

Mid-Year report



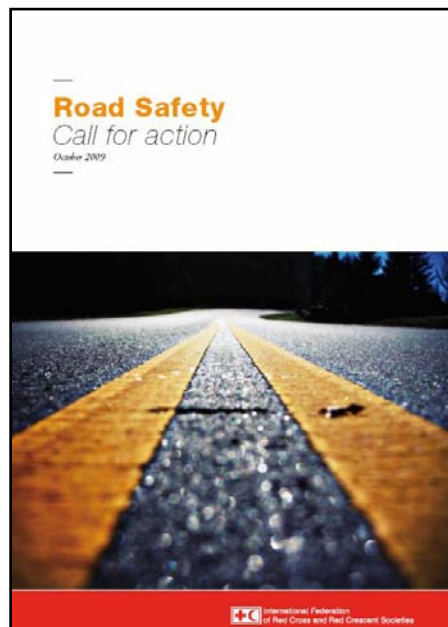
International Federation
of Red Cross and Red Crescent Societies

Road safety

Appeal No. MAA00036

24/08/2010

This report covers the period 1 January to 30 June 2010.



The "Road safety – Call for action" document is the IFRC road safety position paper.
<http://www.ifrc.org/Docs/pubs/health/174800-ROADSAFETY-Report-EN.pdf>

In brief

Programme outcome: To reduce the number of deaths and injuries caused by road crashes. To raise greater road safety awareness within the Red Cross Red Crescent family and to support National Society road safety initiatives. This programme is in line with the strategic aims 1 and 2 of the International Federation of Red Cross and Red Crescent Societies (IFRC) Strategy 2020.

Programme(s) summary:

- IFRC's road safety position paper is available in five languages. Go to: <http://www.ifrc.org/what/health/roadsafety/call-for-action.asp>
- Five regional road safety workshops have been delivered for 57 National Societies in Southern Africa, East Asia, South East Asia, the Middle East and North Africa (MENA) and Europe.
- IFRC is included in the 5th United Nations resolution on road safety (voted on 2 March) launching a "Decade of action."
- The integration of road safety issue in secretariat programmes has increased.
- National Societies in 10 countries have been supported by the secretariat in order to be integrated in a road safety project named "RS10" which began in early 2010 for five years (funded by the Bloomberg foundation).

Financial situation: The total 2010 budget is CHF 470,588 (USD 433,630 or EUR 355,236), of

which CHF 108,062 (23 per cent) covered during the reporting period (including opening balance). Overall expenditure during the reporting period was CHF 53,366 (11 per cent) of the budget.

The 2010 budget consists of two main budget lines: CHF 90,000 for delivering six regional workshops and the rest for funding National Society project support. All of the income was provided by the Global Road Safety Partnership (GRSP) programme. The lack of human resources dedicated to raise funds and carry out activities for this programme coupled with the difficulty in raising money for road safety issues has created challenges for the programme. If more resources are found, it is expected that all funds received will be spent in the second half of the year.

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

See also: (<http://www.ifrc.org/docs/appeals/annual10/MAA0003610p.pdf>)

No. of people we have reached: The target audience of the programme is the IFRC, in particular, National Societies, willing to tackle the road safety issue in their country. All National Societies have benefited from global tools, the last one being the *Road safety "Call for action"* document, the IFRC's road safety position paper. Fifty-four National Societies directly benefited from the five regional road safety workshops (and their follow-up activities) delivered since January 2010. The National Societies in Brazil, Mexico, Egypt, Kenya, Turkey, the Russian Federation, India, China, Cambodia and Vietnam benefitted from secretariat support in order to be integrated in the "RS10" project.

Our partners: The main partners are the French Red Cross (funding IFRC's road safety advisor position), GRSP, and WHO as a key partner leading the UN road safety collaboration. Go to: (<http://www.who.int/roadsafety/en/>).

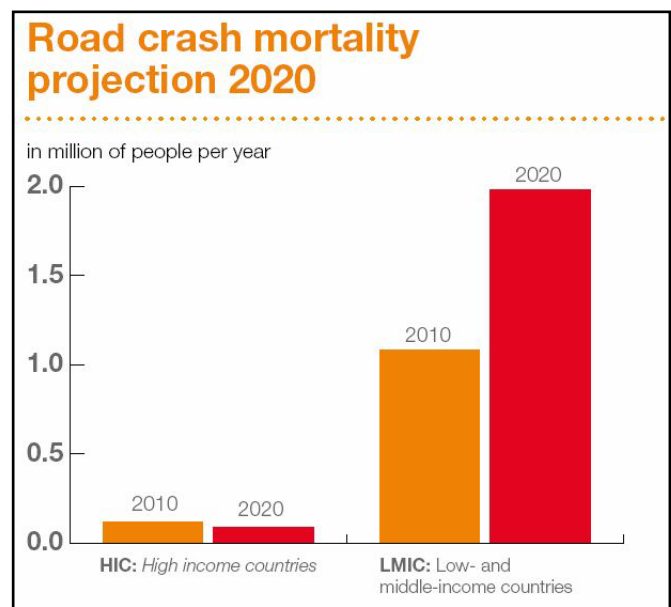
Context

Road crash injuries are the first cause of deaths in the world for young people aged 15 to 29, and the second cause of deaths for youth aged five to 14.

In low- and middle- income countries, projections show that without a clear political change in policy making and focused actions, the road mortality will double from now to 2020, reaching two million deaths per year.

The cost of road crashes is enormous, representing a minimum between one and three per cent of the gross national product, although solutions are known and cost effective.

Road crashes are growing man-made disasters, which are preventable.



Source: WHO Global status report on road safety 2009

Leading causes of death, 2004 and 2030 compared

TOTAL 2004			TOTAL 2030		
RANK	LEADING CAUSE	%	RANK	LEADING CAUSE	%
1	Ischaemic heart disease	12.2	1	Ischaemic heart disease	12.2
2	Cerebrovascular disease	9.7	2	Cerebrovascular disease	9.7
3	Lower respiratory infections	7.0	3	Chronic obstructive pulmonary disease	7.0
4	Chronic obstructive pulmonary disease	5.1	4	Lower respiratory infections	5.1
5	Diarrhoeal diseases	3.6	5	Road traffic injuries	3.6
6	HIV/AIDS	3.5	6	Trachea, bronchus, lung cancers	3.5
7	Tuberculosis	2.5	7	Diabetes mellitus	2.5
8	Trachea, bronchus, lung cancers	2.3	8	Hypertensive heart disease	2.3
9	Road traffic injuries	2.2	9	Stomach cancer	2.2
10	Prematurity and low birth weight	2.0	10	HIV/AIDS	2.0

Source: WHO Global status report on road safety 2009

If significant preventive actions are not taken, the WHO estimates that by 2020, road trauma will rank as the sixth cause of death and as the fifth by 2030.



United Nation General Assembly/New York City

On 2 March 2010, governments around the world took the historic decision to increase action towards addressing the road safety crisis over the next ten years.

With the 5th resolution on road safety, the UN General Assembly declared the first "**Decade of Action for Road Safety 2011-2020**" which will seek to save lives by halting the increasing trends in road traffic deaths and injuries worldwide.

Throughout the decade, member states, with the support of the international community, committed to actions in areas such as developing and enforcing legislation on key risk factors: limiting speed; reducing drink-driving; and increasing the use of seatbelts, child restraints and motorcycle helmets.

Efforts will be undertaken to improve emergency trauma care, upgrade road and vehicle safety standards, promote road safety education and enhance road safety management overall.

This recent initiative comes on the heels of the First Global Ministerial Conference on Road Safety, hosted by the Government of the Russian Federation in November 2009.

The "Moscow Declaration" issued by ministers and senior officials from 150 countries underlines the importance of protecting all road users, in particular those who are most vulnerable such as pedestrians, cyclists and motorcyclists.



This 5th UN road safety resolution and the launch of the road safety “Decade of Action” should strongly impact Red Cross and Red Crescent National Society road safety involvement, especially in low- and middle- income countries.

This should happen through the following two complementary ways:

- Governments will ask National Societies to greater incorporate road safety in their work in order participate to the national plan/effort.
- National Societies will have more access to funds and will be able to implement more road safety actions.

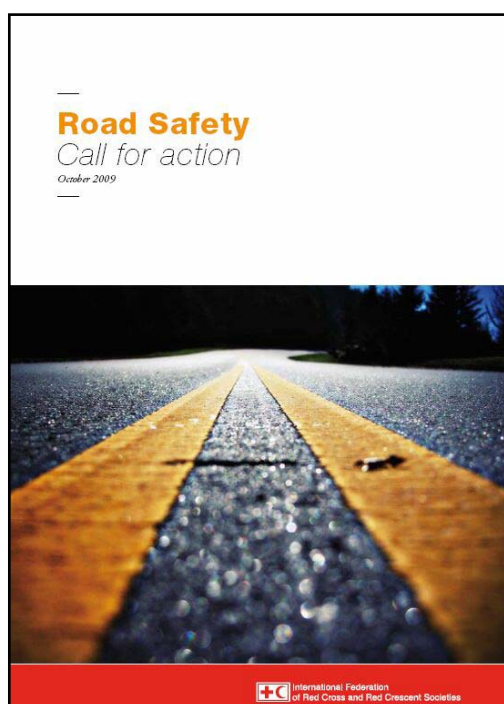
Progress towards outcomes

Outcome(s)

- Road safety recognition, project implementation and advocacy have increased within the IFRC.
- Increase in the quantity and quality of secretariat road safety support.

Achievements

1/ An IFRC road safety position paper is promoted internally as well as externally.



Produced at the end of 2009, this document expresses the IFRC's road safety position. It explains IFRC's deep concern facing the rapid escalation of the global road safety crisis, and confirms its road safety commitments for the next decade, as part of Strategy 2020 and the Youth Solferino Declaration.

What National Societies are doing (or can do) in road safety is described in it, as follows:

- 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 commercial first aid courses for new and professional drivers, traffic police and the general public.

This position paper was largely promoted during the first global inter-ministerial road safety conference in Moscow in November 2009, at the UN General Assembly in March 2010, as well as for all diplomatic missions in Geneva and in New York City.

It was also shared with National Societies at the zonal level, especially during regional workshops.

The paper is available in five languages ([English](#), [French](#), [Spanish](#), [Arabic](#), [Russian](#)) on IFRC's website.

2/ Fifty-seven National Societies participated in road safety regional workshops in five regions.

IFRC's road safety support continues to deliver a series of regional road safety workshops designed on the same model, with the same objectives. See for example on the right, the one for the MENA zone.

<p>Road safety workshop IFRC – MENA zone Amman - Jordan 23-24/May/2010</p> <hr/> <p>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 in the MENA context</p> <p>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</p>
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These workshops are great opportunities to accelerate National Societies' road safety awareness, to clarify their role and opportunities, as well as to share good practice. It is also a way to present IFRC's road safety global tools, and to encourage National Societies to further integrate road safety into their action plans. Since the last two years, 95 National Societies have benefited from these road safety workshops.

Workshop locations	Participants	Dates (in 2010)
Johannesburg (10 National Societies)	Health coordinators	24/25 th February
Beijing (5 NS)	Health coordinators	11 th March
Bangkok (11 NS)	Health & Disaster Mgt	15 th March
Amman (17 NS)	Secretary General & Health	23/24 th May
Izmir (24 NS)	First aid coordinators	16/17 th June

This has also built the road safety capacity of the secretariat in the field. All of the workshops are co-organized with the support of GRSP, and when possible, with WHO representatives and the road safety authorities of the country where the workshop takes place.

3/ IFRC is integrated in the 5th United Nations resolution on road safety (voted on 2 March 2010), and the launching of a “Decade of action.”

Already presented in the “context section” of this report, the 5th United Nations road safety resolution has been adopted unanimously on 2 March at the UN General Assembly in New York City, where the “Decade of action” was launched. See the resolution link (in six languages): <http://doc.un.org/DocBox/docbox.nsf/GetAll?OpenAgent&DS=A/64/L.44/Rev.1>

The resolution has 20 operative paragraphs. Number 11 implicitly names Red Cross Red Crescent National Societies as part of the solution. See below:

“ 11. *Invites Governments to take a leading role in implementing the activities of the Decade, while fostering a multisectoral collaboration of efforts that includes academia, the private sector, professional associations, non-governmental organizations and civil society, **including national Red Cross and Red Crescent Societies**, victims' organizations and youth organizations, and the media;* ”

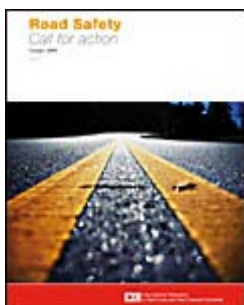
In addition, Matthias Schmale, Under Secretary General for the Development division at this time, made a speech at the General Assembly to support this very important resolution for the next decade. Go to: <http://www.ifrc.org/docs/news/speech10/ms020310.asp>

4/ The integration of the road safety issue in the secretariat programmes has increased.

A/ Integration via tools/materials

The secretariat continues to create and to promote the road safety tools which are at the disposal of National Societies in hard copies (on demand), and on IFRC's website. To summarize, we have:

➤ **The IFRC road safety position paper (already presented above):**



Road safety - Call for action

The IFRC is increasingly concerned about the rapid escalation of the global road safety crisis, which kills 3,000 people every day. This position paper/report 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.

Author: International Federation
Number of pages: 12
Publication date: October 2009
Publisher: International Federation
Languages: [English](#), [French](#), [Spanish](#), [Arabic](#), [Russian](#)

➤ **The IFRC/GRSP Practical guide on road safety:**

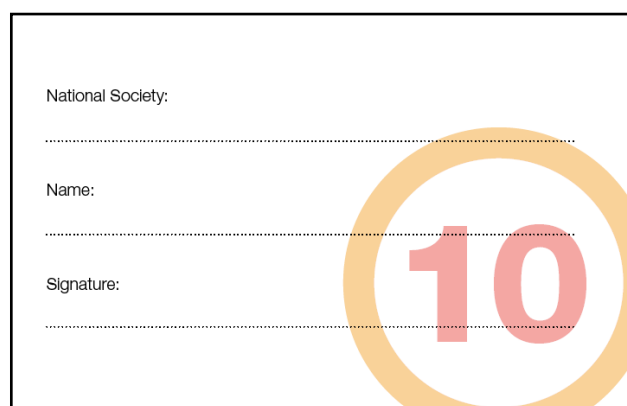


Practical guide on road safety

This practical guide on road safety was jointly produced by the secretariat of the International Federation of Red Cross and Red Crescent Societies and the [Global Road Safety Partnership \(GRSP\)](#). It is intended as a summary of road safety problems and solutions worldwide.

Author: International Federation
Number of pages: 48
Publication date: 2007
Publisher: International Federation
Languages: [Arabic](#), [English](#), [French](#), [Spanish](#), [Chinese](#), [Russian](#)

➤ **The IFRC 10 road safety commitment card**



[Commitment card](#) in English & other languages: [en français](#) | [en español](#) | [in Arabic](#)

This card has been produced to encourage National Societies to strengthen an internal road safety culture for their staff, but also of all their volunteers. Several National Societies have already committed to publish this card in their national languages, including in China, Cambodia, Thailand, Vietnam, Nepal, Kenya (Swahili) and Turkey. This card has also been a good advocacy tool.

The commitment card is on Facebook :



[Road safety in Facebook](#)

➤ **The road safety module of the Community-Based Health and First Aid (CBHFA) manual**

This integrated approach and tools of Community-Based Health and First Aid have been developed in collaboration with all technical departments concerned and some organizations working in disaster preparedness and risk reduction, disaster management, organizational development, and principles and values.

The road safety chapter is in module 7 (page 319 to 323), ready to be used by volunteers and facilitators. Go to:

<http://www.ifrc.org/what/health/firstaid/tools.asp>



➤ **Road safety is integrated in the blood donation plan of eight National Societies hosting the Club 25:**

Following the road safety session delivered during the three-day international forum organized by the secretariat and Club 25¹ in Nairobi from 24 to 26 June 2009, the National Societies in Kenya, Lao, Macedonia, Philippines, Tanzania, Thailand, Togo and Vietnam have already integrated road safety promotion in their blood donation/recruitment plan for 2010/2011. This number should increase in the near future.



B/ Integration of road safety in the secretariat

Road safety is fundamentally a cross-cutting issue, and that's why the spirit of the IFRC's road safety programme is based on the integration of this issue in all existing secretariat decision-making channels, as well as technical departments concerned. This is, by the way, valid also at the National Society level.

IFRC's road safety programme is under the responsibility of the Under Secretary General of the development division. It began at the secretariat in Geneva in coordination with the zones and the departments of health and social services, national society development, community preparedness and risk reduction, communications, international relations and resource mobilization, and with planning, monitoring, evaluation and reporting outlets.

Furthermore, road safety is integrated in the IFRC's Strategy 2020 and in the Youth declaration of Solferino in 2009.



Some regional conferences have also integrated road safety, such as the Inter America plan 2007-2011 and the Johannesburg Commitments (Oct 2009).

¹ A youth organization promoting blood donation amongst youth below 25 years of age in 80 countries in collaboration with the IFRC.

In the field, each zone has integrated road safety in its zonal plan, even if sometimes rudimentary. Eight regions have road safety in their operational plans and seven have it at the country level.

Not having road safety in the secretariat regional or country plans does not mean that the National Societies of the region/country are not doing road safety, far from that. It means that, among the 140 National Societies receiving operational support from the secretariat, road safety has either not been discussed in the cooperation between the secretariat and the National Society (this must be improved) or that the National Society did not ask for road safety support.

It was agreed since 2007 with the heads of zones that a road safety focal point should be designated in each zone. This was also supported by the zonal health coordinators. The focal point role consists of the following:

- Ensuring the communication channel between the secretariat in Geneva, the zones, National Societies, as well as GRSP.
- Animating the integration of road safety in the different levels of secretariat support in the fields of advocacy, health, disaster management and preparedness, organizational development, youth and resource mobilization.

We will see in the challenge section below that this system of focal points is not operational enough and must be improved.

5/ Secretariat-supported National Societies in 10 countries in being integrated in the road safety project “RS10” which started in early 2010 for five years (funded by the Bloomberg foundation).

In November 2009, the Bloomberg foundation announced a contribution of 125 million US dollars for five years - the largest single donation to global road safety to date - to support road safety projects in ten countries (Brazil, Mexico, Egypt, Kenya, Turkey, Russia, India, Cambodia, Vietnam and China); and to monitor progress at the global level. The funds will be spent through a consortium of partners including WHO and GRSP.

The consortium has recognized National Societies being by principle potential key local partners in each country of the project. The secretariat together with GRSP have supported the preparation of National Societies, willing to participate in the project. At this stage, the Cambodian, Egyptian, Kenyan, Russian and the Vietnamese National Societies are involved in the design of the project. The Chinese, Indian, Mexican and Turkish National Societies could also be well positioned soon if they confirm interest, and if their governments accept it.

Constraints or Challenges

IFRC's road safety programme continues to face very limited resources in comparison to the magnitude of the problem, its rapid evolution and the role of National Societies in road safety.

Road safety has been neglected for a long time by the donor community, but this should change relatively rapidly with the dynamic commitment initiated by the “*Decade of action*”.

Since 2006, IFRC's road safety support to National Societies has been structured and integrated in the secretariat's technical departments (mainly in Geneva in view of the lack of human resources at the zone level). Road safety awareness has grown within IFRC and is institutionally recognized (Strategy 2020 and the Solferino declaration, as well as in the commitments of some regional conferences).

All this is very positive but not sufficient. It is necessary to further integrate road safety in the IFRC's secretariat field support plan (advocacy, operations and resource mobilization).

The road safety “*Decade of action*” is an opportunity for the IFRC to continue to play a more legitimate and natural role in road safety. This will be difficult without a minimum of investment, at least in human resources at the secretariat level.

Working in partnership

The Global Road Safety Partnership (GRSP)

Created in 1999, GRSP brings together Governments and governmental agencies (UN), the private sector and civil society organizations to address road safety issues in low- and middle- income countries. GRSP is a hosted project of the IFRC.

GRSP is implementing pilot project in 20 countries on every continent (<http://www.grsproadsafety.org/>). GRSP is committed to supporting National Societies to either reinforce existing services and resources or identify ways to become more involved in road safety.

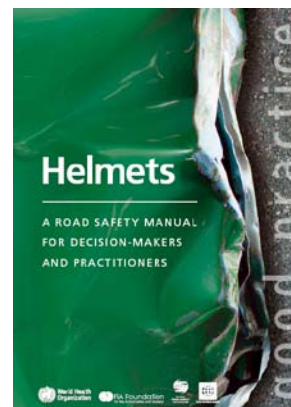
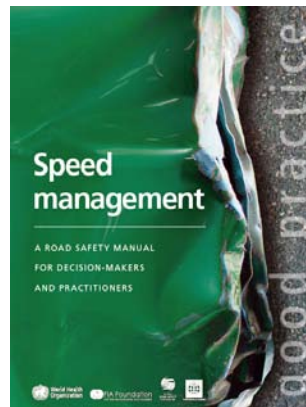
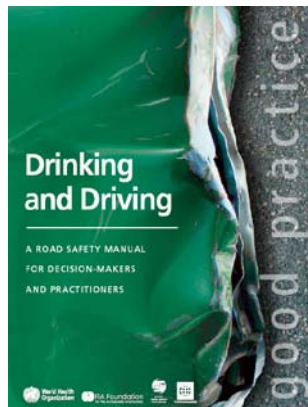
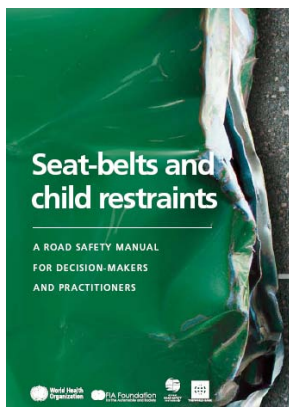


The World Health Organization (WHO)

Since 2004, WHO is the leader of a global platform, called the United Nations road safety collaboration, which gathers twice a year about 40 organizations involved in road safety. IFRC and GRSP are active members of this platform by doing advocacy and sharing good practice (<http://www.who.int/roadsafety/en/>).



A group of four members of the UN road safety collaboration, including GRSP, are producing a series of good practice manuals on the main risks factors which are very useful for the IFRC, as well as for governments. See below the first four manuals:

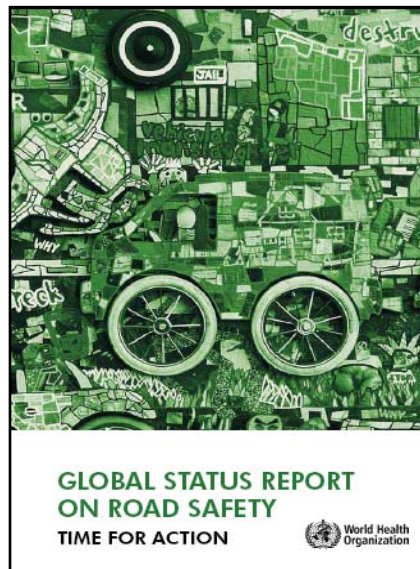


IFRC's road safety programme follows the recommendations of the *World report on road traffic injury prevention* (published in 2004 by the WHO and the World Bank) and the *Global status report on road safety* (produced in June 2009 by WHO).

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 a very high and growing 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.

This report is a good tool to understand the situation in a country and to advocate for better road safety concern and action.



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

YOURS: Youth for road safety

Launched early this year, YOURS is the first global road safety youth association. The secretariat supports YOURS initiatives at the global level and encourages Youth of National Societies to partner with YOURS at the national level.



<http://www.youthforroadsafety.org/>

Contributing to longer-term impact

The UN “*Decade of action*” is going to create pressure, and at the same time encourage governments and donors to further support road safety.

The overall goal of the decade will be to halt or reverse the increasing trend in road traffic fatalities around the world by increasing activities at the national level. This will be attained through:

- Setting an ambitious target for reduction of road fatalities by 2020.
- Strengthening the global architecture for road safety.
- Increasing the level of global funding to road safety and putting in place a global funding mechanism.
- Increasing human capacity within countries relating to road safety.
- Providing technical support to countries using successful experiences from others.
- Improving the quality of data collection at the national, regional and global levels.
- Monitoring progress on a number of predefined indicators at the national, regional and global levels, including both the public and private sectors.

The road safety involvement of National Societies, recognized by the 5th UN road safety resolution and highlighted in IFRC’s Strategy 2020 as well as in the Solferino declaration, will be key to improving road safety in the next decade. The secretariat must be well prepared, and more investment will be needed to support the road safety programme.

Looking ahead

The first six months of 2010 have been very intense in carrying out activities in advocacy, awareness raising, capacity building, support to project implementation, and in building partnerships.

A particular effort will be made in the second semester to increase technical support and fund raising at the zonal level. This will require more human resources or at least more capacities in the zones.

How we work	
<i>All Federation assistance seeks to adhere to the Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations (NGO's) in Disaster Relief and is committed to the Humanitarian Charter and Minimum Standards in Disaster Response (Sphere) in delivering assistance to the most vulnerable.</i>	
The IFRC's vision is to: Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.	The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims: <ol style="list-style-type: none">1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.2. Enable healthy and safe living.3. Promote social inclusion and a culture of non-violence and peace.
Contact information	
For further information specifically related to this report, please contact: <ul style="list-style-type: none">• G�rard Lautr�dou; International Federation Road safety advisor; email: gerard.lautredou@ifrc.org; phone: +41 22 730 4507; and fax: +41 22 733 0395	