



Road safety in 10 countries

Partner coordinators

- WHO
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- GRSP
 - Gayle di Pietro
- International Injury Research Unit (JHU)
 - Adnan Hyder
- World Bank
 - Tawia Addo-Ashonq / Tony Bliss
- EMBARQ
 - Claudia Adriazola
- ASIRT
 - Rochelle Sobel

RS10 project

- Funded by Bloomberg Family Foundation
- Commitment of \$125 million over 5 yrs to the global programme (10 countries + global status reports)
- 6 consortium partners → with own funding
- 10 countries
- Relatively small amounts can have large impact at a country level
- Implemented by a national group

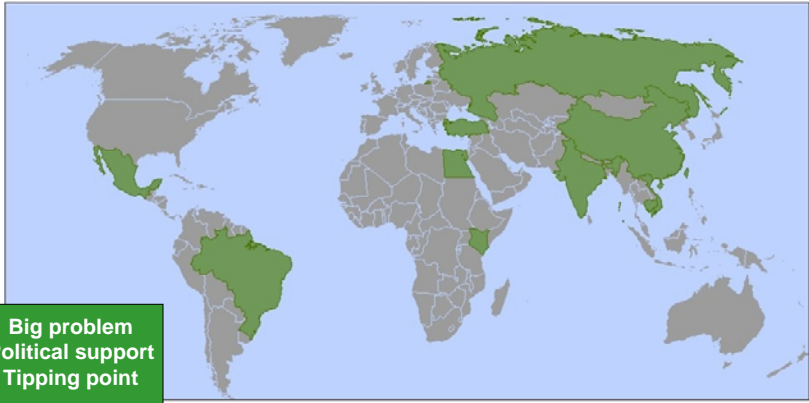
RS10: Goals and Objectives

- **Goal:** To reduce deaths and serious injury on roads in low and middle income countries
- **Objectives:**
 - Focus on proven public health, infrastructure and trauma care interventions
 - Identify high-performing, experienced local partners for implementation
 - Rigorously monitor and evaluate

Road Safety in 10 Countries

Country selection

- 10 low- and middle-income countries = almost half (48%) of traffic deaths globally



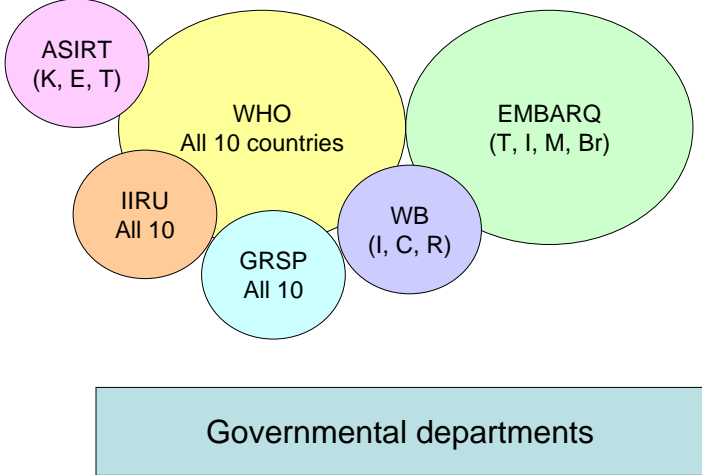
Big problem
 Political support
 Tipping point

Road Safety in 10 Countries

Partnerships

Public Health approach
to Road safety

Sustainable Transport and
Cleaner Air



ASIRT
(K, E, T)

WHO
All 10 countries

EMBARQ
(T, I, M, Br)

IIRU
All 10

GRSP
All 10

WB
(I, C, R)

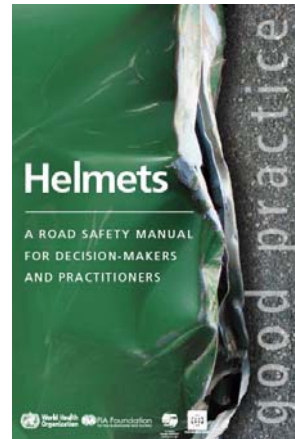
Governmental departments



- Road Safety in 10 Countries
- ## WHO
- Coordination & meetings
 - Support to governments & NGOs to implement primary RS interventions
 - Advocacy
 - Legislation
 - Capacity development
 - Trauma care
 - Data systems
 - Monitoring: GSRRS 2012 and 2014

Global Road Safety Partnership

- Workshops in all 10 countries
 - Risk factor 1
 - Risk factor 2
- Training/cap development
 - Enforcement
 - Public education
 - Extrication/1st aid
- Experts



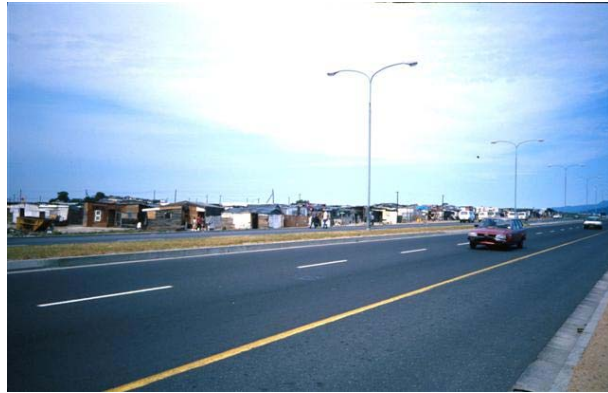
International Injury Research Unit

- Monitoring & evaluation in all 10 countries
 - Working with a local academic/Ministry
 - Situational assessment (secondary data)
 - Before & after RF
 - Evaluation
- Training programme
 - Public health
 - In country
 - Online



World Bank

- Road safety management audits
- iRAP
- Countries
 - India
 - China
 - Russia



ASIRT

- Mobilizing civil society
- Supporting local NGOs
- Work with media/advocacy
- Post crash support
- Countries
 - Kenya
 - Egypt
 - Turkey



EMBARQ

- Safety audits
- Rapid Bus Transit systems
- Cleaner air
- Countries
 - Mexico
 - India
 - Turkey
 - Brazil



Expectations of 5-year project

- To implemented known good practices in 10 countries
- Monitor and evaluate pre and post interventions → save lives
- Build capacity in the country → sustainability
- Integrate project into national priorities → sustainability

WHO | Working in countries - Mozilla Firefox

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http://www.who.int/violence_injury_prevention/road_traffic/countrywork/en/index.html

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Care & services [global road safety](#)

Disability & rehabilitation

Policies

Capacity building

Road safety in 10 countries

In 2010, a consortium of partners received funding from The Bloomberg Family Foundation to expand road safety to 10 low- or middle-income countries. Dubbed the Road Safety in 10 Countries Project (or RS10 for short), this initiative will include a road traffic injury prevention component in all 10 countries: Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russian Federation, Turkey and Viet Nam. Additionally, it will focus on trauma care in Kenya and India, and data system development in Kenya and Egypt. RS10 will be implemented over the next five year (2010-2014). Read more : [RS10 kicks off in several countries](#)

More detailed information about each of the RS10 country projects follows:

- :: [Brazil](#)
- :: [Cambodia](#)
- :: [China](#)
- :: [Egypt](#)
- :: [India](#)
- :: [Kenya](#)
- :: [Mexico](#)
- :: [Russian Federation](#)
- :: [Turkey](#)
- :: [Viet Nam](#)

Consortium partners :

[WHO](#) | [GRSP](#) | [ASIRT](#) | [JHU](#) | [EMBARQ](#) | [World Bank](#)

[Seat-belt manual \[pdf 3.47Mb\]](#)

[Newsletter: The Road Ahead](#)

[Full list of road safety publications and resources](#)

MULTIMEDIA

[Road Safety posters](#)

[Road Marks posters](#)

Done

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