

Plan 2009-2010



International Federation
of Red Cross and Red Crescent Societies

Road Safety

Executive summary

Road traffic injuries are a **major but neglected public health challenge** that require concerted efforts for effective and sustainable prevention. Worldwide, an estimated 1.2 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.

In 1998, the International Federation of the Red Cross and Red Crescent Societies (IFRC) devoted a special chapter to road safety in its annual *World Disaster Report*. Considering road safety as being part of the external forces that will impact the lives of vulnerable people, **the Federation integrated road safety in its Strategy 2010**.

For the last ten years, in line with the IFRC strategy and in response to the growing number of accident related injuries, **Red Cross and Red Crescent National Societies have increasingly worked with their governments and other partners to reduce the number of road crashes as well as their physical, social and economic consequences**.

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 Goal 2 of the IFRC Global Agenda (2006-2010).

Programme activities
Activity 1 (2009) – budget: CHF 385,027 Organize and follow-up 6 zonal road safety workshops
Activity 2 (2010) – budget: CHF 1,122,995 Support and fund road safety project implementations of 7 National Societies (one per zone with a road safety grant of CHF 150 000 each)

The target audience of the programme is the whole IFRC 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) and the World Health Organisation (WHO). This programme is designed, managed and evaluated by the IFRC road safety advisor together with the IFRC zonal offices and their road safety focal points.

The total 2009-2010 budget is CHF 1,508,021 (USD 1,378,447 or EUR 960,523). [Click here to go directly to the summary budget of the plan](#).

Context

The scale of the problem: a major public health challenge

Road traffic injuries are a major but neglected public health challenge that requires concerted efforts for effective and sustainable prevention. Worldwide, an estimated 1.2 million people are killed in road crashes each year and as many as 50 million are injured. Nevertheless, the tragedy behind these figures attracts less mass media attention than other, less frequent types of tragedies.

Road crashes currently rank with tuberculosis and malaria as major killers in global terms. Road crashes are already the leading cause of death among people aged between 15 and 50 in the vast majority of low- and middle-income countries.

Projections indicate that, unless there is a new commitment to prevention, the crash death rate in these countries - which already experience more than 85 per cent of road deaths and injuries - will double by 2020.

These injuries impose substantial economic burdens on developing nations. Often the costs exceed the total development assistance these countries receive each year. As a result, **there is a direct link between road safety improvement and poverty reduction.**

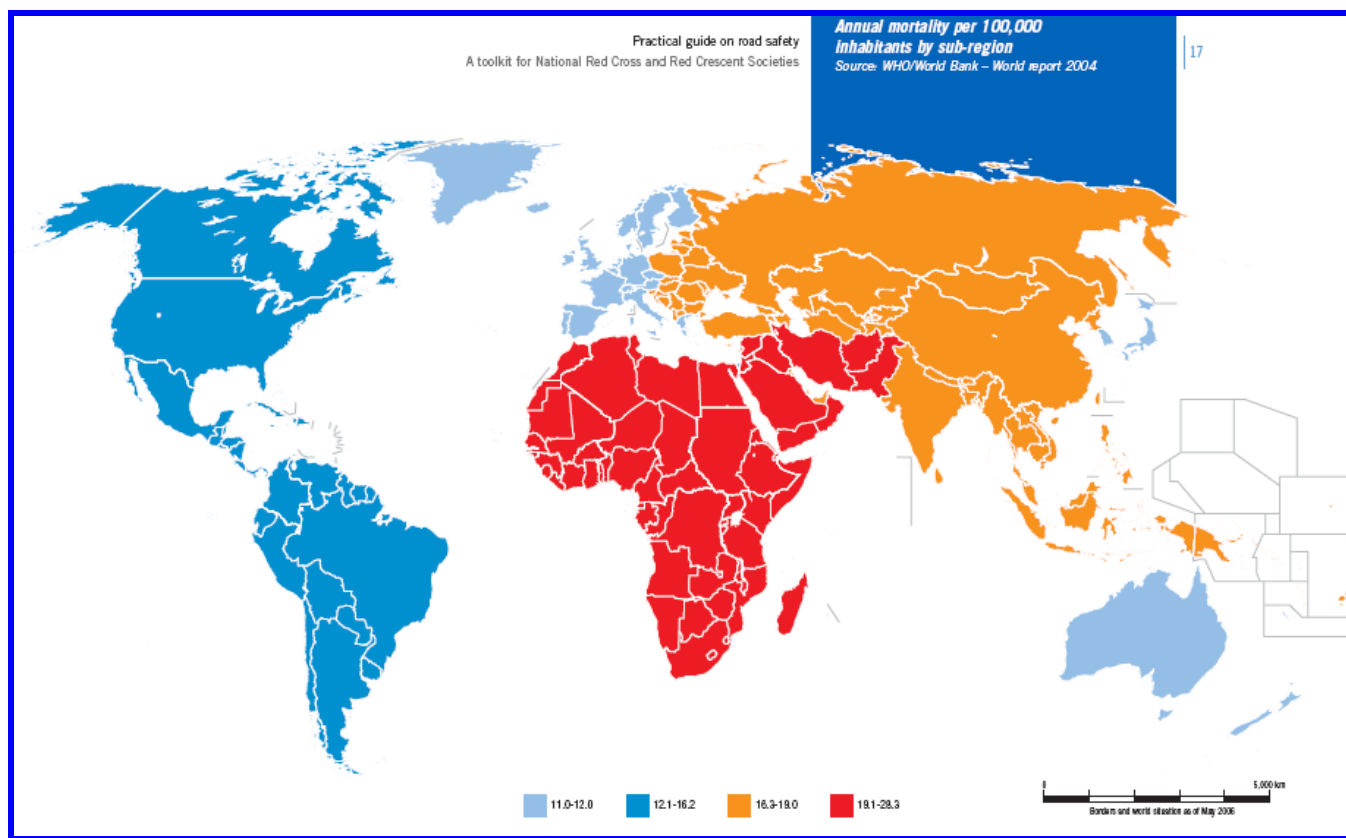
Worldwide toll of road accidents:

- 1.2 million people worldwide are estimated to be killed each year on the roads – that's around 3,000 deaths daily, 500 of them children
- 50 million people worldwide are believed to be injured in road crashes each year, 15 million seriously
- Low- and middle-income countries account for more than 85 per cent of global deaths from road traffic crashes;
- The cost to low- and middle-income countries is 65 billion USD, more than all development aid income
- For males aged 15-44, road traffic injuries rank second (behind HIV/AIDS) as the leading cause of premature death and ill health worldwide
- By 2020, unless action is taken, road traffic injuries are predicted to double in low- and middle-income countries.

Source: The "World report on road traffic injury prevention" jointly published in 2004 by the World Bank and the World Health Organization (WHO)

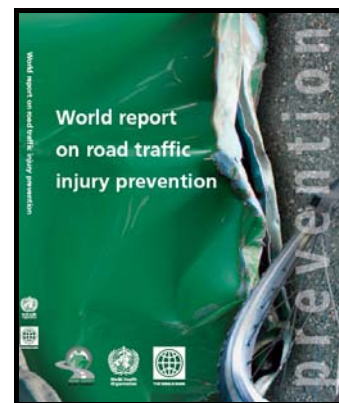
However, the main solutions to address road safety are known and cost effective.

The map below shows that the worst 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 problem

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. IFRC supported this resolution by giving a speech at the United Nation General Assembly (<http://www.ifrc.org/docs/news/speech08/ms310308.asp>)

It refers to the August 2007 UN Secretary General report on the global road safety crisis (A/62/257: http://www.who.int/roadsafety/news/un_sg_report_2007_en.pdf) where the IFRC road safety involvement is mentioned paragraph 19 of page 7.

Priorities and current work with partners

For the last ten years, 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.

As National Societies play an important auxiliary role to governments in humanitarian matters, they can have influence in matters such as road safety as well as running effective public awareness campaigns and teaching first aid.

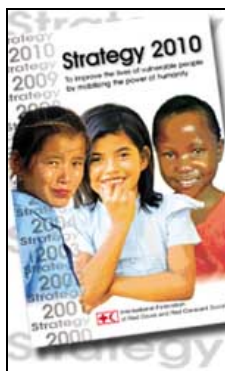
A road safety mapping done in 2006 showed that for the year 2005, road safety has been implemented at various levels by 30% of the National Societies.

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

Road safety in the IFRC Strategy 2010

It is ten years now since the International Federation of Red Cross and Red Crescent Societies (IFRC) devoted a special chapter of its annual *World Disasters Report* to road safety. That was the first international warning to be issued.

Following the 1998 World Disaster report, IFRC integrated road safety in its *Strategy 2010* being part of the external forces that will impact the lives of vulnerable people and as a matter of fact the Red Cross Red Crescent work and response.



“Industrial and traffic accidents are amongst the top three killers of people aged 15 to 30 in most countries” (IFRC Strategy 2010, page 9).

One of the direct consequences of this *Strategy 2010* was that IFRC participated to the creation of the Global Road Safety Partnership (GRSP), together with the World Bank and the UK Development agency/DfID. GRSP is a hosted project of the IFRC operating under IFRC principles. GRSP is dedicated to the sustainable reduction of death and injury on the roads and is based at the Federation Secretariat in Geneva.

IFRC 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 four continents (<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 activities and improvement.

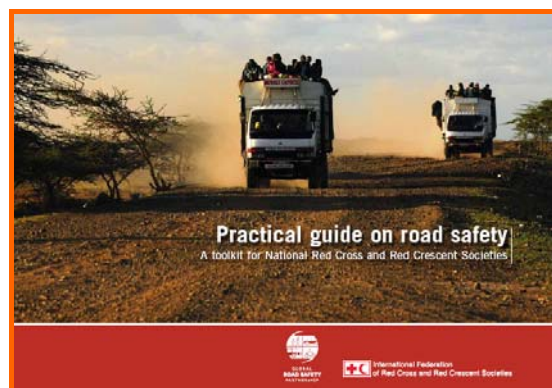


A Practical Guide on road safety for action

In 2007, the Federation and the Global Road Safety Partnership (GRSP) published a **Practical guide on road safety**, a toolkit for Red Cross and Red Crescent Societies, which is available in 5 languages on www.ifrc.org

This Guide summarizes the extent and impact of road crashes worldwide as well as their causes. It aims to help National Societies who wish to set up road safety programmes and boost advocacy work with Governments. It details simple preventive measures and offers practical recommendations. The guide also includes the mapping of National Societies road safety activities in 2005.

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



This Guide has been largely distributed in 2007 to all National Societies and to all Governments through their diplomatic representations in Geneva and New York City. Portuguese and Russian versions are under-preparation.

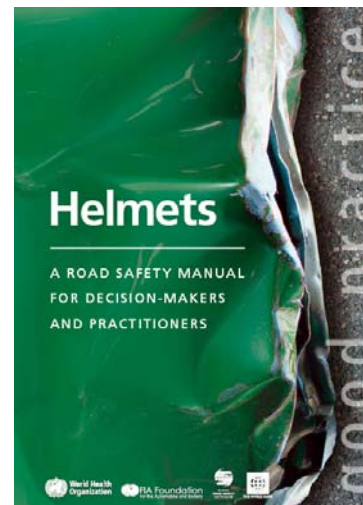
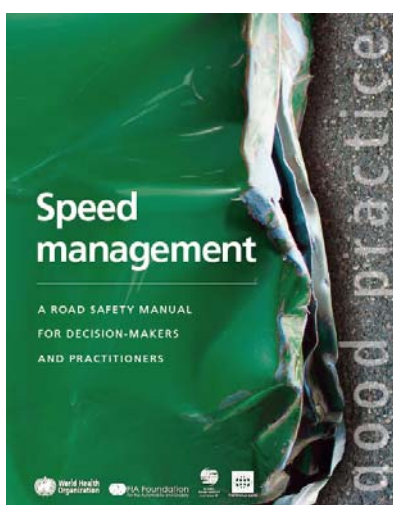
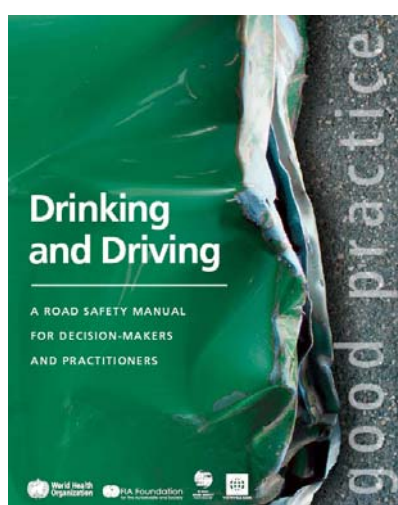
Working together with WHO

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. IFRC and GRSP are active members of this platform by doing advocacy and sharing good practice (<http://www.who.int/roadsafety/en/>).



This IFRC 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 3 manuals:



IFRC 2008-2009 road safety plan

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

The Pan American conference in June 2007 has integrated road safety in its 2008-2011 action plan.

The last debates at the IFRC 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.

All this led to the creation for the first time of an **IFRC Road safety programme** integrated in the 2008/2009 Global Health and Care 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.

2008/2009 programme summary:

The programme mainly consisted of delivering and following up a series of zonal road safety workshops (7 over 2 years) and in supporting National Societies road safety initiatives.

- The first zonal workshop was organized in Dakar on 24 and 25 of June 2008.
- 6 zonal workshops will be organized in 2009, in Bangkok, Cairo, Johannesburg, Moscow, Nairobi and Panama.

For information on the conclusions of the first regional road safety workshop, Dakar, June 2008, see: <http://www.ifrc.org/docs/news/speech08/gl250608b.asp>

Secretariat programme in 2009-2010

Health and care/Road safety

a) The purpose and components of the programme

Programme purpose

Reduce the number of deaths, illnesses and impact from road crashes, in line with the Goal 2 of the IFRC Global Agenda

The road safety programme budget is CHF 1,508,022 (USD 1,378,447 or EUR 960,523).

Programme component

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 countries.

Programme activities
Activity 1 (2009) – budget: CHF 385,027 Organize and follow-up 6 zonal road safety workshops
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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.

b) Profile of target audience and final beneficiaries

The direct target group is:

- the National Societies which will participate to the regional workshops
- the 7 National Societies benefiting from the IFRC road safety grant
- all National Societies asking for technical support in promoting road safety in their country

Finally of course, the beneficiaries are the population of countries where National Societies would have strengthened or started road safety projects because of this programme.

c) Potential risks and challenges

The main challenge will be to secure the funding of the programme. The 2008-2009 plan so far has not received any positive response from the Participating National Societies (PNSs). It is hoped this will change for 2009 and 2010. In the meantime, GRSP has committed to participate in the funding of the regional workshops. Fund raising will be done also at the zonal level, mainly through GRSP members but also PNSs.

Role of the Secretariat

a) Technical programme support

The programme will benefit from the technical support of:

- the IFRC road safety advisor based in Geneva
- the IFRC road safety focal points in zonal offices
- the Global Road Safety Partnership (GRSP)

b) Partnership development and coordination

This programme is global but is fully integrated in the planning process of each zone. It will benefit from the IFRC zonal organisation and network. This programme is also fully integrated in the GRSP 2009/2010 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, Sweden, 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), IFRC Secretariat will help National Societies to build and strengthen road safety partnerships with the governmental road safety decision makers and practitioners, 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 IFRC road safety advisor, based in Geneva.

c) Representation and advocacy

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

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 women as much as possible 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 IFRC mandate, priorities and field of work. This Guide is the road safety IFRC 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 IFRC 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 particular support (and funding) of the project implementations for 7 National Societies will be the opportunity to better design, test and formalise Red Cross and Red Crescent road safety good practice. The IFRC 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 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

For further information specifically related to this plan, please contact:

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