In 2010, a consortium of partners received funding from Bloomberg Philanthropies to conduct activities that would improve road safety in 10 low- and middle-income countries over five years (2010–2014).

Called the Road Safety in 10 Countries Project – or RS10 for short – this initiative is being conducted in Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russian Federation, Turkey and Viet Nam.

The overall goal of the RS10 Project is to support the governments in the 10 project countries to implement good practices in road safety in line with their national road safety strategies. At least two risk factors were identified as priorities in each country.

Project activities include: improving the safety of road users through the modification and enforcement of road safety laws combined with social marketing and public relation activities; building capacity among the police force and public health officials to enforce, implement and monitor the impact of the project; and finally to address issues of post-crash services and improving data collection in selected countries. Improving roads and mobility though infrastructural enhancements in selected countries is being conducted in parallel through projects lead by the World Bank and EMBARQ. Improving vehicle safety is not being addressed through the project.

The project has now been running for just over two years and countries are at various stages of implementation. Most countries have implemented enhanced enforcement activities supported by the Global Road Safety Partnership (GRSP) dovetailed with targeted social marketing campaigns (lead by WHO) and involving civil society (supported by ASIRT). Through baseline measurements and the monitoring of intermediate and outcome indicators, Johns Hopkins International Injury Research Unit (IIRU) are beginning to show the impact of interventions implemented by national and international partners in the project.

### RS in 10 countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Road safety prevention work</th>
<th>Trauma care</th>
<th>Data systems</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Motorcycle helmets</td>
<td>Seat-belts &amp; child restraints</td>
<td>Drink-driving</td>
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<td>Brazil</td>
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<tr>
<td>Viet Nam</td>
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</tbody>
</table>
**RS10 CONSORTIUM PARTNERS:**

The **World Health Organization** (WHO) provides financial and technical support to elements relating to social marketing, legislative review and revision, and the procurement of enforcement equipment in all 10 countries as well as trauma care and data system improvement in two countries.

**CONTACT PERSON:** Dr Margie Peden  
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The **Global Road Safety Partnership** (GRSP) is responsible for capacity development of different stakeholder groups, in particular through a series of workshops relating to particular risk factors and strategies to address these in all 10 countries.

**CONTACT PERSON:** Ms Gayle di Pietro  
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The International Injury Research Unit from **Johns Hopkins University** (JHU) is responsible for ongoing monitoring and impact/outcome evaluation of the programme in all 10 countries as well as the development of a capacity development package for health care workers.

**CONTACT PERSON:** Prof Adnan Hyder  
**EMAIL:** ahyder@jhsph.edu  

The **Association for Safe International Road Travel** (ASIRT) is responsible for engaging the nongovernmental organizations in Egypt, Kenya and Turkey and working with the media to promote road safety in three RS10 countries.

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The **WRI Center for Sustainable Transport** (EMBARQ) is responsible for mass transit projects in India, Mexico and Turkey.

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The **World Bank**, through its Global Road Safety Facility, is responsible for the assessment of infrastructure in China, India and the Russian Federation.

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**DATA SOURCES:**

**INCOME GROUP:**  
http://databank.worldbank.org/DataViews/Reports/TableView.aspx

**COUNTRY POPULATION DATA:**  
http://esa.un.org/unpd/wpp

**CITY POPULATION DATA:** latest census published online

**ROAD TRAFFIC DEATH RATES/100 000 POPULATION:**  

**NUMBER OF REGISTERED VEHICLES:**  

**DESIGN:** Yann le Floc’h – ylf.ch

**PUBLISHED:** September 2012

**DISCLAIMER:**

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of ASIRT, GRSP, IIRU and WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

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