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

Jack Julius MBowe

MAKE ROADS SAFE
The Campaign for Global Road Safety

A Decade of Action for Road Safety
Why a Decade of Action?

The time is right for accelerated investments.

• Growing problem
• Major risk factors and effective countermeasures understood.
• Increased political will.
• Collaborative structures in place.
• Support from international bodies and leaders.

A decade = opportunity for long-term and coordinated activities in support of national and local road safety.
Goal of the Decade

To halt or reverse the increasing trend in road traffic fatalities around the world

[Graph showing changing direction: potential of a decade of action for road safety]
Specific objectives

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.
## A framework for the Decade

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A framework for the Decade

International coordination/
strengthening global architecture

- Increase global funding
- Advocate for road safety at the highest levels
- Increase awareness of risk factors and prevention
- Provide guidance to countries on:
  - strengthening management systems
  - implementing good practices
  - trauma care
- Improve the quality of data
A framework for the Decade

National activities

**Pillar 1**
Road safety management
- Lead agency
- Strategy
- Targets
- Funding

**Pillar 2**
Infrastructure
- Improved road design for all users
- Road infrastructure rating

**Pillar 3**
Safe vehicles
- Global harmonization vehicle standards
- NCAP
- All cars equipped with seat-belts
- "Intelligent" vehicles
- R&D safety for VRU

**Pillar 4**
Road user behaviour
- BAC laws
- Seat-belts & child restraints
- Motorcycle helmets
- Speed management
- ISO 39001

**Pillar 5**
Post crash care
- Prehospital care
- Trauma care and rehabilitation
- Quality assurance
Examples of interim targets

- **2012**: Innovative funding mechanism in place.
- **2014**: More than 50% of countries have sound legislation in place for 5 major risk factors.
- **2015**: 40% of countries celebrating the annual World Day of Remembrance.
- **2016**: 35% of countries have improved pre-hospital trauma care services.
- **2018**: All vehicles equipped with seat-belts.
- **2020**: 50% of world's infrastructure is subject to routine audit and assessment.
Global milestones

- 2011
  - 2nd UN road safety week.
  - 2nd Global road safety status report.
  - UN Secretary-General report on Improving road safety.
- 2012
  - 3rd Global road safety status report.
  - 2nd Ministerial conference and mid-term review.
- 2013
  - UN Secretary-General report on Improving road safety.
- 2014
  - 3rd Ministerial conference on road safety.
- 2015
  - 4th UN road safety week.
- 2016
  - 3rd Ministerial conference on road safety.
Funding

• Some funding available

• Funding needed for
  – 10-year Global Action Plan
  – National activities

• Sources
  – Innovative funding mechanisms
  – Reallocation of funding nationally
  – Additional efforts from donor community
More information

UN Road Safety Collaboration website

http://www.who.int/roadsafety/en/

In April 2004, the United Nations General Assembly resolution A/RES58/289 on "Improving global road safety" invited WHO, working in close cooperation with the United Nations regional commissions, to act as coordinator on road safety issues across the United Nations system.

More information