Initial Progress
Goal of the Decade
To halt or reverse the predicted increase in road traffic fatalities around the world

Decade of Action for Road Safety 2011-2020: saving millions of lives

- Projected increase without action
- Projected reduction if action taken

5 million lives saved
Global Plan for the Decade

Road safety management
Safer roads and mobility
Safer vehicles
Safer road users
Post-crash response
Follow up: global level

United Nations:
• UN Secretary-General's report
• UN General Assembly resolution
• UN Road Safety Collaboration project groups
• Rio+20 Outcome Document
• President of Brazil references Decade in UNGA
• WHO Regional Committee for Western Pacific
  adopts first resolution on injury prevention
• African Union declares World Day of Remembrance
  as annual "African Road Safety Day"
• International Telecommunication Union makes
  road safety theme of 2013 "World Telecommunication and Information Society Day"
Decade achievements to date: global level

Multilateral Development Bank's Road Safety Initiative

Funding mechanisms:
• WHO-FIA Foundation "Road Safety Fund"
• Bloomberg Philanthropies "Road Safety Grants Programme"
• Global Road Safety Facility

Civil Society:
• Global Alliance of NGOs for Road Safety
Pillar 1: road safety management

- Strengthen institutional capacity
- Put in practice UN road safety conventions
- Establish lead agency
- Develop a national road safety strategy
- Set realistic and long term targets
- Develop data systems
Pillar 1: monitoring progress

- New management system standard: ISO 39001

- National focal points: >90
  - E.g. recently appointed in Argentina, Cape Verde, Egypt, Jordan, Morocco, United Arab Emirates

- National strategies
  - E.g. Australia, Austria, Canada, Mexico
  - E.g. being finalized in Azerbaijan, Brazil, Cape Verde, Lao PDR, Madagascar, Turkey

- Regional and national targets
  - E.g. Africa-wide target of reducing deaths by 50% through 2020
  - E.g. Ecuador, Mexico, Nigeria
Pillar 2: safer roads and mobility

- Promote road safety ownership/accountability
- Promote needs of all road users as part of sustainable mobility
- Promote safe operation/maintenance/improvement of existing infrastructure
- Promote development of safe new infrastructure
- Encourage capacity building/knowledge transfer in safe infrastructure
- Encourage research/development in safe infrastructure
Pillar 2: monitoring progress

- Countries conducting road assessments through iRAP
  - E.g. Bangladesh, Belize, China, Uganda

- Countries setting targets for road quality
  - E.g. Netherlands, New Zealand, Paraguay, Viet Nam

- Development banks starting to use minimum three star design standard for new roads

- Current road projects worth a total of over US$ 5 billion are incorporating the minimum three or four star design standard
Pillar 3: safer vehicles

- Harmonization of global standards
- Implement new car assessment programmes
- All new cars equipped with minimum safety features
- Promote use of crash avoidance technologies
- Encourage managers of fleets to purchase, operate and maintain safe vehicles
Pillar 3: monitoring progress

• National New Car Assessment Program (NCAP)s hosted in Malaysia in largest ever gathering to launch crash test program (16 November 2012)

• ASEAN NCAP launched, MIROS building crash test centre for Asia

• Latest results from Latin NCAP released

• Countries introducing new legislation
  — E.g. Brazil requiring all vehicles sold to have front airbags by 2014

• Private sector introducing new policies
  — E.g. BHP Billiton requiring 5 star NCAP rating for all vehicles in worldwide fleet
Pillar 4: safer road users

- Adopt model road safety legislations
- Sustain or increase enforcement
- Promote public awareness of risk factors
- Call for activities to reduce work-related road traffic injuries
- Establish graduated driver licensing programs for novice drivers
Pillar 4: monitoring progress

- Countries enforcing laws on **speeding**
  - E.g. Ecuador, France, Kenya, Russian Federation

- Countries enforcing laws on **drinking and driving**
  - E.g. Brazil, China, France, India, Mexico, New Zealand, Viet Nam

- Countries enforcing laws on **motorcycle helmets**
  - E.g. Cambodia, Kenya, Viet Nam

- Countries enforcing laws on **seat-belts**
  - E.g. Chile, Russian Federation, Turkey

- Countries developing **social marketing campaigns**
  - E.g. Cambodia, China, India, Kenya, Russian Federation, Turkey, Vietnam
Pillar 5: post-crash response

• Develop pre-hospital care systems
• Single telephone number for emergencies
• Provide early rehabilitation and support to injured patients and those bereaved by road traffic crashes
• Establish insurance schemes
• Investigate crashes & legal response
Pillar 5: monitoring progress

• Global Alliance for Care of the Injured

• Trauma Care Checklist

• Countries improving trauma care services: E.g. Bangladesh, Ghana, India, Kenya, Mozambique, Pakistan

• Countries mandating compulsory third-party insurance: E.g. Ethiopia
Decade monitoring: national level

Global status report on road safety 2013 (GSRRS 2013)

- Key monitoring tool for the Decade
- Data from > 180 countries
- One-page country profiles
- Launch date: early 2013
Sustainable Development Goal for “Safe and Sustainable Transport” from 2015

With the transport of people, goods and services essential to growth, education, health and poverty reduction there must be a Sustainable Development Goal for "Safe and Sustainable Transport" from 2015 onwards.

UK Prime Minister & Indonesian President to shape and report the new SDGs by September 2013
In the next ten years — the Decade of Action — the Global Road Safety Partnerships

• will bring successful, tried-and-tested, lifesaving programs to still more countries and communities

As part of its contribution there will be

• Continued behavioural interventions on UN key themes, such as helmet use, seat-belts and child restraints, drinking and driving, fleet safety, and vulnerable road users

• Play an even greater role in major global road safety collaborations

• Increase the contribution of organisations by helping them improve their work-related road safety performance

• Help create and build the capacity of a new generation of road safety professionals
Some upcoming events

Launch Global Status Report 2013 – February 2013

Second UN Road Safety Week – Pedestrian Safety 6 -12 May 2013

Meeting of Friends of the Decade - Stockholm, 3 June 2013

World Day of Remembrance for Road Traffic – 18 November 2013
www.who.int/roadsafety
"Now we need to move this campaign into high gear and steer our world to safer roads ahead. Together, we can save millions of lives."

UN Secretary-General Ban Ki-moon
Has been established to facilitate greater industry collaboration and to further promote improved road safety outcomes across all sectors.

Its members are voluntary key NGO road safety stakeholders and coordination with government.
33900 has adopted the five pillars

BJD Australia’s involvement setting up the medical and health professional organisations for the Post Crash Response Pillar
Organisations include
Royal Australasian College of Surgeons
Trauma Special Interest Group
Australian Orthopaedic Association
Neurological Society of Australasia
Royal Australasian College of Physicians
Faculty of Rehabilitation
Monash University Injury Research Institute
Allied health organisations
Physiotherapy, Chiropractic, Occupational Health,
Ambulance Services
The Australasian New Car Assessment Program (ANCAP) is Australasia's leading independent vehicle safety advocate providing consumers with transparent advice on vehicle safety through its safety rating program.

ANCAP recommends ★★★★★ star rated vehicles
Don’t accept anything less
ANCAP Update:
South-East Asian crash test program commenced in Malaysia on 16 November

www.ancap.com.au
Activities

Meetings with Pillar coordinators via skype
Media Releases
Media opportunities
Lobbying/Advocacy
Affiliations with road services
Conferences
Public meetings
Campaigns
Websites

www.33900.org.au

www.decadeofaction.org