

theRoadAhead

THE WHO NEWSLETTER ON ROAD SAFETY

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Lord Robertson, Chairman of the Global Road Safety Commission, launches The Make Roads Safe Report with help from a few friends.

Launch of the report of the Commission for Global Road Safety

On 8 June the report from the Global Commission on Road Safety was launched in London. This Commission was created by the FIA-Foundation for the Automobile and Society in 2005. The Chair person is Lord Robertson, former Secretary-General of NATO.

The objectives of the Commission's Report are to frame road safety as a development issue and bring it to the attention of the leaders of the G8 and other key policymakers dealing with development issues.

“Every day 3000 people are killed in road crashes. We know that many of these deaths are preventable. But we need political leadership from the G8 and a significant increase in resources if we are to make roads safe.”

Lord Robertson
Chairman of The Global Road Safety Commission

The Commission Report uses the WHO/ World Bank *World report on road traffic injury prevention* as its basis and advocates for greater support for the implementation of its recommendations.

The main recommendations of the report are directed to the G8 leaders and the international community in general. They are invited to:

- Re-commit support to the implementation of the WHO/ World Bank *World report on road traffic injury prevention*, including by increasing funding for its implementation efforts to 300 million USD over 10 years;
- Support the call for a Conference of Ministers of Transport, Health and Interior, to be organized by the United Nations in 2008;
- Support the creation of a Global Road Safety Charter to which stakeholders can pledge their support to the implementation of the World Report;

- Contribute to the development of a global action plan for road safety.

Lord Robertson and David Ward (Director General FIA-F) presented the Report at an event held at the Queen Elizabeth II Conference Centre in London, UK. Responses and comments were provided by Etienne Krug (WHO), Tony Bliss (World Bank) and Carla Gonzales (Minister of Transport Costa Rica) and David Njoroge, AA Kenya.

Links

Make Roads Safe launch
www.fiafoundation.com/commissionforglobalroadsafety/make_roads_safe_report_launched.html

For a copy of the Commission Report www.makeroadssafe.org

*The road ahead can be **downloaded** from our website:*
www.who.int/violence_injury_prevention/en/

For hard copies of the newsletter, please contact us at traffic@who.int



World Health Organization



ROAD SAFETY IS NO ACCIDENT

Plans for the first United Nations Global Road Safety Week

United Nations General Assembly resolution A/60/5 on *Improving global road safety*, adopted in October 2005, invited the UN regional commissions and WHO to jointly organise the first United Nations Global Road Safety Week. The Week is to be held from 23-29 April 2007, with a theme of “young road users” – as young people constitute a major group at risk of death, injury and disability on the road. The objectives of the Week are to: raise awareness about the societal impact and costs of road traffic injuries and to promote action around key factors which have a major impact on preventing road traffic injuries (helmets, seat-belts, drink driving, speeding and infrastructure). The slogan for the Week is “*Road Safety is No Accident*” which highlights the fact that improving road safety does not happen by accident, but requires deliberate efforts on the part of many sectors of society – governmental and nongovernmental alike.

During the Week it is envisaged that a large number of international, national and local events will be hosted all over the world. These may include high-level policy discussions on road safety, launches of new road safety strategies or plans of action, implementing new legislation related to road safety, or other advocacy

events, including some involving national media. Many partners will participate including governments, United Nations agencies, civil society organizations and the private sector.

The main global events for the Week will be hosted at the Palais des Nations in Geneva, Switzerland, and will include the following:

- **World Youth Assembly for Road Safety:** The Assembly will be modeled on the format of the United Nations General Assembly, involving delegations of young people from around the world. Delegates will develop a road safety resolution, and use the forum to exchange ideas and experiences on ways to promote road safety in their countries.
- **Second Global Road Safety Stakeholders’ Forum:** The Forum will convene representatives of governments, United Nations agencies, civil society and the private sector to share experiences and define ways to contribute collectively towards advancing road safety efforts around the world.

For further information, please visit the Week’s web site www.who.int/roadsafety/projects/week/en/index.html or contact traffic@who.int.

UNESCAP holds the fourth UN Road Safety Collaboration meeting

The fourth meeting of the UN Road Safety Collaboration meeting was held on 10-11 May 2006 at the UNESCAP headquarters in Bangkok, Thailand. A total of 47 international delegates participated at the meeting. They represented governments and nongovernmental organizations (from the health, transport, and safety sectors), and road traffic victims.



This meeting focused on three major areas:

1. Reports from collaborating organizations on their achievements on working towards common objectives since the last UNRSC meeting
2. Working groups to plan further activities of the UNRSC.
 - How the UNRSC can encourage good practices with regards to fleet safety within the UN and other organizations.
 - What to include in a good practice guide on data collection, and in particular how to develop a minimum dataset for police data collection as well as survey tools to assess seat-belt and helmet wearing rates in countries.

The UNRSC meeting was held by UNESCAP at their headquarters in Bangkok, Thailand.

3. How to implement, at a country level, the good practice manuals on helmets, seat-belts and alcohol when these become available later this year.
3. The first UN Global Road Safety week from 23 to 29 April 2007 (see page x).

This UNRSC had been timed to dovetail with the UNESCAP lead Asian Highway Network expert consultation to discuss financing highway infrastructure and road safety. The first day of the UNRSC was attended by an additional 55 delegates from this consultation (see article on page 3).

The next meeting of the UN Road Safety Collaboration will be held in Geneva on 30 and 31 October 2006. To obtain the full proceedings of this meeting please go to www.who.int/entity/roadsafety/events/un_roadsafety_collab4/en/index.html

World Bank Road Safety Facility in operation

The World Bank's Global Road Safety Facility, announced last autumn, has begun operations. Formally established in the spring of 2006 within the World Bank's Transport and Urban Development Department. The Facility's mission includes activities directed at strengthening road safety strategies and institutional capacities in low- and middle-income countries. Global activities focus on coordination, advocacy, knowledge management and research and development.

The Facility will have two streams of funding. One to global road safety initiatives and one to support country programmes. So far the facility has provided support to the Global Road Safety Partnership, the Global Road Safety Forum (Task Force for Child Survival and Development), and WHO's Department of Injuries and Violence Prevention for international road safety activities. The Facility's manager, Tony Bliss, indicated that the Facility would soon begin its country and analytical programmes. A website is currently being developed which will have all the grant application forms and instructions for download. For more information, please contact: abliss@worldbank.org

Asian Highway Network expert meeting: Regional experiences and lessons in financing highway infrastructure and improving road safety

The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) organized an Asian Highway Network expert group meeting the goal of which was to share regional experiences and lessons learnt among member countries and other relevant organizations in the areas of financing development, maintenance and upgrading of highway infrastructure including public private partnerships

as well as improving road safety. The participants also discussed a proposed draft declaration on improving road safety in the Asia Pacific region. This declaration will be presented at the Ministerial Conference on Transport for the region to be held in November 2006 in Busan, Korea. Background documents and most presentations for the Asian Highway Network meeting are available at: www.unescap.org/ttdw/common/tis/ah/egm_may06.asp

New interactive road safety website launched in Oman

In May last year we reported on the establishment of a non-profit road safety organization Al Mustadaama, in the Sultanate of Oman. This February, Al Mustadaama launched an interactive website dedicated to reducing child casualties in road crashes. The website www.salimandsalimah.org is part of a broader child passenger awareness campaign, *Salim and Salimah, Safe and Sound*. This creative campaign seeks to raise awareness and change behaviour by showing graphically, and in an appropriate cultural fashion, the consequences of collision impact. A high-impact educational film in Arabic and English entitled "*Doesn't your child deserve a safe ride?*" produced for the campaign has been distributed free to NGOs, schools, mosques, colleges and women's organizations in Oman and elsewhere. The campaign recently became signatory to the European Road Safety Charter.

An Arabic sister site to www.salimandsalimah.org is now in development to serve as a template and material resource for knowledge-sharing in the wider Middle East and Northern Africa region. For more information, contact Bernadette Bhacker through the website or at almustadaama@ecologyfund.net

Young truck driver competition addresses commercial drivers

Twice since 2003 Scania, in partnership with the European Commission, the International Road Union, Shell and Michelin, has run a Young European Truck Driver competition. The major focus of the event is to promote road safety among young drivers. The rules of the competition are inspired by the new directive on driver training issued by the European Commission. The directive introduces regular professional driver training, stressing safety rules and standards for the transport of goods or passengers. In addition they support the European Commission's safety objective of halving the number of traffic fatalities by the year 2010. In support of the UN Road Safety Collaboration, of which all partners of this competition are members and to which Scania makes a financial contribution, the Driver contributions will be broadened to a global activity. In April 2007 competitions will be arranged in several countries to celebrate the first UN Global Road Safety Week.



A young truck driver being put through his paces.



NGOs take on road safety in Asia

examples from Cambodia and Viet Nam

Handicap International – Cambodia

Handicap International (HI) is a nongovernmental organization present in 60 countries. Its mission is to contribute to the prevention of disabilities and to support the improvement of the life of disabled people in all related areas (medical, social and economic).

In 2003, following the dramatic increase of the number of road traffic collisions and injuries in Southeast Asia, HI started to implement road safety programmes in Cambodia, Laos and Viet Nam, in close cooperation with local authorities and international organizations.

In Cambodia, HI implements specific actions of the country National Road Safety Action Plan, in close collaboration with the National Road Safety Committee (an inter-ministerial body created in June 2005 to manage the national road safety action plan in Cambodia), Cambodian related ministries (Health, Transport, Interior, and Education) and the World Health Organization. The programme currently consists of the following projects:

- Development and implementation of a National Road Traffic Accident and Victim Information System (RTAVIS). See www.handicapinternational.be/content.asp?lng=1&cID=322 for the latest report;
- Development and implementation of national road safety curriculum in primary and lower secondary schools;
- Development of road safety awareness campaigns, mainly focusing on helmet use;
- Community-based road safety education in Phnom Penh and along major national roads;
- Management of a road safety network of more than 70 NGOs, international organizations and private companies;
- Lobby and advocacy.

The programme is supported by His Majesty King Norodom Sihamoni and by the international movie star Jackie Chan. For more information about Handicap International's work in Cambodia please contact: Jean Van Wetter on jean.vanwetter@hib-cambodia.org or visit www.handicapinternational.be

This year Handicap International won an award for the best video at the International Safety Media Awards Contest, at the 8th World Injury Prevention and Control Conference, in Durban, South Africa, for their helmet promotion advert shown on national television.



Left to right:
 Primary school boy at the education campaign wearing a helmet to ride on his parent's motorbike after school.
 King Norodom Sihamoni distributes helmets to school children at a ceremony in Phnom Penh in December 2004.
 Jackie Chan promotes helmet use in Cambodia.
 Asia Injury's campaign to increase helmet use among Cambodian families.

The advertising campaign to promote helmets in Cambodia, featured Jackie Chan. The main message of the campaign was “Even an action star like Jackie Chan wears a helmet when he rides a motorbike”. The TV spot was targeted at young people who represent 50% of RTIs in Cambodia and was broadcast from December 2004 until March 2005 on the country's main TV channels.

To evaluate the impact of the campaign a number of helmet-wearing surveys were conducted in 20 locations around Cambodia. Wearing rates increased from 8% to 13.6%. Although these results are encouraging, continued promotion will be required until the new traffic law is implemented, which will oblige motorbike riders to wear helmets.

Asia Injury Prevention Foundation – Viet Nam

Asia Injury Prevention Foundation (Asia Injury) was established as a non-profit organization to provide effective solutions to reduce the number of traffic related fatalities and injuries in developing Asian countries. In many Asian countries, rapid modernization and resultant motorization have created a national crisis in the public health sector: for example, in Viet Nam traffic crashes are one of the

leading causes of death and injures for children aged 5-9 years, and the leading cause of death for young adults aged 19-24 years.

Asia Injury's approach reflects a unique model of partnership between government agencies, non-profit organizations and corporate entities to design and implement effective and innovative road safety programmes in Asia. For example, along with partners within the Viet Nameese government – the National Traffic Safety Committee and the Ministry of Education – their *Helmets for Kids* initiative was launched in 2000, introducing certified and fashionable child helmets as an immediate intervention, along with teachers' training on road safety, traffic safety books, teaching materials and other extra curricular activities for the targeted children. These initiatives have proven successful: with financial support from the private sector, 165 000 tropical helmets have been distributed free to school children around the country, generating great interest from the public and governments both regionally and internationally. *Helmets for Kids* is now being expanded throughout the region.

The organization has a three-pronged approach:

- **Direct Intervention** introduces and promotes the use of traffic safety products. Asia Injury has promoted helmet use through the *Helmets for Kids* programme and establishment of its non-profit Protec helmet factory.
- **Public Education** raises public awareness and modifies traffic safety behaviour. Asia Injury's traffic safety education programmes are designed, developed and implemented through the national primary schools and to the general public through public awareness campaigns. In addition, helmets are marketed and branded as a desirable consumer product as well as a necessary safety precaution.
- **Public advocacy and public awareness** focuses government attention on traffic safety issues. Asia Injury engaged the Viet Nameese government in dialogue to address infrastructure improvement, effective enforcement of traffic legislation and helmet standards.

For more information please contact: Nguyen Lan Huong, Executive Director at: lanhuong.nguyen@aipf-vietnam.org



Meetings, workshops and conferences

Africa addressing road safety

Africa is the region with the worst death rate from road crashes, with a fatality rate of 28 deaths per 100 000 population. In a region where 50% of the population is below the age of 16 years, road crashes also place a heavy burden on the continent's younger members – road crashes are the second leading cause of death for the 5 to 44 age group in African countries.

The United Nations Economic Commission for Africa (ECA) has been active in road safety for many years. So far it has organized three African Road Congresses to draw attention to the problem. More recently, in 2004, ECA introduced road safety activities into its Sub Saharan African Transport Policy Programme (SSATP), a collaborative project with the World Bank that aims to improve transport sector performance. ECA and the World Health Organization's

regional office for Africa will jointly collaborate to organize the 4th African road safety congress.

The objectives of the Congress include: planning the implementation of the recommendations of the *World report on road traffic injury prevention*; advancing development of national action plans for road safety for countries in the region; and continuing preparations for the First UN Global Road Safety week.

The Congress will take place in early 2007. It will involve high level representatives of African governments, civil society, the private sector and international organizations and funders. Topics to be addressed include setting up a national road safety plan of action, data collection and analysis, planning successful prevention programmes, and planning for the First UN Global Road Safety Week.

For more information please contact Dr. Olive C. Kobusingye, Regional Advisor on Violence, Injuries, & Disabilities, WHO Regional Office for Africa at kobusingyeo@whoafr.org or Mr. Joseph Atta-Mensah, Senior Economic Affairs Officer, Trade and Regional Integration Division at email jattamensah@uneca.org.

The health sector answers to the challenge of safer roads in the Americas: a conference in Brazil

In recognition of the importance of road traffic injuries as a public health problem, the Pan-American Health Organization/World Health Organization regional office for the Americas held a Pan-American Conference on Road Safety in December 2005.

Seventy representatives from 16 countries, including governmental and nongovernmental organizations, participated in the meeting, which aimed to define how



Preventing injury and providing post crash care are key aims for road safety in Africa

the health sector can improve its commitment to and responsibility for road safety in the Americas. Its objectives included fostering collaboration among and between sectors and countries, and the stimulation of national road safety councils.

Delegates put forward recommendations in the following 11 areas: road safety public policies, resources, information systems, media, study and research, legislation, civil society, transit system workers, international cooperation, improving pre-hospitalization assistance and the care of traffic crash victims, and public policies relating to alcohol use.

This meeting was a significant step towards consolidating the role of the health sector in reducing deaths and injuries caused by traffic and promoting multisectoral cooperation in this area. The development of a Pan-American road safety network, which will give continuity to the exchange of experiences between countries and practitioners, is an important outcome of the meeting.

The complete report of this conference is available in Spanish at the following web address: www.bvsde.ops-oms.org/ and look for seguridad vial.

Planning for good regional cooperation: a workshop in Santiago, Chile

In January 2006 the Global Road Safety Forum organized a workshop, in collaboration with PAHO/WHO, the World Bank, and the Inter American Development

Bank in Santiago, entitled *Working together to stop the emerging epidemic: Latin American and Caribbean road safety planning workshop*. The main recommendations were:

1. The need for Latin American and Caribbean countries to hold a stakeholders forum in September 2006, which would ensure participation of the main players in road safety initiatives.
2. The need for Latin American and Caribbean countries to implement UN General Assembly Resolution 58/289, as well as the recommendations of the *World report on road traffic injury prevention*.
3. The need for countries in the region to work collaboratively to plan events for the first UN global road safety week in April 2007.

The follow up to these events will be a conference held in Costa Rica on 13 and 14 September 2006.

UN Road Safety Collaboration launches website

The UN Road Safety Collaboration website was officially launched during the 4th UNRSC meeting in Bangkok, Thailand, in May 2006. The web site, which is co-branded by WHO, was identified as a need during the 3rd meeting of the UN Road Safety Collaboration in London. The web address is www.who.int/roadsafety/. Please send contributions for the website, or suggested amendments, to Tami Toroyan at toroyant@who.int

IN MEMORIAM

World loses important road safety advocates



Dr LEE Jong-wook, Director-General, WHO

WHO and the UN Road Safety Collaboration mourn the loss of Dr LEE Jong-wook, Director-General of WHO, who died suddenly on 22 May 2006 following a short illness. Dr LEE, who launched the *World report on road traffic injury prevention* in Paris in April 2004, and presented the report to the UN General Assembly later that month, was a staunch supporter of road safety. In Dr Lee's own words "Thousands of people die on the world's roads everyday. We are not talking about random events or 'accidents'. We are talking about road crashes. The risks can be understood and therefore can be prevented. Road safety is no accident. We have the knowledge to act now. It is a question of political will." The world has lost an important promoter of road safety. He will be sadly missed. RIP.

Edouard Michelin, Michelin Tyre Company Executive

Edouard Michelin, a leading executive of Michelin tyre company, died on Friday 26 May 2006 in a boating accident off the coast of Brittany, France, while on a fishing trip. Mr Michelin supported the work of WHO, GRSP and the UN Road Safety Collaboration. In addition, he was instrumental in placing the issue of road safety on the table during the World Economic Forum in Davos and including road safety in the annual Bibendum Challenge. His strong leadership and advocacy for road safety will be sorely missed. RIP.



Workshop on Canada's Role in Promoting Global Road Safety

Transport Canada hosted a workshop on 21 March 2006 in Ottawa to hear from leaders in global road safety and to discuss Canada's future role in promoting global road safety particularly in low and middle-income countries. Participants included representatives of federal and provincial transportation and public health departments, industry, universities, and non-governmental organizations.

Following speakers from a number of international road safety organizations, there were presentations of the current state of road safety in Canada and why Canada should share its successes with low and middle income countries. Subsequent group discussions focused on the opportunities for Canada to play a role in global road safety, what some of the barriers are to pursuing these opportunities and what might be necessary to overcome these barriers. Some of the suggestions included becoming a member of the Global Road Safety Partnership, creating a senior level interdepartmental committee to develop a strategy for Canadian participation in global road safety, creating a national committee which includes representation of federal/provincial/territorial governments, private sector (e.g., vehicle manufacturers, insurers), academia, and non-governmental organizations

to develop a private/public partnership: making the Canadian Council of Motor Transport Administrators (CCMTA) – an intergovernmental coordinating body – aware of the global road safety problem (a presentation was made at the CCMTA Annual Meeting in May and CCMTA was supportive of a Canadian role, possibly based on jurisdictions twining with low and middle income countries); and encouraging the Canadian government to support placing road safety on the agenda of a future G8 meeting.

Finally, participants addressed what role Canada could play during the first global UN Road Safety Week. It was proposed that since there is a Canada Road Safety Week from May 14-18, 2007, Canada might create a road safety month with these two weeks serving as the beginning and end of the month. Discussions on Canada's role in Global Road Safety Week are continuing and an organizing committee is being created. For more information contact Brian Jonah at JONAHB@tc.gc.ca

Publications

Arrive Alive: ASEAN Commits to Cutting Road Deaths

The Asian Development Bank-approved regional technical assistance on road safety in the ASEAN region highlighted that the road safety problem is much more serious than official statistics suggest. The study aimed at quantifying the scale and characteristics of the problem; assisting the individual ASEAN member countries and the region in developing appropriate road safety strategies and action plans; developing safety research capability in each country. More information can be found at: www.adb.org/Documents/Reports/Arrive-Alive/default.asp



Road Safety Performance: National Peer Review, Russian Federation

The Joint ECMT/WB/WHO peer review of road safety of the Russian Federation was launched in Moscow in April. The report provides an overview of the Russian dimensions of the health burden of traffic-related injuries, including an analysis of the main risk factors, strategies and effective interventions to reduce these risks. The study is based upon a fact finding analysis and draws from global, European and Russian experience. For more information see: www.cemt.org/topics/safety/safepub.htm



contact

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