



13 June 2013

*The UN Decade of Action for Road Safety*

SPEAKER: Dr. Bella Dinh-Zarr, Road Safety Director, FIA Foundation





# DECADE OF ACTION FOR ROAD SAFETY 2011-2020

## Transportation Librarians Roundtable

June 13, 2013

T. Bella Dinh-Zarr, PhD, MPH  
Make Roads Safe  
and the FIA Foundation



# MAKE ROADS SAFE

## The Campaign for Global Road Safety



An international advocacy campaign to raise public and political awareness about road traffic injuries and deaths, which successfully led to the UN declaring a Decade of Action for Road Safety 2011-2020.

## FIA Foundation

An independent philanthropy dedicated to preventing road traffic injuries and deaths and which manages *pro bono* The Road Safety Fund with the World Health Organization (WHO).





# DECADE OF ACTION FOR ROAD SAFETY 2011-2020

*“Road safety is important to our health, our economy, and our quality of life, and I am committed to improving transportation safety for all people. Let’s work together to MAKE ROADS SAFE, for our nation and for the world.”*

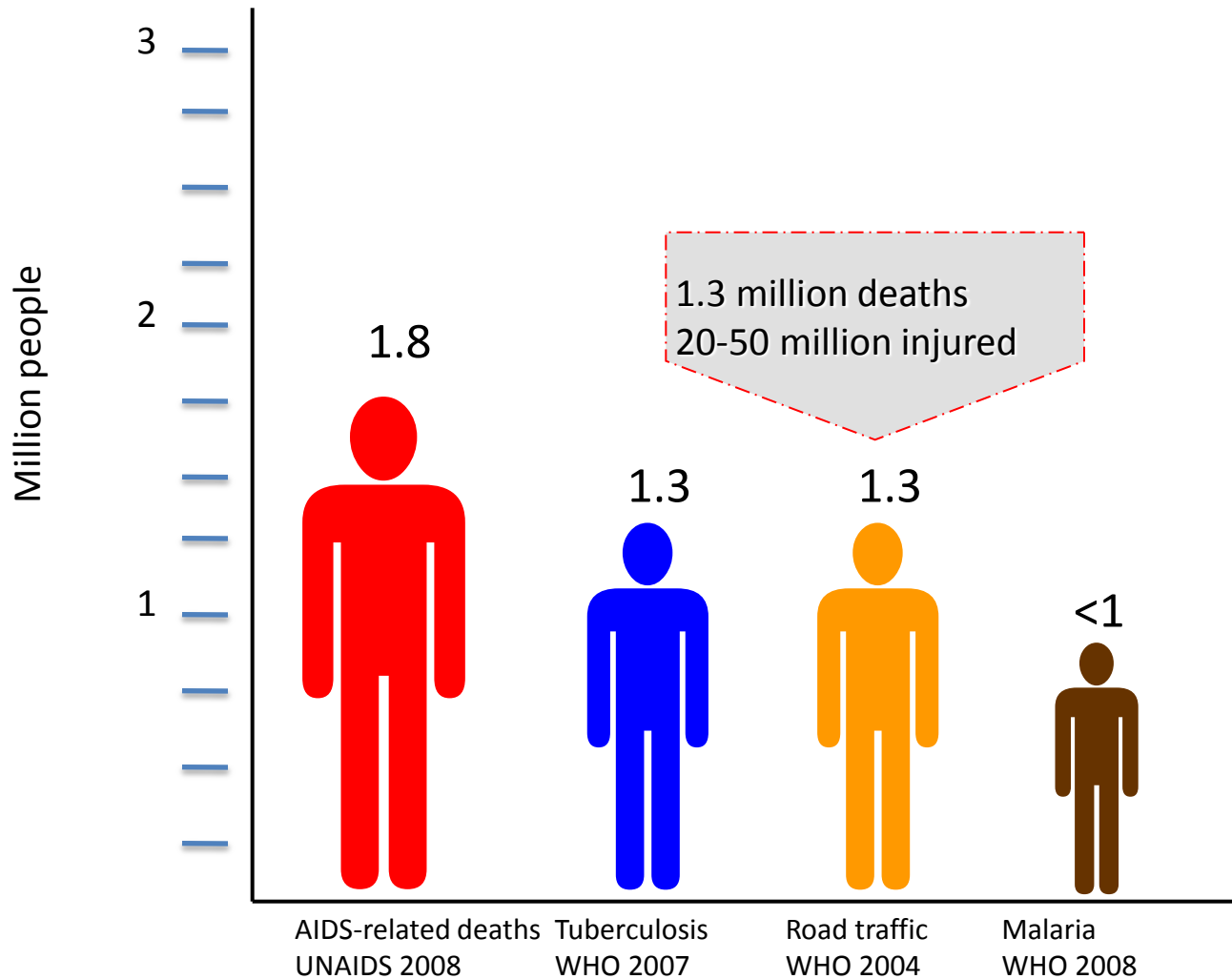


The Honorable Norman Y. Mineta

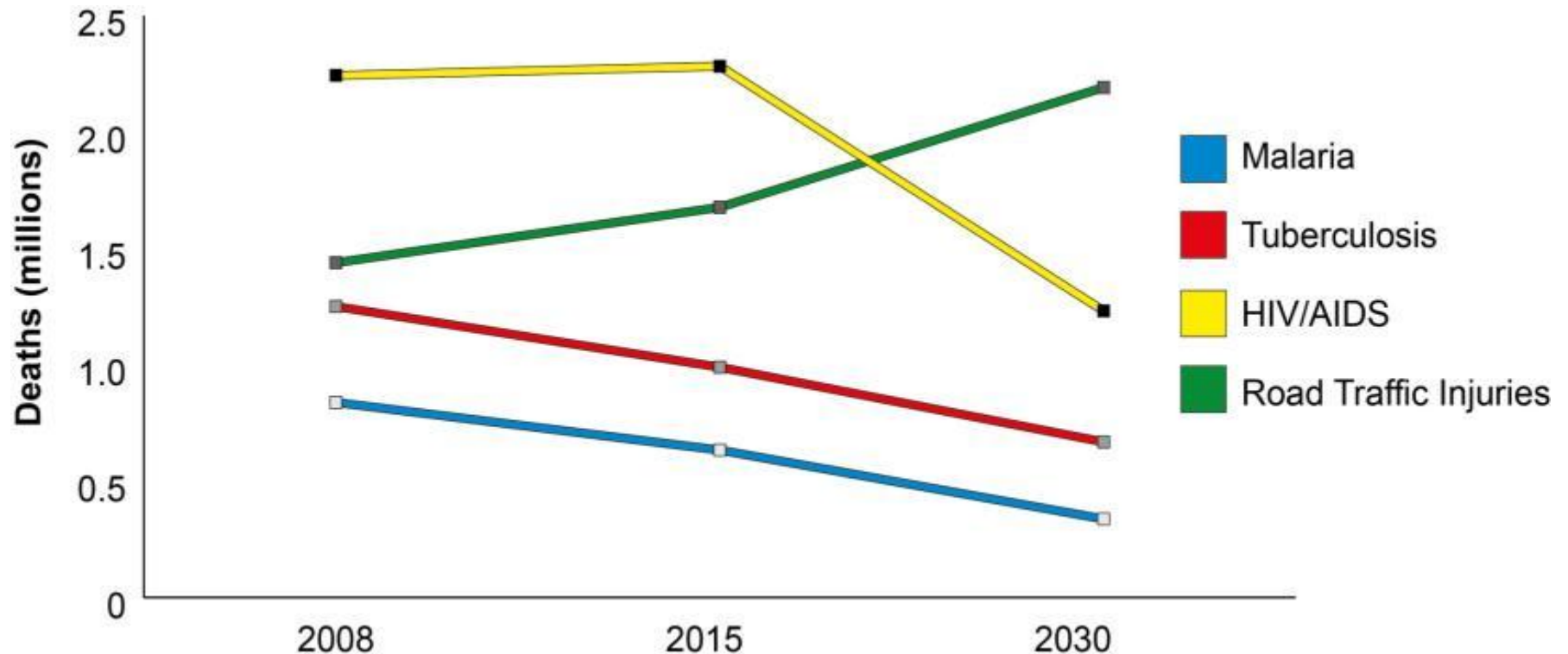
Honorary Chairman, Make Roads Safe North America  
U.S. Secretary of Transportation (2001-2006)  
U.S. Secretary of Commerce (2000-2001)  
Member, Commission for Global Road Safety



# Road traffic deaths: 1.3 M per year



# Dangerous overtaking – predictions of global mortality

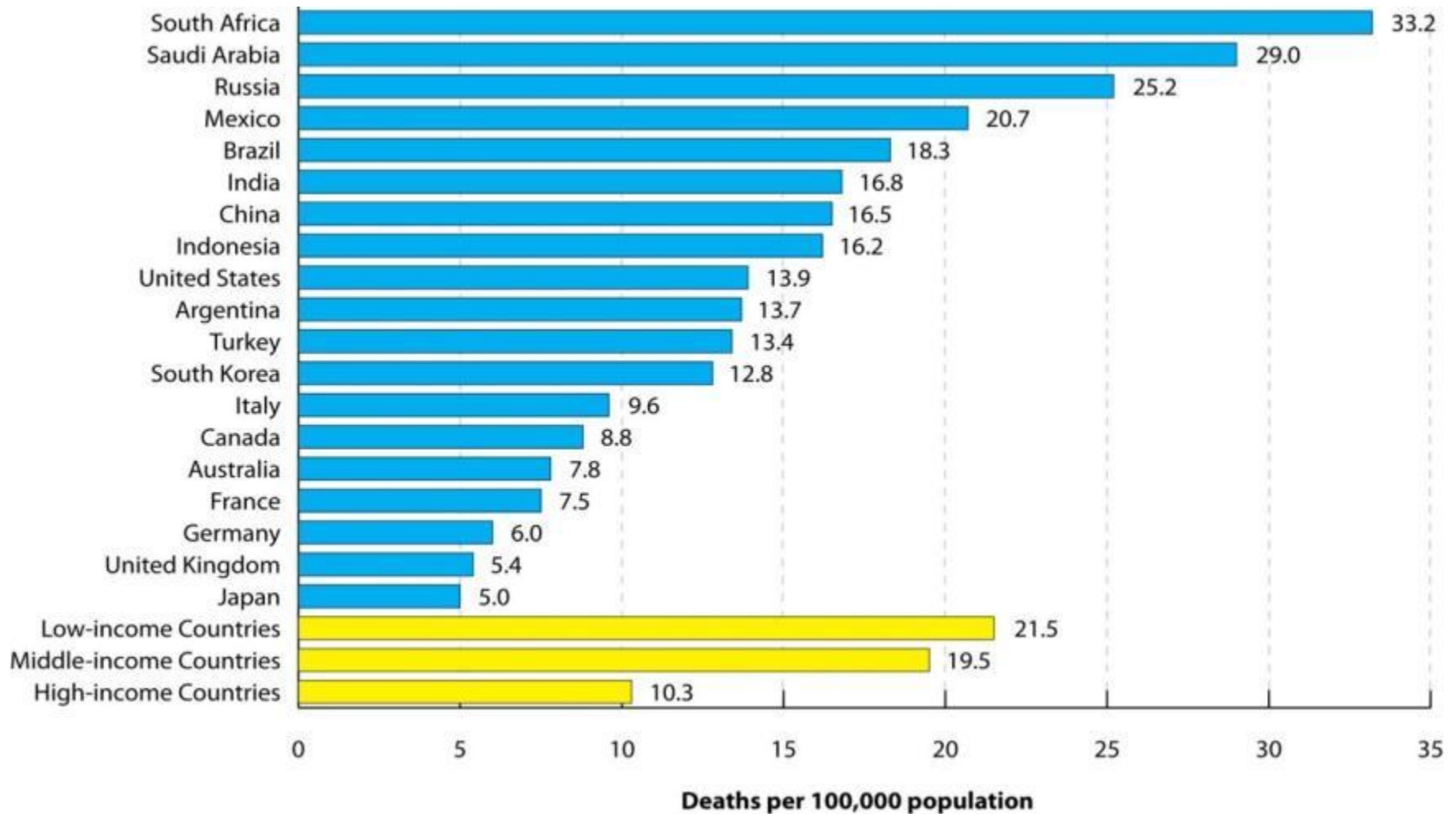


Source: WHO Global Burden of Disease 2008



**≡ MAKE ROADS SAFE**

# G20 countries - road traffic death rates – a concern for everyone



WHO Global Status Report, 2009





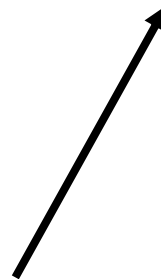
# Traffic deaths and injuries: a worldwide epidemic



2004

2030

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Lower respiratory infections
4	Chronic obstructive pulmonary disease
5	Diarrhoeal diseases
6	HIV/AIDS
7	Tuberculosis
8	Trachea, bronchus, lung cancer
9	<b>Road traffic injuries</b>
10	Prematurity & low-birth weight

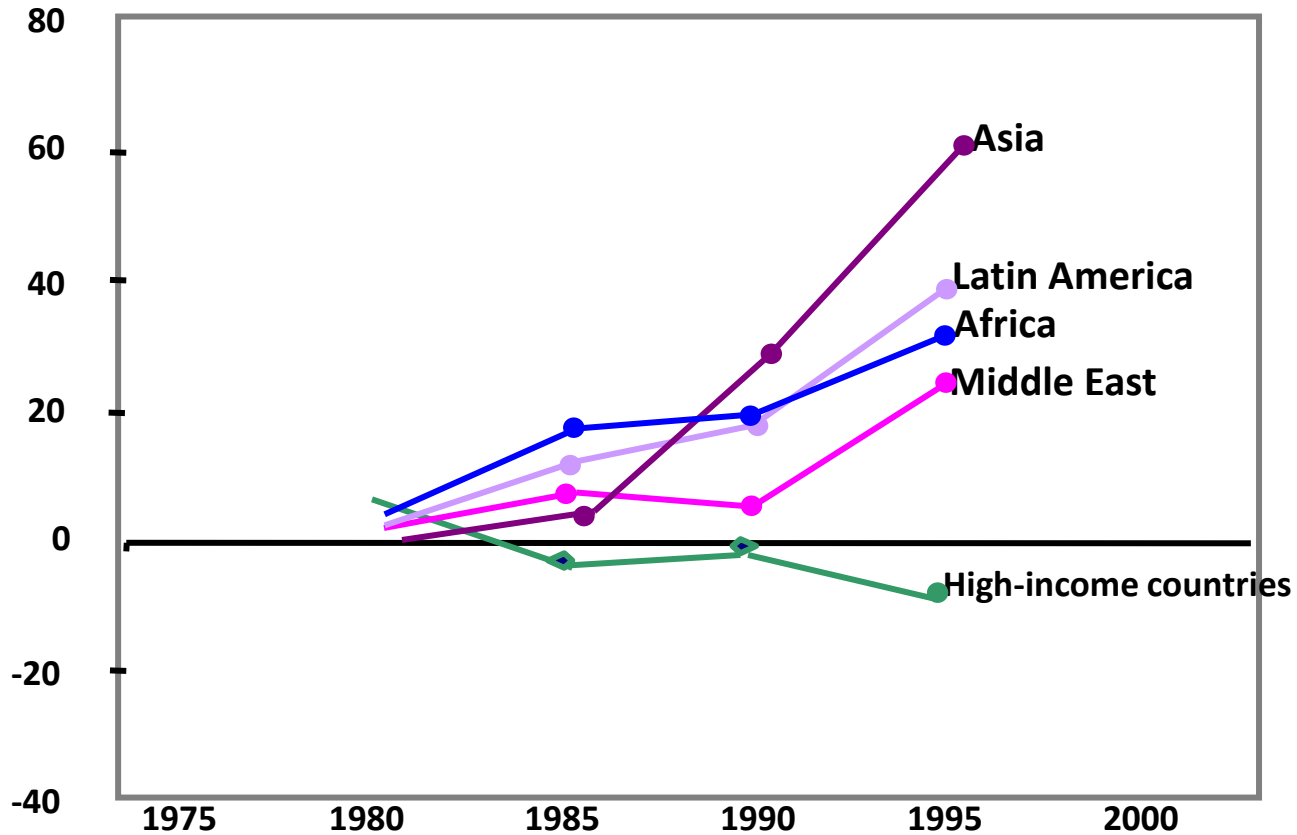


Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Chronic obstructive pulmonary disease
4	Lower respiratory infections
5	<b>Road traffic injuries</b>
6	Trachea, bronchus, lung cancer
7	Diabetes mellitus
8	Hypertensive heart disease
9	Stomach cancer
10	HIV/AIDS



# Global Change in Traffic Fatalities per 100,000 pop

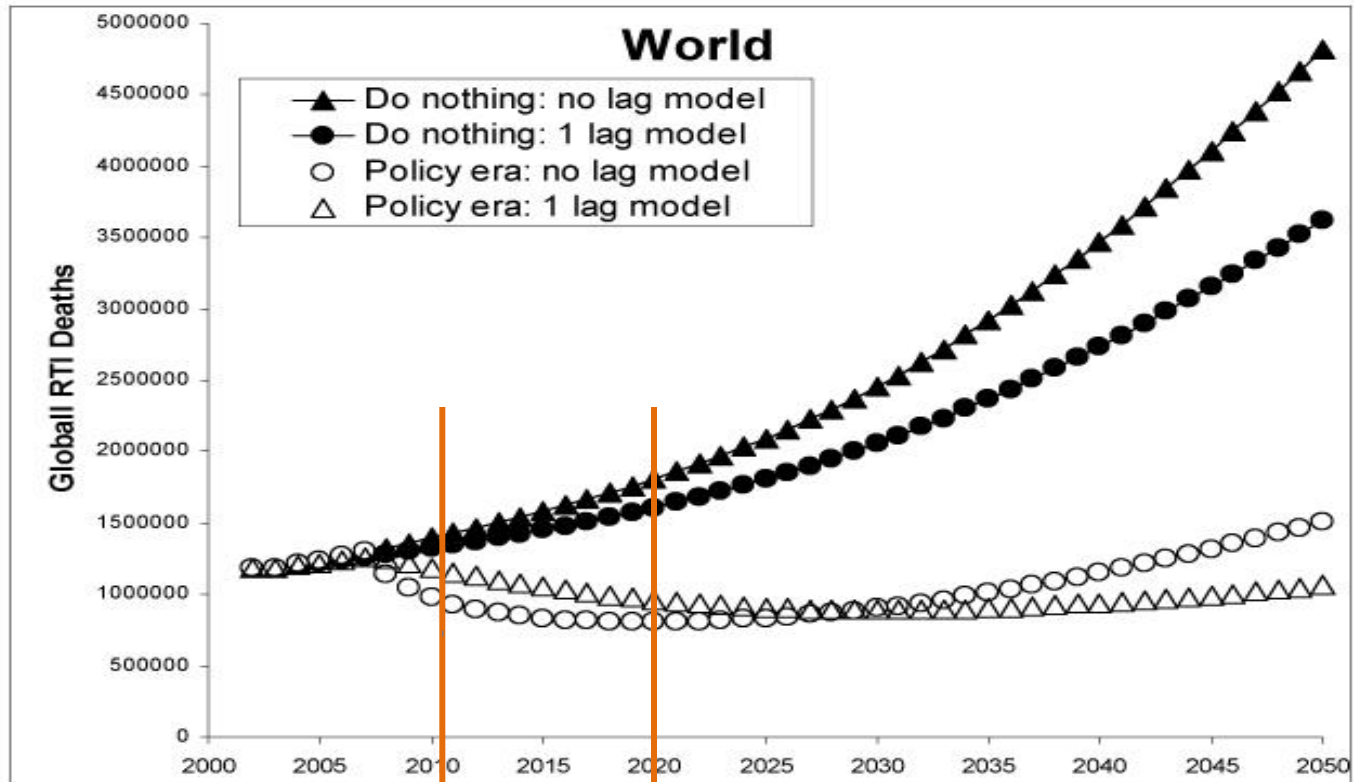
**Percent Change**



Year

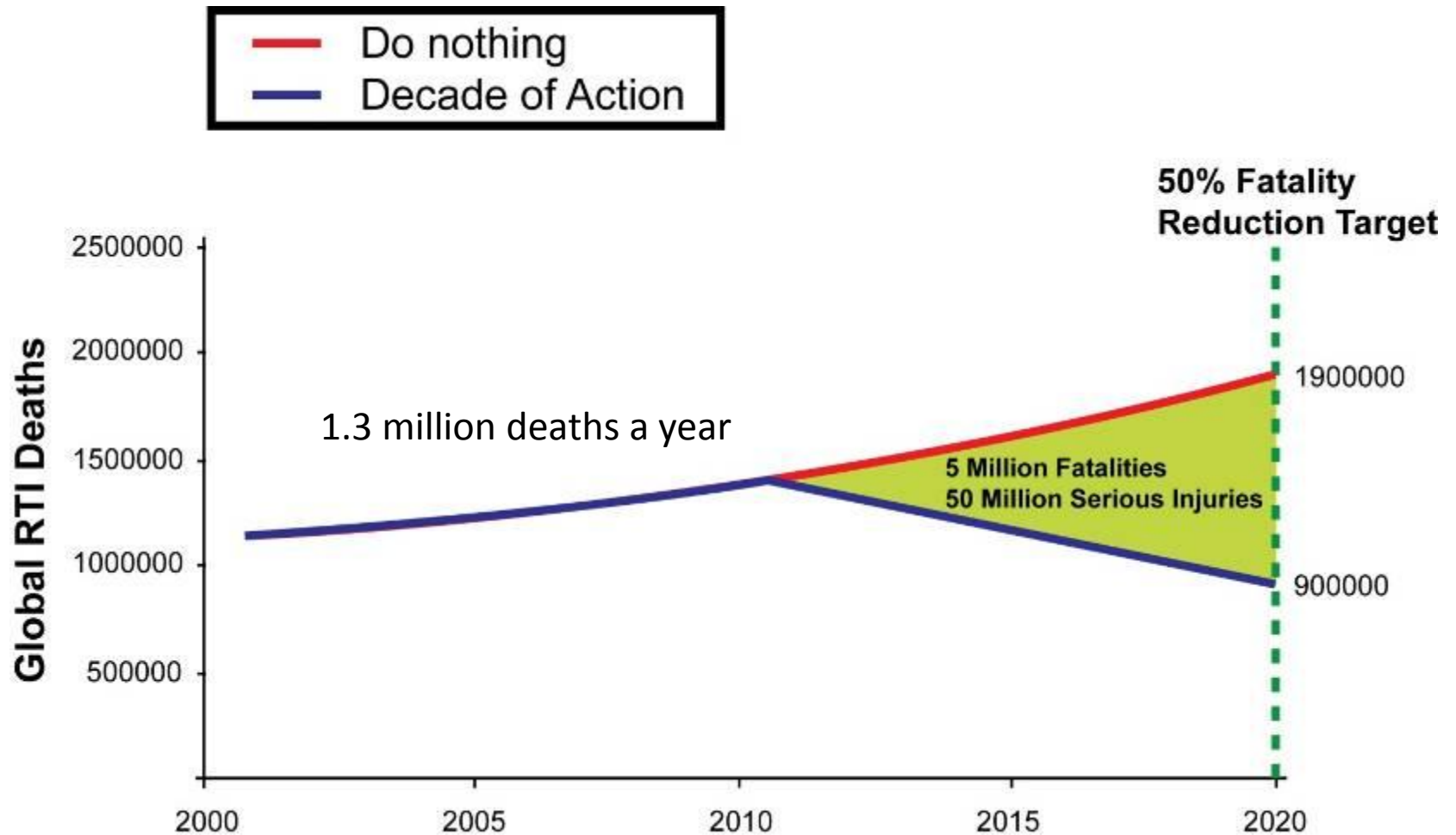
TRL, 2000

# Harvard Projections on Road Deaths



**Source:** Kavi Bhalla<sup>1</sup>, Saeid Shahraz<sup>1</sup>, Mohsen Naghavi<sup>2</sup>, Christopher Murray<sup>2</sup>  
<sup>1</sup>Harvard University Initiative for Global Health, Cambridge, Massachusetts, USA  
<sup>2</sup>Institute for Health Metrics and Evaluation, Seattle, Washington, USA

# The Potential of a Decade of Action for Road Safety



Guria, J. for CGRS, 2009

**≡ MAKE ROADS SAFE**

**We can save 5 million Lives in 10 years.**





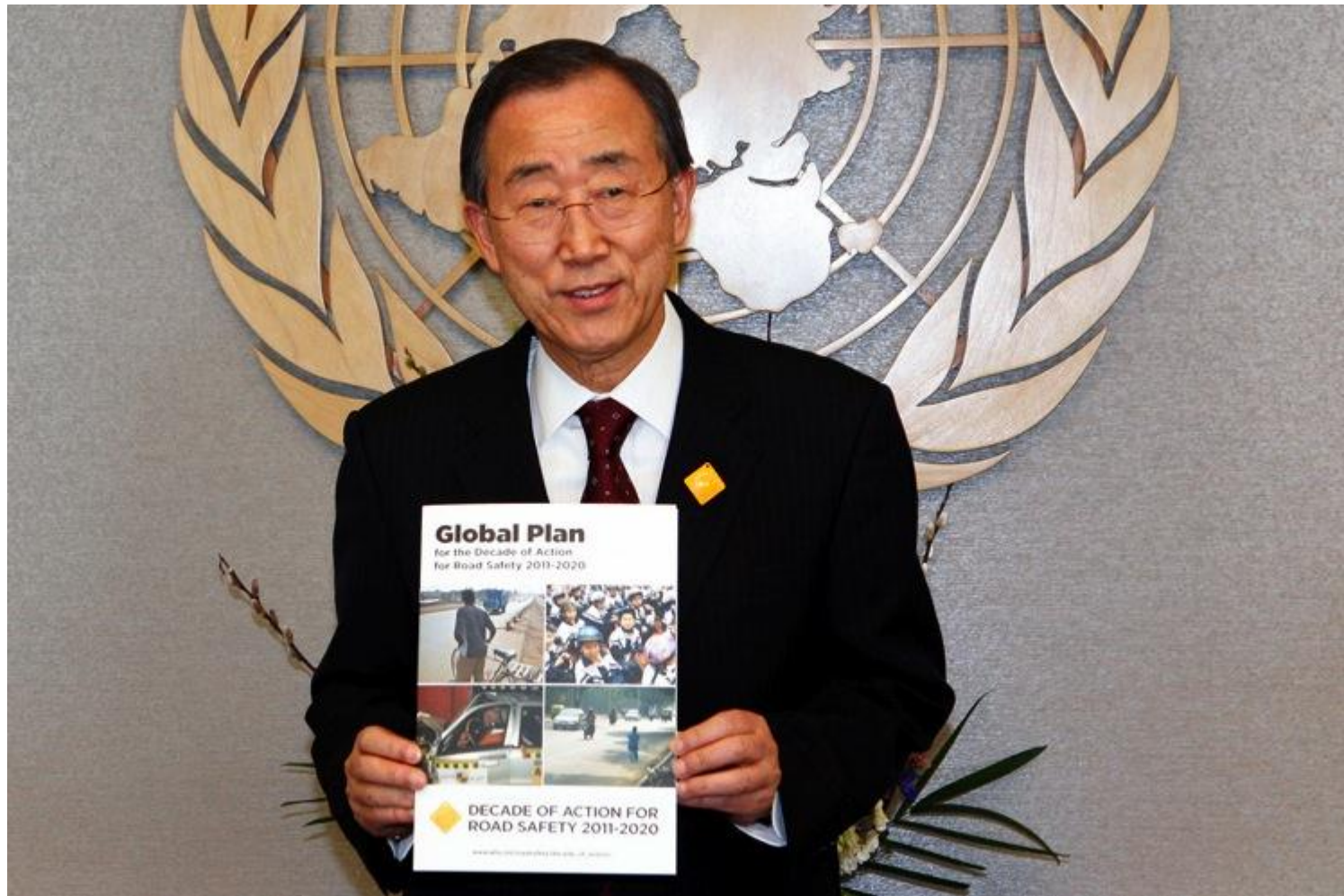
# CALL FOR A DECADE OF ACTION FOR ROAD SAFETY





**UNITED NATIONS GENERAL ASSEMBLY, 2<sup>nd</sup> March 2010:**

***“Proclaims 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”***



“It is totally unacceptable that more than one million people die on the roads and more than fifty million are injured. The human costs are profound. Through the United Nations Decade of Action for Road Safety, I sincerely hope that we can save human lives.”

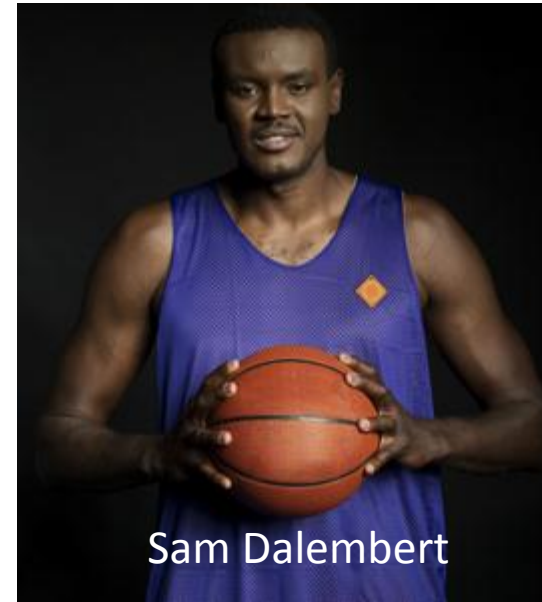
**- Ban Ki-moon, UN Secretary General**







# The Decade Tag: the new global symbol for road safety



Sam Dalembert



Bob Geldof



President Clinton &  
Mayor Bloomberg



Aung San Suu Kyi



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## global | road safety

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Grover gives a thumbs-up to safe streets for children everywhere.





**May 11, 2011**  
**Decade of Action**  
**for Road Safety 2011-**  
**2020**  
**launched in**  
**110 countries**





# ROAD SAFETY FUND

- Managed *pro bono* by FIA Foundation – UK registered, self financed philanthropy – and the UN’s World Health Organization (WHO)
- 100% of donations go to safety projects (no management fees - FIA Foundation is also a donor).
- Donors get “double benefit” of donating to a worthy project and being Road Safety Fund member.
- [www.roadsafetyfund.org](http://www.roadsafetyfund.org)

**Invest in Life**  
Support the Decade of Action  
for Road Safety 2011-2020

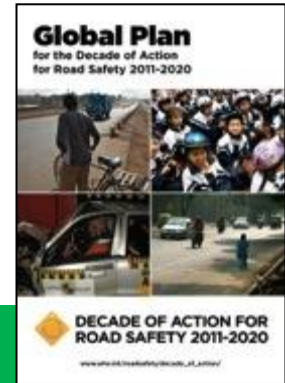
Together  
we can save  
millions  
of lives.

**ROAD SAFETY  
FUND**

[www.roadsafetyfund.org](http://www.roadsafetyfund.org)



# DECADE ACTION PLAN



## Five pillars for a Safe Systems approach

**Build Capacity**



**Safer Roads & Mobility**



**Safer Vehicles**



**Safer User behavior**



**Post-crash response**



[www.who.int/roadsafety/decade\\_of\\_action/](http://www.who.int/roadsafety/decade_of_action/)



**Global Helmet Vaccine Initiative ([helmetvaccine.org](http://helmetvaccine.org))**  
**Helmets = Vaccines against head injury**  
**In Vietnam, the motorbike is the “family car.”**



# Motorcycle safety campaigns in Vietnam

## HELMETVACCINE.ORG



- Low-cost tropical weight helmets manufactured and disseminated in Vietnam; school-based traffic safety education
- Helmet laws increased use from 10% to 90%; 12% reduction in deaths and 24% reduction in injuries (\$200M saved in first year by Vietnamese government in health care cost, lost income, etc.)





## Road Safety Education in Schools (Sub-Saharan Africa) -- AMEND.ORG

- Knowledge retention surveys show that the program (taught in local languages) increases children's knowledge of road safety information that can help them stay safe on Africa's dangerous roads.





"Tunataka Tuta" = "We want bumps" in Swahili.

# Global New Car Assessment Program

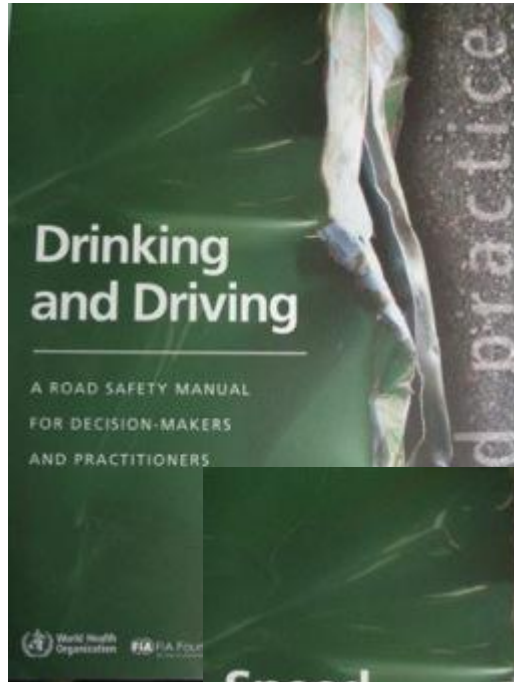
- Crash testing cars in developing countries (fastest growing markets)
- Latin NCAP (first in Latin America)
- GLOBALNCAP.ORG



# Decade of Action for Road Safety Goal: Save 5 million lives and prevent 50 million injuries over 10 years



# Good Practice Manuals



# Sesame Workshop 30 Second Videos





# Resources

- [www.decadeofaction.org](http://www.decadeofaction.org)
- [www.makeroadssafe.org](http://www.makeroadssafe.org)
- [www.who.int/roadsafety](http://www.who.int/roadsafety)
- [www.longshortwalk.org](http://www.longshortwalk.org)
- [www.sesameworkshop.org/what-we-do/our-initiatives/road-safety/](http://www.sesameworkshop.org/what-we-do/our-initiatives/road-safety/)
- [www.irtad.net](http://www.irtad.net)
- [www.healthmetricsandevaluation.org/gbd](http://www.healthmetricsandevaluation.org/gbd)
- TRB Global Road Safety Subcommittee



Global Road Safety Week – May 2013

www.mylongshortwalk.org

# THE LONG SHORT WALK

*Join the Worldwide Walk and Roll  
for Road Safety!*

About

Register

Walks

OUR GOAL IS SAFE ROADS FOR ALL

Total Number of  
GROUPS: **207**

Total Number of  
PEOPLE: **42,006**

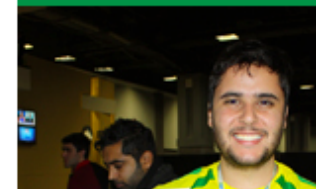
Total Number of  
KILOMETERS  
TO BE WALKED: **137,472**

*Register  
your Walk!*



*#walksafe*

View THE LONG  
SHORT  
WALK



WORLD WALK FOR ROAD SAFETY  
We're walking to...  
Save Lives Globally  
OUR GOAL IS SAFE ROADS FOR ALL.



If you want to go fast, go alone.  
If you want to go far, go together.





# DECADE OF ACTION FOR ROAD SAFETY 2011-2020

**Let's Save 5 Million Lives  
Together.**

**THANK YOU**

**Bella Dinh-Zarr, PhD, MPH**

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