SAFE ROADS FOR ALL
INVESTING IN THE DECADE OF ACTION

Saul Billingsley
Road Safety Fund / FIA Foundation

Policy & Donor Roundtable
Tanzania, 2nd September 2013
I call for a Decade of Action for Road Safety 2010-2020

MAKE ROADS SAFE
The Campaign for Global Road Safety

SAK JULIUS MBOWE
I call for a Decade of Action for Road Safety 2010-2020
Together we can save millions of lives. It is time for action.

Sack Julius MBowe

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MAKE ROADS SAFE
The Campaign for Global Road Safety
UNITED NATIONS GENERAL ASSEMBLY, 2nd March 2010:

“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”
Changing Direction: Potential of a Decade of Action for Road Safety

Best case scenario, assuming policy era investment

Guria, J. for CGRS, 2009
Changing Direction: Potential of a Decade of Action for Road Safety

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Specific objectives of the Decade

Reduction of road fatalities by 2020.

• Strengthen global architecture.
• Increase funding.
• Increase human capacity.
• Increase national and local prevention efforts using successful experiences from others.
• Improve the quality of data at national, regional and global levels.
• Monitor progress at the national, regional and global levels.
Global Plan to encourage and guide countries in tackling:

- Low institutional & technical capacity
- Unsafe/unsuitable roads
- Unsafe and badly maintained vehicles
- Lack of driver training
- Poor enforcement of key risk factors: e.g. Speed, motor cycle helmets, seat belts, drink driving
- Low levels of post-crash care
Road Fatalities, France, 1970 - 2009

Source: Graphique reproduit avec l’autorisation de l’Observatoire national interministériel de la sécurité routière (ONISR), France
DECADE GLOBAL PLAN

Five pillars for a Safe Systems approach

Road Safety Management
Safer Roads & Mobility
Safer Vehicles
Safer User behaviour
Post-crash response

www.who.int/roadsafety/decade_of_action/
Decade Global Plan: Safer Roads & Mobility
Pillar 2 – Indicators

- Number of countries with a target to eliminate high risk roads by 2020
- Number of countries with systematic safety audit/safety assessment policies in place
- Number of countries with a defined allocation of funding for infrastructure safety
- Number of countries implementing sustainable mobility programs

www.who.int/roadsafety/decade_of_action/
Decade Global Plan: Safer Road Users
Pillar 4 – Indicators

- Increasing proportion of countries that have comprehensive and enforced laws for the major risk factors from 15% to 50%
- Number of countries with a comprehensive helmet and seat belt law
- Number of countries with national data on range of key risk factors
Measuring success

2007-2010 data provides Decade baseline:

• Only 28 countries have comprehensive laws that cover 5 major risk factors

• 104 countries reported robust data (in terms of coverage and completeness)

• 35% of countries have policies to promote walking and cycling

• Only 26 countries rate their own urban speed limit enforcement as ‘good’

• 59 countries have an ambulance service able to transfer over 75% of injured patients
2012-13
THE YEAR IN NUMBERS

$2.2 million disbursed to Decade of Action projects

11,000 motorcycle crash helmets distributed to children in Vietnam

‘Model safety zones’ designed and implemented at pilot schools in 10 countries

7 advocacy initiatives supported

7 regional or international capacity building workshops

15 cars crash tested and star rated in Latin America and South East Asia
“A Life of Dignity for All”

87. **Improve health.** Address universal health-care coverage, access and affordability; end preventable maternal and child deaths; realize women’s reproductive health and rights; increase immunization coverage; eradicate malaria and realize the vision of a future free of AIDS and tuberculosis; reduce the burden of non-communicable diseases, including mental illness, **and road accidents**; and promote healthy behaviours, including those related to water, sanitation and hygiene.

**UN Secretary General’s Post-2015 Report**
“We must tackle road injury in the post-2015 goals. We must save lives. Our goal is safe roads for all.”

Zoleka Mandela
Our campaign agenda

SAFE WALKING AS A RIGHT FOR ALL
A SAFE ROUTE TO SCHOOL FOR ALL CHILDREN
INCLUDE ROAD SAFETY IN THE POST-2015 GOALS
Building wider support for action...

“Road accidents are the biggest killer of young people in the world...it’s a burden on the poorest countries, the poorest families.”
Anthony Lake
Executive Director, UNICEF

“Here is a good goal for the future...make the roads safer”
Magdy Martinez-Soliman
Deputy Director, Policy. UNDP

“Great opportunity to put road safety, the safety of children in particular, at heart of SDG discussions.”
Nigel Chapman
CEO, Plan International
Thank you
www.decadeofaction.org