SUPPORTING A DECADE OF ACTION FOR ROAD SAFETY 2011-2020
A DECADE OF ACTION

• UN GA resolution 54/255 in 2010 called for a Decade of Action for Road Safety (2011–2020).
A PLAN FOR THE DECADE

Road safety management
Safer roads and mobility
Safer vehicles
Safer road users
Post-crash response
HIGH-LEVEL NATIONAL LAUNCHES
COMMEMORATIONS

Hungary

Mauritius

Philippines
ILLUMINATIONS

Rio de Janeiro

Geneva

Sydney

Buenos Aires
FOLLOW UP: NATIONAL LEVEL

National plans: e.g. Australia, Austria, Canada, Mexico

New laws: e.g. Chile, China, France, Honduras, New Zealand

Increased enforcement: e.g. Brazil, Cambodia, Russian Federation

Social marketing: e.g. India, Turkey, Viet Nam

Trauma care: e.g. Ghana, Mozambique

Data collection: e.g. Egypt, Kenya
GLOBAL STATUS REPORT ON ROAD SAFETY 2013

- 182 countries
- Country-based, multisectoral, consensus process used to gather information.
- Made possible through funding from Bloomberg Philanthropies.
SOME COUNTRIES ARE MAKING PROGRESS, BUT THE ROAD TRAFFIC DEATH RATE REMAINS UNACCEPTABLY HIGH AT 1.24 MILLION PER YEAR
AFRICA HAS THE HIGHEST AND EUROPE THE LOWEST RATES
50% OF DEATHS ARE AMONG VULNERABLE ROAD USERS
Make walking safe
Second UN Global Road Safety Week
6-12 May 2013
HOW MANY PEDESTRIANS DIE EVERY YEAR?

• ≈270,000 pedestrians are killed on the roads every year or 22% of all road traffic deaths.
• Most are in low-income countries.
• 36% in Africa.
WHO ARE THESE PEDESTRIANS?

• **Males** – children and adults – are all over-represented in pedestrian collisions.

• In high-income countries, **older** pedestrians are more at risk of death and injury.

• In low- and middle-income countries, **children & young adults** are often affected.

• People with **disabilities** have higher rates of injury.
WHERE/WHEN PEDESTRIAN COLLISIONS OCCUR?

Where
- In high-income countries: most often on city streets.
- In low- and middle-income countries: between cities and in rural areas.

When
- When crossing the road.
- When lighting conditions are low, during dusk, dawn and at night.
MAJOR RISKS FOR PEDESTRIANS?

- Vehicle design
- Trauma care
- Road design
- Driver behaviour
- Pedestrian behaviour
- Land-use planning
MEASURES TO PROTECT PEDESTRIANS

Driver behaviour
• Reduce speed: 50km/hr in urban areas, 30km/hr around schools.
• Set BAC limit of 0.05g/dl for drivers, less for novice and commercial drivers.
• Address driver distraction.
• Promote respect for pedestrian's rights.

Pedestrian behaviour
• Enact and enforce laws on public intoxication.
• Encourage pedestrians to wear reflective clothing.
• Urge pedestrians to abide by the rules of the road.
MEASURES TO PROTECT PEDESTRIANS

Road design

- Separate pedestrians.
- Lower vehicle speeds.
- Improve road way lighting.
- Create pedestrian zones.
- Encourage mass transit.

Land-use planning

- Redesign cities that put facilities in close proximity.
MEASURES TO PROTECT PEDESTRIANS

Vehicle design
• Enforce vehicle design standards for pedestrian protection.
• Generate a demand for safety by the public.

Trauma care
• Enhance trauma care systems.
• Ensure comprehensive rehabilitation services.
GOOD PRACTICE EXAMPLES

- Retrofitting sidewalks in Abu Dhabi
- Reflective backpacks for children in Tanzania
- Separating traffic in China
- Walkability on Broadway in New York
- Speed control in Freiburg, Germany
- Metro line 4 in Mexico City
SUCCESS IS POSSIBLE

Pedestrian casualties (registered by police), The Netherlands

Source: Statistics Netherlands (CBS) and SWOV Institute for Road Safety Research, The Netherlands
79 COUNTRIES HAVE POLICIES TO PROTECT VRUS
35 COUNTRIES PASSED NEW LAWS BUT ONLY 7% OF THE WORLD'S POPULATION IS COVERED
VEHICLE STANDARDS SHOULD BE ADOPTED IN ALL COUNTRIES

• 52 countries were part of UN Forum for Harmonization of Vehicle Regulations in 2010.
• Only 30 countries take part in New Car Assessment Programmes.
• Few vehicles are designed with the vulnerable road user in mind.
POST CRASH CARE

111 countries have an emergency number.

59 countries have a good ambulance service.

<2/3 of doctors are trained in EMS and

<50% nurses are trained in EMS in LMICs.

1 Disabled per 20 injured.
3 MAIN MESSAGES

1. The pace of legislative change is too slow.

2. Enforcement coupled with public awareness is essential for success.

3. Pedestrians, cyclists & motorcyclists need more consideration.
CONCLUSIONS

What there is
• A strong baseline and a solid plan for the Decade.
• Some political will and progress in some countries.

What is needed
• Strengthen political attention and will.
• Global indicators and targets
• Adoption and implementation of good road safety laws.
• Improved enforcement.
• More focus on vulnerable road users.
• Link data sources.
"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