

ROAD SAFETY

MAKE ROADS SAFE: ACTION ON GLOBAL ROAD TRAFFIC INJURIES



THE GLOBAL GOALS
For Sustainable Development



FOUNDATION



Every 3 minutes a child still dies on the world's roads

That's 20 children every hour



In 2007 we launched the Make Roads Safe global petition, calling for a first ever UN Conference on road safety, by highlighting the toll of child road traffic deaths. Ten years on, despite much progress, this appalling death toll has not yet been reduced.

500 children every day

Equivalent to six double-decker buses full of children.



3,500 children every week

Equivalent to ten jumbo jets full of children.



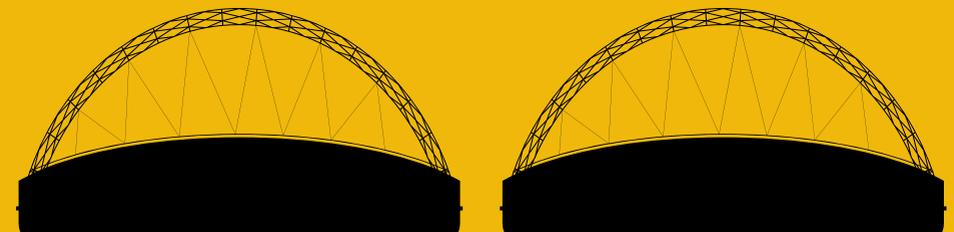
15,500 children every month

Equivalent to eight large passenger ferries full of children.

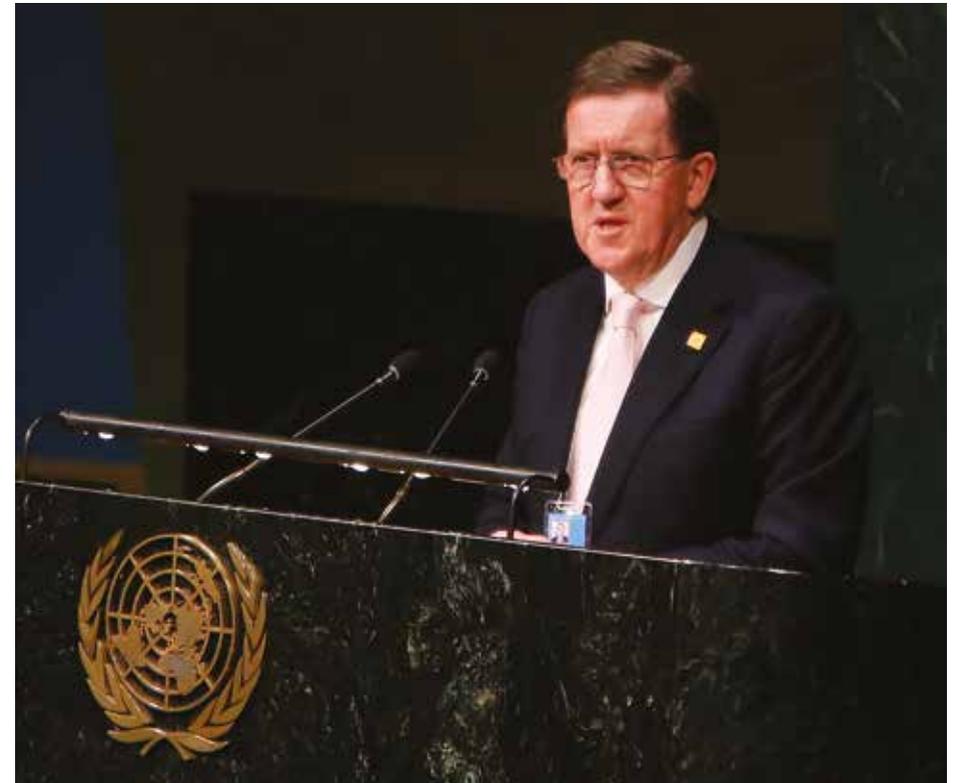


186,000* children killed on the world's roads every year

Equivalent to two large stadiums full of children.



* Source: World Health Organization, Global Health Estimates, 2014.



There has been much progress in raising awareness of global road traffic injuries. Yet at least 1.2 million are still dying on the world's road each year. Tens of millions are injured. And every three minutes we *still* lose the life of yet another child. Despite this appalling and preventable carnage, action to improve road safety remains low on the international agenda, and is often an afterthought for national priorities. Funding for road traffic injury prevention is still negligible. Yet now, with ambitious road safety targets in the Sustainable Development Goals, concerted action is needed more than ever.

Lord Robertson of Port Ellen
Chairman, FIA Foundation

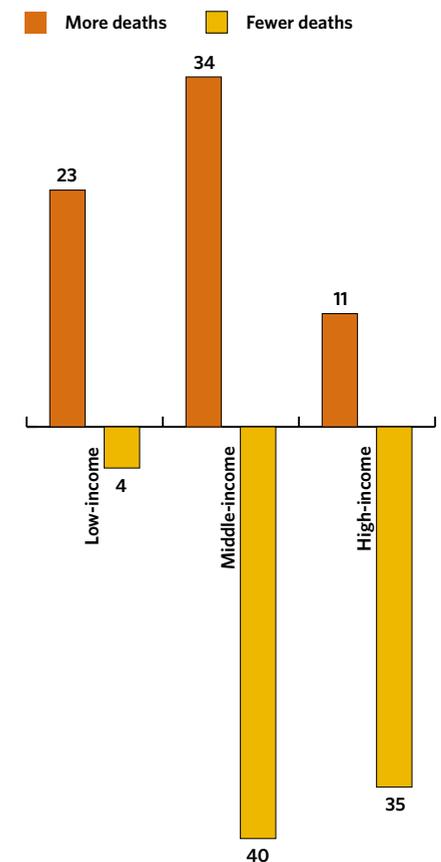


SOME PROGRESS, MUCH TO DO

The campaign for global road safety has made much progress since we launched the Make Roads Safe campaign in 2006: greater international awareness and coordination, with the UN Decade of Action for Road Safety 2011-2020, and the inclusion of road safety targets in the UN's Sustainable Development Goals. The rate of increase in global road deaths which was forecast in the mid-2000s has not yet occurred.

Yet **road traffic deaths and injuries are still increasing** in many middle and low income countries, and recently even some high income nations - including the USA - have seen their traffic deaths beginning to rise again. For Sub-Saharan Africa, rapidly motorising and already suffering the highest rate of road traffic death, the need for government action and donor support is particularly urgent.

COUNTRIES SHOWING CHANGES IN THE NUMBER OF ROAD TRAFFIC DEATHS, 2010-2013, BY COUNTRY INCOME STATUS



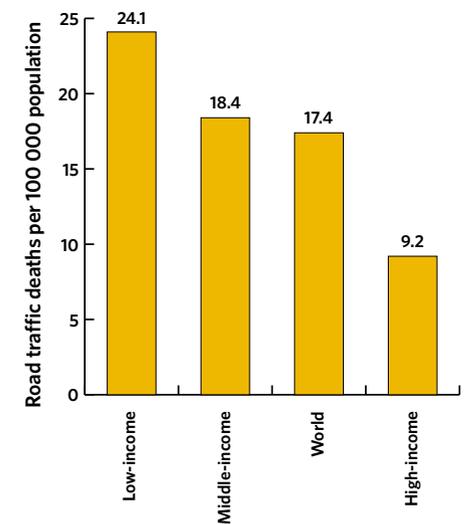
Source: WHO



THE ROAD TRAFFIC INJURY EPIDEMIC:

- More than 3000 people die every day, thousands more seriously injured.
- The leading cause of death, worldwide, for adolescents and young adults.
- 500 children are killed every day.
- 90% of casualties occur in middle and low income countries.
- The annual global economic cost of road traffic casualties is estimated at US\$ 1,850 billion.
- Road crashes devastate families, impose huge costs on health systems, exacerbate poverty and reduce the life chances of children.

ROAD TRAFFIC DEATHS PER 100 000 POPULATION, BY COUNTRY INCOME STATUS



Source: WHO



ROAD SAFETY IN THE SUSTAINABLE DEVELOPMENT GOALS

In January 2016 the United Nations launched the Sustainable Development Goals. Road traffic injury targets are included in the Health Goal (3.6) and the Cities Goals (11.2).

Governments agreed an ambitious SDG target to halve global road traffic deaths and injuries by 2020, going much further than the Decade of Action goal adopted in 2011. To meet this objective, we will need to see much greater and more urgent political commitment and investment, as well as wider adoption of the 'Safe System' approach to road safety.





TOWARDS ZERO, TOWARDS SAFETY **FOR EVERY COMMUNITY**

First adopted in Sweden, the Vision Zero or Safe System approach is now gaining widespread support. Rather than blaming victims, the Safe System recognises that humans will always make mistakes and the human body has a limit to the crash forces it can absorb without suffering injury. System designers – politicians, road engineers, vehicle makers; as well as road users, have a shared responsibility to ensure a system which prevents serious injury.

Communities across the world are recognising that the first step to a Safe System is safe speeds. Where road users can't be safely separated, for example by dividing oncoming traffic with a barrier or keeping cars away from pedestrian areas, speeds must be reduced to within a limit that prevents serious injury. Cities that adopt this approach are seeing dramatic casualty reductions.



OUR ROAD SAFETY ACTION AGENDA:

- Urgent infrastructure safety improvements for highest risk roads.
- All cars in production meet minimum UN safety standards by 2020.
- Prioritise pedestrians and cyclists in urban planning.
- Every country must legislate & enforce seat belt and motorcycle helmet use.
- Establish and properly resource a UN Road Safety Fund.
- **#SlowDown:** < 30 km/h speed limits on school routes and residential streets.
- By 2030, a safe and healthy journey to school for every child.



IMPROVING VEHICLE SAFETY
www.globalncap.org



STAR RATING HIGHWAYS & ROADS
www.irap.net



DESIGNING SAFER CITY STREETS
www.wri.org



ADVOCATING FOR LEGISLATIVE CHANGE
www.fia.com



PROMOTING MOTORCYCLE HELMETS
www.aip-foundation.org



INSTALLING CHILD RESTRAINTS
www.gonzalorodriguez.org



SUPPORTING POST-CRASH CARE
www.easst.co.uk



FOOTPATHS FOR AFRICAN CHILDREN
www.amend.org

PHILANTHROPY FOR THE SAFE SYSTEM

The Safe System approach guides the FIA Foundation's philanthropy. We are the leading donor for the International Road Assessment Programme, which star rates the safety of road infrastructure, and the Global New Car Assessment Programme, which undertakes independent crash tests of cars in Latin America, India and ASEAN. With our support thousands of children in South East Asia are now protected with motorcycle helmets.

We are also supporting national and city-level partners and programmes using street design, speed management and focused advocacy to prevent death and serious injury. All these programmes are delivering results, but need additional donor and government support to expand and achieve their life-saving potential at scale.



ADVOCATING FOR POLITICAL LEADERSHIP AND FINANCIAL RESOURCES

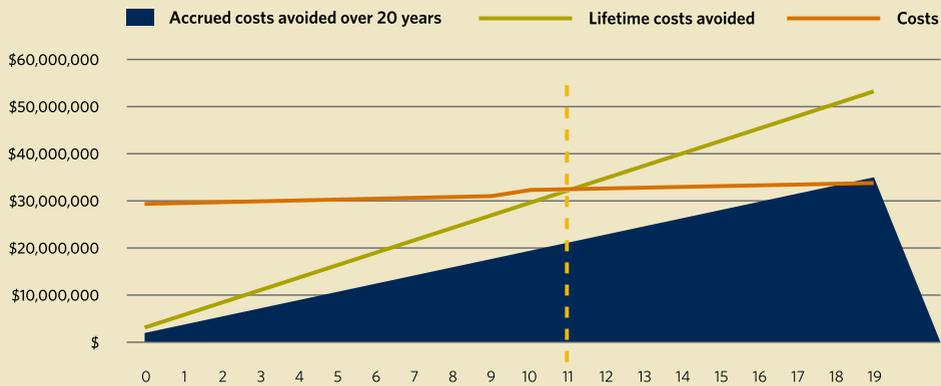
Despite the adoption of SDG targets, too many political leaders still only pay lip service to the need for action. Much greater levels of international funding are needed to catalyse and kick-start national road safety programmes in low income countries.

The FIA Foundation is supporting the FIA's High Level Panel for Road Safety, bringing together institutional and business leaders to advocate for a paradigm shift in funding and political commitment, and actively supporting efforts to establish a new UN Road Safety Fund.

Find out more at www.roadsafety2030.com



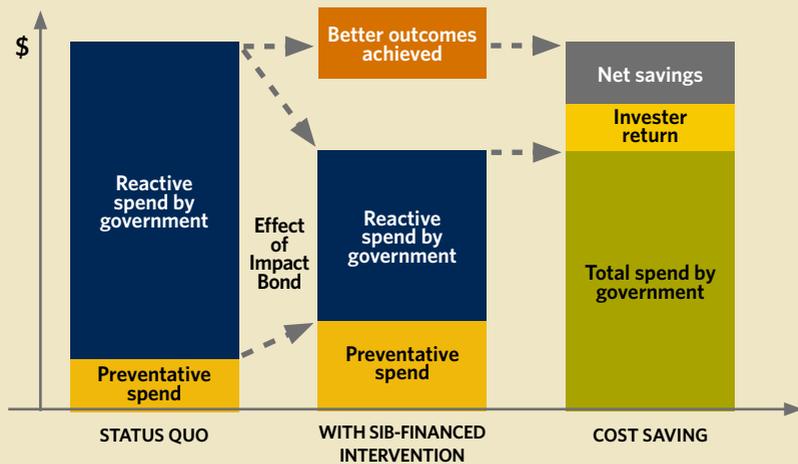
POTENTIAL FINANCIAL RETURN FROM ROAD DESIGN INVESTMENT, VICTORIA



Source: Analysis of TAC sample data set and iRAP analysis, 2016

The infrastructure safety assessments of our partner iRAP are being used to improve highway design from Australia to the UK, from Mexico to China. Analysis by social investment experts shows that frontloading safety countermeasures will provide short-term value for money and huge long-term dividends in reduced costs from prevented trauma.

POTENTIAL FINANCIAL RETURN FROM MOTORCYCLE HELMET INTERVENTION, CAMBODIA



Source: Social Finance & AIP Foundation, 2016

Even in lower income countries with less developed health and insurance systems, the benefits of frontloading road safety investment is clear. Social investment experts analysed a major motorcycle helmet initiative in Cambodia, led by our partner AIP Foundation, which demonstrated that up-front road safety interventions will save governments from much higher health expenditure later.

INVESTING TO SAVE LIVES AND MONEY

Investing up front and early in road traffic injury prevention measures will save lives and money. Our research demonstrates a compelling case for high return investment in highway infrastructure safety - measures like providing barriers and improving junctions, signage and road surfaces - that will save lives, cut serious injuries and lift the burden from the health, social welfare and insurance sectors; and from millions of individual families in low income countries without welfare, who can ill-afford to pay. The same is true for investment in motorcycle helmet, urban speed management, seat belt or drink driving enforcement programmes.



Working with our programmatic partners to build the evidence of cost-effectiveness, we show governments why they must invest in the safety of their citizens. We are also urging donor governments, philanthropies and even profit-seeking businesses to see road safety as a win-win social impact investment.



A VOICE FOR CHILDREN

Every day more than 3000 children suffer a road traffic death or serious injury - a casualty toll equivalent to two large schools. To advocate for safe roads for every child the FIA Foundation is coordinating the **Global Initiative for Child Health & Mobility**, with partners including **UNICEF**, the **UN Environment Programme**, the **World Resources Institute** and **Save the Children**.



GLOBAL INITIATIVE FOR CHILD HEALTH AND MOBILITY

Our work is demonstrating the strong links between child road traffic injury and important SDG objectives including child poverty, education and a clean environment. In 2016 our advocacy secured inclusion of 'a safe & healthy journey to school for every child as a priority' in the Habitat III New Urban Agenda. Now we are seeking more partners and resources to help build the coalitions in countries, cities and communities to make this vision a reality.

Find out more at www.childhealthinitiative.org

HOW YOU CAN HELP TO MAKE ROADS SAFE



Campaigner?

Join more than a million others and sign up to the **#SaveKidsLives** campaign at www.savekidslives2020.org to advocate for policies vital to protect children on the road. Download sign boards and get your school, workplace or community involved.

One of the best ways to help the road safety movement is to get involved in your own community. There are many local campaigns and petitions for improved crossings, lower speeds, sidewalks and cycle paths, or by-passes to take traffic out of your town or village. Take action from the ground up!

Business or organisation?

Get involved in the 4th UN Global Road Safety Week, 8 - 14 May 2017.

The theme, on managing speed, is **#SlowDown**. It is a

great platform for raising awareness amongst your workforce. Find out more, and sign up, at www.who.int/roadsafety/week/2017.



Save Lives
#SlowDown

Donor?

If you are a company or philanthropy seeking to support global road safety, get in touch! We have matched many corporates with NGO partners, and can introduce you to partners across the worldwide movement.

info@roadsafetyfund.org

NGO?

If you are an NGO working in road safety and seeking advice or a support network, get in touch with the Global Alliance of NGOs for Road Safety.

www.roadsafetyngos.org

Legislator?

Join the Global Forum for Road Safety Legislators, a new network bringing together parliamentarians actively concerned about road safety.

www.ourglobalforum.org

OUR ADVOCACY FOR SAFER ROADS

The FIA Foundation is a UK based independent philanthropy, investing in global road safety programmes and advocacy. We devised and led successful campaigns for a UN Decade of Action for Road Safety and for the inclusion of road safety targets in the Sustainable Development Goals.

2006



FIA Foundation launches Commission for Global Road Safety and the Make Roads Safe campaign.

2007



Make Roads Safe petition calls for a first ever ministerial conference on global road safety.

2008



Million-name petition presented to UN Secretary General Ban Ki-moon; ministerial conference approved.



Movie actress Michelle Yeoh leads our call for a Decade of Action for Road Safety.

2009



Our call for a Decade of Action for Road Safety adopted at first global ministerial conference in Moscow.

2011



UN Decade of Action for Road Safety launched with a Global Plan to cut road deaths.

2013



We launch 'Long Short Walk' campaign to include road safety in Sustainable Development Goals (SDGs).

2015



Road safety targets are included in the Health and Cities Goals of the SDGs.

2015



Jean Todt appointed as first UN Special Envoy for road safety and launches FIA High Level Panel to advocate for increased political and financial commitment.

2015



Brazil hosts 2nd High Level Conference on Road Safety, opened by FIA Foundation ambassador Zoleka Mandela.

2016



UN General Assembly urged to support a new road safety fund to meet SDG challenge.



We launch Global Initiative for Child Health & Mobility and successfully campaign for 'a safe and healthy journey to school' in Habitat III New Urban Agenda.

2017



Working with the FIA High Level Panel and our child health initiative partners, we're calling for dramatic upscaling of action and resources to meet SDG targets.



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“We must demand that our leaders step up and take action. There can be no excuses. We can prevent millions of deaths and injuries, but we need real political commitment and we need it now. We can ensure families do not suffer tragedies like mine. But we need real funding and support worldwide, and we need it now. We can halt this leading killer of our young, but we need real action, and we need it right now.”



Zoleka Mandela, Activist & FIA Foundation Ambassador



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