Meeting of the United Nations Road Safety Collaboration, New York, 13 April 2018

Safer Road Users – PG4 Summary

Chair: Global Road Safety Partnership - Judy Fleiter

Meeting aims:
- To share current work of road safety organisations in regard to safer road users
- To review PG4 Workplan
- To discuss how PG4 member activities can assist with recently determined targets and indicators
- To discuss challenges and opportunities to making road users safer

Participants.

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mignott, Shushanna</td>
<td>SafeKids Worldwide</td>
</tr>
<tr>
<td>Pratt, Stephanie</td>
<td>CDC/NIOSH</td>
</tr>
<tr>
<td>Creppy, Torine</td>
<td>SafeKids Worldwide</td>
</tr>
<tr>
<td>O’Conor, Shane</td>
<td>FEDEX</td>
</tr>
<tr>
<td>Godal, Shelti</td>
<td>India MP</td>
</tr>
<tr>
<td>Poll, Anneleen</td>
<td>VIAS</td>
</tr>
<tr>
<td>Fleiter, Judy</td>
<td>Global Road Safety Partnership</td>
</tr>
<tr>
<td>Nino Paichadte</td>
<td>JHU</td>
</tr>
<tr>
<td>Lee, Sandy</td>
<td>J&amp;J</td>
</tr>
<tr>
<td>Bishop, Tom</td>
<td>AMEND</td>
</tr>
<tr>
<td>Silberman, Cathy</td>
<td>ASIRT</td>
</tr>
<tr>
<td>Craft, Greig</td>
<td>AIP Foundation</td>
</tr>
<tr>
<td>Sobel, Rochelle</td>
<td>ASIRT</td>
</tr>
<tr>
<td>Baloyi, Peter</td>
<td>RTIA-South Africa</td>
</tr>
<tr>
<td>Mamaboloa, Mankga</td>
<td>RTIA-South Africa</td>
</tr>
<tr>
<td>Monclus, Jesus</td>
<td>Fundacion Mapfre</td>
</tr>
<tr>
<td>Draisin, Natalie</td>
<td>FIA Foundation</td>
</tr>
<tr>
<td>Sakashita, Chika</td>
<td>ACRS</td>
</tr>
<tr>
<td>Barnes, Jurald</td>
<td>UPS Foundation</td>
</tr>
<tr>
<td>Ballard, Katie</td>
<td>USDOT/NHTSA</td>
</tr>
<tr>
<td>Sauber-Schutz, Erin</td>
<td>CDC/Injury Centre</td>
</tr>
<tr>
<td>Lambrosquini, Florencia</td>
<td>Fundacion G. Rodriguez</td>
</tr>
</tbody>
</table>

1. At the end of the previous meeting (Bangkok, March 2017) it was decided to hold a forthcoming session on road safety education and training. The decision was taken to not hold that session at today’s meeting due to the absence of some people who wished to participate. That session can be scheduled for the next UNRSC PG4 meeting.

2. Presentations:

Speakers
a. **Greig Craft** (AIP Foundation). Updated provided about 10 year period of helmet legislation and enforcement in Vietnam, with results showing vast improvements in wearing rates, and in reductions in fatalities and injuries. Greig will provide additional information at the plenary session later today and circulated printed copies of the 10 year progress report. There was brief discussion about some of the challenges faced in the implementation, including helmet quality and counterfeit products.

b. **Anneleen Poll** (VIAS). Belgian Knowledge Centre for Road Safety, Mobility, Security and Health. Described the role of VIAS (founded in 1986) and provided information on EU Road Safety Charter that was launched in 2004. Now has 3,400 members, develops guidelines and represents information about what civil society can do to support authorities in crash prevention. Also described ESRA (E Survey on Road Safety Attitudes) that is a longitudinal survey conducted by 26 partners in 38 countries. Surveys collect comparable data across countries on 4 topics over 7 themes (e.g., public attitudes towards risk factors, enforcement). Others can join for a small fee and have access to all tools and data.

c. **Judy Fleiter** (Global Road Safety Partnership). Provided information on the recently completed 3 year EU funded project, SafetyCube Decision Support System (DSS) [https://www.roadsafety-dss.eu](https://www.roadsafety-dss.eu). Note GRSP was not involved in this project but recently attended a launching meeting where the SafetyCube DSS was explained. Professor Pete Thomas from Loughborough University has led the development for Loughborough part of the consortium of many partners. The online system provides information on risk factors, countermeasures, cost/benefit analysis of measures, injury categories etc and provides lay summaries of available research and gives green/grey/red rating according to whether particular countermeasures are likely to be effective, ineffective, or not yet enough research to determine. Prof Thomas is happy to be contacted for additional information: Roadsaftydss@lboro.ac.uk

d. **Jesus Monclus** (Fundacion Mapfre). Provided updates on various projects conducted by Fundacion Mapfre, including painting and art competitions, preparation of a manual to provide guidance on improving safety around schools, a pedestrian safety project in Colombia, a road safety training park for children, and a Survey of 11,000+ children in Latin American countries relating to what students know about road safety, how they find out this information, and activities they participate in to increase their knowledge about road safety.

3. Discussion about the Safer Road User related targets established by Member States late last year and how PG4 activities might best serve MS in attaining these. There is need to review, revise and update the current PG4 workplan. Suggestions were taken from the floor regarding activities that could assist with this to make sure that our work can support countries to address the targets. There is need to align with other PG groups, particularly those working on M&E/ data and work related road safety. Volunteers were called for to help refine and update the current workplan. Thanks for the following members for their willingness to assist with this task: Cathy Silberman (ASIRT), Anneleen Poll (VIAS), Erin Sauber-Schutz (CDC/Injury Centre), Shushanna Mignott (SafeKids Worldwide), Sande Lee (J&J), Jesus Monclus (Fundacion Mapfre). The Chair will convene this smaller working group in coming weeks to commence this task. In addition, guidance will be sought from WHO and
other PG Chairs to better align activities relating to how best to assist Member States to address the targets.
HEAD FIRST: A CASE STUDY OF VIETNAM'S MOTORCYCLE HELMET CAMPAIGN

Immediate and long-term impact of helmet use

United Nations Road Safety Collaboration Meeting
New York City, 13 April 2018
Presented by: Greig Craft, AIP Foundation President and Founder
In the 1980s and 90s, Vietnam was recovering from the effects of a war that had devastated the country. As the 20th century came to a close, the country began to experience an impressive economic boom.

Businesses and families prospered, so the roads became crowded with motorized vehicles – primarily motorcycles.

This new mobility also ushered in a modern day tragedy: a sharp spike in road crash casualties. Vietnam, like many developing countries, began to face higher rates of road crash deaths with increased modernization.
By 2005, motorised two- and three-wheelers accounted for nearly 95% of all registered vehicles. Vietnam’s rapid motorisation was little more than 10 years in the making, and numbers have continued to surge since.
INCREASE IN ROAD DEATH & INJURY

IN LESS THAN TEN YEARS, the number of road deaths increased by 164%.

4,907 in 1994 to 12,956 in 2002

INJURIES DOUBLED FROM 14,174 to 29,872 OVER THE SAME PERIOD.

(Ministry of Health data reported by Hung, Stevenson, & Ivers, 2006).
TAKING ACTION

National Policy on Accident and Injury Prevention 2002-2010
• Developed as a collaboration between relevant ministries including the Ministry of Health and Ministry of Transportation- it includes a commitment to reduce road crash deaths from 14 to 9 per 10,000 vehicles by 2010.

• Convened 75 participants from government ministries, nonprofits, and the private sector, including representatives from 10 provincial traffic safety departments.
• Set in motion plans for the universal helmet law and laid a blueprint for a feasible nationwide plan.
• Highlighted the strong commitment of the new director of the NTSC to instituting universal helmet use nationwide.

Vietnam Helmet Wearing Coalition (2007)
• A group of multilateral agencies, nonprofits, and private sector companies with the mission of promoting the issue of non-helmet use to the forefront of public discourse.
• Developed and supported the nationwide, hard-hitting “Wear a Helmet. There are No Excuses.” Campaign.
WEAR A HELMET. THERE ARE NO EXCUSES.
15 December, 2007: The universal helmet law goes into effect nationwide. Helmet use increases significantly overnight.

“It was a wonderful moment which exceeded our expectations. Everything changed in one night. The former Minister of Transport and I, together with other people, were at Kim Ma intersection to observe the first day, and almost 100% of people wore helmets on the morning of 15 December 2007.” – Mr. Long, the former Chief Secretariat of the NTSC
IMMEDIATE IMPACTS

- **Increase in Adult Helmet Use Rates**
  - 2007: 6%
  - 2008: 96%
  - 90 percentage point increase

- **Decrease in Road Traffic Crash Injuries**
  - 2007: 10,266
  - 2008: 7,771
  - 24% decrease

- **Decrease in Road Traffic Crash Fatalities**
  - 2007: 12,800
  - 2008: 11,243
  - 12% decrease
INCREASE IN HELMET USE (2007-2017)

% increase in helmet use (all ages)

Mandatory Helmet Law
REPORTED AND PROJECTED FATALITIES 1998 TO 2017

- # of reported road fatalities
- # of projected road fatalities
RESULTS

After 10 years of implementing the helmet law (2008-2017):

- $3.5 billion USD saved
- 502,774 head injuries prevented
- 15,302 Lives saved
Vietnam’s story provides an example of what is possible when a dedicated government, NGOs, and public and private partners collaborate for a common objective. With concerted effort, strong political will, and the support of local and international partners at all levels, we *can* succeed.
THANK YOU!

Contact:
Greig Craft, President and Founder
12B Ngoc Khanh Street
Ba Dinh District
Hanoi, Vietnam
greig.craft@aipf-vietnam.org
Tel: (84-24) 3771 0700

For further information:
Visit www.aip-foundation.org
Find us on Facebook
Follow us on Twitter
25th Meeting of the United Nations Road Safety Collaboration (UNRSC)

12-13 April 2018
We are Vias institute

- the Belgian Knowledge Centre for Road Safety, Mobility, Security and Health
  - With 30 years of research to build upon
  - Neutral and independent
  - Active on a local, national and international level
Our milestones

- **1986**: Foundation of BRSI
- **1993**: Start Laboratory alcoholometry
- **1995**: 1st BOB campaign
- **2003**: 1st attitude measurement
- **2004**: 1st road safety barometer
- **2013**: 1st edition of the national unsafety road survey
- **2017**: Rebranding of BRSI to Vias institute
European Road Safety Charter
European Road Safety Charter

- **Launched in 2004** by DG Tren (DG move)
- Part of the Road Safety action program 2011 – 2020 aimed at **halving the number of traffic fatalities**
- Represents what **civil society** can do in order to **support the authorities in accident prevention**.
- **Public & private organizations**
- Both **specialists and no-specialists in road safety related issues**.
- **Sharing** their **activities and best practices** on the charter’s website
Joining the charter

**Advantages** to sign the charter and to become a member:

1. Charter = great *source of inspiration*
2. **Networking**: share best practices and activities on European level
3. **ERSCharter-Label**
4. Assist to **webinars**
5. Make a chance to win “**Excellence in Road Safety award**”
More Information:

http://www.erscharter.eu/en

Charter Team:

Contact :

Félix Vandemeulebroek
Felix.vandemeulebroek@vias.be
+32 2 244 14 71
ESRA project
ESRA

▸ International network
  ▸ Coordinator: Vias institute
  ▸ 26 partners – 38 countries

▸ Aim & objectives
  ▸ Provide scientific support for road safety policy on national & international level
  ▸ Generating comparable national data on the current road safety situation
  ▸ Development of time series and road safety performance indicators

▸ Output
  ▸ www.esranet.eu
Four main topics across seven themes

- Self-declared (un)safe traffic behaviours (31)
- Subjective safety & risk perception (28)
- Acceptability of unsafe traffic behaviours (36)
- Enforcement & support for policy measures (34)
- Attitudes towards road safety (28)
- Behaviours of other road users (18)
- Involvement in road crashes (15)
SafetyCube – DSS

• European Road Safety Decision Support System, which has been produced within the European research project SafetyCube, funded within the Horizons 2020 Programme of the European Commission, aiming to support evidence-based policy making

• Provides detailed interactive information on a large list of road accident risk factors and related road safety countermeasures
The primary objective of the SafetyCube project was to develop an innovative road safety **Decision Support System (DSS)** that will enable policy-makers and stakeholders to select and implement the most appropriate strategies, measures and cost-effective approaches to reduce casualties of all road user types and all severities in Europe and worldwide.

- https://www.roadsafety-dss.eu

- https://www.youtube.com/watch?v=Y-mVUde3knU
SafetyCube – DSS

Keyword Search
Risk Factors
Measures
Road User Groups
Accident Categories

Introductory Video:
Introductory Video:
Introductory Video:
Introductory Video:
Knowledge

The knowledge synthesized during the SafetyCube project is listed here, regarding the effects of risks and measures, the causes and impacts of serious injuries, and the most common accident scenarios. Select the related box to view and download the SafetyCube knowledge documents.

Road Safety Synopses

The SafetyCube project synthesized existing knowledge on road safety risk factors and countermeasures in comprehensive Synopses; these are listed below per risk factor / measure, colour code (assigned to reflect the strength of evidence on the effect of the risk factor or measure), and the road safety area concerned (behaviour, infrastructure, vehicle).
SafetyCube – DSS

• Contact

• Pete Thomas
  Professor of Road and Vehicle Safety
  Safe and Smart Mobility Research Cluster
  Loughborough University
  Loughborough. LE11 3TU. UK
  Tel: +44 1509 226931
  email: Roadsafetydss@lboro.ac.uk
Contents

GEOGRAPHICAL SCOPE

GLOBAL: COLABORATION WITH FEVR ON THE WDR VIDEO
GLOBAL: NEW WRRS INTRANET/PORTAL
LAC REGION: 11 000 SURVEY STUDY ON ROAD SAFETY EDUCATION (TO BE RESEALED)
SPAIN: DEMONSTRATION OF PEDESTRIAN CRASHES, DURING UN ROAD SAFETY WEEK
USA: COLLABORATION WITH BCH ON CHILD INJURY PREVENTION
PARAGUAY: VOLUNTEER ACTIVITIES
COLOMBIA: NEW EDUCATIONAL ACTIVITIES (OWN AND WITH ACC)
TURKEY: PLANS FOR A NEW EDUCATION PROGRAM
SUMMARY OF MAIN FIGURES
On 19 November, Fundación MAPFRE is joining this global tribute. On the occasion of the World Day of Remembrance for Road Traffic Victims declared by the WHO, Fundación MAPFRE is joining in with this global tribute.

The contents of the campaign have been published in the Facebook, Twitter and YouTube profiles of both MAPFRE and Fundación MAPFRE, impacting more than 1,061,000 users on Facebook. More than 400,000 views on Facebook and YouTube have been obtained, obtaining a total of 5,183 interactions, which has generated an Engagement of 1.38%.
The objective of Fundación MAPFRE’s Tu Empresa program is to improve people’s health and quality of life and to reduce the number of traffic accidents, whether traveling between home and work or performing work-related tasks.

https://tuempresa.fundacionmapfre.org/test-svial-mexico/
Identify potential road safety problems in the school surroundings.
Recommend measures aimed at removing or mitigating the problems identified.
Describe examples of good practices put in place by schools, local councils, local police agencies.
Raise awareness about road safety.
Promote the use of an effective tool for improving road safety, such as inspections and audits.

The goal is to obtain a general overview of how children see their highway safety.
In the first semester 2017 a survey was conducted on 11,295 primary and secondary school students in different Latin American countries.
A network of volunteers distributed around 10 countries compiled all this information.
The answers were processed and split into 7 sections. Personal characteristics, highway safety, information, mobility, use of seatbelts, habits and school zone.
The higher the speed of the vehicle, the higher the risk of injury and death for pedestrians.

- 20% risk of dying at 50 km/h
- 60% risk of dying at 80 km/h

Spain: Demonstration of pedestrian crashes, during the UN Road Safety Week.
• Identify potential road safety problems in the school surroundings.
• Recommend measures aimed at removing or mitigating the problems identified.
• Describe examples of good practices put in place by schools, local councils, local police agencies.
• Raise awareness about road safety.
• Promote the use of an effective tool for improving road safety, such as inspections and audits.

✔ The goal is to obtain a general overview of how children see their highway safety.
✔ In the first semester 2017 a survey was conducted on 11,295 primary and secondary school students in different Latin American countries.
✔ A network of volunteers distributed around 10 countries compiled all this information.
✔ The answers were processed and split into 7 sections. Personal characteristics, highway safety, information, mobility, use of seatbelts, habits and school zone.
USA: COLABORATION WITH BCH ON CHILD INJURY PREVENTION

IP Program GOAL: to reduce and prevent the number and severity of injuries endured by children and adolescents in Boston and its nearby communities through the use of education, advocacy, and research. The IP Program is unique in its inclusive and proactive approach to educating families, training providers, delivering information, equipping families with safety devices, and complementing the work of smaller community organizations.

With support from Fundación MAPFRE, Boston Children's Injury Prevention Program will purchase and equip a dedicated Injury Prevention Van that will enable BCH to expand the IP Program's outreach - primarily focused on passenger, pedestrian/bicycle, and home safety - but to also include all childhood injury prevention.
PARAGUAY:

VOLUNTEER ACTIVITIES

During 2017 a total of 93 volunteers took part in 13 activities with a total of 3,930 beneficiaries.

In 2017, we carried out more than 1,200 activities in 26 countries, with 7,333 volunteers. Our activity priority areas are nutrition, education, health, environmental protection and emergency assistance. The overall benefits of the actions of our volunteers have reached more than 93,000 people at risk of social exclusion (children, the elderly, persons with disabilities, etc.) and played a crucial role in assisting in emergencies in Mexico, Puerto Rico and Peru.
COLOMBIA: NEW EDUCATIONAL ACTIVITIES (OWN AND WITH ACC)

Road Safety at Schools Program, through the Accident Prevention and Road Safety Theme Park, in collaboration with the Colombia Automobile Club, visiting 128 institutions with 21,313 participants among school children and teachers in the other activities.
Objetivo Cero Victímas campaign, consisting of performing plays on road safety, aimed at families who are ferry passengers of the Bandırma, Gaziantep, Bursa, Ankara, Izmir and Antalya lines, with participation by 9,035 children.
SUMMARY OF MAIN FIGURES

2018 DATA

Activities in 34 countries.

16,785,454 beneficiaries, 5,159,342 of them direct, and 11,626,112 in Internet.

More than 650,000 followers on social networks.

Collaboration agreements with 449 institutions.
THANK YOU
FOR YOUR ATTENTION