SAFE ROADS FOR ALL - DELIVERING THE GLOBAL GOALS

THE ROLE OF THE UNITED STATES IN ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS
According to the WHO more than 1.25 million people are still dying on the world’s roads every year. While overall road traffic fatalities do appear to be stabilising since the launch of the UN Decade of Action for Road Safety, 68 middle and low-income countries have seen casualties rise. The inclusion of two ambitious road safety targets in the UN Sustainable Development Goals must mark a step-change in the world’s response to road traffic injuries. The Brasilia Global High Level Conference on Road Safety provided a platform and opportunity to accelerate momentum.

HALVE TRAFFIC DEATHS AROUND THE WORLD BY 2020

In 2013, 21 US states had death rates higher than the low income countries target. The same year, Mississippi, Montana, North Dakota had death rates worse than the 2010 low income country average. If the US maintains the status quo and middle income countries reach their target, the US will lag behind.

The passage of the FAST Act (Fixing America’s Surface Transportation Act) presents the opportunity to reverse that trend. This $305 billion, 5-year highway bill provides states with increased, long term, stable funding and incentive. This, combined with growing support for a ‘Vision Zero’ Safe System approach in cities across the US, is a platform on which to build. States can address the major contributors of road deaths and injuries - highway and street design, vehicle safety, lack of seat belt use, impaired driving, and excessive speed.

Reducing the fatality rate on US roads has been done before, and can be done again. Over the past 40 years, the fatality rate has fallen nearly 40% with the help of the Highway Safety Act and National Traffic and Motor Vehicle Safety Acts. The 50th anniversary of these Acts provides a timely opportunity to acknowledge how far the country has come, and how much further it must go.

Source: US Dept. of Transportation Fatality Analysis Reporting System (FARS)

With only five years to achieve the SDG target of halving global road traffic deaths, we need to see urgent results. High income countries must do more to partner with and support developing nations. Increased and new sources of international catalytic financing must be unlocked to kick-start and reinforce national road safety strategies. Much more effort must be made to meet the core indicators set out in the Global Plan for the UN Decade of Action for Road Safety.

In partnership with UNICEF we are building coalitions and evidence in several countries to improve safety for children on their journey to and from school, as a foundation for community-wide safe and sustainable mobility. We have a vision that by 2030 every child should be protected on the way to school, with safe walking and cycling routes: good for health, good for our environment.

Setting an agenda for the global goals

Working together, through innovative funding and implementation partnerships, we can drive down road traffic casualties. Governments and other actors meeting in Brasilia should agree to work on some specific practical outcomes which can have significant impact. The FIA Foundation is focusing on five key areas:

- Enhancing safety performance and protection for all road users on the 10% of highest risk roads.
- Delivering safe streets for all, particularly around schools, through low speed zones and improved pedestrian and cyclist facilities.
- Improving road user behaviour through legislative action, awareness raising and sustained enforcement.
- Ensuring all new cars meet minimum UN vehicle safety standards, with air bags and electronic stability control (ESC), by 2020.
- Unlocking new financing for road safety at global and national level.

As a major global road safety philanthropy, the FIA Foundation currently supports two financing initiatives, the Global Road Safety Facility, hosted at the World Bank; and the Road Safety Fund, a corporate-NGO partnership facilitation. Through our ‘ Financing for Development’ research series and our support for the fundraising advocacy of the new High Level Panel on Road Safety, we are working with partners to build political commitment and design new innovative frameworks to unlock increased funding.
The FIA Foundation is an independent charity and a leading global road safety philanthropy committed to ‘Safe, Clean, Fair & Green’ mobility for all. We seek to build collaborative partnerships, working together to achieve the SDG targets. Visit our website www.fiafoundation.org to learn more about our work and support our partners’ campaigns for safe roads for all:

**#SAVEKIDSLIVES**

The FIA Foundation has worked with NGOs to design and promote the #SaveKidsLives Child Declaration for Road Safety, signed by a million people around the world. With the FIA we co-produced Luc Besson’s #SaveKidsLives advocacy film which has already been viewed online by more than 7 million people. Have you signed up?

www.savekidslives2015.org

**STAR-RATED SAFETY FOR ALL**

We champion motoring consumers, vulnerable road users, and the right of the public to hold the powerful to account. Learn more about our grant support for independent vehicle and road assessment, and join the ‘Three Star Coalition’ and ‘Stop the Crash’ campaigns.

**SAFE STREETS, A RIGHT OF THE CHILD**

We support partners working on urban street design prioritising walking and cycling, and fund research programmes to build the evidence for targeted ‘safe school area’ interventions. Read our joint report with UNICEF, ‘Safe to Learn’.

**FINANCING FOR DEVELOPMENT**

Our research on the road safety potential of social impact investing or consumer micro-donations is testing hypotheses and building new alliances. Read our ‘Breaking the Deadlock’ report.