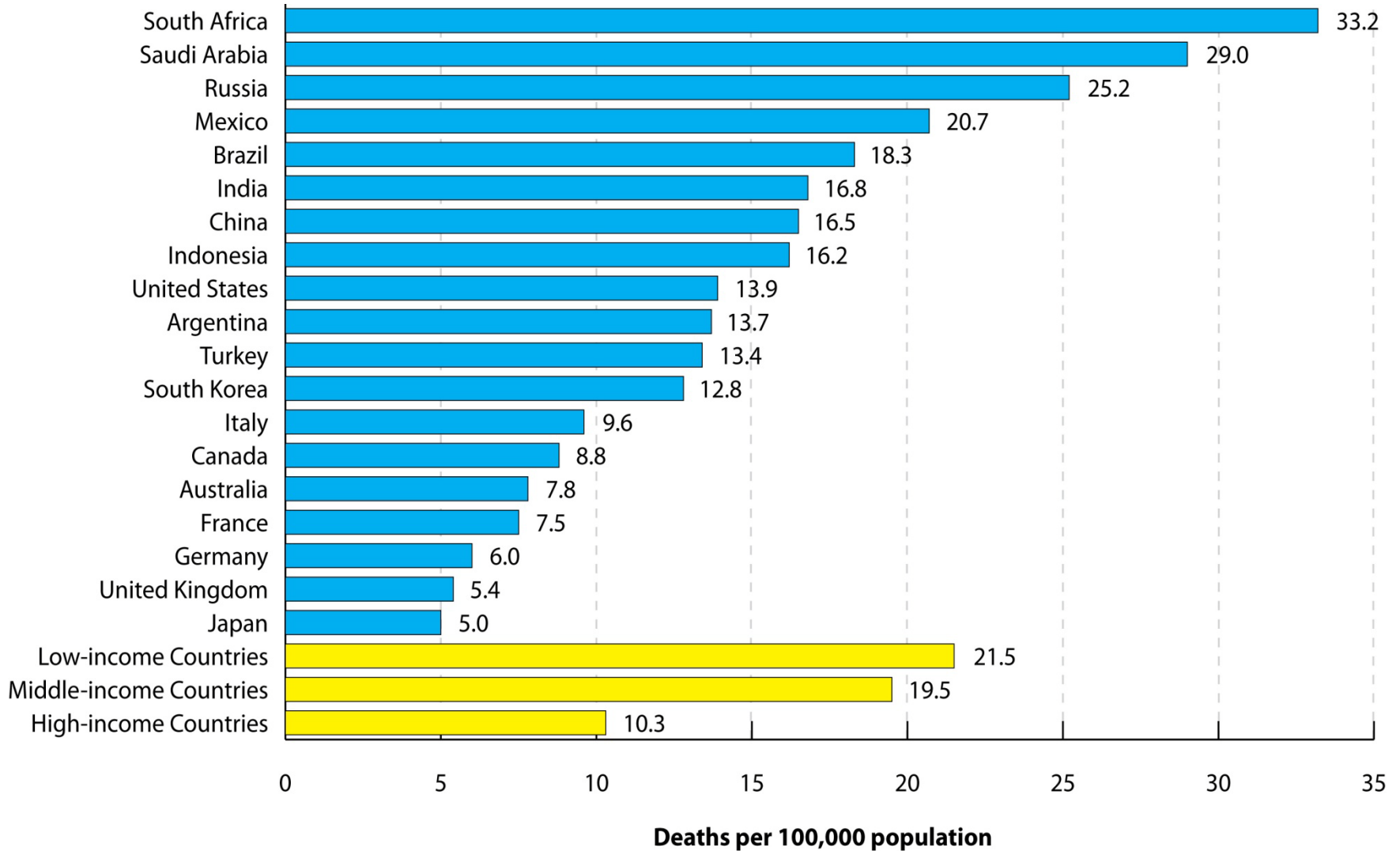
TOTAL 2004		
RANK	LEADING CAUSE	%
1	Ischaemic heart disease	12.2
2	Cerebrovascular disease	9.7
3	Lower respiratory infections	7.0
4	Chronic obstructive pulmonary disease	5.1
5	Diarrhoeal diseases	3.6
6	HIV/AIDS	3.5
7	Tuberculosis	2.5
8	Trachea, bronchus, lung cancers	2.3
9	Road traffic injuries	2.2
10	Prematurity and low birth weight	2.0
11	Neonatal infections and other	1.9
12	Diabetes mellitus	1.9
13	Malaria	1.7
14	Hypertensive heart disease	1.7
15	Birth asphyxia and birth trauma	1.5
16	Self-inflicted injuries	1.4
17	Stomach cancer	1.4
18	Cirrhosis of the liver	1.3
19	Nephritis and nephrosis	1.3
20	Colon and rectum cancers	1.1

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13	Liver cancer	1.7
14	Colon and rectum cancer	1.7
15	Oesophagus cancer	1.5
16	Violence	1.4
17	Alzheimer and other dementias	1.4
18	Cirrhosis of the liver	1.3
19	Breast cancer	1.3
20	Tuberculosis	1.1



Source: World health statistics 2008 (<http://www.who.int/whostats/whostat2/2008/en/index.html>)

Road Fatality Rates of the Group of 20 Countries

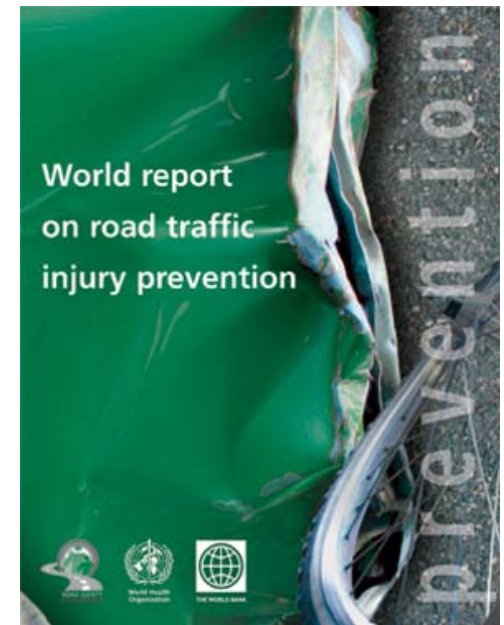


World Report on Road Traffic Injury Prevention

Landmark report on global road safety published by the World Health Organisation & the World Bank and launched by President Chirac of France on World Health Day 2004

First ever global assessment recognising that road traffic injuries (RTIs) are a growing but preventable public health crisis especially for low and middle income countries;

- Identifies key injury risk factors (non use of seat belts, helmets, excessive speed, drink driving, and poor road infrastructure);
- Recommends national prevention strategies based on a 'lead agency' responsible for developing a multi-sectoral 'safe systems' approach;
- Calls for greater international effort to reverse trend of rising RTIs;





The Commission for Global Road Safety, chaired by Lord Robertson, has called for a co-ordinated response to the road injury epidemic. The Commission has proposed:

- **A \$300 million, 10 year Action Plan should be launched to promote national road safety capacity building in low and middle income countries;**
- **A minimum 10% of road infrastructure project costs should be committed to related road safety measures;**
- **The first ever UN Ministerial Conference on global road safety;**
- **A Decade of Action should be agreed by the UN with the goal to halve the forecast level of road fatalities by 2020.**

The Global Advocacy Effort

The Make Roads Safe campaign successfully built support for the proposals of the Commission for Global Road Safety and the World Report on Road Traffic Injury Prevention. The campaign has:

- Presented a million signature petition to the UN Secretary General
- Produced an award winning documentary 'Turning Point' starring Michelle Yeoh
- Attracted Nobel prize winners, leaders and VIPs to support the call of the Decade
- Built up a global network of supporters among FIA clubs, NGOs etc.



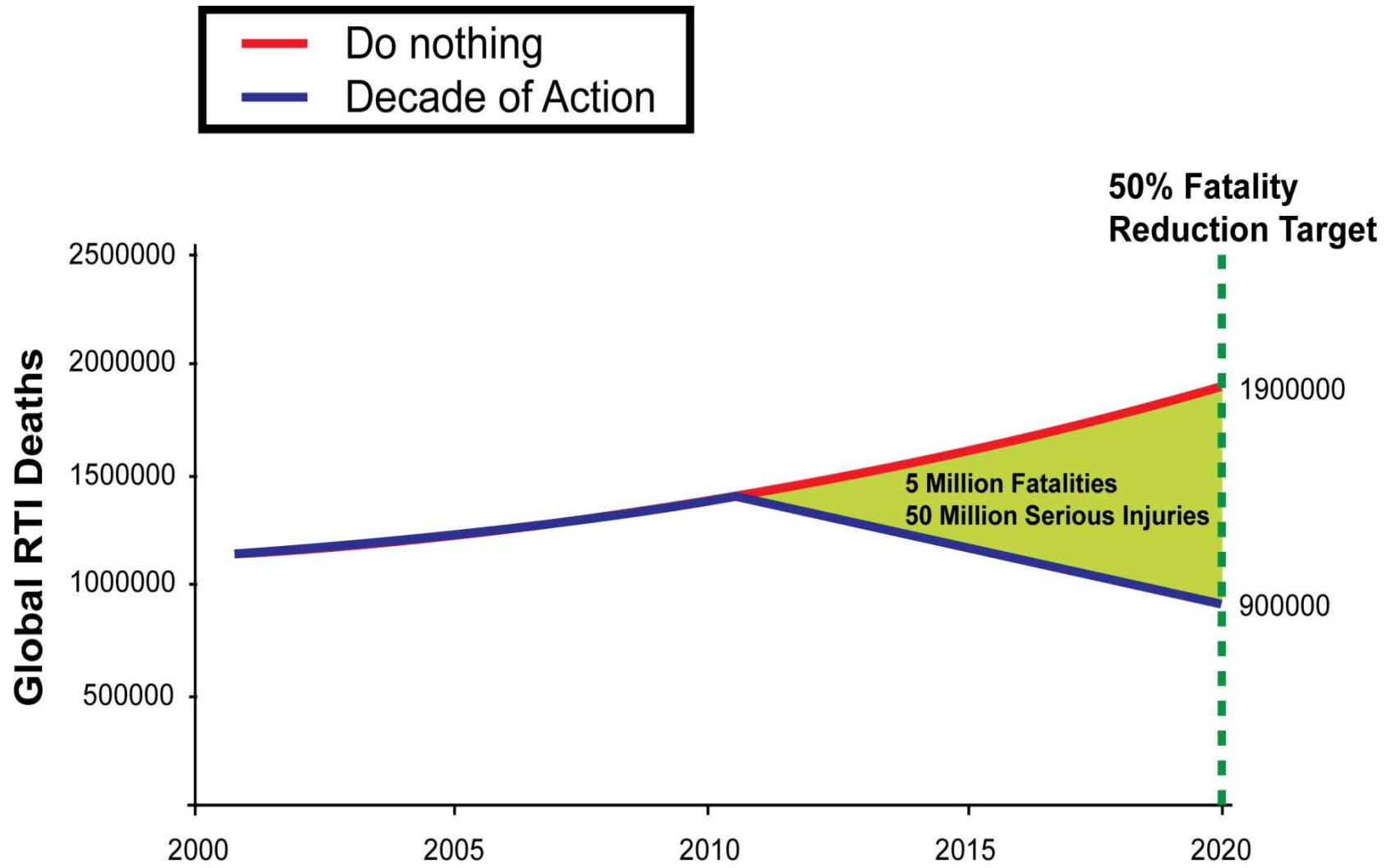
The United Nations Response

In response the United Nations General Assembly has mandated action to reverse the rising number of road traffic deaths and injuries. It has adopted a series of resolutions that:

- Approve recommendations of the World Report
- Appoints WHO as UN co-ordinator for road safety
- Approves first ever global Ministerial Conference on Road Safety held in Moscow in November 2009
- Declares 2011-2020 a Decade of Action for Road Safety and with the goal to 'stabilize and then reduce the level of road fatalities' which will require a reduction in the forecast level of fatalities of about 50% by 2020.



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



Next Steps – Launch of the Decade

The launch of the Decade will be held in May 2011

A Decade Action Plan is being prepared based on Five pillars:

1. Building Management Capacity
2. Encouraging Safer User Behaviour
3. Building Safer Roads
4. Building Safer Vehicles
5. Improving Post Crash Care

A mid-term review of the Decade will be hosted by the Sultanate of Oman in 2015.



Safer Roads are a Key Priority

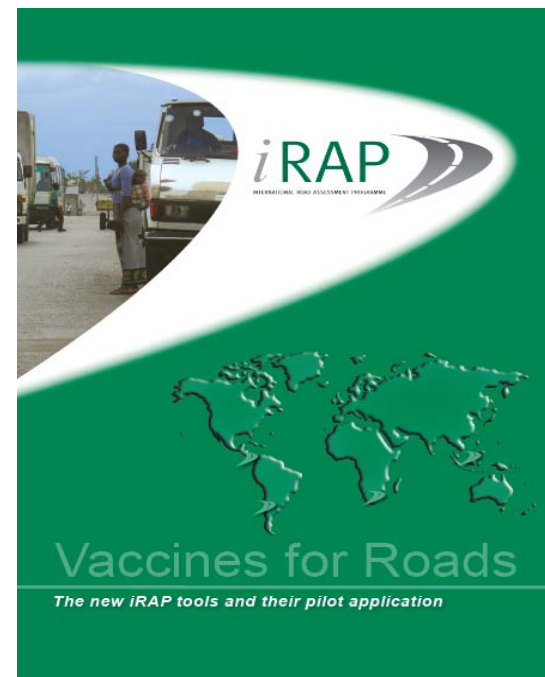
Each year the MDBs invest over \$4 billion in the road sector. However, this investment also raises exposure to the risk of traffic deaths and injuries. Often 'improved' roads increase traffic speed and volumes bringing higher levels of injury especially to vulnerable road users. It is vital, therefore, to build 'forgiving' roads which:

- Use low cost safety architecture
- Are self enforcing (less scope for speed)
- Separate vulnerable users and vehicles
- Avoid vehicle conflicts (use roundabouts)



New Tools for Road Safer Assessment

Building on successful programmes in the EU, USA, and Australia, iRAP is an innovative and transparent system of road inspection to encourage governments to apply safer road design countermeasures that promote self-explaining and forgiving roads. It has run pilot projects in Chile, Costa Rica, Malaysia & South Africa showing positive cost benefit ratios.



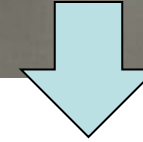
	Estimated cost to build and maintain (20 years)/ US\$	KSIs saved (20 years)	Value of safety benefit (20 years)/ US\$	Cost per KSI saved/ US\$	Average programme Benefit-Cost Ratio	Casualty reduction on the roads inspected
South Africa	52 m	6,900	0.6 bn	7,600	12	12 %
Malaysia	181 m	31,800	2.9 bn	5,700	16	32 %
Chile	74 m	19,400	2.3 bn	3,800	32	44 %
Costa Rica	53 m	14,700	1.2 bn	3,600	22	17 %



82 lives saved



880 lives saved



750 lives saved



iRAP Project in Malaysia: 23 fatalities per 100,000, cost of crashes is \$3 bn

Pilot inspected 3,700 kms (5%) of Federal Road Network.

1 or 2 Star Roads = Cars: 60% M'bikes:58% Bicycles:81%Peds:52%.

Proposed interventions could reduce road trauma by 32% with a BCR of 16:1.

The World Bank's Role In Road Safety



In 2006 the World Bank launched the creation of the Global Road Safety Facility – the first ever worldwide funding mechanism for road traffic injury prevention;

The Facility aims to increase funding and technical assistance to enable low and middle income countries to develop their own road safety action plans, and to implement the recommendations of the World Report;

The Global Facility received an initial donation of \$5 million from the World Bank, \$5 million from the FIA Foundation and further support from the Australian, Dutch Swedish and UK Governments.

The Facility has funded iRAP projects under an MoU and is promoting use of its innovative assessment tools in the Bank's road sector work at a country level.

The MDB's and Road Safety



In November 2009 the major Multilateral Development Banks, agreed a joint statement of measures to reduce road fatalities in developing countries. The measures include:

- 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.



European Bank
for Reconstruction and Development



So Why Work with the World Bank?



The Bank can be a powerful partner in road injury prevention as it:

- **Is a global leader in development policy**
- **Plays a major role in transport, especially in road infrastructure**
- **Supports a multi-sectoral approach to road injury prevention**
- **Offers strong leverage effects at global, regional and country level**
- **Is both a 'target' and a source of policy change**

Time for Action...Thank You!

