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Decade of Action for Road Safety

Note by the secretariat

The secretariat reproduces hereafter a report which will be considered by the General Assembly at its 66th session on 12 December 2011.

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Global road safety crisis

Improving global road safety

Note by the Secretary-General

The Secretary-General hereby transmits the report on improving global road safety, prepared by the World Health Organization in consultation with the United Nations regional commissions and other partners of the United Nations Road Safety Collaboration.

Summary

The present report provides an update of the status of the implementation of the recommendations contained in General Assembly resolutions 58/289, 60/5, 62/244 and 64/255 on improving global road safety. It covers the two-year period (October 2009-August 2011) since the issuance of the last report to the General Assembly (A/64/266). The report provides an account of activities undertaken and achievements attained by the global road safety community towards the objectives of the Decade of Action for Road Safety. It also describes some of the ongoing road safety activities, which are a testament to both the recognition of the problem around the world and the solutions that Governments and other stakeholders need to implement in order to stem the current tide of road traffic crashes and their consequences for both public health and development. The two most notable road safety events during the reporting period were the hosting of the First Global Ministerial Conference on Road Safety by the Russian Federation in November 2009 and the launch of the Decade of Action for Road Safety in May 2011. Both events drew significant attention to the issue from the highest political levels in many countries, resulting in the development of plans and targets to address the problem. The report concludes with a number of recommendations for consideration by the General Assembly to achieve the goals of the Decade.

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I. Introduction

1. Nearly 1.3 million people in the world die each year of road crashes, 90 per cent of them in low- and middle-income countries. Another 20 to 50 million people suffer serious injuries. Road traffic injuries are also the leading cause of death for people from 10 to 24 years of age. Significant numbers of road traffic fatalities and injuries can be prevented by addressing the leading causes, which include excess speed, lack of seat-belt and child restraint use, drinking and driving, lack of helmet use by riders on two-wheel and three-wheel motorized vehicles, poorly designed and inadequately maintained roads, unsafe infrastructure and vehicles, and inadequate trauma care.

2. On World Health Day in 2004, the World Health Organization (WHO) and the World Bank jointly launched the *World report on road traffic injury prevention*, stressing the importance of road traffic injury prevention and making several recommendations on how countries can address the problem. Since the launch of the report the General Assembly has adopted four resolutions (58/289, 60/5, 62/244 and 64/255) on improving global road safety.

3. In accordance with the coordination mandate conferred by the General Assembly in resolution 58/289, WHO, working in close cooperation with the United Nations regional commissions, facilitated the creation of the United Nations Road Safety Collaboration, which holds biannual meetings to coordinate the road safety activities implemented by its members. The Collaboration has held four meetings since September 2009. As of April 2011, in addition to the regional commissions, the group comprises more than 50 members including international agencies, Governments, foundations and centres, and non-governmental and private sector organizations. The broad support for this collaboration is evidenced by the number and breadth of sectors represented (e.g. health, transport, development banks) and continued interest by other organizations in participating.

4. This is the first report to the Secretary-General on improving global road safety since the proclamation of the Decade of Action for Road Safety (2010-2020) by the General Assembly in its resolution 64/255. The report covers the period from October 2009 to August 2011 and provides an account of activities and achievements by United Nations organizations, global road safety agencies, the private sector and civil society since the last report submitted to the General Assembly (A/64/266). Most notably, it describes efforts undertaken around the world to address the major risk factors for road traffic crashes with the goal of reducing resultant deaths and injuries.

II. A call for a Decade of Action for Road Safety

5. On 20 November 2009 more than 70 Ministers of Transport, Health and Interior and other senior Government officials from 150 countries adopted the Moscow Declaration at the close of the First Global Ministerial Conference on Road Safety,¹ held on 19 and 20 November, which was a milestone road safety event hosted by the Government of the Russian Federation. In addition to inviting the General Assembly to declare the decade 2011-2020 as the Decade of Action for

¹ A/64/540, annex; see also www.who.int/roadsafety/ministerial_conference/en/index.html.

Road Safety, this historic document encourages further implementation of the recommendations of the *World report on road traffic injury prevention*, calls for particular efforts to address the needs of pedestrians, cyclists and motorcyclists, recommends strengthening national road safety legislation and enforcement as well as harmonization of related regulations through the effective implementation of international legal instruments, supports enhancing emergency trauma care, and requests additional funding from the international development community. President Dmitry Medvedev addressed the Conference, which was attended by about 1,500 delegates, including Government ministers, representatives of United Nations agencies, officials from civil society organizations, leaders of private companies and other road safety experts. Participants drew attention to the need for action to address the large and growing global impact of road traffic crashes, reviewed progress on implementation of the *World report on road traffic injury prevention* and shared information and good practices on road safety.

6. On 2 March 2010, the General Assembly adopted resolution 64/255, by which it proclaimed the period 2011-2020 as the Decade of Action for Road Safety, with a goal to stabilize and then reduce the forecast level of road traffic fatalities around the world. The General Assembly also requested WHO and the United Nations regional commissions, in cooperation with the United Nations Road Safety Collaboration and stakeholders, to prepare a plan of action to guide the activities for the Decade, called upon Member States to implement road safety activities, including post-crash care and rehabilitation for people with disabilities, and include in their plans activities that pay particular attention to vulnerable and other road users in low- and middle-income countries, invited financial institutions and regional development banks to assist developing countries in building sustainable mass transportation systems, called for joint multisectoral action to increase the proportion of countries with comprehensive legislation on key risk factors in road safety and encouraged Member States to increase enforcement of existing legislation and to become contracting parties to and to implement United Nations road safety-related legal instruments, as well as to adhere to the Convention on the Rights of Persons with Disabilities.

III. Launch of the Decade of Action for Road Safety

7. The Decade is a historic opportunity to offer Member States and their partners a framework for action which could ultimately save millions of lives. The vision is a world in which mobility is safe for all those who use the world's roads. The alternative is grim: if no action is taken to address the current crisis, road traffic fatalities are forecast to rise from the current level of nearly 1.3 million deaths annually to more than 1.9 million by 2020. The goal of the Decade is to stabilize and then reduce the predicted number of lives that could be lost.

8. WHO and the United Nations regional commissions, in cooperation with other partners in the United Nations Road Safety Collaboration and other stakeholders have developed a Global Plan for the Decade of Action for Road Safety 2011-2020² through an extensive consultation process including face-to-face discussions with the major stakeholders and public comment through the Internet. The Plan provides an overall framework for activities which could be implemented in countries over

² Available from www.who.int/roadsafety/decade_of_action/plan/en/index.html.

the Decade. Five major categories or “pillars” of activities are proposed: road safety management; safer roads and mobility; safer vehicles; safer road users; and post-crash response. The Plan also proposes indicators to measure progress in each of these areas. Governments, international agencies, civil society organizations, the private sector and other stakeholders are invited to use the Plan as a guiding document for the events and activities they will support as part of the Decade.

9. The road safety tag was developed as the key visual identity for the Decade and is intended to unite efforts which take place in the context of the Decade. The aim is to encourage groups marking the Decade to “wear, believe, act” by wearing the tag and displaying it on advocacy materials for Decade-related events, reflecting on the impact of road traffic crashes and the possibilities for prevention, and taking action to ensure greater safety on the roads.

10. On 11 May 2011, the Decade was launched in at least 110 countries around the world. Dozens of the 300 registered launches³ featured Presidents and Prime Ministers and other high-level dignitaries.⁴ Of the high-level national events, many served as opportunities to issue concrete action plans for the Decade or to adopt new legislation addressing particular road safety risks. For example, Benin, Guatemala, Honduras, Lithuania, Mexico, the Philippines and Tonga issued national road safety strategies in line with the Global Plan and the Cook Islands, Malaysia and Viet Nam are currently drafting plans.

11. National landmarks were illuminated with the road safety tag in Brisbane, Australia, Buenos Aires, Colombo, Curitiba, Brazil, Geneva, Hanoi, London, Moscow, New York, Rio de Janeiro, Sydney, Australia, Toronto, Canada, and Warsaw, among others. Visuals of these illuminations have circulated around the world through social media.

12. Government officials, private sector participants and academics in many countries conducted substantive discussions about establishing a road safety lead agency and setting national targets, and road safety laws were modified or enforcement enhanced for the Decade.

13. In addition to country-based events a number of regional events were held, including one hosted by the Government of Serbia for the launch of the Decade in the Economic Commission for Europe (ECE) region and one hosted by the Government of Mexico for the Latin American launch during the Ibero-American and Caribbean Congress on Road Safety. Global events in which the Decade featured prominently included a launch within the United Nations agencies at the Commission on Sustainable Development by the United States of America and three regional commissions (ECE, Economic Commission for Latin America and the Caribbean (ECLAC) and Economic and Social Commission for Asia and the Pacific (ESCAP)), the International Transport Forum and the Michelin Challenge Bibendum.

³ The full list of registered events is available from www.who.int/roadsafety/decade_of_action/launch/national/en/index.html.

⁴ Events in Cyprus, Ethiopia, Mexico and Sri Lanka were attended by Presidents, in Kenya the Vice-President and Minister of Transport were joined by Prince Michael of Kent; the United Kingdom event was attended by the Prime Minister; and in Egypt the launch was held under the auspices of the Prime Minister, the Ministry of Interior, the European Union ambassador and Head of Delegation in Egypt, other European high-level delegates and United Nations agencies.

14. Media coverage of Decade launch events was excellent, with more than 270 articles published in English, French and Spanish in online newspapers in 63 countries. Stories were featured in *The Economist*, *The Washington Post*, *The Lancet*, *The Times of India* and *The Jakarta Post*, and on CNN, BBC and 18 news agencies. In addition, the launch was covered on at least 100 public non-media websites, by Governments, non-governmental organizations, foundations and private companies. In English alone, around 1.5 million web pages feature the Decade. The Decade also had a vibrant social media presence that included a Facebook page, a Twitter account and a Flickr group for photo sharing. Many media outlets and official Government channels tweeted about the Decade, reaching more than 2 million people. The hash tag dedicated to the Decade, #roadsafetydecade, was tweeted more than 1,000 times, reaching more than 300,000 people.

15. A number of activities described in the following sections have been initiated which support the Decade and help to implement the Global Plan.

IV. International legal instruments, resolutions and policy instruments

16. In the period 2009-2011, the harmonization of international standards in the area of road traffic safety continued at ECE. As of August 2011, the 1949 and 1968 Conventions on Road Traffic had 96 and 70 contracting parties, respectively, while the European Agreement concerning the Work of Crews of Vehicles engaged in International Road Transport (AETR) had 50 contracting parties. In the area of harmonizing vehicle regulations, the 1958 Agreement concerning the Adoption of Uniform Technical Prescriptions for Wheeled Vehicles, Equipment and Parts which can be fitted to and/or be used on Wheeled Vehicles and the Conditions for Reciprocal Recognition of Approvals Granted on the Basis of these Prescriptions, and the 1998 Agreement concerning the Establishing of Global Technical Regulations for Wheeled Vehicles, Equipment and Parts which can be fitted and/or be used on Wheeled Vehicles had 46 and 32 contracting parties, respectively, covering most of the countries with a major automotive industry. However, the 1997 Agreement concerning the Adoption of Uniform Conditions for Periodical Technical Inspections of Wheeled Vehicles and the Reciprocal Recognition of such Inspections lags behind, with only 12 contracting parties.

17. ECE published user-friendly versions of the consolidated resolutions on road traffic and on road signs and signals.⁵ The objective was to create reference tools which present guidance for countries on how to improve road safety and provide a framework which will allow greater harmonization of regulations on a voluntary basis at the international level.

18. Since 2010, three resolutions of relevance to road safety have been adopted by the World Health Assembly. In May 2010 the World Health Assembly adopted its resolution 63.13 on global alcohol strategy to reduce the harmful use of alcohol. The strategy focuses on 10 key areas of policy options and interventions at the national level, including drink-driving policies and countermeasures, and four priority areas

⁵ Available from <http://live.unece.org/transwelcome/areas-of-work/road-safety-forum/publications.html>.

for global action.⁶ In May 2011 resolution 64/27 on child injury prevention and resolution 64/28 on youth and health risks were adopted. The resolution on child injury prevention urges Member States to prioritize the prevention of child injuries, implement the recommendations contained in the *World report on child injury prevention*, including good practices that keep children safe in traffic, and develop and put into practice a multisectoral policy and plan of action with realistic targets. The youth and health risks resolution acknowledges the call for a Decade of Action for Road Safety 2011-2020 and urges Member States, in accordance with their national laws and regulations, to accelerate action, as appropriate, and develop policies and plans to address the main determinants of health affecting young people, including road safety-related issues.

19. The increasing importance of road safety in other United Nations bodies is evidenced by Commission on Narcotic Drugs resolution 54/2 on promoting international cooperation to prevent drug-affected driving, which encourages Member States to support national and international efforts to collect data on drug-affected driving, urges them to participate in the first symposium on drug-affected driving in July 2011 and underscores the importance of prevention and enforcement measures to be deployed in a coherent manner with other road safety measures; and by International Telecommunication Union (ITU) Council resolution 1318 on the role of ITU in information and communications technologies and improving road safety, which invites members of the Union to take practical steps to further national and domestic policies and programmes that take into account the risks associated with use of information and communications technologies and driver distraction, as well as benefits of technologies in improving global road safety.⁷

V. Technical support and collaboration

A. Pillar 1: Road safety management

20. A project entitled “Improving global road safety: setting regional and national road traffic casualty reduction targets”, funded by the United Nations Development Account, was set up to assist Governments in low- and middle-income countries in developing regional and national road safety targets. The project, jointly implemented by all five United Nations regional commissions, with ECE acting as coordinator, included regional meetings and seminars (as well as a study tour in Sweden for experts from some low- and middle-income countries), advisory services, case studies and a report on setting and achieving road safety targets. Outputs from this process were provided to the Global Ministerial Conference on Road Safety. The project ended in 2010 with the publication of the final report.⁸

21. In 2009 the World Bank Global Road Safety Facility published guidelines for road safety management capacity reviews. The capacity reviews provide a framework for assessing a country’s institutional capacity to implement the main recommendations contained in the *World report on road traffic injury prevention*. In doing so, it serves as an important tool for countries to strengthen the effectiveness and efficiency of their lead agency for road safety, to identify safe systems strategies

⁶ The strategy is available from www.who.int/substance_abuse/activities/gsrhua/en/index.html.

⁷ Available from www.itu.int/en/pages/default.aspx.

⁸ Available from www.unece.org/trans/roadsafe/docs/Recommendations_2009.pdf.

to implement and how to implement them in order to achieve more sustainable results. The Facility is conducting road safety management capacity reviews and infrastructure safety rating surveys in China, India and the Russian Federation, among others.

22. From 2009 to 2011, the Global Road Safety Facility developed the International Road Policing Organization (RoadPol) programme, and established its governance body, the Law Enforcement Advisory Panel, comprising high-ranking international police professionals. The goal of RoadPol is to improve the governance of road safety enforcement in low- and middle-income countries by providing leadership support and expertise in road safety policing operations. The programme is currently active in Argentina, Georgia, the Republic of Moldova and Uganda. The Australian Government has made their national road safety guides available free of charge to those in developing countries. Produced by the Association of Australian and New Zealand Road Transport and Traffic Authorities (Austroads), the nine guides cover various aspects of road safety management and delivery, including road safety strategy development, treatment of crash locations, road safety audit and roadside hazard management.

23. The Global Road Safety Partnership is extending the multisector partnership approach and is working with 30 countries to implement multisector partnership solutions, often working at the subnational level. One example of this approach is the Partnership's award winning proactive partnership strategy, which has been implemented in 20 Brazilian cities (affecting some 10 million people) and which, in 2010, was adopted as a methodology for the "Vida no transito" project of the Brazilian Federal Government. The strategy is now being extended to African and Asian cities.

24. As part of a memorandum of understanding signed between the International Transport Forum (ITF)/Organization for Economic Cooperation and Development (OECD) and the Global Road Safety Facility, in April 2010 the first technical exchange occurred between a developing country and an international road traffic accident database (IRTAD) member country, under the IRTAD country twinning programme. The programme is part of a mentoring process by means of which recipient countries can eventually become an active member of IRTAD by building up capacity in road safety data and management systems. The technical exchange set up a knowledge transfer mechanism between Spain and Argentina. The programme has helped the development of Argentina's National Road Safety Observatory and has led to discussions among several countries in the region on the need to establish a regional Ibero-American road safety observatory. Similar partnerships under the ITF/OECD Facility exchange programme are now being explored in Africa and Asia. Similar projects are being launched outside the memorandum of understanding with the Facility, through voluntary contributions. A twinning between the SWOV Institute for Road Safety (the Netherlands) and the National Road Safety Committee of Cambodia, with support from Road Safety for All (the Netherlands) and Handicap International (Belgium), started in 2010, focusing on the improvement of the Road Crash Victim Information System and the development of performance indicators for the 2011-2020 Action Plan.

25. The European Commission, on 20 July 2010, adopted challenging plans to reduce the number of road deaths on Europe's roads by half in the next 10 years. Initiatives in a set of European road safety policy orientations 2011-2020 range from

setting higher standards for vehicle safety to improving the training of road users and increasing the enforcement of road rules.⁹

26. Road safety performance in 12 members of the Black Sea Economic Cooperation Organization (BSEC) was the subject of the ECE-BSEC Conference on Improving Road Safety in the BSEC Region, held in Ioannina, Greece, in November 2010, during which countries discussed global and European road safety issues in the context of five pillars: road safety management; safer road and vehicle design; safer road users; and post-crash care. The Conference participants endorsed the Ioannina Declaration,¹⁰ reaffirming the importance of addressing the road safety issue as a matter of urgency and inviting the BSEC countries to set national casualty reduction targets for the Decade to consider setting a regional casualty reduction target of halving the overall number of road deaths in the region by 2020 and to implement appropriate monitoring mechanisms. A readiness assessment was also launched to assist in measuring progress in the implementation of the Decade.

27. The European Transport Safety Council issued its fifth Road Safety Performance Index report in 2010.¹¹ The Index covers all relevant areas of road safety, including road user behaviour, infrastructure and vehicles, as well as road safety policymaking more generally. The report serves as a policy instrument to help States Members of the European Union in improving road safety by comparing member States' performance, which serves to identify and promote good practice. National research organizations and independent researchers from 30 countries are participating in the programme.

28. The Global Road Safety Commitment,¹² issued in March 2011, is a pledge by organizations' management towards the Decade of Action for Road Safety since almost 30 per cent of all fatal road traffic crashes are work-related. The commitment will help organizations to develop a systematic approach to managing the key risks arising from road transport thereby contributing to successful road safety outcomes. By signing the commitment an organization pledges to work towards zero deaths and severe injuries as a result of its operations. The Global Road Safety Commitment may be signed by any organization that commits itself to this systematic approach.

29. In April 2011 World Bank President Robert Zoellick co-hosted a meeting with the Inter-American Development Bank (IADB) to launch the Multilateral Development Banks Road Safety Initiative. The Initiative is coordinated by the Global Road Safety Facility, the banks participating include the African Development Bank, the Asian Development Bank, the European Bank for Reconstruction and Development, the European Investment Bank, IADB, the Islamic Development Bank and the World Bank. The Initiative will put into action the comprehensive joint statement that the multilateral development banks issued prior to the First Global Ministerial Conference on Road Safety in November 2009. The banks have committed to a shared programme of road safety activities that will contribute significantly to the achievement of the Decade goal to stabilize and then reduce the forecast level of road traffic fatalities around the world. The aim is to jointly

⁹ Available from http://ec.europa.eu/transport/road_safety/events-archive/2010_07_20_road_safety_2011_2020_en.htm.

¹⁰ Available from www.unece.org/trans/roadsafe/events/BSEC/Ioannina-Declaration_e.pdf.

¹¹ Available from www.etsc.eu/home.php.

¹² The commitment may be signed at: www.grsroadsafety.org/global_road_safety_commitment/.

leverage country and regional road safety programmes to help accelerate knowledge transfer, strengthen institutional capacity and scale up road safety investment.

30. ECE organized a transport for sustainable development event in May 2011 centred on its paper, entitled “Transport for sustainable development in the UNECE region”, conveying the idea that sustainable development cannot exclude combating road traffic casualties and injuries. The event was organized in cooperation with ESCAP and ECLAC. The European Union supported the event by presenting the cornerstones of the new transport policy white paper and the United States presented its road safety strategy.

31. The Project Committee: Road-Traffic Safety Management System of the International Organization for Standardization (ISO/PC 241) is working on ISO 39001, a draft international standard on road traffic safety management systems: requirements with guidance for use. The new standard (to be finalized by December 2012) will be an effective tool for nations to encourage both private and public organizations to strive towards a safe global road transport system.

32. Handicap International Belgium has implemented road safety programmes in close collaboration with Government and civil society counterparts in Cambodia, the Lao People’s Democratic Republic and Viet Nam. The projects include components in education, public awareness, research, first aid and enforcement, in addition to capacity-building with Government counterparts and a partnership regarding the road crash and victim information system with various Government bodies in Cambodia.

B. Pillar 2: Safer roads and mobility

33. The International Road Assessment Programme (iRAP) assessments were extended to 50,000 km in 27 low-income and middle-income countries with over 400,000 km assessed in 70 countries worldwide. The Road Safety Toolkit,¹³ developed collaboratively by iRAP, the Australian Road Research Board (ARRB), the FIA Foundation for the Automobile and Society, Austroads, the Global Transport Knowledge Partnership and the Global Road Safety Facility, provides free information on the causes and prevention of road crashes that cause death and injury. Building on decades of road safety research, the Toolkit helps engineers, planners and policymakers develop safety plans for car occupants, motorcyclists, pedestrians, bicyclists, heavy vehicle occupants and public transport users. It was expanded in 2010 to include information on safer road users and vehicles, and has been translated into several languages.

34. Safe Roads for Development,¹⁴ a new guide to good practice in designing, building and operating inter-urban road networks, was published by the FIA Foundation, the Global Road Safety Partnership, iRAP, the International Road Federation, the World Road Association and the Global Road Safety Facility. The guide showcases good practice for safe inter-urban road infrastructure and acts as a “signpost document”, providing a wide range of sources for detailed information and advice. It was launched on 26 May 2010 at the International Road Federation

¹³ Available from toolkit.irap.org/.

¹⁴ Available from www.fiafoundation.org/publications/Documents/safe-roads-for-development.pdf.

World Meeting, held in Lisbon, and at the Asian Development Bank Transport Forum, held in Manila.

35. The IDB Mesoamerica and Caribbean regional project on road safety is the first regional road safety infrastructure project in Latin America, stretching 3,200 km through seven countries (Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Panama) to implement interventions to improve infrastructure and change road user behaviour. The International Road Assessment Programme conducted a road audit in 2010 to assess risks and results. Proposed interventions will be developed in 2011 which will then be piloted in two of the countries in 2012.

36. In 1996 the International Maritime Organization (IMO), the International Labour Organization (ILO) and ECE finalized international guidelines for the safe packing of cargo in freight containers and intermodal transport vehicles. The purpose of these guidelines was to serve as an internationally agreed basis for specific industry-driven work to enhance safety in transport and reduce collisions which resulted from the incorrect packing of cargo. Unfortunately, a number of recent cargo-related incidents have led to the opinion that the guidelines were not being properly implemented and thus a Tripartite Global Dialogue Forum was held in Geneva on 21 and 22 February 2011 to discuss revising and updating the tool. The revision of the IMO/ILO/ECE guidelines is an ongoing process.

C. Pillar 3: Safer vehicles

37. The World Forum for Harmonization of Vehicle Regulation (ECE Working Party 29) continued to contribute to pillar 3 of the Action Plan. Working Party 29 has encouraged Governments to apply the motor vehicle safety regulations it developed and has encouraged managers of Government and private sector fleets to purchase, operate and maintain vehicles that offer advanced safety technologies. New technologies were adopted and a safety annex was appended to the agreement on periodic vehicle inspections.

38. The Global New Car Assessment Programme (GNCAP) was established in 2011 to promote safer car manufacture during the Decade of Action. New car assessment programmes (NCAPs) in a number of countries and regions have proved to be very effective in creating a market that encourages consumers to choose vehicles based on their safety ratings. GNCAP aims to support the development of new consumer crash test programmes in emerging markets where vehicle growth is strong but independent consumer information on crashworthiness is frequently not available. One example is the new Latin NCAP in Latin America. GNCAP will also provide a platform for cooperation for existing new car assessment programmes around the world to share best practices and promote the use of consumer information to encourage the manufacture of safer motor vehicles throughout the global automotive market.

D. Pillar 4: Safer road users

39. WHO, the World Bank, the FIA Foundation and the Global Road Safety Partnership have issued a series of “how to” manuals to assist Governments to implement some of the recommendations of the *World report on road traffic injury*

prevention, including a manual on helmets (2006), drink-driving (2007), speed management (2008) and seat-belts and child restraints (2009), all of which have been translated into multiple languages. In 2010 a fifth manual, entitled *Data systems: a road safety manual for decision makers and practitioners*, was published.¹⁵ It provides practical guidance for establishing data systems that will improve the measurement of a country's road traffic injury problem, facilitate selection of evidence-based interventions and allow for better evaluation of progress. It also discusses the use of such data systems to develop policies and interventions and to assess prevention measures.

40. The RS-10 project, funded by the Bloomberg Philanthropies, supports implementation of some of the practical measures that have resulted in a sharp decline in road traffic deaths and injuries in many countries through programmes in 10 countries. Prevention programmes were initially piloted in Cambodia, Mexico and Viet Nam, and later expanded to Brazil, China, Egypt, India, Kenya, Turkey and the Russian Federation, with a focus on increasing the use of motorcycle helmets, seat-belts and child restraints, and reducing drink-driving and excessive speed. The 10 countries have formed national intersectoral committees to oversee the project and are implementing a range of interventions. Preliminary evaluation results suggest positive changes in such behaviours as seat-belt wearing and drink-driving, with related reductions in injuries and deaths expected.

41. In recognition of the important role of employer policies in road safety, in 2010 the Secretary-General issued administrative instruction ST/AI/2010/6 to all United Nations staff on road and driving safety. The directive includes the mandatory use of seat-belts and safety helmets while operating United Nations vehicles, and prohibits driving under the influence of substances, speeding and using a mobile phone while driving. It encourages all United Nations personnel to apply the same rules when driving private vehicles.

42. Since its inception in the United States the Safe Kids Worldwide "Walk This Way" programme, sponsored by FedEx Express, has expanded to nine countries, including India (October 2009), Viet Nam (December 2009) and Thailand (January 2011). The global programme, which celebrated its 10-year anniversary in October 2009, has engaged more than 4 million participants and helps to keep child pedestrians safe from injuries through innovative, multidimensional approaches, including raising awareness about child pedestrian safety through campaigns, creating safer environments through infrastructure improvements that address local pedestrian hazards, influencing traffic legislation related to children through public policy initiatives, and providing traffic safety education and safety devices (such as reflectors) to children.

43. In 2011 WHO and the United States National Highway Traffic Safety Administration launched a publication to draw attention to the growing problem of distracted driving.¹⁶ The document focuses on the use of mobile phones as an example of the broader problem of driver distraction linked to increasing use of communications technologies at the wheel, highlights the increasing prevalence of mobile phone use by drivers and the negative impact upon driving behaviour and on

¹⁵ Available from www.who.int/roadsafety/projects/manuals/data/en/index.html.

¹⁶ Available from www.who.int/violence_injury_prevention/publications/road_traffic/distracted_driving/en/index.html.

increased risk of a crash, and provides an overview of interventions that can be put into place to address this issue.

44. The Global Helmet Vaccine Initiative¹⁷ implements evidence-based motorcycle helmet programmes in the developing world through a five-pronged approach, including helmet distribution, public awareness education and targeted programmes, technical assistance, and research, monitoring and evaluation. Building on the experience of a successful helmet programme in Viet Nam, the Initiative launched six country initiatives in Africa, Asia and Latin America to encourage the policy changes and investment decisions that can lead to increased and sustainable motorcycle helmet wearing. Partners in the Initiative include the Asia Injury Prevention Foundation, the FIA Foundation, the International Motorcycling Federation, IADB, the United States Centers for Disease Control and Prevention and the World Bank.

E. Pillar 5: Post-crash response

45. As part of WHO activities to prevent and mitigate the consequences of injury, including road traffic injuries, and thereby disability, a number of normative documents have been issued on improving emergency care and rehabilitation for victims of trauma. These include *Strengthening care for the injured: success stories and lessons from around the world*,¹⁸ published in 2010 (which presents case studies from pre-hospital, hospital-based, rehabilitation and system-wide settings, and from countries in all regions of the world and at all socio-economic levels), and VIP short courses on trauma care to help build capacity.¹⁹ WHO and the World Bank jointly issued the *World report on disability*,²⁰ which was launched in June 2011 in New York to support implementation of the Convention on the Rights of Persons with Disabilities. The report estimates that more than a billion people in the world today experience disability and provides the best available evidence about what works to overcome barriers to health care, rehabilitation, education, employment, and support services, and to create the environments which will enable people with disabilities to flourish.

46. WHO has developed short courses on trauma care for individuals directly involved with the provision of trauma services as clinicians or in an administrative capacity, including on trauma care system planning and management²¹ and on trauma care quality improvement.²² Each short course provides a guide to orient the facilitator to the content, presentation materials and supporting resources such as handouts and case studies.

¹⁷ See www.helmetvaccine.org/about/index.html.

¹⁸ Available from www.who.int/violence_injury_prevention/services/success/en/.

¹⁹ Available from www.who.int/violence_injury_prevention/capacitybuilding/courses/en/.

²⁰ Available from www.who.int/disabilities/world_report/2011/en/index.html.

²¹ Available from www.who.int/violence_injury_prevention/capacitybuilding/courses/trauma_care/en/index.html.

²² Available from www.who.int/violence_injury_prevention/capacitybuilding/courses/trauma_quality/en/index.html.

VI. Advocacy

47. In resolution 60/5, the General Assembly invited Member States and the international community to recognize the third Sunday in November of every year as the World Day of Remembrance for Road Traffic Victims. This day continues to be observed annually with an increasing number of events around the world and promoted worldwide by several non-governmental organizations, including RoadPeace, the Association for Safe International Road Travel and the European Federation of Road Traffic Victims and its associated organizations. In 2010 member organizations of the European Federation of Road Traffic Victims shared a video for the event. The events of 2010 from many countries are posted on the World Day of Remembrance website.²³

48. As part of ongoing efforts to support non-governmental organizations in their advocacy efforts, WHO hosted the Second Global Meeting of Non-governmental Organizations Advocating for Road Safety and Road Victims, held on 14 and 15 March 2011 at the headquarters of the WHO Regional Office for the Americas in Washington, D.C. The meeting, which was officially opened by the Regional Director, was attended by 100 participants representing non-governmental organizations from 48 countries. The group shared experiences and approaches to advocating for road safety and road victims, discussed the creation of a global alliance of non-governmental organizations, described plans for the Decade of Action for Road Safety and discussed a draft guide for non-governmental organizations advocating for road safety and road victims.

49. ECE held several road safety advocacy campaigns and poster-signing events including a successful ECE, International Basketball Federation (FIBA) and FIBA Europe partnership, supported by the Polish Government, which resulted in the signing of the 2009 EuroBasket Declaration for Road Safety. This campaign was followed by the 2010 launch of the ECE and the FIBA global road safety promotional campaign, held in Turkey under the motto “We play and drive by the rules”. This campaign was supported by the Turkish Basketball Federation, the Spanish Basketball Federation and the Turkish National Police, and coincided with the 2010 Basketball World Championship. Finally, the FIBA-FIBA Europe ECE road safety promotional campaign under the 2011 EuroBasket tournament, held in Lithuania from 31 August to 18 September 2011, was undertaken with the support of the Lithuanian Ministry of Transport and the Lithuanian Basketball Federation.

50. ECE also held a road safety poster signing ceremony during its Commission session, aimed at raising awareness of road safety issues. The general aim is to use the poster in various road safety promotional events organized by ECE and the regional commissions, including events centred specifically on “signing the poster” by Government officials, United Nations staff, celebrities and others. An example is the ESCWA road safety poster signing ceremony, which received outstanding media coverage during the joint event of the launch of the Decade of Action for Road Safety and the inauguration of the twelfth session of the Transport Committee, on 17 May 2011.

51. ECE and the World Organization of the Scout Movement organized a joint global road safety campaign at the World Scout Jamboree, held in Rinkaby, Sweden,

²³ See www.worlddayofremembrance.org/about-world-day.

from 27 July to 7 August 2011. This was done in cooperation with the Hellenic Road Safety Institute “Panos Mylonas”, Scouting Ireland and Scouts of Greece, and with the support of the Road Safety Authority of Ireland. The campaign comprised a series of active learning road safety workshops and a ceremonial “joining hands for road safety” event, with boy and girl scouts from 160 countries.

52. Following the World Youth Assembly, in April 2007, a Youth Task Force shaped the first global youth-led non-governmental organization for road safety, called YOURS — Youth for Road Safety. YOURS²⁴ was officially launched during the opening ceremony of the First Global Ministerial Conference on Road Safety and started operations in early January 2010. Significant progress has been made during its first year as an independent organization. YOURS is focusing on three strategic pillars: advocacy; inspiring — connecting — uniting; and capacity development. Activities to date include, for example, the launch of an advocacy campaign (the World Crossing Campaign), a Youth and Road Safety Workshop organized in Cambodia in partnership with the Global Road Safety Partnership, and expansion of the global youth network for road safety and online presence under the MINE section. Furthermore, a website was developed, monthly newsletters were sent out and social media channels were launched.

53. The annual summit of the International Transport Forum is a unique platform for a global conversation on strategies for transport in the twenty-first century. At the summit, ministers from several member countries engage in focused debates with decision makers from business, civil society leaders and top academics. The 2010 and 2011 summits included a significant focus on road safety, as well as attention to the links and potential benefits of coordinated policy in transport, health and environment. During the 2011 summit the unique Pan-European Programme on Transport, Health and Environment (THE PEP) — in which ECE and WHO Europe cooperate — held a special session to address capacity gaps in promoting healthier and safer mobility, including the cost-benefit analysis methodology of such interventions.

54. A number of advocacy tools, including videos and public service announcements, have been developed to support the Decade of Action for Road Safety. In partnership with UN TV, the ECE Transport Division made a short film about the importance of road safety and the five pillars of the plan of action for the Decade.²⁵ Sesame Street, a member of the Global Road Safety Partnership, produced three public service announcements in collaboration with the FIA Foundation. Featuring “Grover”, the announcements have been screened throughout the world and on YouTube.²⁶ The National Highway Traffic Safety Administration released, in partnership with Disney-Pixar, a public service announcement on distracted driving, which grants free rights to countries and non-governmental organizations to translate and/or adapt them as necessary.²⁷

55. Civil society organizations are instrumental in advocating for road safety and road victims. Groups such as Amend, the Association for Safe International Road Travel, the European Federation of Road Traffic Victims, the Fundación Gonzalo Rodríguez, the International Federation of Pedestrians and Laser International have

²⁴ See www.youthforroadsafety.org.

²⁵ Available from www.youtube.com/user/UNECE#p/u/7/X_nnquRymLI.

²⁶ Available from www.youtube.com/watch?v=4x0Zwpm7tg.

²⁷ Available from www.distraction.gov/cars2/.

played a key role in drawing attention to the need for safer roads. Recently, they have called for improved legislation concerning particular risks, hosted public advocacy events and engaged with the media in their countries. Many also actively participated in the launch of the Decade, together with their Government partners. Those which are well placed to do so also manage projects promoting specific road safety interventions.

56. The Make Roads Safe campaign continues to garner support to improve road safety. In April 2011 the Commission for Global Road Safety launched a third report, entitled “Make Roads Safe: Time for Action”.²⁸ The report includes recommendations to make roads safer and to meet the goal of the Decade, including improving safety for vulnerable road users, particularly children and adolescents, improving road infrastructure safety and strengthening United Nations organizational capacity in dealing with road safety, and identifies potential new mechanisms to increase financial support for road safety activities, particularly in developing countries.

VII. Data collection and research/monitoring of the Decade

57. In 2009 WHO launched the first *Global status report on road safety*, which provided the first assessment of the road safety situation at the global level. In resolution 64/255, the General Assembly invites WHO and the United Nations regional commissions to coordinate monitoring of global progress towards meeting the targets identified in the plan of action and to develop further global status reports on road safety to this effect. In 2011 WHO began working towards the development of the second report. Similar to the first report, this publication will provide information on a range of indicators (all of which are related to the plan of action for the Decade) and form the baseline for monitoring the implementation of the plan of action over the Decade as it will be repeated at regular intervals. Other surveys conducted by partners such as ECE and the International Road Traffic and Accident Database (OECD) will also be used to assess the impact of the plan. A working group for monitoring and evaluation of the Decade, created under the auspices of the United Nations Road Safety Collaboration, will collate all such information and communicate and disseminate progress indicators on a regular basis throughout the Decade.

58. The annual report of the International Road Traffic and Accident Database²⁹ provides detailed reports from 32 countries, focusing on the latest data for 2009 and in some cases preliminary data for 2010; analysis of safety trends by road user category and risk factor; and national strategies in place in countries in the Database, including targets and performance towards meeting the targets, and measures implemented in 2008-2010 to improve safety.

59. ECE issued *Statistics of Road Traffic Accidents in Europe and North America* in August 2011, which provides comparable data on causes, types and results of accidents in Europe, Central Asia, Canada and the United States. Data are organized by nature of accident and surroundings, accidents while under the influence of alcohol and the number of persons killed or injured, by category of road user and

²⁸ Available from www.makeroadssafe.org/publications/Documents/mrs_iii_report_lr.pdf.

²⁹ Available from www.internationaltransportforum.org/irtad/pdf/10IrtadReport.pdf.

age group. Background data, figures on the number of road vehicles in use and vehicle-kilometres run by road vehicles are also provided together with estimates of population and distribution by age group. This trilingual publication (English, French, Russian) contains important statistical information for those involved in transport planning and road safety issues.³⁰

60. Since September 2009, the Road Traffic Injuries Research Network, which supports research capacity in low- and middle-income countries, has organized two successful webinars, shared research methods and results through quarterly newsletters, social media accounts and an online discussion forum, and hosted a parallel session during the World Conference on Injury Prevention and Safety Promotion, held in London in August 2010. On 11 May 2011, the Network launched a special web page to collect information about its partners' research plans for the Decade.

61. During 2010 and 2011 the Harvard School of Public Health collated the findings of its data surveys in 18 countries commissioned by the World Bank Global Road Safety Facility and presented them and a related injury metrics framework for deriving best estimates of road injuries in information-poor settings. This project has provided the basis for improved estimates of road traffic injuries in the 2010 Global Burden of Diseases, Injuries and Risk Factors Study.

VIII. Financial support

62. On 18 November 2009, the eve of the Global Ministerial Conference, Bloomberg Philanthropies announced a contribution of US\$ 125 million — the largest single donation to global road safety to date — to six institutions, including WHO, the World Bank Global Road Safety Facility, the Global Road Safety Commitment, the Johns Hopkins University International Injuries Research Unit, Embarq — the World Resources Institute Center for Sustainable Transport and the Association for Safe International Road Travel, to implement five-year projects in 10 countries and to issue a *Global status report on road safety*.

63. In 2011 the Australian Government, through AusAID, committed \$A 6.2 million over three years to the World Bank Global Road Safety Facility, to improve road safety throughout the world. The World Bank Global Road Safety Facility, founded in 2006, provides funding and technical assistance to global-, regional- and country-level entities to engage in road safety activities which will build capacities to implement cost-effective road safety programmes.

64. Thirteen partners started implementation on the €3 million European Union-funded “Save Our Lives” project,³¹ working with eight countries in Central Europe. The project will aim to implement multisector partnership solutions in seven cities and to build a base for extending the project further.

65. In conjunction with the Clinton Global Initiative, the FIA Foundation has made three Decade commitments to the safe road users, safer roads and safer vehicles pillars, amounting to €3 million per year over 10 years. These commitments are in partnership with the clubs of the Fédération internationale de l'automobile,

³⁰ Available from http://live.unecce.org/trans/main/wp6/publications/stats_accidents2011.html.

³¹ See www.sol-project.eu.

the International Road Assessment Programme and the Global New Car Assessment Programme.

66. The private sector-funded Global Road Safety Initiative, which is managed by the Global Road Safety Partnership, entered a second phase in 2010. Michelin, Renault, Shell, Total and Toyota have each pledged US\$ 150,000 per year for five years to support the Initiative.

67. The Road Safety Fund³² has been created by WHO and the FIA Foundation to support implementation of the Global Plan for the Decade, particularly in developing countries. Private companies wishing to become official sponsors of the Decade and to use the Decade's tag symbol are invited to contribute to the Fund. The first corporate "Global Supporters of the Decade of Action" include Allianz, Bosch, Michelin, Renault and Shell. The Road Safety Fund will also encourage philanthropic partners and seek to identify potential new innovative funding sources. For example, the Commission for Global Road Safety, in its report entitled *Make Roads Safe: Time for Action*, launched in April 2011, proposed an opt-out contribution of US\$ 2 or the equivalent added to the sale of every new car sold to support implementation of the Global Plan, through the Fund.

IX. Conclusions and recommendations

68. **Since the previous report to the General Assembly on road safety, many activities have been undertaken locally, nationally, regionally and internationally. The Decade of Action for Road Safety, launched on 11 May 2011, is a unique opportunity for continued international focus on road safety and the need for increasing focus in setting targets, developing plans of action and implementing activities and monitoring.**

69. **Much more needs to be done as evidenced by the *Global status report on road safety*, and levels of funding remain a major challenge, particularly for low- to middle-income countries to implement, sustain and scale up measures that can lead to reduced fatalities and injuries.**

70. **Road safety continues to be an area that is not addressed systematically. Lack of national lead agencies, comprehensive and effective legislation, and inadequate road infrastructure are also major challenges that need to be addressed systematically in order to achieve meaningful results. Lack of data and local capacity for monitoring and evaluating road safety projects remains a challenge, and more needs to be done to strengthen efforts to collect appropriate data for analysis and decision-making on road safety, including the health, social and economic impact, and cost-effectiveness of interventions.**

71. **To support actions on the ground during the Decade, more funds will be needed for United Nations activities and activities in Governments, subnational authorities and civil societies.**

72. **In order to ensure that the Decade of Action for Road Safety leads to concrete activities and, ultimately, reduced road traffic injuries and fatalities, it is recommended that the General Assembly call upon Member States to:**

³² See www.roadsafetyfund.org/.

(a) **Develop national plans in the context of the Global Plan for the Decade;**

(b) **Accede to United Nations road safety international legal instruments and apply, implement and promote their provisions or safety regulations, for example the United Nations motor vehicle safety regulations and conditions for technical inspections developed by the United Nations World Forum for the Harmonization of Vehicle Regulations (Working Party 29), the 1949 and 1968 United Nations Conventions on Road Traffic and the 1949 Protocol on Road Signs and Signals, and related supplements and protocols, the United Nations instruments governing transport of dangerous goods by road, or other instruments based on the United Nations recommendations on the transport of dangerous goods, model regulations and international instruments dealing with control of driving time (European Agreement concerning the Works of Crews of Vehicles Engaged in International Road Transport),³³ and to implement safe transportation networks that adhere to the best possible available international standards, as stipulated in the United Nations international legal instruments;³⁴**

(c) **Endeavour to achieve a marked improvement in the implementation of ECE road safety conventions and agreements by promoting the use of diagnostic tools to identify impediments to their effective implementation and by addressing the impediments through technical assistance;**

(d) **Participate in the new car assessment programmes³⁵ in order to foster availability of consumer information about the safety performance of motor vehicles;**

(e) **Strengthen efforts to improve comprehensive national road safety legislation and regulation, particularly on the five risk factors (speed, seat belts, child restraint systems, drink-driving and motorcycle helmets), and improve implementation through social marketing campaigns and consistent and sustained enforcement activities;**

(f) **Strengthen and improve pre-hospital, trauma and rehabilitation care;**

(g) **Develop sustainable financing mechanisms for road safety;**

(h) **Continue raising awareness through the World Day of Remembrance for Road Traffic Victims, the United Nations Global Road Safety Week and other international, regional, subregional and national events;**

(i) **Strengthen efforts to collect appropriate data for road safety management, including health, social and economic impacts and the cost-effectiveness of interventions;**

(j) **Develop national and local capacity for the monitoring and evaluation of road safety projects.**

73. The General Assembly may also wish to:

(a) **Encourage Member States to:**

³³ See also www.unece.org/trans/conventn/legalinst.html.

³⁴ See <http://live.unece.org/trans/conventn/legalinst.html>.

³⁵ See www.globalncap.org.

- (i) **Participate in the *Global status report on road safety* survey;**
- (ii) **Develop strategies, policies and programmes that pay particular attention to the needs of vulnerable road users;**
- (iii) **Accede to and implement United Nations road safety international legal instruments more effectively;**
- (iv) **Participate in the Second United Nations Global Road Safety Week;**
- (v) **Nominate focal points for the Decade of Action for Road Safety;**
- (b) **Encourage managers of public and private sector fleets to operate and maintain vehicles using periodical technical inspection procedures of roadworthiness rules;**
- (c) **Call on civil society to further strengthen collaboration with Governments and continue to make capacity-building and sustainability priorities of project implementation;**
- (d) **Acknowledge the importance of the World Bank Global Road Safety Facility and the Road Safety Fund, and the need to develop new funding mechanisms;**
- (e) **Request that a report be submitted to the Assembly at its sixty-seventh session.**
