

# Programme Update



International Federation  
of Red Cross and Red Crescent Societies

## Road safety

Appeal No. MAA00036

27 August 2009

This report covers the period 01  
January to 30 June 2009



Awareness raising material on road safety, prepared under the programme.  
**International Federation**

## In brief

**Programme purpose:** Raising road safety awareness within the Red Cross/Red Crescent family and support National Societies (NS) aiming to improve road safety in their country.

**Programme summary:**

During 2009, the programme mainly covers the delivery of a series of regional road safety workshops (six in total) and supports NS' road safety initiatives. During the first half of the year, three road safety workshops were organized -

1. For the East Africa Zone, in Nairobi on 9-10 June,
2. During the Club 25 international forum, in Nairobi on 25<sup>th</sup> June, and
3. During the Third Global Red Cross Red Crescent Youth Assembly, in Solferino on 26<sup>th</sup> June.

**Financial situation:** The total 2009 budget is CHF 385,027 (USD 354,743 or EUR 252,523), of which CHF 108,831 (28 per cent) covered during the reporting period (including opening balance) by the French Red Cross and the Global Road Safety Partnership. Overall expenditure during the reporting period was CHF 20,956 (5 per cent of the budget and 19 per cent of the income).

As all the road safety workshops took place at the end of the reporting period, expenditure is therefore very low against the year to date income and even lower against the annual budget. In addition, the costs incurred for the workshops were minimal as these were one-day sessions integrated into existing meetings, which were organized and funded by either the concerned zones or by larger events like the Club 25 forum and the Red Cross Red Crescent Youth Assembly.

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

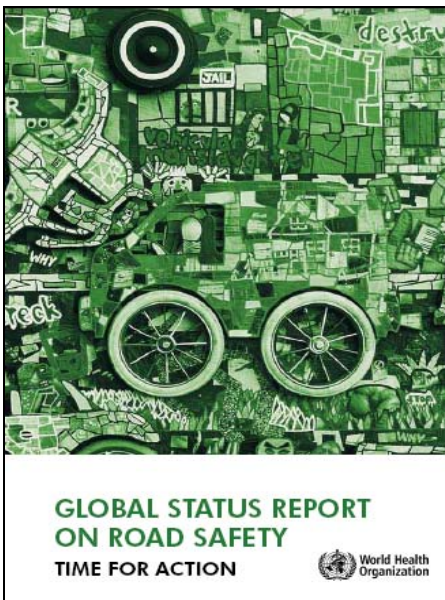
**No. of people we help:** In principle, all NS benefit from this programme but, more specifically during this reporting period, the programme reached out to the following through the three road safety workshops:

1. Fourteen NS from the East Africa Zone,
2. Nineteen NS participating in the Club 25 international forum, and
3. Twenty NS and the whole International Federation youth network participating in the Solferino event.

**Our partners:** The main programme partners are the Global Road Safety Partnership and the World Health Organisation

## Context

According to a *Global status report on road safety* launched by the World Health Organisation (WHO) on 15 June 2009, approximately 1.3 million people die each year on the world's roads, and between 20 and 50 million sustain non-fatal injuries. This report confirmed the negative trends already stressed by the *World report on road traffic injury prevention* produced by the World Bank and WHO in 2004.



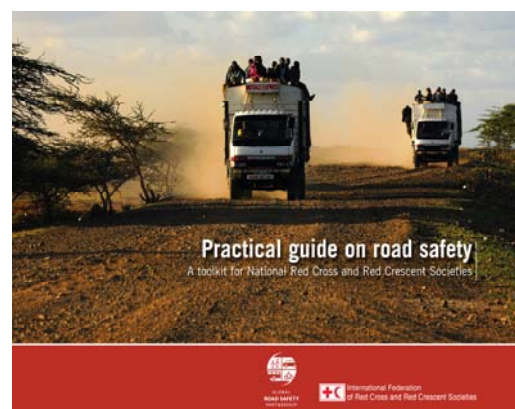
[http://whqlibdoc.who.int/publications/2009/9789241563840\\_eng.pdf](http://whqlibdoc.who.int/publications/2009/9789241563840_eng.pdf)

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.

In response to the growing number of accident related injuries, Red Cross and Red Crescent NS 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.

In 2007, the International Federation and the Global Road Safety Partnership (GRSP) published a *Practical guide on road safety* in six languages, viz. Arabic, English, French, Spanish, Chinese and Russian. This toolkit details simple preventive measures and offers practical recommendations. It helps NS willing to tackle road safety issues by boosting advocacy work with governments, raising public awareness, promoting road safety for their staff and providing first aid. The current International Federation road safety programme aims to promote the recommendations of this practical guide within the Red Cross Red Crescent family.



Practical guide on road safety produced by the International Federation and GRSP

# Progress towards outcomes

## Outcome

Strengthen NS capacities to implement road safety projects through capacity building and technical support activities.

## Achievements

The first road safety workshop organised for the East Africa Zone, in Nairobi on 9-10 June 2009, was attended by participants from 14 East African NS. This was organized during the International Federation's meeting for health and disaster management coordinators from the zone. The objective of the workshop was to understand the global road safety crisis, share knowledge about good practice and successful programmes as well as identify the role that NS can play in road safety, especially in the African context. During the course of the workshop, the group formulated clear operational recommendations to improve road safety at country level. These recommendations covered advocacy, public awareness/education and first aid.

The second road safety session was held during a three-day international forum organised by the secretariat and Club 25<sup>1</sup> in Nairobi from 24-26 June 2009. The objective of the forum was to develop action plans that included the promotion of healthy lifestyles, both within the Club 25 family and in the wider communities/organisations that they relate to such as the Red Cross and Red Crescent NS. A total of 40 countries were represented at the forum, including 20 NS. The road safety session that was held during this forum fed many of the country action plans. The follow up of this important forum will be done by the health and care department and the road safety advisor at the secretariat in Geneva.



As part of the programme of the Third Global Red Cross Red Crescent Youth Assembly, held in Solferino on 26 June 2009, a road safety workshop was organised. It was attended by 28 youth delegates representing 20 NS. The group inspired the inclusion of the following text on road safety in the Solferino declaration that came out of the Youth Assembly:

“We the youth of the Red Cross Red Crescent 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 new *Community based health and first aid in action* manual, development of which was completed during this reporting period, includes a module on road safety. The manual is ready to be used by volunteers and facilitators. The manual can be seen at: <http://www.ifrc.org/what/health/firstaid/tools.asp>. Road safety has also been incorporated in the International Federation's draft



The new CBHFA volunteer manual with a module on road safety

<sup>1</sup> A youth organisation promoting blood donation amongst youth below 25 years of age in 80 countries, in collaboration with the International Federation

Strategy 2020, which should be adopted at the next general assembly in November 2009 in Nairobi.

### Constraints or Challenges

The main constraint is the lack of funding for the programme. The programme is, for the moment, being funded (30 per cent of the budget) equally by the French Red Cross (including the cost of the road safety adviser) and by GRSP. The Fédération Internationale de l'Automobile also gave EUR 1,500 (CHF 2,288) in January 2009. With the current level of funding, it will be difficult to carry out activities planned for 2010 (besides trainings and road safety workshops, the provision of financial support to at least one NS per zone for road safety pilot programmes).

## 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) and the *Global status report on road safety* (produced in June 2009 by WHO). WHO is also involved in the organisation of each of the road safety workshops. In addition, local government officials, partner national society representatives and GRSP members are invited to these workshops. The GRSP, a hosted project of the International Federation based in Geneva, brings technical support and advises road safety advisors on the project.

## Contributing to longer-term impact

The International Federation's road safety advisor based in Geneva monitors and evaluates the programme, in coordination with concerned technical departments in Geneva and the Zones.

The major outcome of each workshop is to produce a road safety priority plan of action, including sources of funding, for each participating NS. The International Federation's secretariat will follow and assist NS willing to tackle road safety, with the support of GRSP, by using the recommendations of this plan.

## Looking ahead

- The next road safety workshops during 2009 are scheduled for the Southern Africa Zone (in September), the Europe Zone (in October). As in the past, these will be one-day workshops that will be integrated into existing meetings being organized by the zones, such as NS health and/or disaster management coordinators' meetings. For the Europe Zone, it will be integrated in the annual meeting of the European Reference Center for First Aid Education. For 2010, road safety workshops are being scheduled with the zones in the Middle East and North Africa, the Americas and Asia-Pacific.
- The process of identifying the NS that could benefit from operational grants to fund road safety pilot projects in 2010, has been started, in coordination with the zones and GRSP, and will be continued further.
- The International Federation will participate in a first global ministerial conference on road safety on 19-20 November 2009. The conference will be hosted by the government of the Russian Federation in Moscow, and GRSP is part of the organising committee. This high level conference will aim at accelerating the road safety political agendas at global and national levels, including the increase of funding from donors. The conference is a direct consequence of the fourth UN resolution on the global road safety crisis, adopted unanimously on 31 March 2008 in New York. For more information, please look at the following link: [http://www.who.int/roadsafety/events/2009/19\\_10\\_09/en/index.html](http://www.who.int/roadsafety/events/2009/19_10_09/en/index.html)

## How we work

The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".

### Global Agenda Goals:

- 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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