

Plan 2010-2011



International Federation
of Red Cross and Red Crescent Societies

Road safety

Executive summary

The International Federation of Red Cross and Red Crescent Societies (International Federation) is increasingly concerned about the rapid escalation of the global road safety crisis, which now kills 3,000 people every day.

Road traffic injuries are a major but neglected public health challenge that requires concerted efforts for effective and sustainable prevention. Worldwide, an estimated 1.3 million people are killed in road crashes each year and as many as 50 million are injured. Road crashes currently rank with tuberculosis and malaria as major killers in global terms. Unless there is a new commitment to prevention, the crash death rate in low-and middle-income countries should double by 2020.

National Red Cross and Red Crescent Societies are already active and committed in the field of road safety; they mobilize decision-makers, create awareness among young people and wider public and provide courses in first aid. These activities are part of the Red Cross Red Crescent mandate to alleviate human suffering, particularly that of the most vulnerable people - who make up the largest proportion of global road crash victims.

This programme aims to reduce the number of deaths, illnesses and impact from road crashes. It intends to greater raise road safety awareness within the Red Cross / Red Crescent family and to support National Societies road safety initiatives. This programme is in line with the Goal n°2 of the International Federation Global Agenda (2006-2010) and part of Aim n°2 of the International Federation Strategy 2020.

Programme activities
Activity 1 (2010) Organize and follow-up 6 regional road safety workshops
Activity 2 (2010 & 2011) Support and fund National Societies road safety project implementations in every Zone (with a road safety grant of 100 000 CHF in each Zone for 2 years)
Activity 3 (2011) Provide to National Society road safety capacity building and training in every Zone (20,000 CHF per Zone)

The target audience of the programme is the whole International Federation and particularly National Societies willing to tackle the road safety issue in their country.

The two main partners of the programme are the Global Road Safety Partnership (GRSP), a hosted project, and the World Health Organisation (WHO). This programme is designed, managed and evaluated by the International Federation road safety advisor together with the International Federation Zonal offices and their road safety focal points.

The total 2010-2011 budget is CHF 1.0m (USD 1.0m or EUR 0.7m) ([Click here to go directly to the summary budget of the plan](#)).

Context

The scale of the road safety crisis

An estimated 1.3 million people are killed in road crashes worldwide each year and as many as 50 million are injured. For every death, 20-30 people are disabled, many permanently.

Road crash fatality numbers are already comparable to the global deaths caused by tuberculosis or malaria. Road traffic injuries are the leading worldwide cause of death among young people aged 15 to 29, and the second most common cause of death for those aged 5 to 14.

If significant preventive actions are not taken, **the World Health Organization (WHO) estimates that by 2020 road trauma will rank as the sixth biggest cause of death.**

Due to coordinated inter-agency approaches in developed countries, the situation is improving. However, projections indicate that unless there is a new strong political commitment to prevention, the crash death rate in low and middle-income countries will double by 2020, reaching more than 2 million people per year.

Road crash injuries impose substantial economic burdens on developing nations, estimated between 1 and 3 per cent of gross national product. Often the costs exceed the international development assistance received each year. As a result, **there is a direct link between road safety improvement and poverty reduction.**

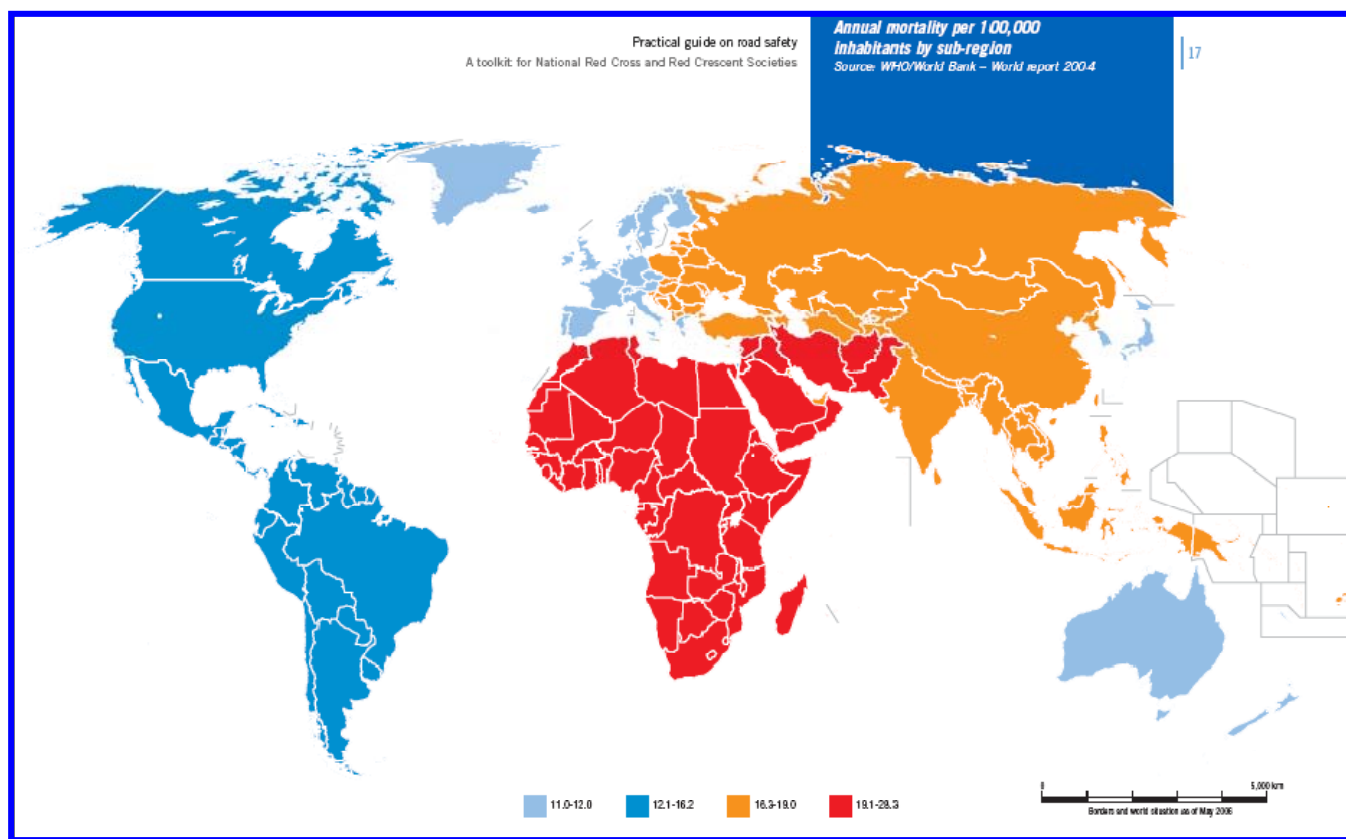
Worldwide toll of road accidents:

- Every year, road crashes kill nearly 1.3 million people and injure between 20 and 50 million more
- These numbers are comparable to the casualties of major pandemics such as tuberculosis or malaria, and in low- and middle-income countries, they continue to increase
- Worldwide, road traffic injuries are the leading cause of death among people aged 15 to 29, and the second cause of death for those aged 5 to 14
- Every day, more than 1,000 young people under the age of 25 years are killed in road traffic crashes globally
- More than 90% of the world's fatalities on the roads occur in low- and middle income countries
- Almost half of those who die in road crashes are pedestrians, cyclists and motorcyclists, collectively known as "vulnerable road users"
- By 2020, unless action is taken, road traffic injuries are predicted to double in low- and middle-income countries.

Source: The "*Global status report on road safety*" published in June 2009 by the World Health Organization (WHO)

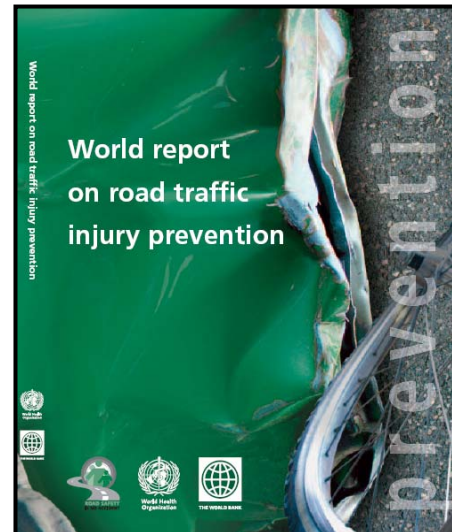
Nevertheless, the main solutions to address road safety are known and cost effective.

This map below shows that the worse situation is in Africa and the Middle East where the mortality rate on the road is the highest of the world, followed by Asia/Pacific, Eastern Europe and the Americas.



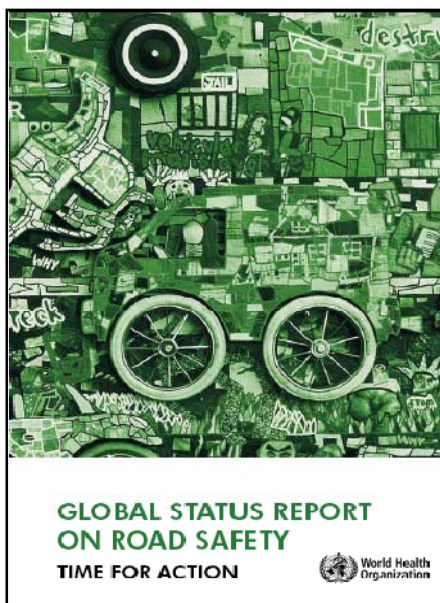
The global recognition of the road safety crisis

Launched in Paris during the Health World Day in April 2004, the **World report on road traffic injury prevention** is the first major report being jointly issued by the World Health Organization (WHO) and the World Bank on this subject. It underscores their concern that unsafe road traffic systems are seriously harming global public health and development. It contends that the level of road traffic injury is unacceptable and that it is largely avoidable.



On Monday 31 March 2008, the United Nations General Assembly adopted unanimously the 4th resolution on Road Traffic Injury Prevention (<http://www.un.org/Docs/journal/asp/ws.asp?m=a/62/l.43>).

This Resolution calls for the further implementation of the recommendations of the *World report on road traffic injury prevention*, for political commitment, capacity building, advocacy and donor's attention. It urges governments together with the civil society and the private sector to implement specific actions to prevent road traffic crashes, minimize injuries and their consequences and evaluate the impact of these actions. The International Federation supported this resolution by giving a speech at the United Nation General Assembly (<http://www.ifrc.org/docs/news/speech08/ms310308.asp>)



Launched by WHO in June 2009, the *Global status report on road safety* is the first broad assessment of the road safety situation in 178 countries, using data drawn from a standardized survey. The results confirm that road traffic injuries remain an important public health problem, particularly for low-income and middle-income countries. Pedestrians, cyclists and motorcyclists make up almost half of those killed on the roads, highlighting the need for these road users to be given more attention in road safety programmes.

The results suggest that in many countries road safety laws need to be made more comprehensive while enforcement should be strengthened. The results also clearly show that significantly more action is needed to make the world's roads safer.

http://whqlibdoc.who.int/publications/2009/9789241563840_eng.pdf

Priorities and current work with partners

The International Federation's road safety engagement

The International Federation has identified building a 'culture of risk reduction and prevention' as one of its underlying priorities in all its activities. Improving road safety to save lives and livelihoods and build safer communities is part of that policy and is included in the International Federation's Strategy 2020.

The International Federation has prioritized the reduction of disastrous road safety statistics for young people. Red Cross and Red Crescent youth have identified road safety as one of today's key humanitarian challenges in their June 2009 *Solferino Declaration*, their road map for the next 10 years.

At a global level, the International Federation is advocating for the adoption of simple solutions to avoid or significantly decrease road crashes and their tragic human, social and economic consequences.

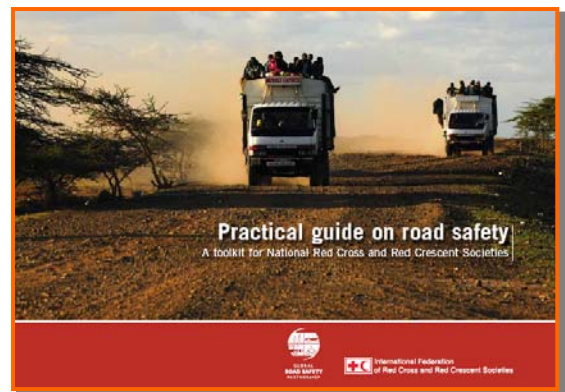
These include:

- design and implementation of national road safety policies
- adequate and stable financing for road safety measures
- better road systems with particular regard to vulnerable road users
- public awareness on the major risk factors
- more first aid training in schools and for new and professional drivers
- better hospital care for road victims
- support to disabled people
- closer partnerships with the government, the private sector and civil society

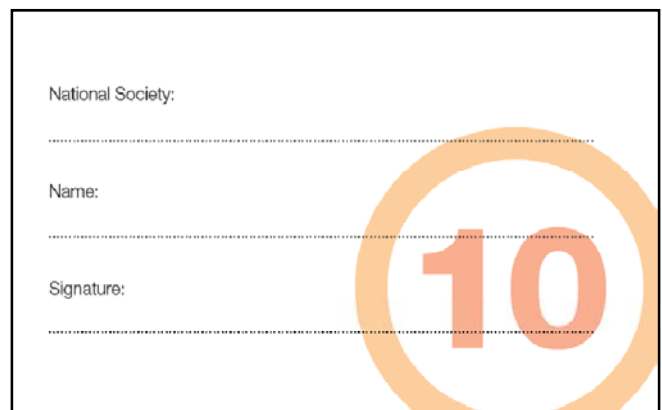
All these measures are described in a practical guide on road safety, co-published with the GRSP in 2007.

The *practical guide on road safety* summarizes the extent, causes and impact of road crashes worldwide and details simple preventive measures and practical recommendations to National Societies, individuals or organizations willing to improve the situation. The guide, in six languages, is the road safety reference tool of this International Federation road safety programme.

Languages: [Arabic](#), [English](#), [French](#), [Spanish](#), [Chinese](#), [Russian](#)



The International Federation has also produced a *personal road safety commitment card*, for use by National Society governance leaders, staff and volunteers, partners in road safety and the general public. It lists ten road safety commitments, which the cardholder promises to respect and implement. It is a way to protect staff and volunteers in their daily life and to encourage them to set a good example.



The International Federation believes that effective road safety measures require the partnership of all concerned sectors and stakeholders – governments, business, civil society and UN agencies.

The two main international International Federation global partners regarding road safety are the Global Road Safety Partnership (GRSP) and the World Health Organisation (WHO).

National Red Cross and Red Crescent Societies in action

In response to the growing number of road accident-related injuries, National Societies have worked increasingly during the past decade with governments and other partners to reduce the number of road crashes and their tragic consequences.

Principal National Society road safety activities:

- Advocate the prioritization of road safety on governments' political agendas.
- Develop an internal road safety culture for their staff and volunteers.
- Implement public awareness campaigns on safe road use.
- Promote road safety education for students and safe routes to school.
- Provide first aid courses for new and professional drivers and the general public.

National Societies are particularly well placed to implement and advocate for improved road safety measures. As auxiliaries to the public authorities in humanitarian matters, they can influence governments to improve road conditions and emergency health services, and to pass and enforce effective traffic laws.

In addition, the 100 million Red Cross Red Crescent volunteers worldwide work at the heart of communities and are in direct contact with the general public. They can be extremely effective in educating and informing people about safe behaviour on the roads, not only when driving but also when using the roads as pedestrians or cyclists.

Youth make up more than half of Red Cross Red Crescent volunteers and are particularly persuasive when they work as peer educators with other young people.

National Societies are recognized globally as leaders in first aid. They deliver first aid courses to the general public and to targeted people, strengthening communities' capacities to prepare and respond to road crashes.

In addition to first aid activities, more than one third of the Red Cross Red Crescent National Societies are actively involved in road safety prevention activities.

International Federation supported by the Global Road Safety Partnership

Created in 1999, the Global Road Safety Partnership (GRSP) brings together Governments and governmental agencies (UN), the private sector and civil society organisations to address road safety issues in the World. GRSP is operational in 20 countries on every continent (<http://www.grsproadsafety.org/>).

GRSP is committed to support National Societies to either reinforce existing services and resources or identify ways to become more involved in road safety. GRSP is a hosted project and the road safety reference centre of the International Federation.



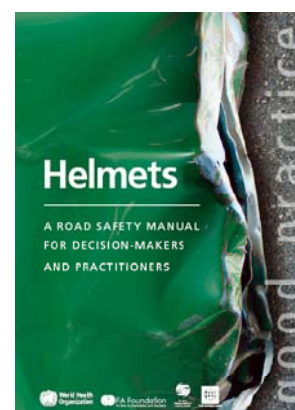
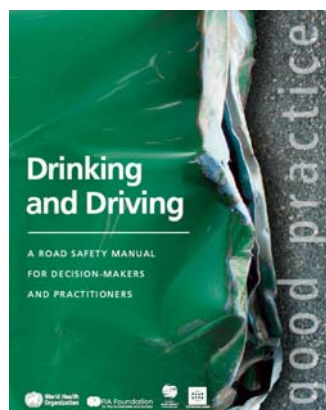
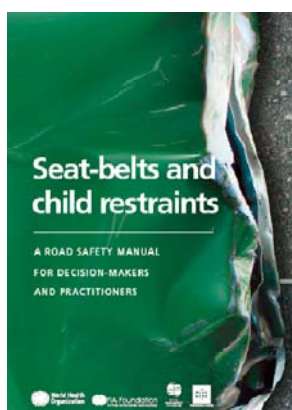
Working together with WHO

In April 2004, the first United Nations General Assembly resolution on "Improving global road safety" invited WHO, working in close collaboration with the UN regional commissions, to act as coordinator on road safety issues across the United Nations system.

Then, WHO created a global platform, called the UN road safety collaboration, which gathers twice a year about 40 organisations involved in road safety. The International Federation and GRSP are active members of this platform by doing advocacy and sharing good practice (<http://www.who.int/roadsafety/en/>).



This road safety programme has integrated WHO as a main partner. WHO is also a member of GRSP and the 2 organisations are producing a series of good practice manuals which will be useful for the Federation, as well as for Governments. See below the first 4 manuals:



2008/2009 road safety plan

Early in 2006, the French Red Cross proposed to create an International Federation road safety advisor position in Geneva and to support it by providing a staff on loan.

The last debates at the International Federation General Assembly which took place in Geneva in November 2007 (with WHO and GRSP) confirmed the awareness and concern of the Red Cross and Red Crescent family towards road crash injuries and its willingness to tackle the issue.

This led the International Federation secretariat to create the first road safety programme integrated in the 2008/2009 global appeal.



2008/2009 Programme purpose: Raising road safety awareness within the Red Cross / Red Crescent family and support National Societies aiming to improve road safety in their country (including their staff and volunteers).

2008/2009 achievements summary:

- Road safety is integrated in the global health plan of the International Federation
- A practical guide on road safety has been produced in 6 languages
- 4 Zonal road safety workshops have been delivered (Dakar, Nairobi, Tashkent and Panama)
- 35 National Societies have received technical assistance from the International Federation road safety advisor
- Road safety is in the last International Federation Pan American and Pan African plans
- Road safety is in the International Federation Strategy 2020 and in the Solferino declaration
- Each Zonal office has a road safety focal point
- An International Federation road safety position paper has been produced and largely promoted (Oct 2009)
- International Federation and GRSP cooperation has been strengthened
- International Federation is a member of the United Nations road safety collaboration

Secretariat programme in 2010-2011

Road safety

a) The purpose, objective outcome and activities of the programme

Programme purpose
Reduce the number of deaths, illnesses and impact from road crashes, in line with the Goal n°2 of the International Federation Global Agenda and aim n°2 of the International Federation Strategy 2020

The road safety programme budget is CHF 1.0m (USD 1.0m or EUR 0.7m).

Programme outcome
Strengthen National Societies capacities to implement road safety projects through capacity building and technical support activities

Programme objective
Raising road safety awareness within the Red Cross / Red Crescent family and support National Societies aiming to improve road safety in their country (including their staff and volunteers)

Programme activities
Activity 1 (2010) Organize and follow-up 6 regional road safety workshops
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Activity 3 (2011) Provide to National Society road safety capacity building and training in every Zone (20,000 CHF per Zone)

The workshops will both raise road safety awareness and give tools to National Societies for implementing project by sharing good practice and knowing steps to be taken to raise funds.

National Societies benefiting from project support and capacity building will be selected in accordance with International Federation secretariat Zone offices.

A special attention will be paid on measures and projects aiming to protect National Societies staff and volunteers against the road crash risk.

b) Potential risks and challenges

As last year, GRSP has committed to participate in the funding of this programme. It has already secured 115.000 CHF. The manager of this programme, continues to be a fully funded staff on loan position based in Geneva, paid by the French Red Cross. Fund raising will be done also at the zonal level, mainly through GRSP members but also Participating National Societies.

Nevertheless, the main challenge will be to secure the full funding of the programme. Neither, the 2008-2009 plan nor the 2009-2010 one have received any positive response from Participating National Societies (PNS), except the French Red Cross. It is hoped this will improve for 2010 and 2011.

Role of the secretariat

a) Technical programme support

The programme will benefit from the technical support of:

- the International Federation road safety advisor based in Geneva
- the International Federation road safety focal points in Zonal offices
- the Global Road Safety Partnership (GRSP)

b) Partnership development and coordination

This programme is global but is also integrated in the planning process of each Zone. This programme has been designed together with the feedback of the Health department, the DM department and the OD department.

It benefits from the International Federation Zonal structures and network. The International Federation Zonal road safety focal points are the Zonal health coordinators (except for MENA where it is the Zonal DM coordinator).

This programme is also fully integrated in the GRSP 2010/2011 plan of action. In addition to GRSP funding and technical support, the National Societies will benefit also from the GRSP members network. It is constituted by some institutional donors (EU, World Bank, UK...), some United Nations agencies (WHO, World Bank, the UN regional commissions), Private multinational companies (BP, Ford, Honda, Michelin, Renault, Shell, Total, Toyota...) and some Research institutes (from Australia, France, Sweden and UK). GRSP has in total 40 members. They are all potential donors/sponsors for National Societies.

At all levels (global, Zonal, national), International Federation secretariat will help National Societies willing to build and strengthen road safety partnerships with the government, the civil society and the private sector involved in road safety as well as GRSP members implanted locally.

The global coordination of the programme will be led by the International Federation road safety advisor, based in Geneva.

c) Representation and Advocacy

The International Federation secretariat will promote at all level the road safety involvement of National Societies, particularly amongst governments, donors, WHO, GRSP members and other partners.

The United Nations road safety collaboration will be, between others, a forum for advocate road safety and emphasize the involvement of National Societies.

Promoting gender equity and diversity

Road safety concerns everybody. Studies have showed that everywhere young males are the category taking the highest risk on the road and this will be taken into consideration in the road safety messages of the programme.

Studies also proved that women are more cautious of the risk factors on the roads and more inclined to use the road prudently and peacefully.

This leads the programme to incorporate as much as possible women in the design, management and monitoring of the programme.

Quality, accountability and learning

The programme content and methodology are based on the recommendations of the *World report on road traffic injury prevention* edited in 2004 by the World Health Organisation and the World Bank: (http://www.who.int/violence_injury_prevention/publications/road_traffic/world_report/summary_en_rev.pdf).

The *practical guide on road safety* summarizes these recommendations and has been designed specifically for the International Federation mandate, priorities and field of work. This guide is the road safety International Federation reference for the next few years by giving quality standards, presenting good practice and clear recommendations to National Societies.

Further more, the programme benefits from the expertise, the technical support, the co-funding and the network of the Global Road Safety Partnership (GRSP).

The Zonal road safety workshops will increase the road safety awareness of the Red Cross/ Red Crescent family and give the possibility to identify and share existing good practice. It will provide some clear practical recommendations to improve road safety.

The International Federation road safety advisor and the road safety focal points in each Zone will follow-up these workshops and will give technical support to National Societies road safety initiatives.

The National Societies project support and capacity building will be the opportunity to better design, test and formalize Red Cross and Red Crescent road safety good practice, as well as to enlarge National Societies impact.

The International Federation secretariat will promote and share the lessons learnt and success of this project implementation.

How we work	
The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the International Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".	Global Agenda Goals: <ul style="list-style-type: none">• Reduce the numbers of deaths, injuries and impact from disasters.• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.
Contact information	
For further information on this programme, contact: <ul style="list-style-type: none">• Gérard Lautrédou; Road Safety Advisor; email: gerard.lautredou@ifrc.org; +4122 730 4507	