Cluster 7/Module 3 (C7/M3): Safety Issues.

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Objective

The objective of this module is to:
- Highlight the global road safety situation
- Outline the events leading to the Decade of Action for Road Safety
- Describe the Decade of Action Plan
- Discuss the challenge of road safety in the urban environment
Road safety is a growing health and development issue.

According to WHO estimates, in 2004, 1.3 million people were killed in road crashes around the world, and an additional 20-50 million people were injured in such incidents. To put this into perspective, compare these numbers with other global burdens of disease which receive significant attention:

- In 2008, an estimated 1.8 million people died from AIDS related causes
- In 2007, an estimated 1.3 million people died from Tuberculosis
- In 2008, the estimated deaths from malaria were less than 1 million
The Facts (contd.)

- Road traffic injuries are the leading cause of death for people aged 15–29 years.
- Over 90% of road traffic deaths and injuries occur in low-income and middle-income countries.
- Nearly half (46%) of those dying on the world’s roads are “vulnerable road users”: pedestrians, cyclists and motorcyclists.
- Road traffic crashes result in considerable economic losses, costing most countries 1–3% of their GDP.
- Without action, road traffic crashes are predicted to result in the deaths of around 1.9 million people annually by 2020.
- Only 15% of countries have comprehensive laws relating to five key risks: speeding, drinking and driving, and the non-use of helmets, seatbelts and child restraints.

Worldwide, road traffic injuries have overtaken all other diseases as the leading cause of death for male youths. Young productive adults are needlessly losing their lives.

More than 90% of road traffic deaths occur in low and middle income countries --70% being in low income countries. Though these (low and middle income countries) experience the majority of road traffic deaths, they own only 48% of the world’s registered vehicles.

Pedestrians, cyclists, and motorcyclists are vulnerable road users and constitute nearly half the victims of road traffic crashes. 65% of these crashes involve pedestrians. Of these pedestrian deaths, 35% are children.

In addition to the grief and suffering they cause, road traffic crashes result in considerable economic losses to victims, their families, and nations as a whole. These accidents cost most countries 1–3% of their GDP.

There are five key behavioral risk factors that impact road safety. These are speeding, driving under the influence of alcohol and/or drugs, the use of helmets, the use of seatbelts, and the use of child restraints. Only 15% of the world’s countries have comprehensive laws relating to these key factors.
This chart shows the projected percentage change that will occur in the number of persons killed and seriously injured (KSI) between 2000 and 2020 if the current situation continues.

As demonstrated, the South Asia region will be the most affected with an estimated 144% increase between 2000 and 2020. This is partly due to the expected rapid motorization and the resultant increased road infrastructure development in the region.
This slide shows the respective shares in the global population, registered vehicles, and road traffic deaths of high, middle, and low income countries.

Although high income countries have the largest number of registered vehicles, they have the lowest population as well as the lowest percentage of road traffic deaths. It should be noted that the percentage of deaths in low and middle income countries are similar. Low income countries, however, have a much lower share of the registered vehicle population.
By 2030, deaths from road traffic injuries are projected to become the world’s 5th leading cause of death. This is due to increased motorization and the continued development of infrastructure at current trend rates. The impact will be disastrous unless drastic changes are made in the areas of transport and motorization.
In response to this alarming situation, the United Nations General Assembly mandated actions to reverse the rising number of road traffic deaths and injuries. The Assembly adopted a series of resolutions that:

- Approved recommendations of the World Report produced in 2004. This was the first comprehensive report on the status of road safety and the way forward.
- Approved first ever global Ministerial Conference on Road Safety held in Moscow in November 2009. This conference is where Ministers of Health and Transport came together to acknowledge the menace that represent road traffic injuries and pledged to work together to overcome the issue.
- Declared 2011-2020 a Decade of Action for Road Safety with the goal to ‘stabilize and then reduce the level of road fatalities.’ This will require a reduction in the forecasted level of fatalities of 50% by 2020.
The goal for the decade is to halt, or even reverse, the predicted increase in road traffic fatalities around the world. At the end of this decade, the goal is to have saved 5 million lives and to have prevented serious injuries to an additional 50 million people.
This slide shows the current estimated fatalities in different regions, the projected fatalities for 2020 if the status quo remains the same, and the projected targets of lives and serious injuries to be saved or avoided during the “Decade of Action.”

<table>
<thead>
<tr>
<th>Region</th>
<th>Fatalities 2010</th>
<th>Fatalities 2020</th>
<th>UN Decade Of Action</th>
<th>Lives To Be Saved During 2011-2020</th>
<th>Serious Injuries To Be Avoided During 2011-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Asia &amp; Pacific</td>
<td>313,317</td>
<td>646,000</td>
<td>323,000</td>
<td>1,640,000</td>
<td>16,400,000</td>
</tr>
<tr>
<td>Europe &amp; Central Asia</td>
<td>85,979</td>
<td>97,000</td>
<td>48,500</td>
<td>243,000</td>
<td>2,430,000</td>
</tr>
<tr>
<td>Latin America &amp; Caribbean</td>
<td>95,877</td>
<td>130,000</td>
<td>65,000</td>
<td>325,000</td>
<td>3,250,000</td>
</tr>
<tr>
<td>Middle East &amp; North Africa</td>
<td>100,655</td>
<td>152,000</td>
<td>76,000</td>
<td>380,000</td>
<td>3,800,000</td>
</tr>
<tr>
<td>South Asia</td>
<td>275,569</td>
<td>590,000</td>
<td>295,000</td>
<td>1,475,000</td>
<td>14,750,000</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>248,130</td>
<td>365,000</td>
<td>182,500</td>
<td>937,000</td>
<td>9,370,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,119,527</strong></td>
<td><strong>1,980,000</strong></td>
<td><strong>990,000</strong></td>
<td><strong>5,000,000</strong></td>
<td><strong>50,000,000</strong></td>
</tr>
</tbody>
</table>
The Global Plan for the Decade, launched by Secretary General Ban Ki Moon, is built around 5 ‘pillars’ that are believed to encompass key areas that must be addressed to increase road safety. The pillars were formed based off of the success that various countries have achieved in preventing road traffic injuries.

The five pillars are:

1. Road safety management
2. Safer roads and mobility (This is the pillar that is most relevant to those of you attending the course today).
3. Safer vehicles
4. Safer road users
5. Post-crash response

Let us expand briefly on each of these pillars.
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

This pillar is the foundation of all subsequent pillars.

The establishment of a lead agency to manage and coordinate road safety activity is seen as a key factor for successful and sustainable road safety outcomes.

Countries are encouraged to develop their institutional capacity, implement modern road safety policies, and develop crash information systems to produce regular data for dissemination, monitoring, and evaluation.
2. Safer Roads and Mobility: This pillar highlights the need to improve the safety of road networks for the benefit of all road users. The most vulnerable of road users include pedestrians, bicyclists, and motorcyclists. Activities involve improving safety-conscious planning, design, construction, and operation of roads; making sure that roads are regularly assessed for safety; and encouraging relevant authorities to consider all forms of transport and types of safe infrastructure when they respond to the mobility needs of road users.

Road Safety should be given appropriate consideration in infrastructure development. Appropriate facilities for pedestrians and other vulnerable road users should be introduced and/or improved. Carrying out regular safety audits, road assessments, and incorporating safety throughout the planning, design, construction, and operation stages so that mitigation measures become part of the day-to-day network management.
3. Safer Vehicles: This pillar addresses the need for improved vehicle safety by encouraging harmonization of relevant global standards and mechanisms to accelerate the uptake of new technologies which have an impact on safety.

Low standards for vehicles contribute to a significant number of crashes. The private sector plays an important role in updating the commercial fleet in countries. Safety standards need to be reviewed for all motor vehicles. Safety equipment, such as seat belts, child seats, and helmets also need to be reviewed.

Law enforcement must be strengthened to ensure compliance with international standards, including regulation related to the import of vehicles.
4. Safer Road Users: This pillar focuses on developing comprehensive programs to improve the behavior of road users. Activities include encouraging the development and adoption of model road safety legislation and sustained or increased enforcement of road safety laws and standards. These efforts are combined with public awareness and education to increase seatbelt and helmet wearing, and to reduce drinking and driving, speeding, and other risks. It also calls for activities to reduce work-related road traffic injuries and promotes the establishment of graduated driver licensing programs for novice drivers.
5. Post Crash Response: This pillar promotes the improvement of health and other systems to provide appropriate emergency treatment and longer-term rehabilitation for crash victims. Activities include developing pre-hospital care systems; the implementation of a single, nationwide telephone number for emergencies; providing early rehabilitation and support to injured patients and those bereaved by road traffic crashes; establishing insurance schemes to fund such initiatives; and encouraging a thorough investigation and appropriate legal response to crashes.
A few pictures of the Decade of Action launch:

- Secretary General Ban Ki Moon along with Mayor Bloomberg in New York
- Nelson Mandela’s daughter and granddaughter in South Africa (Mandela lost his great granddaughter in a road traffic crash during the World Cup in 2010)
- Prime Minister David Cameron in the UK
- Mexico’s President Calderon
- Sesame Street’s Grover who is now an Ambassador for Road Safety
Decade Launch: The Public

… also launched in Vietnam, Indonesia, and India…
Pillar 2, Safer Roads and Mobility, is the most relevant to urban transport professionals. Below are key strategies to be used in reducing traffic caused death and injuries.

- The development of policies taking an integrated approach to transport priority and traffic management combine public transport, non-motorized transport, and roadway infrastructure operations management with public transport service improvements which lead to an overall increase in travel speed, reliability, safety, and security.
- Identifying and addressing issues related to the roads with the highest risk in the network is critical to good safety outcomes. (It is estimated that only 30% of the network is responsible for about 70% of the accidents).
- Deliberate commitment of budgets and human resources dedicated to road safety activity is proven to be an effective way to reduce crashes and related deaths and injuries.
- Managing speed on the network can be done through efficient enforcement and carefully designed infrastructure.
- Safety considerations for construction sites should be carefully evaluated and addressed.
- Fiscal incentives (or disincentives) to be given for public service vehicles with (in) appropriate safety standards.
Summary

It's everybody's Decade …
a unique opportunity that we should not miss

Road Safety is no accident!