

Annual report



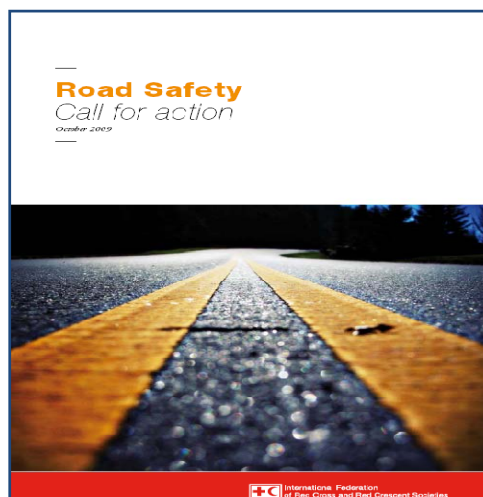
International Federation
of Red Cross and Red Crescent Societies

Road safety

MAA00036

14 April 2010

This report covers the period 1 January to 31 December 2009.



The *Road Safety Call for Action* was produced in October 2009 to promote the IFRC's commitment to road safety, and to help National Societies advocate road safety. **IFRC**

In brief

Programme purpose: To reduce the number of deaths, illnesses and impact from road crashes, in line with Goal 2 of the International Federation of Red Cross and Red Crescent Societies (IFRC's) Global Agenda.

Programme(s) summary:

- Road safety is in the IFRC's Strategy 2020 and in the Solferino Declaration.
- Road safety is in the new community-based health and first aid manual for volunteers.
- Three workshops were organized in Nairobi from 9 to 10 June 2009 for the East Africa zone, on 25 June during the Club 25 International forum, and on 26 June during the 3rd global Red Cross Red Crescent Youth Assembly in Solferino.
- The *Practical guide on road safety* is now available in Russian.
- A Federation road safety advocacy report has been produced, and presented at the first global ministerial conference on road safety held in Moscow from 19 to 20 November 2009.
- A Federation road safety personal commitment card has been created.

Financial situation: The total 2009 budget is 385,027 CHF (USD 370,935 or EUR 258,807), of which CHF 116,729 (30 per cent) covered during the reporting period (including opening balance) by the Global Road Safety Partnership, SHELL, the Fédération Internationale de l'Automobile and the European Automobile Manufacturers Association. Overall expenditure during the reporting period was CHF 68,867 (18 per cent) of the budget.

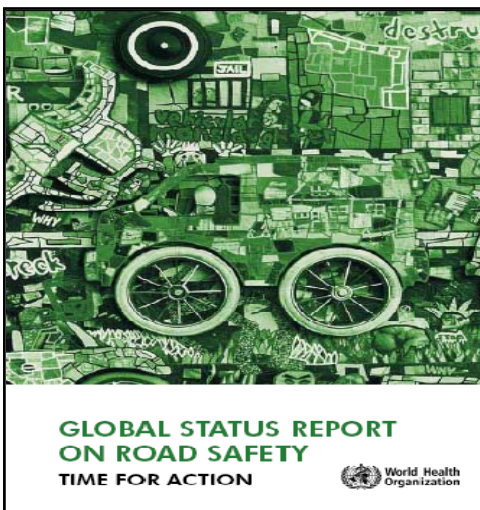
[Click here to go directly to the attached financial report.](#)

No. of people we help: In principle each of the 186 National Societies benefit from this programme. More specifically during the reporting period, there were 14 National Societies from East Africa, 20 National Societies at Solferino, the Federation youth network, and 19 National Societies during the Club 25 forum in Nairobi.

Our partners: Main partners are the Global Road Safety Partnership (GRSP), the World Health Organization (WHO) and the United Nations Road Safety Collaboration.

Context

Last 15th of June 2009, WHO launched a **Global status report on road safety**. This report confirmed the negative trends already stressed by the *World Report on road traffic injury prevention* in 2004 (produced by the World Bank and WHO).



Approximately 1.3 million people die each year on the world's roads, and between 20 and 50 million sustain non-fatal injuries.

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.

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

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

In response to the growing number of accident related injuries, Red Cross and Red Crescent National Societies are increasingly working with their governments and other partners to reduce the number of road accidents, as well as their physical, social and economic consequences.

This Federation road safety programme aims to guide and support National Societies on road safety response.

Progress towards outcomes

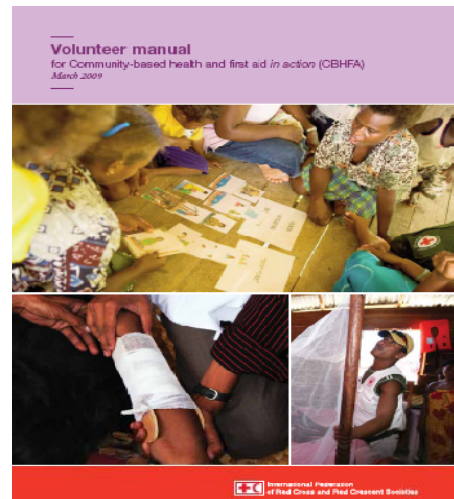
Outcome(s): Strengthen National Societies' capacities to implement road safety projects through capacity-building and technical support activities.

Achievements:

- Road safety is in the IFRC's Strategy 2020 (aim no. 2) adopted at the General Assembly in Nairobi in November 2009.
- The new community-based health and first aid in action manual is available. There is a road safety chapter in module 7, ready to be used by volunteers and facilitators. See the manual at: <http://www.ifrc.org/what/health/firstaid/tools.asp>
- As part of the programme of the 3rd Red Cross Red Crescent global youth assembly, a road safety workshop was held with the participation of 28 youth delegates representing 20 National Societies in Solferino on 26 June 2009. The group inspired the Solferino declaration as follows:

- **We the youth of the RC/RC Movement commit ourselves** to address road safety as a humanitarian challenge by encouraging young people to act responsibly.
- **We call on the governments of the world and on the international community** to include first aid and road safety in national education curricula and allocate appropriate financial and logistical resources.

- The zonal workshop for the 14 East African National Societies was organized during IFRC's health and disaster management (DM) coordinator meeting in Nairobi from 9 to 12 June 2009.



Road safety workshop

IFRC East Africa zone

Nairobi – Kenya - 10/11th of June 2009

Objectives : to understand the global road safety crisis, to share knowledge about good practice and successful programmes as well as to identify the role that National Societies can play in road safety, especially in the African context

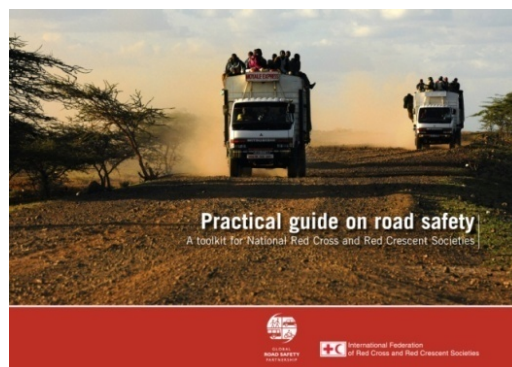
Expected result: by the end of the workshop, the participants will understand the road safety issue and will know what Red Cross Red Crescent National Societies can do for improving the situation in their country and promoting cooperation among themselves

The group formulated clear operational recommendations to improve road safety at the country level in the field of advocacy, public awareness/education and first aid. These recommendations are available upon demand to the Federation road safety advisor, Gerald Lautredou (gerard.lautredou@ifrc.org).

- The secretariat and Club 25 organized a three-day international forum in Nairobi from 24 to 26 June 2009. Action plans were developed at the forum which included the promotion of healthy lifestyles both within the Club 25 family and in the wider communities/organizations that they relate to as the Red Cross and Red Crescent societies. Forty countries were represented including 20 National Societies. A road safety session was organized, which has fed into many countries action plans. The follow up of this forum will be done by the health department and the road safety advisor in Geneva.
- In 2007, the IFRC and the GRSP published a *Practical guide on road safety* which is in six languages. The last version was in Russian, and published in May 2009.



This toolkit details simple preventive measures, and offers practical recommendations. It helps National Societies willing to tackle the road safety issues by boosting advocacy work with governments, raising public awareness, promoting road safety for their staff, and providing first aid.



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

- There was a Federation call for action on road safety at the first global ministerial conference on road safety.

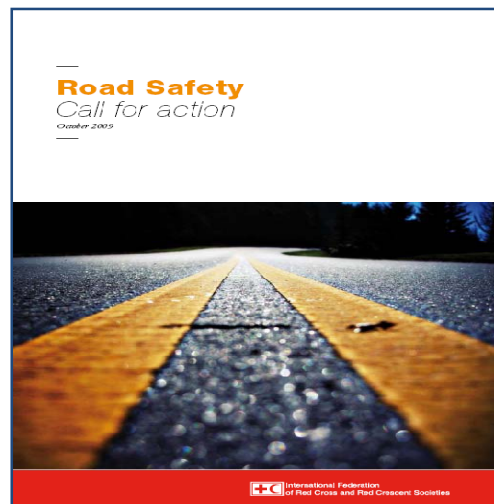
A new publication, entitled *Road safety - Call for action* has been produced to promote the IFRC's commitment to road safety, as well as the active role played by Red Cross and Red Crescent societies around the world in this field.

It is a Federation internal promotional document, and an advocacy tool which has been presented at the first global ministerial conference on road safety in November 2009.

[Road safety - Call for action](#)

 (12 pages, 688 kb)

Other languages: [en français](#) | [en español](#) | [in Arabic](#) | [in Russian](#)



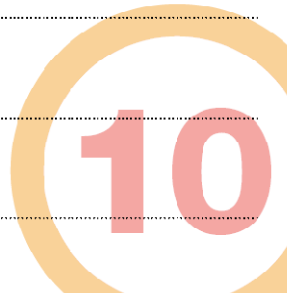


The first global ministerial conference on road safety was hosted from 19 to 20 November 2009 in Moscow. The ministerial conference - requested by the UN General Assembly - represented an historic opportunity to make progress on addressing this important and growing public health problem.

The conference convened more than a thousand high-level representatives of governments, and non-governmental and international organizations from nearly 140 countries.

The conference adopted a declaration aiming to reduce the global toll of road deaths. The declaration will be the basis for the fifth UN resolution on the subject, to be presented to the UN General Assembly in spring 2010.

- The IFRC has produced a personal card for use by National Society governance leaders, staff and volunteers, and partners to show their commitment to road safety and the general public.

<div style="text-align: center;">  <p>10 road safety commitments</p> </div> <p>I COMMIT TO:</p> <ul style="list-style-type: none"> → Use a seatbelt → Wear a helmet on a motorcycle → Drive at a safe speed and distance suitable for the conditions → Not drive under the influence of alcohol or drugs → Not use a mobile phone when driving → Be visible as a pedestrian or cyclist → Know and respect the highway code → Maintain my vehicle in a good condition → Be licensed and trained for the vehicle I drive → Know how to react in case of a crash <div style="text-align: center;">  <p>International Federation of Red Cross and Red Crescent Societies</p> </div>	<p>National Society:</p> <p>.....</p> <p>Name:</p> <p>.....</p> <p>Signature:</p> <p>.....</p> <div style="text-align: right;">  </div>
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[Commitment card](#) Other languages: [en français](#) | [en español](#) | [in Arabic](#)

The commitment card is on Facebook :



[Road safety in Facebook](#)

Constraints or Challenges:

The cost of the Federation road safety advisor position (manages the programme) is fully dependant on funding received by the French Red Cross.

The funding received from the private sector has also been greatly appreciated: SHELL gave CHF 5,170, the European Automobile Manufacturers Association gave CHF 3,000, the

Fédération Internationale de l'Automobile (FIA) gave CHF 2,220, and British Petroleum gave CHF 25,000 to the project. More funding is needed if further promotion of road safety is to take place worldwide.

Working in partnership

- This programme follows the recommendations of the *World report on road traffic injury prevention* (published in 2004 by the WHO and the World Bank), as well as the **Global status report on road safety** (produced in June 2009 by WHO).
- The GRSP brings technical support, and offers the road safety advisors' time to the programme.
- The IFRC is a member of the United Nations Road Safety Collaboration: <http://www.who.int/roadsafety/about/en/>

Contributing to longer-term impact

Road safety has been included in the IFRC's long-term strategy via the Strategy 2020 (aim 2) and the youth Solferino declaration. The design, the monitoring and the evaluation of the programme is ensured by the Federation road safety advisor based in Geneva, in coordination with the technical departments concerned (health, disaster management, organizational development and humanitarian diplomacy) in Geneva and at the zonal level.

Looking ahead

- The year 2010 aims to provide more operational technical and financial support to National Societies' road safety initiatives and projects.
- The next road safety workshops are planned in 2010 for the Southern Africa, East Asia, South East Asia, and South Asia regions, as well as the MENA, Europe and Americas zones.
- The Moscow declaration should lead to the vote of the 5th UN resolution on road safety in March 2010. The project will develop its humanitarian diplomacy efforts to further highlight the important road safety role of Red Cross Red Crescent National Societies.
- In addition to training and workshops, GRSP plans to provide financial support to National Societies' road safety pilot programmes, at least one per zone. The project won't be able to carry these activities out if more funding is not received.

How we work	
<p>The IFRC's activities are aligned with its Global Agenda, which sets out four broad goals to meet the IFRC's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p>	<p>Global Agenda Goals:</p> <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	
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