



GLOBAL
ROAD SAFETY
PARTNERSHIP

GLOBAL ROAD SAFETY PARTNERSHIP

annual report 2008

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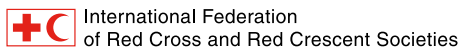


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THE GRSP MISSION

The Global Road Safety Partnership (GRSP) brings together governments and governmental agencies, the private sector and civil society organisations to address road safety issues in low- and middle-income countries. GRSP is a hosted programme of the International Federation of Red Cross and Red Crescent Societies (IFRC), based in Geneva.

Cover photos, from top left, clockwise: Reuters, GRSP, Reuters, GRSP, Iris Dragon, Reuters.



FROM THE CHAIR



Patrick Lepercq
GRSP Chair

It has been 150 years since Henry Dunant stumbled on the brutal aftermath of a battle between French/Sardinian coalition and Austrian troops in Solferino, Italy. Horrified by the suffering, Dunant took action, organising aid and saving lives.

But Dunant didn't stop there. His book "Memory of Solferino" brought to the world's eyes the otherwise unseen suffering of those left on the battlefield. The memoir also inspired the Red Cross and Red Crescent Movement, which still today brings attention and aid to the unseen victims of natural disaster and human conflict.

GRSP is proud to be a hosted organisation within the International Federation of Red Cross and Red Crescent Societies, which helped inspire GRSP's creation ten years ago. As the Red Cross and Red Crescent marks its 150th year this June, the Global Road Safety Partnership will celebrate its own anniversary: Its tenth year working to prevent the unseen suffering of road crash victims in low- and middle-income countries, where traffic casualties do great harm and contribute to poverty.

And as we look back on GRSP's first ten years, we are grateful to the members, partners, volunteers, donors, staff and consultants who joined and contributed to this important journey. They are the reason GRSP has grown from a mere proposal to its status today: a dynamic and respected organisation engaged in effective projects and partnerships in 15 countries on four continents.

During that time, GRSP and its partners around the world have demonstrated that this unique model of partnership – involving government, civil society and the private sector – is effective at reducing road casualties.

Since 2005, GRSP has been steadily increasing its focus on the delivery of proven international good practice: getting people to wear crash helmets and seat belts, to reduce speed, to eliminate drinking and driving, protecting children and pedestrians and improving the ways that organisations manage fleet safety.

In 2008, these partnership projects yielded impressive results, proving that partnerships can contribute to saving lives. In Vietnam, more than

1,500 fewer people died in 2008 due in part to helmet legislation encouraged by GRSP; In Brazil, several cities engaged with GRSP are showing reduced death and injury rates, while in Sakhalin, Russia, casualty rates dropped after comprehensive seat-belt campaigns and other measures.

Meanwhile, a 2008 review reported that the Global Road Safety Initiative – a 5 year, US\$10 million initiative funded by private companies and delivered by GRSP – has provided effective models for good practice that can be replicated around the world.

None of these efforts would be possible, however, without the core support of GRSP members, donors and supporters that have kept this small and effective organisation on the road. Fundamentally, improving road safety requires contributions from every level – individual, local, national, regional and global.

During these tough financial times, your continued commitment to road safety is vital. Because the cost of road crash injury to local communities, businesses and individuals is so high, we must expand our efforts to save lives and reduce the crippling costs of road injury.

We are looking forward to helping others achieve success in the next ten years. It will be the "Decade of Action," a time when a massive global collaboration will turn the tide and ultimately eliminate the man-made crisis of road death and injury. The tried and tested tools and techniques exist. It would be inexcusable not to bring them to more low- and middle-income countries.

Sincerely,
Patrick Lepercq
GRSP Chair

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Patrick Lepercq is the Corporate Vice President of Public Affairs for Michelin, a post he has held since 2002. Patrick brings to GRSP close to 30 years of global experience with Michelin as well as management board experience with numerous international transport-sector organizations.

THE GLOBAL ROAD SAFETY CRISIS

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Road Safety is a global problem and it requires our global and collective response to innovate, lead, inspire, share and advocate a Global Zero Fatality vision as our collective response and way forward to tackle this looming global crisis.

”

Datuk Ong Tee Keat, Malaysia Minister of Transport, speaking at the GRSP ASEAN Road Safety Seminar in Kuala Lumpur in October 2008.

A hospital in Vietnam (right), where people with head injuries make up a disproportionate number of patients. An accident in Niger (below left) and motorcycle traffic during a religious festival in Indonesia.



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“Today, in 2008, road crashes rank up there with tuberculosis and malaria as major killers in global terms and are the leading cause of death among people aged between 15 and 50 in the vast majority of low- and middle-income countries

IFRC's Michael Schulz, Deputy Permanent Observer to the United Nations, at the United Nations General Assembly, in New York in March 2008.

EVERY day, road crashes claim roughly 3,200 lives – a yearly total of 1.2 million road deaths. Fifty times that many are injured. If history is a guide, more people will be killed this year in road crashes than all natural disasters combined.

These deaths don't always make the news and they don't result in instant government mobilisation or international outcry. The victims – taken off to hospitals or morgues, or buried next to the roadway – are often unseen by society at large. Combined, however, these tragedies have a devastating effect on local families, schools, communities and economies.

The vast majority of these deaths happen in low- and middle-income countries, where fatalities and injuries play a major role in continuing cycles of poverty. They shatter families, rob communities of breadwinners, deprive businesses of skilled labour, cast families into massive health-related debt, consume hospital resources and hinder local economies.

As Michael Schulz, Deputy Permanent Observer to the United Nations for the International Federation of Red Cross and Red Crescent Societies, told the United Nations General Assembly in March 2008:

“Today, in 2008, road crashes rank up there with tuberculosis and malaria as major killers in global terms and are the leading cause of death among people aged between 15 and 50 in the vast majority of low- and middle-income countries,” he said.

In developing countries, it's estimated that road crashes cost roughly \$65 billion (US) each year. In some countries, the costs of road crashes outweigh the amount received in international aid, consuming as much as 2 percent of gross national product.

But the real loss is human potential and it can't easily be measured. Consider this: roughly 30 percent of road deaths worldwide are people under 25 years of age. For children aged 5 to 14, traffic related injuries are the second leading cause of death, according to World Health Organisation's 2008 **World Report on Child Injury Prevention**. For people aged 10 to 24, road injury is the biggest killer, topping HIV/AIDS, tuberculosis, respiratory infections, suicide and war.

As millions of people in low- and middle-income countries get easier access to transport, this challenge is expected to grow. In fact, the World Health Organization (WHO) predicts that by 2020, the number of people killed each year could reach 2 million if swift coordinated action is not taken both at global and grassroots levels. In the next decade, road crashes in high-income countries will decline by 30 percent, but increase by 80 percent in low- and middle-income countries.

For too long, people have accepted these stories, and these statistics, as a sad but inescapable part of life; the cost of doing business in a dangerous world, the price of progress.

But it doesn't have to be that way. High-income countries such as Sweden, the UK, the Netherlands and Australia have shown that road death and injury can be prevented. At the Global Road Safety Partnership, we've proved that by working in partnership, road death and injury in low- and middle-income countries can be reduced quickly and effectively if the resources are sufficient.



Average interval of time between fatal road crashes globally?

- 1) 1 day
- 2) 1 hr
- 3) 1 second
- 4) 30 seconds

Answer: 30 seconds

THE POWER OF PARTNERSHIP IN PREVENTING DEATH AND INJURY

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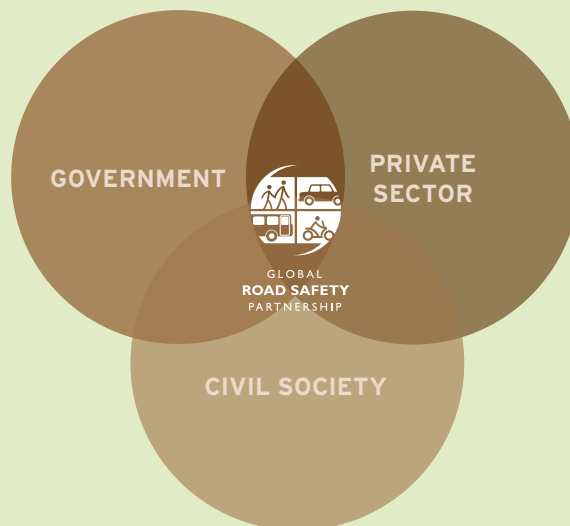
São José dos Campos has benefited from countless positive results achieved through the agreement entered into with GRSP... including closer ties between the municipal departments of transport, health and education. The GRSP has also contributed toward the systematization of information, the adoption of targets, the exchange of experiences with other municipalities, states and even countries. Above all, it has encouraged the pursuit of partnerships in the public and private sectors, which is indispensable in reducing accidents and/or their seriousness.

”

A statement from the city of São José dos Campos, which won the prestigious 17th Premier Volvo Road Safety Award in 2008 after partnering with GRSP and reducing road death and injury rates even as motorcycle traffic grew.



In northeastern Thailand, GRSP is engaging with 120 villages in developing creative ways to get young people to become leaders in helmet wearing. The work is being done with a 2008 grant from the Japan Social Development Fund.



EFFECTIVE PARTNERSHIPS RELY ON THE UNIQUE CONTRIBUTIONS OF EACH SECTOR: GOVERNMENT, BUSINESS AND CIVIL SOCIETY. GRSP BRINGS ALL OF THE SECTORS TOGETHER FOR MAXIMUM EFFECT.



IN THE Chinese capital of Beijing, a coalition of traffic police, road safety researchers, transport officials and GRSP worked together to make six dangerous intersections safer for the thousands of workers, children and cyclists crossing these busy urban roads every day.

“Some of these roads are 80 meters across with six lanes in each direction,” says GRSP China coordinator Ann Yuan. “They are very dangerous to cross at one time.”

Together, the partners analyzed traffic and pedestrian patterns, designed a series of “low-cost countermeasures,” then measured the results: In this case, a reduction of on-street conflicts and slower speeds in right-turn lanes.

At the same time, 10,000 kilometers to the west, another team of public agencies, private enterprises, local universities, and civil society groups launched a campaign against drinking and driving in the city of Olsztyn, Poland. Along with GRSP, these groups organised a multi-pronged attack that includes roadside surveys, education campaigns and targeted enforcement efforts.

In the Brazilian city of São José dos Campos, meanwhile, another unique partnership has born fruit. One of 20 towns partnered with GRSP, São José dos Campos coordinates an effort that includes hospitals, schools, taxi companies, national and local law enforcement, city officials and transport companies among others.

This partnership takes on a host of issues, from data collection and analysis, drinking and driving, helmet wearing, speeding, safe routes to school, education and public awareness. The efforts have shown relevant results, reducing the number of people killed and seriously injured even as motorcycles increase annually by roughly 15 percent.

Diverse stories: A common thread

These diverse and far-flung efforts, developed and sustained by people on the ground, are uniquely suited to their local road safety environment. But they all have one thing in common.

They are all examples from 2008 of the power that partnership brings toward solving complex road safety problems. They are rooted in a tried and tested approach, in which GRSP serves as catalyst, bringing all sectors of the road environment to work together on sustainable, practical, evidence-based strategies.

Instigated by GRSP, these coalitions are linked to a broad partnership movement that extends from

the grassroots to the global level. In China, Brazil and six ASEAN countries, for example, local partnerships get support for projects from a global partnership called the Global Road Safety Initiative (GRSI), a collaboration of major transport and energy companies that gives support and funding for demonstration projects.

The GRSP itself was founded in 1999 based on the idea that no one sector could tackle the immense and growing road safety crisis on its own. A joint collaboration between government, the private sector and NGOs, however, can bring considerable leverage, resources and experience to bear.

Ten years later, that global partnership is stronger than ever. The UN Road Safety Collaboration, the World Health Organization, The World Bank, The FIA Foundation and many others continue to collaborate with GRSP on joint efforts - most notably a series of “good practice” manuals that are used around the world.

Why is partnership so critical to road safety?

When it comes to road safety, there is no silver bullet solution. There must be a systemic approach that involves all sectors. We can have good roads, but if people drive drunk, or too fast, then more crashes will occur. The government might adopt tough helmet or seat-belt laws, but if enforcement is weak and people aren't convinced, then drivers may not wear them.

In short, good infrastructure, laws and vehicles must be matched with common-sense everyday human behavior. GRSP's experienced and trusted team of advisors and coordinators unite all those with influence (politicians, police, car and helmet makers, transport companies, hospitals, road engineers, schools) to design solutions based on best-known, evidence-based practices focusing on the key risk areas.

“What is the magic in your partnership approach?” is a question commonly asked to Andrew Pearce, the CEO of GRSP.

“For me it is clear - and it isn't magic”, he says, “it is the fundamental desire of people to contribute to a common cause of reducing human suffering. It is exactly the same principle that is the basis of the Red Cross and Red Crescent Movement. It brings unique and individual contributions to solving every kind of problem faced by partnerships. With these contributions, we can help people create success in many different environments.”

CREATING REGIONAL SOLUTIONS

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Regional solutions to meet a growing need

The dramatic scale of the road safety crisis requires bold action and major initiative. As GRSP has grown, the organisation has been engaged in ever-broader partnerships over larger regions. This growth has allowed the partnerships to leverage more resources and political will, as well as increase organisational alignment among those working to solve this complex problem.

By moving from a country-by-country structure to a regional approach, GRSP has been able to coordinate activities and collaborate with donors and agencies that also work in large geographic zones.

Today, GRSP is active in five key regions: Europe and Central Asia, Asia, Africa, Latin America and most recently, Middle East and North Africa. As a result, the organisation is increasingly aligning itself with international organisations, NGOs, donors and multinational corporations that also organise themselves regionally (The World Health Organization, the International Federation of Red Cross and Red Crescent Societies, the European Transport Safety Council, the Association of South East Asian Nations, Handicap International, the Asia Development Bank, the

Southern African Development Community to name just a few examples).

The new GRSP expansion into the Middle East is a case in point. By addressing the issue regionally, GRSP has been able to align itself with other players already tackling development issues in the region, most notably the United Nations Economic Social Commission for Western Asia (UNESCWA).

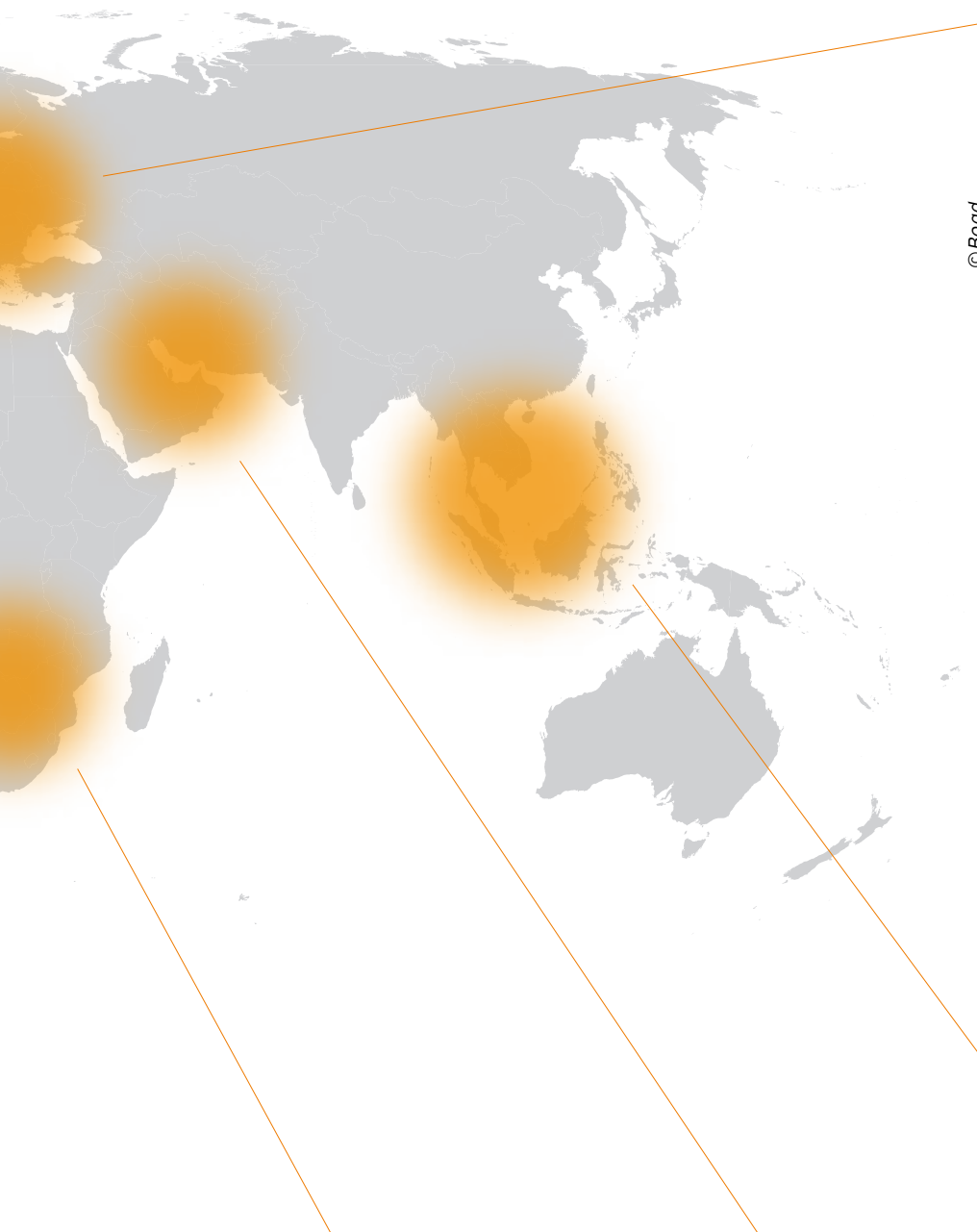
Along with UNESCWA, Shell Oil and the Interior Ministry of Qatar, GRSP helped convene a gathering in October 2008 that led to the creation of the first regional Middle East and North Africa Road Safety Partnership. Since then, GRSP has appointed a regional coordinator, who is actively working to build up partnerships, cross-border cooperation and regional funding.

This approach brings international and regional leverage to bear on local projects, providing encouragement to countries and municipalities that seek support and working examples from other areas. At the 2008 GRSP ASEAN Seminar in Kuala Lumpur, for example, 220 people came from 22 countries in October to share experiences, best practices and lessons learned. More than 40 presentations were given on subjects including helmet standards, road safety education, developing accurate crash statistics, drink driving, speed management, strategic policing and helmet wearing.



LATIN AMERICA

In Brazil, GRSP has partnered directly with twenty towns. The cities fund the development of road safety systems themselves, while GRSP coordination and technical assistance is provided via the Global Road Safety Initiative.



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EUROPE AND CENTRAL ASIA

In Europe, GRSP is focusing on three countries in Central and Eastern Europe: Poland, Hungary and Romania, and supporting a regional programme on Sakhalin Island, Russia. In 2008, GRSP partnerships in Central Europe voted to strengthen regional integration through increased collaboration and by working with regional actors in Europe.



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AFRICA

In Africa, GRSP is steadily building towards a regional approach based around the countries in which we operate: Namibia, South Africa, Burkina Faso and Ghana. A key step has been to consider creating partnerships with key stakeholders along key African transport corridors.



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MIDDLE EAST

In the Middle East, GRSP worked with the United Nations Economic Social Commission for Western Asia (UNESCWA), Shell Oil and the Interior Ministry of Qatar to form the first regional Middle East and North Africa Road Safety Partnership.



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ASIA

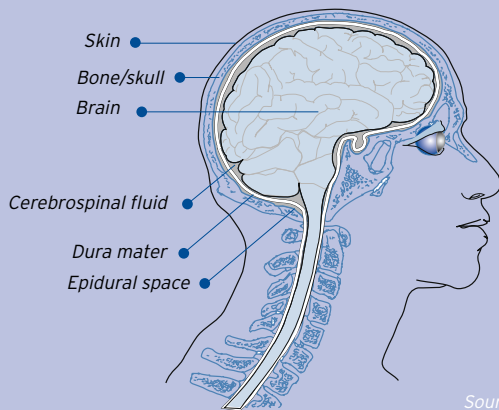
GRSP is working in India, China, Vietnam, Cambodia, Thailand, Indonesia, Malaysia and Laos. In China and the ASEAN countries, GRSP is funding a wide range of projects now serving as models for future expansion through the region.

TARGETING THE MAIN RISKS

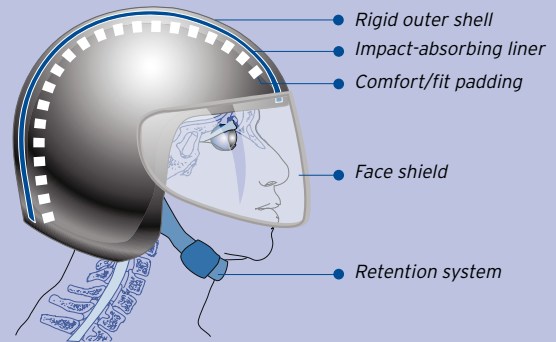
10



STRUCTURE OF THE HEAD AND BRAIN



COMPONENTS OF A HELMET



Source: Helmets, a road safety manual for decision-makers and practitioners, WHO, 2006.



The Global Good Practice Manuals inform people about the risks and share the best-known solutions based on experience and research from around the world.

Implementing solutions

There are many causes of road crashes and many means of prevention. But evidence gathered over several decades of research and fieldwork suggests that a significant number of lives can be saved relatively quickly with little extra cost by managing a few simple human behaviors:

1. Using a seat-belt
2. Wearing a helmet
3. Managing speed
4. Preventing drink and drive

While some transportation fixes take millions of dollars and many years to correct, these main risk factors can be addressed with tools and techniques already available. History shows that with a mix of legislation, public awareness, improved management of law enforcement resources, and enhanced collaboration, death and injury can be dramatically reduced.

Based on best-available evidence on good road safety practices, four members of the United Nations Road Safety Collaboration - the World Health Organisation, GRSP, the World Bank and the FIA Foundation - have developed a series of "road safety good practice manuals" on each of the main risk factors noted in the World report on road crash injury prevention (WHO and World Bank, 2004).

GRSP has participated in publishing two of the manuals - Speed Management and Drinking and Driving - and it uses the manuals as a key tool for forming multi-sector partnership efforts aimed at reducing road crashes and injury related to the main risk factors.

While every road safety partnership or project is different, the manuals offer a practical, step-by-step guide to analyzing and understanding the local road safety situation, connecting with key stakeholders, creating partnerships, developing targeted action plans, implementing projects and assessing the results - all the key ingredients to building successful and sustainable road-safety interventions.

Now translated into several languages, the manuals are being used in dozens of countries around the world. They are one of the most frequently downloaded documents from the GRSP website www.grsproadsafety.org.

Working with the key stakeholders

In addition, road safety experts over the years have learned there are other key stakeholders can also make a big difference in reducing road crashes at relatively low cost.

5. **Building capacity** of police enforcement, emergency services and others who have direct influence on road behavior and its consequences.
6. **Vulnerable road users** such as pedestrians, children and bicyclists can be better protected with relatively low-cost infrastructure and management changes.
7. **Vehicle fleet management** for transport, cargo, taxi, busses and company cars.

In cities and countries around the world, GRSP has formed partnerships that are engaged in many, and often all, of these activities. They are attacking the road safety crisis using well focused, tried and tested techniques. On the following pages, you will find more details about GRSP programmes, projects and partnerships that focus on these key risk factors and user groups.



HELMETS

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Vietnam's National Road Safety Council reported in 2008 that approximately 1,557 fewer people were killed in 2008, compared with 2007, in part due to compliance with a 2007 helmet law shepherded by GRSP, the government of Vietnam, the Asia Injury Prevention Foundation and many other partners.



©alex-s



In northeastern Thailand (left), GRSP is working with communities on creative new ways to engage youth in helmet wearing. In Brazil (below), GRSP partner cities take their message to the street.





WHETHER you're traveling on congested city streets or on remote rural roads, the quickest and most cost effective way of getting from point 'a' to point 'b' is on two wheels.

In Bangkok, Thailand, fleets of "motorai" or motorcycle taxis line up to take passengers whizzing through heavy traffic. In Brazil, the well-known "motorboys" deliver pizza or other parcels, saving time by riding between lanes, cutting corners and going above posted speed limits.

From South America to Africa to Southeast Asia, in major cities and remote rural villages, motorcycles are providing vital and relatively affordable access to mobility, giving families a way to get to school, commute to work or visit relatives.

In Vietnam, for example, the number of motorcycles zooming by outnumbers the cars by a factor of 9 to 1. Even with one of the fastest growing economies in the world, most people in Vietnam cannot afford cars. Every day, roughly 9,000 new motorcycles and 600 cars are sold, according to statistics from 2007.

But that mobility is coming at a heavy price. Road crash deaths, particularly with head injuries, are increasing sharply and taking a dramatic toll on communities, families, hospitals and the economy as a whole. Road crashes are now the leading cause of death in Vietnam, and motorcycle crashes account for as much as 70 percent of those crashes.

GRSP's role

This is why helmet use is considered a key risk management factor and why helmet-wearing has been a high-priority project in GRSP's life-saving efforts in Southeast Asia, Latin America and Africa.

Although helmet wearing reduces the risk of brain damage by 70 percent, helmet use is not the norm in many places – due to the cost or because tropical heat makes helmet wearing uncomfortable. Many helmets on the market, meanwhile, do not meet basic safety standards.

To meet these challenges, GRSP in 2008 continued its active engagement in a wide range of efforts and partnerships aimed at raising awareness, strengthening legislation, setting helmet standards and helping law enforcement become more effective.

Projects

- Early last year, GRSP was chosen by the Japan Social Development Fund to manage an 850,000 USD programme for villages in Northeastern Thailand to develop innovative ways to promote helmet use, particularly among young people.
- In Cambodia, GRSP was central in developing the country's National Helmet Action Plan, which led to new helmet legislation in 2008. The law went into effect in January 2008 and has led to a dramatic rise in helmet use. GRSP continued to engage with government and other partners in the development of national helmet standards.
- In Cambodia and Malaysia, helmet use was a key theme in GRSP professional development workshops, aimed at boosting the capacity and professional development of law enforcement efforts.
- In Brazil, cities engaged with GRSP's Proactive Partnership approach have made correct helmet use a key part of road safety systems, which encourage helmet use and discourage speeding.
- In Central Europe, GRSP Hungary was awarded a grant in 2008 for a Europe wide motorcycle ride for helmet use that will take place in 2008.
- And in Vietnam, the National Road Safety Committee reported in 2008 that approximately 1,500 lives saved in 2008 by helmet law shepherded by GRSP, the government of Vietnam, the Asia Injury Prevention Foundation and other partners since 2006. GRSP continued to work on public awareness, education, and capacity building for police throughout 2008.



The [helmet] action plan has contributed to the release of the compulsory helmet wearing law on all types of roads including the intercity. The National Traffic Safety Committee (NTSC) sincerely thanks for the valuable collaboration from GRSP and AIPF. We look forward to our further partnership in road safety.



Bùi Huynh Long, chief of Vietnam's National Traffic Safety Committee.

DRINKING AND DRIVING



The intervention against drinking and driving carried out in Liuzhou since 2008 has brought a lot of attention from the general public. With the great efforts made by people from the health sector and traffic police, the prevalence of drinking and driving in the city has clearly declined. It plays a very active role of building a harmonious and civilized society in Liuzhou.



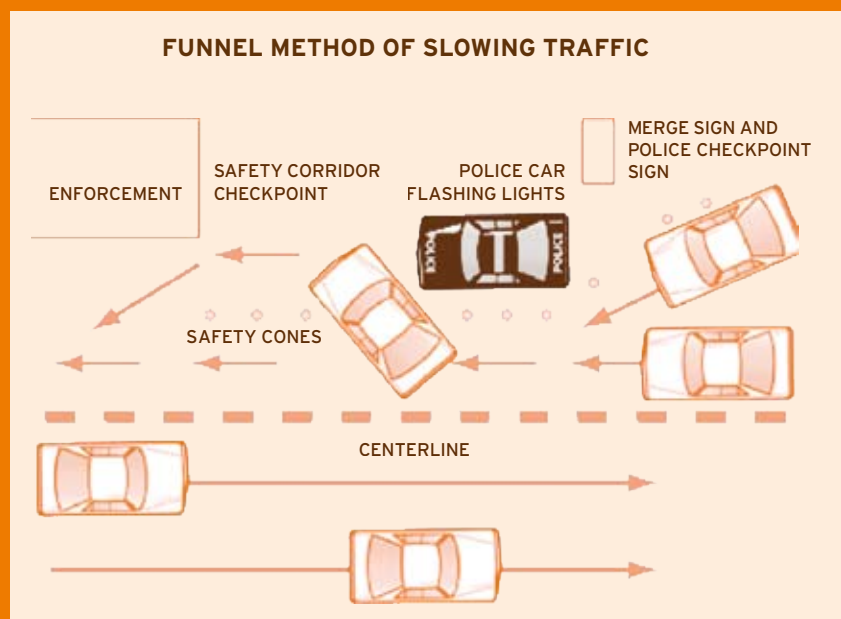
Wu Yanwen, Deputy Secretary General of the Liuzhou municipal government.

ON a main road leading into the city of Olsztyn, in north-central Poland, police officers administer breath tests to motorists while volunteers ask questions for a roadside survey relating to drinking and driving.

In the Namibian capital of Windhoek, meanwhile, GRSP facilitator Mike Winnett works with city police on a study of drinking and driving that will help inform future public awareness campaign and strategic enforcement efforts.

And in the Chinese cities of Nanning and Liuzhou, GRSP is working with the World Health Organization and the Health Human Resource Development Center of the Ministry of Health on a targeted intervention to prevent drinking and driving. The project combines public education and enhanced enforcement based on the findings of roadside and crash surveys, which were carried out prior to the intervention.

These are just three examples of the many multi-sector, drink-drive projects that GRSP is involved with around the world in 2008. Basing its approach on good practice, GRSP works with local law enforcement and other partners to study problems, design and implement interventions, then assess results.



Example of the useful and practical information contained The Global Good Practice Manual on Drinking and Driving, which helps decision-makers, law enforcement and civil society groups organize multi-sector campaigns and projects.

Projects

NAMIBIA

To better understand the problem of drink driving in Windhoek, the Global Road Safety Partnership Namibia (in partnership with the Windhoek City Police) launched a five-week survey that included breath tests of 3,814 drivers at 13 key locations.

The survey showed that rates of driving under the influence of alcohol were just as high during morning and midday hours - high-risk periods when children are walking to school and people going to work - as in the evening. The survey also showed few drivers knew the legal limits for breath alcohol in Namibia, or how much alcohol they would have to drink to reach those levels.

CHINA

GRSP China is now in the second phase of its drink-drive project in Guangxi, where a phase-one baseline survey showed that roughly 35 percent of road-crashes were linked to alcohol use. Phase II of this project is made up of two elements: 1) a targeted intervention carried out from May through November 2008 that includes both public-education and enforcement and 2) a programme effectiveness evaluation including a before-after data analysis at both the intervention cities (Nanning and Liuzhou) and the control city (Changsha) from Dec. 2008-June 2008.



POLAND

This multi-sector, multi-phase project targets roadways in and around Olsztyn, where rates of drunk driving are higher than the national average. The project began in the spring of 2008 and includes road-side breath tests and surveys, statistical analysis, training sessions, and public education activities. The aim is to test a multi-pronged and locally co-ordinated pilot programme that can be continued and applied by other regions of Poland.



INDIA

A three-year public education and enforcement project against drinking and driving in Bangalore led to sustained and increased police interventions, a highly visible media campaign and, most recently, a national summit on drinking and driving prevention in February, 2008. Organised by GRSP, with the support of WHO, the World Bank's Global Road Safety Facility and the global Transport Knowledge Partnership, the summit brought 115 participants from 8 States together to develop recommendations based on an assessment of drinking and driving in India.



SEAT-BELTS



“ My personal experience shows that you have to buckle up. I urge you to follow all safety rules and when take a ride as a passenger, always wear your selt-belt. ”

Crash survivor Larisa Filna, as quoted in a TV ad campaign running in Sakhalin, Russia

Above: ad campaigns in Sakhalin feature powerful, true road crash stories.

SAKHALIN ROAD SAFETY DATA



The frequency of road crashes, injuries and deaths has trended downward over recent years, despite continued growth in motor vehicle use. During the same time period, seatbelt use has increased from roughly 4 percent in 2006 to near 83 percent in 2008. *The line in red represents the rise in seatbelt use.*

A tale of two crashes

How managing seatbelt use is saving lives

The ads tell a compelling true story.

Graphic images of mangled cars, rescue workers and flashing police lights flash across the screen. It's the scene of a serious road crash in Sakhalin, an island off the eastern coast of Russia.

Then the screen turns to an image of a police officer sitting gravely at his desk telling the story of two road crashes, each with very different outcomes.

"Just in two days we had two road crashes," says the officer, then the head of Sakhalin's Road Safety Department. "But there is a big difference in the aftermath of those two crashes."

In the first crash, neither driver was wearing a seat-belt and three people died, including the two drivers, he continued. "On the next day, in nearly the same location, there was a similar collision," the officer continues. "But luckily people in both cars were wearing seat-belts. They all survived. Not without certain injuries. But they all got out of the crash alive."

The next quote comes from Larisa Filna, a passenger in the van. "My personal experience shows that you have to buckle up," she says. "I urge you to follow all safety rules and when take a ride as a passenger, always wear your seat-belt."

Created with support from Sakhalin Energy, this ad was just one developed by the Sakhalin Road Safety Partnership (SRSP) for use in its seat-belt campaigns. Entering its fourth phase by the end of 2008, the three-year effort has combined focused communications campaigns - designed to dispel 'myths' about seat belt wearing - with enhanced enforcement by the local traffic police. A significant increase in fines by the federal government for non-use of seatbelts also played a role.

The result is an amazing transformation in seat-belt wearing rates on the island, from 4 percent in 2006 to around 80 percent in 2008, a figure that rivals seat-belt statistics in countries where seat-belt laws and education have been on-going for decades.

Along with other road safety efforts by SRSP and the local traffic police, the campaign contributed to a reduction in road fatalities on Sakhalin, from 158 in 2006 to 138 in 2008, a welcome change in trend from the increases seen in previous years.

But Sakhalin is just one place where GRSP is working to improve seat-belt use:

- In Namibia, for example, GRSP is working with police in the capital of Windhoek to conduct baseline survey to determine seat-belt wearing rates. The information will be used in a campaign now being developed by a partnership that includes a local bank, local police and GRSP, among others.
- In Hungary, GRSP continued an annual seat-belt campaign in close cooperation with the national traffic police that began in 2004. The aim of the campaign was to convince drivers and passengers to buckle-up, particularly on rear seats.
- In South Africa, a GRSP SA project working group continues a campaign to focus on youth and the passengers of minibus taxis. It is now compulsory for all minibus taxis to comply with specified minimum safety standards, including seat belt use by all vehicle occupants.

All these programmes vary widely, but they all show that a high impact can be made at relatively low cost that focuses on human behavior. "I think the value of the human life is much higher than the small effort it takes, to make a small hand movement, when you buckle up," the officer concluded in the Sakhalin TV ad.



“

I think the value of the human life is much higher than the small effort it takes to make a small hand movement when you buckle up.”

”

Vladmir Tsoi, former head of Sakhalin's Road Safety Department

SPEED MANAGEMENT

18



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SPEED is perhaps the most challenging road crash risk factor to manage. Even normally conscientious drivers who wear seat-belts and never drink and drive will often speed - sometimes more than a dozen times over the course of a single drive. Speeding may also vary according to location or road condition and different vehicles in the traffic mix are able to drive much faster than others - a factor that increases risk for all drivers.

In Indonesia, for example, speeds have generally increased as the country has improved its road network. But faster roads and more vehicles have led Indonesia to an above average road-crash fatality rate compared to other ASEAN countries.

As Indonesian cities fill up with cars and motorcycles, downtown streets are often gridlocked with traffic, creating a false impression that speeding is not a serious problem. But a study of speed by GRSP Indonesia, two leading transportation agencies and a key university showed how within that traffic flow, vehicles often move at very different speeds, a factor in many collisions.

"Vehicles which travel with speeds higher than the average are mostly motorcycles, although they travel in mixed traffic conditions," according to the report. "This is because [of] their ability to shift easily and their possibility for running with high speed."

The conditions are different in every country. But studies confirm that speed is a leading contributor to road deaths around the world. To help communities manage this complex issue, GRSP is engaged in numerous projects to manage speed and to build the capacity of local law enforcement based on good practice. Here are a few of GRSP's efforts throughout 2008:

ROMANIA

Because speed is one of the leading causes of road crashes in Romania, GRSP Romania (with the support of a key partner, the Romanian transportation agency) translated the Global Good Practice Speed Management manual into Romanian. The manual will be used to provide guidance to policy makers in implementing effective, evidence-based road safety strategies and as the basis for a series of speed management workshops throughout 2009.



INDONESIA

More than 80 people, representing a wide range of transport, police, research, donor, private sectors gathered in Yogyakarta in December 2008 and agreed on a series of key actions for a Speed Management Action Plan for Indonesia. The three-day speed management workshop, organised by GRSP and the Indonesian MOC, found a high level of consensus among representatives on key action areas: Data and research, infrastructure, legislation, public education and capacity building (including the development of guidelines manuals for data collection and speed limits and capacity building training on speed limit setting).

Projects

NAMIBIA

In Namibia, GRSP also contributed to the professional development of Windhoek Police by offering workshop training courses on speed management. The two-day workshops were led by GRSP senior advisor Mike Winnett, who trained 46 officers in a wide range of speed enforcement techniques.

CHINA

In China, GRSP helped kick-off two, major speed-management activities. Together with China's Research Institute of Highways and the Ministry of Communications, GRSP launched the Chinese version of the Speed Management Manual and introduced the Ministry of Communications/GRSI Speed Management project in China. The two-year speed management project starts with case studies on three typical road sections including an express highway, a national highway and an urban roadway. They project follows up with interventions based on the findings, followed by an analysis for effectiveness.



POLAND

Along with the National Road Safety Council and the General Headquarters of Police, the partnership launched a national public-awareness campaign "Speed limits save lives" at the same time the Polish Parliament began discussions on comprehensive legislative measures to introduce a nationwide automatic speed camera system.

VULNERABLE ROAD USERS AND CHILD INJURY PREVENTION

20

Anyone crossing a wide, busy street in downtown Beijing, walking along a highway through the neighborhoods of Capetown, or navigating traffic in inner city Budapest, knows that crossing the street can sometimes be a matter of life and death.

These fast-moving city streets and highways are often designed to move cars and trucks quickly through a dense urban atmosphere. But they don't necessarily make it easy for pedestrians and bicyclists, who share the roads in large number.

Bikers, walkers and roadside vendors are not protected by the metal shell of a motor vehicle. Known as "Vulnerable Road Users", these road users are particularly susceptible to injury and death and they make up a significant percentage of road fatalities.

Too often, those killed are children, who make up a large number of the pedestrian population. Too young to drive, they walk to and from school, often on dangerous, poorly lit roads, or through dense urban traffic, with few pedestrian protections or improvements. The world report on child injury prevention, published by WHO and UNICEF in December 2008 showed that road deaths are now the leading killer of children aged 10 and 19, and the second leading killer of kids aged 5 to 9.

To address this problem, GRSP and its partners are engaged in numerous projects around the world aimed at protecting VRUs by both managing behavior and habits (helmet wearing, drinking, safe crossing), as well as infrastructure improvements that can calm traffic or provide safer means for pedestrians and bikers to cross busy intersections.



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A Safe-Routes-to-School project in Sakhalin, Russia.

Projects



©mckaysavage



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- In South Africa, pedestrian safety and visibility projects aim to reduce the pedestrian component of child road deaths and injuries by 30 percent. GRSPSA partners integrate retro-reflective material into children's clothing and handed out more than 75,000 reflective backpacks to school children in towns with a high number of child fatalities. Other efforts include installing safety devices, road signs and pedestrian markings in the vicinity of schools using fluorescent retro-reflective materials.
- The Beijing VRU Junction Safety project targets improving the safety of vulnerable road users - bicyclists and pedestrians - at high-risk junctions in Beijing by using the low cost countermeasures, such as channelisation, barriers, pedestrian islands and road signs. According to local traffic police data, 43 percent of crashes in Beijing involve Vulnerable Road Users. Six urban junctions were chosen for the improvement. A "before and after" study by Beijing University of Technology's Transportation Research Center shows rates of traffic conflicts declined at all chosen junctions.
- In Vietnam, GRSP is working to encourage passage and enforcement of laws that require children on motorbikes to be wearing helmets.
- GRSP Hungary is engaged in an aggressive campaign to improve pedestrian markings and crossings throughout the capital Budapest.
- In Cambodia, GRSP is working with Handicap International, which is implementing a comprehensive road safety curriculum in public schools in both the primary and lower secondary levels.
- As part of GRSP's Proactive Partnership approach in Brazil, GRSP works with schools to create "Dynamic Systems of Continuous Improvement" that engage schools in proactive activities and that offer incentives and awards for safe performance. The system includes training, road safety education and evaluation.
- GRSP began working with China's Institute of Comprehensive Transport (ICT), to carry out a children safety project. The purpose is to gain a better understanding on the nature and scope of children road traffic injury in the two cities. This is the first research project focused on children and road traffic injury in China.
- As part of a pilot Safe Routes to School project in Yuzhno-Sakhalinsk, GRSP and the SRSP educated staff and students, and worked with several schools on identifying hazards such as poor sign visibility. The programme is now expanding to the districts of Sakhalin with the higher rate of children death and injury.

FLEET SAFETY MANAGEMENT

22

In India, upwards of 60 percent of road crashes involve commercial vehicles. Given the number of lorries, taxis, busses and other private fleets that course through cities such as Delhi, Mumbai or Bangalore, it's easy to see why. A large proportion of vehicles on the roads are commercial.

But this problem is not unique to any one country. Management of commercial fleets is a global challenge – and a major opportunity toward reducing traffic injury.

Research from countries such as the UK, Australia and the United States pin-points work-related driving as the most deadly occupational risk.

This is also true in low- and middle-income countries. As the Polish economy grows, for example, an increasing amount of people are travelling for work-purposes: delivering goods, visiting clients, or selling services. This increased traffic translates a higher road crash risk to all road users. Meanwhile, over 11 percent of crashes on Polish roads involve heavy goods vehicles.

For this reason, private companies with vehicle fleets often contribute to road safety by making choices ahead of legal requirements. Because these organisations seek to create wealth and minimize loss, they are implementing innovative systems to change the behavior of managers, supervisors, subcontractors and drivers in order to minimize risk.

"There has to be a commitment from management," says Senior GRSP road safety advisor Andrew Downing, who has worked extensively on fleet safety issues in India and elsewhere. "There tends to be emphasis on training the driver. But it's not just the driver. It's a management issue."

Businesses that have unrealistic expectations for drivers, for example, can encourage poor driving habits. Assessment and monitoring of fleet safety record is also an important management responsibility.

Because commercial vehicles are such a large part of the daily vehicle flow, fleet management offers a major opportunity to save lives, improve the bottom line, and protect valuable employees with relatively modest investment of time and resources. Working with numerous partners around the world, GRSP engaged in numerous fleet management projects in 2008.



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Projects

GLOBAL GOOD PRACTICE MANUAL

GRSP is leading the development of a global good practice manual on fleet safety as part of the United Nations Road Safety Collaboration. Work on the manual began in 2008. Leading multinational companies, researchers and international NGOs with large vehicle fleets are contributing to the content and case studies.

POLAND

GRSP Poland has been rolling out a comprehensive fleet safety improvement programme since 2005. Twelve of the Partnership's company members are actively participating. Beginning in 2008 programmes were also made available to non-partners. Activities include a comprehensive assessment/gap analysis, feed back to senior managers, support to companies in developing in-house road safety programmes, benchmarking and training seminars.

GRSP Poland organised a fleet safety seminar on December 8, 2008 entitled "Safe Fleets - a systems approach". The seminar targeted fleet and safety managers and covered diverse fleet safety management issues. The seminar is part of the Partnership's ongoing fleet safety programme.

GRSP in Poland also helped organise a Road Transport Safety Round Table in February 2008 hosted by the World Bank in Warsaw. The discussion addressed the question "How to ensure safety without limiting competitiveness?" The debate brought together representatives from all relevant sectors including infrastructure, traffic, road safety experts, transport companies, trade journalists, academics and others having influence on the country transport policy.

BRAZIL

In Brazil, one component of GRSP's Proactive Partnership Strategy involves "micro-cultures" such as bus drivers, schools and taxi drivers. In one model, bus or taxi drivers with good driving records (and who agree to submit to alcohol testing) are given safe-driver quality stamps that can be displayed on their vehicles. These systems promote good practice among 746 bus school bus drivers, 1,044 taxi drivers, and 2,161 municipal bus drivers.

HUNGARY

GRSP Hungary continued to work on fleet safety throughout the year. GRSP HU member NIT Hungary (Federation of International Private Transporters) and GRSP cooperated to organise an international conference on safe transport of heavy vehicles that took place in February 2008. Presentations were given by local experts from the Transportation Ministry, police and professional organisations, including GRSP HU members.



GHANA

In 2008, GRSP Ghana continued work to further the Voluntary Code of Conduct by organising a series of forums for Ghanaian corporations. The code of conduct encourages employees to take personal responsibility for their safety on the roads through the adoption of robust work related road safety programmes by their employers. In January 2008, GRSP helped organise the Road Safety Forum for Corporate Ghana.

INDIA

Shell India, the Confederation of Indian Industry and GRSP launched Phase II of the Bangalore Fleet safety project in March 2008. Having developed and conducted trials on a set of fleet-safety guidelines for the trucking industry in South India, the project team led by Shell was asked by businesses in the IT and call-centre sectors to help improve the safety and security of systems used to transport staff across the city. During a two-day, kick-off conference, experts from government, the private sector and civil society reviewed and adapted the framework to suit the transport operations of client businesses.

BUILDING PROFESSIONAL CAPACITY



The Sakhalin Road Safety Partnership continued to build the capacity of local rescue workers. The most recent training, in September 2008, was carried out by specialists from the World Rescue Organisation and by the Ministries of Emergency Measures.



In Cambodia, GRSP offered an Executive Workshop, a Leadership Program and a Helmet Intervention with train-the-trainer sessions. Professional Development workshops with train-the-trainer sessions continued into 2008.



In Brazil, the Proactive Partnership Strategy helps cities increase their capacity by helping develop comprehensive databases from multiple sources, and help "microcultures" such as schools, bus fleets and taxi drivers, to create systems for continuously improving safety performance.



In Vietnam in December, a five-day police leadership seminar in road safety PDP was run at the People's Police Academy of Vietnam for senior traffic officers. This was followed with a TOT programme in January 2008.



GRSP facilitator Mike Winnett conducted two, two-day speed management workshops for officers in the Windhoek, Namibia police department in 2008. GRSP Namibia also conducted a seatbelt management workshop for the Southern African Development Community. Along with partner Transaid, it co-hosted a road safety workshop for engineers from around the southern African region.



GRSP worked closely with the Malaysian Police on a series of professional development training sessions intended to help police effectively target problem areas and develop effective strategies based on road-crash evidence. The series featured two, two-day leadership programmes with 100 senior officer participants in each session.

“
It is a participative process and not an instructional one – it is based on sharing experiences and international best practice based on the various road safety Good Practice Guides.”

GRSP's Des Myers, speaking about capacity building workshops that he organised in Malaysia, Cambodia, Vietnam and Poland.

Knowing they have little time, a half dozen rescue workers pry apart the twisted door of a mangled compact car. Slowly and carefully, they extract the limp driver from the wreckage. With utmost caution, they place him on the ground, put on a neckbrace, apply tourniquets and lift the body on a stretcher. Fortunately, this is not a real road crash scene.

It's a training exercise organised by the GRSP affiliate group on Sakhalin Island in the Russian Far East. The Sakhalin Road Safety Partnership (SRSP) has brought in experts from the World Rescue Organisation (WRO) to train a group of local emergency workers on how to extricate injured people from a mangled vehicle.

It's just one of many exercises, workshops and training sessions organised by GRSP and its partnerships around the world in 2008 to help build the capacity of local agencies and communities to treat road injury and prevent death.

And in places such as Winhoek, Namibia and Phnom Penh, Cambodia, senior GRSP technical advisors offer trainings sessions for police officers aimed at making enforcement activities on risk factors such as speeding, drinking and driving, helmet wearing and seat-belt use more effective.

Around the world, GRSP also helps local communities collect and analyze road safety data from multiple sources (police, emergency workers, hospitals) so that leaders can make informed decisions, then measure the results of their actions.

The idea is simple and cost effective. By expanding the capacity and skills of local professionals and volunteers GRSP helps build up skills that help communities reduce road injuries on a sustainable basis.

At every training or professional development workshop, for example, GRSP includes a "train the trainer" component, in which trainees immediately begin sharing that understanding with others. "Train-the-trainer" activities also help with public speaking, teaching and facilitation skills and include evaluation and supervision of technical advisors.

Capacity building is not about outside experts telling locals what to do and how to do it, notes GRSP operations manager for the Thailand JSDF Project, Des Myers, a retired police commander with decades of experience in law enforcement. In 2008, Myers jointly facilitated several police road safety development workshops sponsored by GRSP in Malaysia, Cambodia, Vietnam and Poland. The workshops were led by former Victorian (Australia) police commissioner Ray Shuey.

"It's not about teaching them, it's about us having the awareness that the local road safety practitioners and law enforcement officers already understand their situation but do not necessarily have the capacity or confidence to tackle the key issues".

The workshops, therefore, facilitate the sharing of that understanding, and "give exposure to experiences in other parts of world or give something they can adapt and modify," he adds. "It is a participative process and not an instructional one - it is based on sharing experiences and international best practice based on the various road safety Good Practice Guides".

REGION/ ASIA

26

Throughout 2008, with support from the Global Road Safety Initiative, the World Health Organization, the International Federation of Red Cross and Red Crescent Societies and many other key governmental, private and civil-society partners, GRSP engaged in numerous projects that are already yielding results on the street.

For more information about GRSP projects and partnership in specific countries, please see the country reports included in the pocket on the last page.

INDIA

- Organised national drink drive summit in February 2008
- Continued engagement in fleet safety management in Bangalore

THAILAND

- Community Youth Helmet Use Programme
- Building the capacity of police and emergency care agencies
- Helmets for the King project review

CAMBODIA

- Helmet action plan and standards
- Capacity building workshops for police
- Helmet accessibility and education in partnership with Handicap International

FOCUS COUNTRIES

CHINA

- Traffic conflict reduced at intersections improved under Vulnerable Road Users project in Beijing.
- Speed management project launched along with good practice manual
- Drinking and driving campaign in two cities in Guangxi province
- Children's safety project launched

VIETNAM

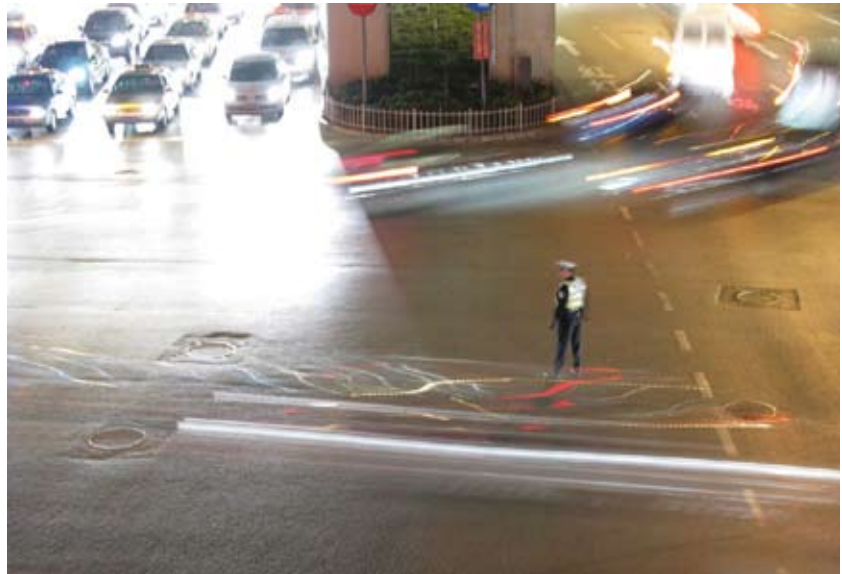
- More than 1,500 fewer deaths in 2008 due to a helmet law passed in 2007 with support from GRSP
- Police professional development workshops
- Development of drinking and driving programme

MALAYSIA

- Police professional development workshops beginning
- Road user behavior and education project
- GRSP Asean Road Safety Seminar, October 2008

INDONESIA

- Speed management workshop
- Development and implementation of speed management action plan
- Continued involvement in implementation of national helmet action plan developed in 2007 with GRSP assistance.



The Asia region has also seen some of the most innovative and dynamic road safety work in recent decades as these very diverse countries scale up road safety programmes ranging from helmet wearing (a critical issue in Asia), speed management, drinking and driving, fleet management and public education, among other areas.

Along the way, GRSP has been intimately involved with this growing Asian road safety movement. Asia is a key region for GRSP, which is now involved in projects and partnerships in Asia's largest and most dynamic economies: India, China, Indonesia, Thailand, Malaysia, Cambodia, Vietnam and Laos.

With support from the Global Road Safety Initiative (GRSI), a project funded by seven major automobile and energy companies, GRSP has been able to implement numerous projects in collaboration with local government, civil society and the private sector. GRSI funding has allowed the region to roll out pilot projects based on global good practice but adapted to local situation. Those pilot projects are now being used as case studies or examples to inform other projects.

A Vulnerable Road User programme in Beijing, for example, reduced conflict at key intersections via low-cost infrastructure interventions. That successful model will inform a VRU good practice manual that can lead to improvements elsewhere in the country.

Similarly, GRSP projects are designed with sustainability as a standard feature. Capacity building workshops for law enforcement officials, for example, include "train-the-trainer" sessions, with subsequent trainer evaluation, so that public safety officials can then continue to train colleagues on an on-going basis.

The GRSP Asia Region has also served as a regional catalyst and venue for the cross-fertilisation of ideas and approaches. Each year, GRSP organises a regional road safety seminar, which in 2008 drew more than 230 people from 22 countries to Kuala Lumpur, Malaysia in October 2008. The gathering brought together road safety experts, government ministers and safety advocates to share experiences and strengthen collaboration on a wide range of regional initiatives.

REGION/ AFRICA



“

Road safety is not the responsibility of one institution or one agency alone. As individuals we all need to take personal responsibility for safety on the roads. It needs a collective effort from everyone.

”

The Honourable Deputy Minister of Works, Transport and Communication, Stefanus Mogotsi, speaking at the opening of the SADC Road Safety Convention.

For more information about GRSP projects and partnership in specific countries, please see the country reports included in the pocket on the last page.

FOCUS COUNTRIES

GHANA

- Voluntary Code of Conduct, a forum for Ghanaian corporations

NAMIBIA

- Training courses on speed management
- Drink Drive study
- Training session for road engineers

SOUTH AFRICA

- GRSP South Africa worked to assist the Road Traffic Management Corporation's (RTMC) national multi-media road safety education programme.
- The Road Traffic Management Corporation hosted its first Annual National Traffic Officers' Conference in May with support by GRSP South Africa and its members.
- Supported the South African Red Cross and Red Crescent Peer Education HIV/AIDS programme to include road safety message in their presentations.
- Worked with the Provincial Government of Western Cape

on a plan to improve R300, a stretch of highway in Cape Town that is particularly dangerous for pedestrians.

- Began exploring a partnership approach to road safety management along a key transport corridor in southern Africa, building upon existing road safety management structures.



© Reuters/Howard Burditt

With roughly 4 percent of the world's motor vehicles, Africa accounts for nearly 10 percent of road fatalities globally. To help diminish the suffering caused by road crashes, GRSP is active in Anglophone and Francophone African countries creating and supporting regional and national partnerships.

West African Road Safety Organization holds first General Assembly

The West African Road Safety Organization (WARSO) held its first General Assembly in Bamako, Mali in November. GRSP was invited and the assembly discussed ways to improve national road safety policies and strategies, the absence of reliable and standardized Road Traffic Crash (RTC) data, and funding constraints among member states.

Regional Road Safety Meeting

Along with the West Africa Economic and Monetary Union (Union Economique et Monétaire Ouest Africaine - UEMOA), GRSP co-organised a regional meeting in May 2008 with the heads of road safety departments of the 8 member states: Benin, Burkina Faso, Guinea-Bissau, Ivory Coast, Mali, Niger, Senegal and Togo. The World Bank and the European Union Commission actively participated.

The group confirmed that member states face common problems: non-use of seat-belts and helmets, speed, drink driving, poor infrastructure and vehicle overloading. They also stressed the lack of quality data and funding, as well as the weakness of the emergency rescue services.

Niger

Following the official invitation of the Niger Minister of Transport, GRSP made an evaluation mission in Niamey, in Dec. 2008. This mission gave clear recommendations to the Government on speed management and overall road safety.

Burkina Faso

Based on the results of a baseline study, GRSP facilitated an interministerial workshop in Nov.

2008 in Ouagadougou that produced a draft national helmet action plan. The Ministry of Transport has the responsibility to consolidate and finalize the plan, which is expected to be then presented to the Council of Ministers.

GRSP and ISTED launch study

Throughout 2008, GRSP and ISTED (l'Institut des Sciences et des Techniques de l'Équipement et de l'Environnement pour le Développement) worked together to prepare a study on the data collection and analysis system in 3 countries in West Africa: Benin, Mali and Senegal. The project is expected to be completed in May 2008. Based on this study, a research note on data systems has been published pointing out good practices and key elements for a quality system.

Red Cross and Red Crescent National Societies commits to road safety

In another sign of growing concern about road safety in Africa, 53 National Red Cross and Red Crescent Societies from around the continent agreed to include road safety as a major public health issue in the "Johannesburg Commitment." This four-year roadmap for action was adopted at the Pan African Red Cross and Red Crescent General assembly in Johannesburg in October.

Regional IFRC/GRSP workshop in Dakar

The Johannesburg Declaration came just a few months after the IFRC and GRSP co-organised a two-day road safety regional workshop for West and Central Africa and the Maghreb in Dakar in June 2008. Participants from 25 national societies agreed that each National Society will develop and promote in their country the recommendations of the Practical Guide on Road Safety, a joint publication of the IFRC and GRSP.

GRSP Namibia hosts regional workshop

In an effort to harmonise road safety standards and encourage good practices, GRSP Namibia hosted a road safety workshop for the Southern African Development Community in April 2008.

Drawing road safety practitioners from South Africa, Namibia, Swaziland, Mauritius, Zambia, Tanzania, Malawi, Zimbabwe and Ghana, the workshop placed an emphasis on seat-belts, using the FIA Foundation Good Practice Manual as a guide.

New Partnership launched in Zambia

GRSP efforts in 2008 contributed to the creation of a new road safety partnership in the spring of 2009 that has already begun a major seat-belt campaign.

REGION/ EUROPE AND CENTRAL ASIA

30

As the economy of countries in Central and Eastern Europe grew and gained access to larger markets in recent years, the transport sector - from the lightest scooters and mopeds to the heaviest transport vehicles - also grew dramatically. But because the road network and the safety systems in the region are still developing to meet that growth, death and injury rates related to road crashes are much higher than Western Europe.

Those partnerships engaged in multi-sector projects addressing all major risk factors and road users. In 2008, a host of new initiatives were launched throughout the region while other projects yielded encouraging results.

On Sakhalin Island, seat-belt wearing rates increased to nearly 80 percent thanks to increased enforcement by Sakhalin traffic police and education efforts by the Sakhalin Road Safety Partnership. The partnership also continued Safe Routes to School and Black Spot improvement programs as well as capacity building of emergency rescue workers. Meanwhile, road-crash related death and injury rates continued to decline.

GRSP Romania helped organise a national road safety summit in September 2008 at the Romanian Parliament that led directly to the adoption of a new national road safety audit law. The partnership also produced a brochure of national road safety statistics, translated the Speed Management Good Practice Manual into Romanian and developed a speed management campaign that launched in early 2009.

Because a high percentage of road deaths in Hungary involve pedestrians, GRSP Hungary focused on pedestrian safety in Budapest. It also developed a campaign on the proper use of emergency lanes and organised a conference on the safe transport of heavy vehicles, which took place in February 2009.

GRSP Poland launched a major drinking and driving campaign in Olsztyn, hosted the second Road Safety Forum (on driver training), held a road safety roundtable (on competition and fleet safety)

and continued the "Speed Limits Save Lives" public education campaign, among other projects.

In response, GRSP has worked with numerous regional stakeholders, as well as road safety partnerships and GRSP affiliates in Poland, Hungary, Romania and on Sakhalin Island, which is also included in GRSP's European and Central Asian region.

European Road Safety Day

GRSP also featured prominently at the 2008 European Road Safety Day event in Paris on 13 October. Three individuals representing GRSP programmes in Central Europe made presentations during a high profile round table on "How to change the behavior of European citizens." The main focus of this year's event was "Road Safety in Our Cities." In Europe, about two thirds of road crashes and 40 percent of all road fatalities occur in urban areas, often affecting the most vulnerable road users.



Top to bottom: GRSP Hungary chair Agota Berces speaking during European Road Safety Week in Paris. A billboard promoting seat-belt use by the Sakhalin Road Safety Partnership. The Romanian version of the Good Practice Manual.



FOCUS COUNTRIES

POLAND

- Don't drink and drive campaign
- Second Road Safety Forum on driver training
- "Speed Limits Save Lives" campaign
- Organised roundtable on road safety and competitiveness

ROMANIA

- Road safety Summit in the Romanian Parliament led to the adoption of a new road safety audit law
- Speed management manual translated into Romanian for launch in 2008
- Published "Traffic Accident Dynamics" brochure

HUNGARY

- Pedestrian safety campaign in Budapest
- Emergency lane safety campaign
- Safe transport of heavy vehicles project
- Continued seat-belt campaign
- Renovation of traffic park



THE SAKHALIN ROAD SAFETY PARTNERSHIP

- Now in its fourth year, the SRSP's seat-belt campaign has already contributed to a dramatic increase in seat-belt use, from 3 percent in 2006 to 80 percent in 2008.
- Throughout 2008, the capital city of Yuzhno-Sakhalinsk worked to improve six black spot intersections.
- A road safety education project in Yuzhno-Sakhalinsk, Safe Routes to School, is now proposed to expand it to the districts of Sakhalin with the highest rate of children death and injury (Phase II).
- The SRSP continued to build the capacity of local rescue workers with trainings carried out by specialists from the World Rescue Organisation and by the Ministries of Emergency Measures.



For more information about GRSP projects and partnership in specific countries, please see the country reports included in the pocket on the last page.

REGION/ LATIN AMERICA

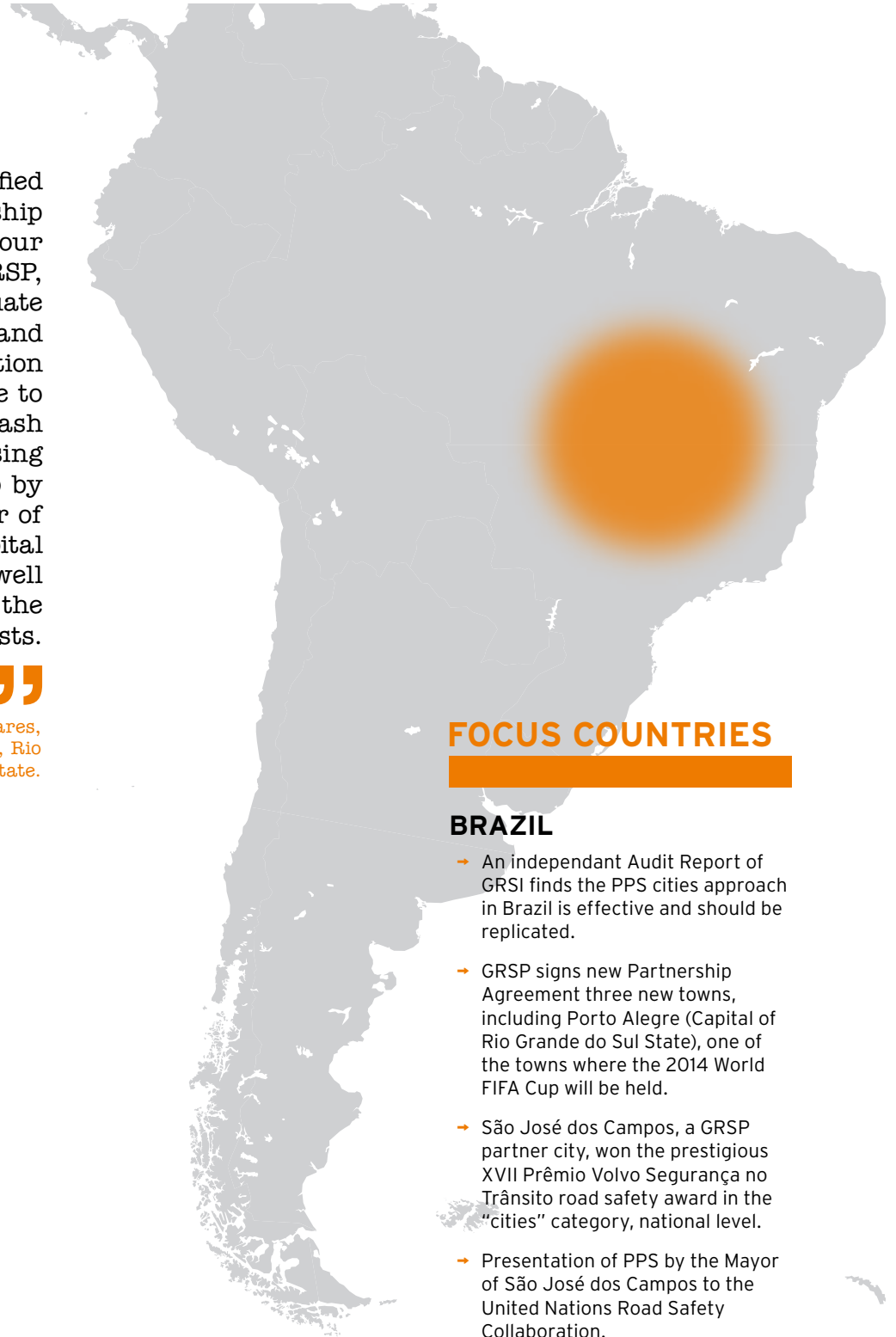
32

“

We are very satisfied with the partnership established between our municipality and GRSP, as through adequate statistical support and related information we have been able to impact directly on crash prevention, decreasing in 2008 (vs 2007) by 48% the number of crash-related hospital occupancies days as well as decreasing by 63% the related costs.

”

Henrique Tavares,
Mayor of Guaíba, Rio
Grande do Sul State.



FOCUS COUNTRIES

BRAZIL

- An independent Audit Report of GRSP finds the PPS cities approach in Brazil is effective and should be replicated.
- GRSP signs new Partnership Agreement three new towns, including Porto Alegre (Capital of Rio Grande do Sul State), one of the towns where the 2014 World FIFA Cup will be held.
- São José dos Campos, a GRSP partner city, won the prestigious XVII Prêmio Volvo Segurança no Trânsito road safety award in the “cities” category, national level.
- Presentation of PPS by the Mayor of São José dos Campos to the United Nations Road Safety Collaboration.

A global model for Proactive Partnership

Chosen as one of three key regions under the Global Road Safety Initiative in 2006, GRSP's efforts in Brazil engage directly with municipality, city and town governments in something called the "Proactive Partnership Strategy," or PPS, a community model for road safety.

This innovative and holistic approach encourages cities to develop comprehensive and sustaining road-safety strategies that engage all affected sectors, from transport to health care, education, law enforcement and rescue services, among others.

The activities begin with comprehensive data collection (based on 30 day death and serious injury rates gathered from multiple sources) and continue with related crash analysis, main risk factor programmes, projects and systems targeting fast and adequate community involvement that drive continuous improvement.

Because cities in Brazil retain considerable local control over planning issues, towns engaging in the PPS model design, implement and fund programmes, projects and systems themselves. This funding model ensures local ownership, commitment and sustainability for each programme, project and system. Funds from GRSP's Global Road Safety Initiative, meanwhile, support coordinators and technical advisors who assist the cities in building effective partnerships through programmes, projects and systems.

A systemic approach

A key ingredient of the PPS approach is the identification and development of road user micro-cultures groups such as bus drivers, schools and taxi drivers. These are designed in such a way as to initiate continuous review and improvement. In one model, bus or taxi drivers with good annual records (no crashes and proactive municipal objectives) are awarded safe-driver annual certificates and quality stamps. The annual municipal quality stamps can be displayed on their vehicles. These micro culture groups promote good practice among the most frequent road users.

Similarly, in some cities, schools, including student home-school-home trips are awarded stars (three/gold, two/silver and one/bronze) based on their annual safety record. Such groups now include 376 schools, 746 school bus drivers, 1,044 taxi drivers, and 2,161 municipal bus drivers.



Evidence of reduced death rates

In Brazil, where local municipalities have considerable responsibility for transport issues, there is growing evidence that cities highly engaged and continuously committed to the PPS are experiencing a reduction in death and injury rates.

In the town of São José dos Campos, for example, the ksi rate (deaths 30 days and serious injury per 10,000 motor vehicles) has declined from 14.04 in 2007 to 12.49 in 2008. Meanwhile, motorcycle ridership in the city has increased by 15 percent.

Hospital admissions resulting from crash trauma also went down from 866 in 2007 to 569 by the end of November 2008; the mortality rate of crash trauma victims fell from 4.5 in 2007 to 2.8 (by end Nov.), and occupancy of hospital bed days by serious injuries dropped from 6,739 in 2007 to 3,724 (by end Nov.).

A 2008 assessment of all GRSI programmes by two independent reviewers suggested that the Proactive Partnership Strategy model used in Brazil is effective and "exportable" to other regions. "The current model clearly demonstrates the power of developing local partnerships within individual cities," independent analysts Richard Scurfield and Kate McMahon wrote in their report.

“

The creation of genuine city partnerships in Brazil is providing a model for others to follow.

”

2008 Global Road Safety Initiative Assessment by independent analysts Richard Scurfield and Kate McMahon.

REGION/ MIDDLE EAST AND NORTH AFRICA

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GRSP takes first steps to establish new regional co-operation, helps create Middle East and North Africa Partnership

Two of the most exciting developments of 2008 for GRSP were the creation of a Middle East and North Africa Road Safety Partnership - a multi-sector collaboration engaged in more than a dozen countries - and the decision by GRSP and the IFRC to officially establish a Middle East and North Africa regional agreement.

The new partnership emerged after delegates from throughout the Arab Mashreq region gathered in Doha, Qatar in October to discuss a proposal from the UN Economic Social Commission for Western Asia (UNESCWA), GRSP and Shell to establish a regional road safety partnership.

Hosted by the Ministry of Interior of the Government of Qatar, the meeting proposed a regional partnership - or "expertise centre" - to facilitate the sharing of knowledge, learning and best practice materials throughout the region.

According to the World report on road traffic injury prevention, the Eastern Mediterranean Region has the highest road traffic fatality rate per 100,000 people. Road crashes in the Middle East region are estimated to cost \$7.4 billion annually (around 1.5% of GNP) and road traffic fatalities are expected to rise by up to 68 percent by 2020.

More than 150 people from government, business and civil society sectors came to the meeting to learn from others, share their experiences and forge new relationships aimed at confronting road safety at a regional level.

Those who gathered in Doha learned that much is already going on around the region. Among other things, they heard about existing partnerships in Libya, road safety successes in Saudi Arabia, road safety improvements in Jordan and a new traffic strategy in Bahrain.

They also heard from Nellie Ghusayni, former chairperson of the World Youth Assembly for



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Road Safety who in 2008 began working with GRSP as coordinator for the new Middle East region and North Africa Road Safety Partnership. Ghusayni told the gathering that young people must be more involved since they make up a disproportionate number of those killed and injured by road crashes.

"Tragically, we have earned the right to have a say in road safety," she said. "Young people should no longer be viewed as targets to be addressed, but rather, active participants, partners, and eventually leaders in this field.

With the second day of the workshop dedicated toward establishing the partnership, the proceedings ended with agreement on the "Doha Declaration," which calls for the creation of a task force to work out the details, the prioritisation of projects and the establishment of in-country partnerships.

INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES

A key partner for global road safety

Since the founding of the GRSP in 1999, the International Federation of the Red Cross and Red Crescent Societies has been an essential partner - hosting GRSP in its offices around the world, providing leadership at the global level, partnering on key local and regional projects, and co-publishing the *Practical Guide on Road Safety*.

A joint publication of IFRC and GRSP, the guide is now available in the six official languages of the United Nations: Arabic, Chinese, English, French, Russian and Spanish. The guide remains the road safety reference document for the Red Cross and Red Crescent National Societies worldwide and it is strongly promoted by the IFRC secretariat and GRSP.

In 2008, the collaboration between IFRC and GRSP continued to grow.

As part of the 2008/2009 IFRC road safety programme, the IFRC Secretariat and GRSP co-organised a two-day road safety regional workshop for West and Central Africa and the Maghreb in Dakar in June 2008. Total participated and sponsored the event. Participants from 25 National Societies agreed that each National Society will develop and promote in their country the recommendations of *Practical guide on road safety*.

National Societies also agreed to: develop and promote a road safety code of conduct for National Society staff and volunteers; identify at least one risk or contributory factor (such as seat-belt, helmet, speed, drink/driving) in cooperation with their government and develop public awareness; encourage first-aid training for commercial drivers, and strengthen road safety advocacy for government action in relation with civil society and the private sector. Other workshops are under preparation in every region. The next will be in Nairobi (June 2008), Johannesburg (Sept. 2008) and Tashkent (Oct. 2008).

In addition to this series of workshops, road safety operational support to National Societies is going to increase, particularly for those in GRSP

focus countries. The new Community Based First Aid Manual, produced in April 2008 with a road safety component, will be a very concrete tool to encourage and support National Societies road safety involvement.

Every 4 years, the Red Cross Red Crescent family organises a continental conference. In 2008, it was Africa's turn. From 19 to 22 October 2008, the 7th Pan African Conference took place in Johannesburg, bringing together 53 African National Red Cross and Red Crescent Societies. During the conference, the IFRC Secretariat and GRSP jointly organised a road safety panel in which presidents of National Societies share views about the importance of road safety and the need for the Red Cross Red Crescent African family to greater address the issue. The conference conclusions reflected on today's humanitarian priorities in Africa and set the agenda (including road safety) of the Red Cross Red Crescent Movement for the following four years.

19 European National Societies implemented a major road safety project supported by the European Union Commission, TomTom and Toyota. They produced a road safety and first aid educational resource pack for children aged from 7 to 11, launched in June 2008, translated in 16 languages and available on IFRC website.

Finally, the IFRC strategy 2020, which is expected to be adopted during the next General Assembly in Nov. 2008, has integrated road safety as a major issue.



GLOBAL ROAD SAFETY INITIATIVE (GRSI)

MAKING A DIRECT CONTRIBUTION

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In the Brazilian city of Guaíba, a town of 100,000 people in the state of Rio Grande do Sul, officials are engaged in a comprehensive road safety system that involves nearly every sector of society effected by road safety.

The effort, which began in 2006, has now proven effective at saving lives and precious city resources.

“We have been able to impact directly on crash prevention, decreasing in 2008 (versus 2007) by 48 percent the number of crash-related hospital occupancy days as well as decreasing by 63 percent the related costs,” the mayor of Guaíba, Enrique Tavares, said recently.

One of 22 cities now engaged in GRSP’s Proactive Partnership Strategy or PPS, Guaíba is a case study in the way partnerships at the local level can solve complex road safety problems.

But Guaíba is also an example of the way another team effort known as the Global Road Safety Initiative (GRSI) has made a dramatic impact on road safety and the quality of life for thousands of people in Brazil.

A five year, US\$ 10 million programme funded by Ford, GM, Honda, Michelin, Renault, Shell and Toyota to support GRSP in creating and implementing demonstration projects in Southeast Asia, China and Brazil. GRSI focuses on the critical road safety issues of helmets, seat belts, drink driving and speed identified in the World report on road traffic injury prevention (2004, WHO and World Bank).

It’s an example of the private sector combining resources to spread best practices through the use of the Good Practice Manuals developed by the UN Road Safety Collaboration.

The programme is administered and implemented by GRSP, which funds and implements pilot projects that then can be replicated elsewhere. The money is then leveraged with even greater resources in time and money spent by local government and a wide range of partners who take ownership and responsibility for the outcome.

In the Brazilian model, for example, GRSP signs agreements with local municipalities that pay for road safety programmes, projects, systems and improvements themselves. GRSI funds are used to support and coordinate the partnerships, as well as provide on-going technical support for projects such as a multi-city helmet (and correct helmet) wearing survey that was made in late 2007.

The pilot projects are as diverse and the regions in which they operate. But they are yielding visible results.

In Beijing, China, for example, six of the city's busiest and biggest intersections were targeted for safety improvements that led to reduced traffic conflict and speeds in right turn lanes, according to a before and after study by a leading technical university in the city.

Also, GRSI-supported efforts have helped leverage other resources. In Asia, work done with GRSI support to develop national helmet plans and implement pilot projects has been successful in leveraging resources from funders such as the World Bank and the Japan Social Development Fund (JSDF). The Community Youth Helmet Project, for example, builds on Thailand's national helmet action plan as it engages with communities to increase helmet use in two northeastern provinces.

Many GRSI pilot projects, meanwhile, are ready for export. In a recent independent review by internationally respected road safety experts, GRSI was credited with developing effective models in China, the ASEAN countries and Brazil - models that could be exported elsewhere.

"GRSI is an important, well focused, and valuable programme within the worldwide road safety alliance," the reviewers wrote. "It is making a very direct and important contribution to the implementation of the recommendations of the World Report for Road Injury Prevention, in particular the promotion of the Good Practice Manuals (GPMs) for the four key risk factors—seat belts, helmets, speed and drink-driving. No other organisation or financier is as focused on this particular objective or is providing as much finance to support this key component of the worldwide road safety campaign."

The report praised many GRSI and GRSP efforts and urged its continuation and expansion. It also suggested that future GRSI projects should follow the lead of its projects in China and Brazil, where baseline data and clear objectives at the onset allowed for more systemic measurement of impacts and results.

The GRSI demonstration projects have also brought GRSP onto the streets, into direct contact with key local players to study, implement and analyze road safety solutions. The projects are now serving as models for good practice around their regions and beyond.

These projects involve pedestrian safety, drinking and driving, helmet use, speed management and seat-belt use. GRSI is also providing training to road safety professionals particularly in the key areas of enforcement and road safety public education and campaigns, and seed money to support pilot projects to improve road safety.

The success of these efforts, meanwhile, has led to greater recognition by country governments that road safety goals are achievable through partnership and good practice.

GRSP is now working to generate a second phase of the GRSI programme beginning in 2010 that will attract a still larger private sector membership.

In the end, GRSI is much more than a fund. The global partners also take an active role in regions where they operate.

"The members are very involved," says GRSP Chairman Patrick Lepercq who also served as GRSI chair in 2008. "They can open doors, share their expertise and resources. It's a true partnership, from the global down to the local level."

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GRSI has an essential role as a promoter of the Good Practice Manuals. Without its support there would be a critical gap in the framework for worldwide road safety activities.

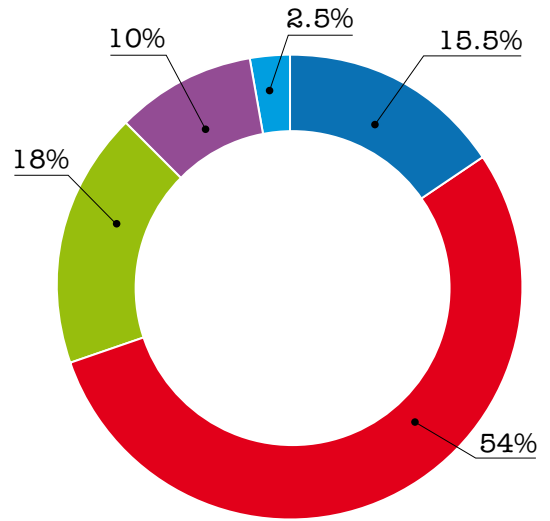
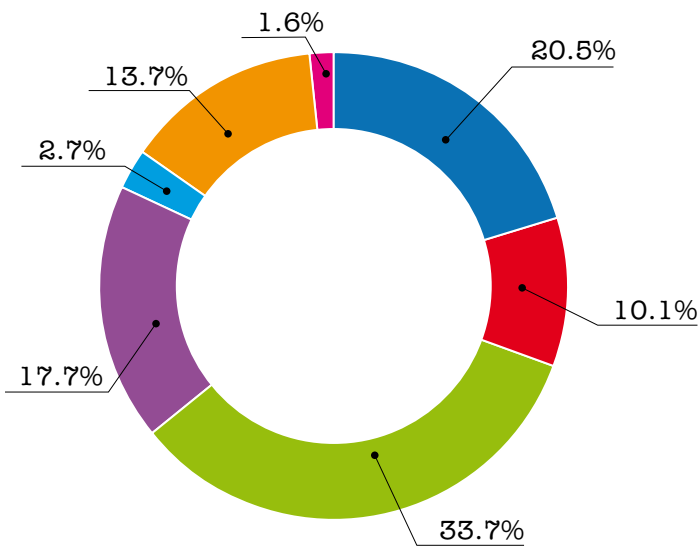
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2008 independent review of GRSI by Richard Scurfield and Kate McMahon

INCOME AND EXPENDITURE 2008

GLOBAL ROAD SAFETY PARTNERSHIP
INCOME BREAKDOWN 2008

GLOBAL ROAD SAFETY PARTNERSHIP
EXPENDITURE BREAKDOWN 2008



- Membership fees
- French Red Cross
- Global Road Safety Initiative
- Swedish SIDA
- UK DFID
- Global Road Safety Facility
- Other

- Focus country programmes
- Global Road Safety Initiative
- Geneva Secretariat
- Knowledge sharing and publications
- Other

**The Global Road Safety Initiative is a five-year programme. Income and expenditure are balanced over the time of the whole programme, not in any individual year.*

INCOME

Membership Fees	1,095,334
French Red Cross	552,218
Global Road Safety Initiative	1,816,151
Swedish SIDA	956,136
UK DFID	147,150
World Bank – Global Road Safety Facility	737,120
Other	83,877
TOTAL	5,387,986

EXPENDITURE

Focus Country programmes	820,661
Global road Safety Initiative	2,814,416
Geneva Secretariat	934,181
Knowledge Sharing and publications	505,263
Other	131,370
TOTAL	5,205,892

CONTRIBUTING MEMBERS AND EXECUTIVE COMMITTEE

CONTRIBUTING MEMBERS

- ARRB Group Ltd. (Australia)
- Bridgestone Corporation
- BP
- *Chevron Corporation
- *FIA Foundation for the Automobile and Society
- *Ford Motor Company / Volvo Car Corporation
- *General Motors Corporation
- Honda Motor Co. Ltd.
- International Centre for Alcohol Policies (ICAP)
- *International Federation of Red Cross and Red Crescent Societies (IFRC)
- *International Road Transport Union (IRU)
- Institut des Sciences, et Techniques de l'Equipement

- et de l'Environnement pour le Développement (ISTED)
- *Michelin
- Renault SAS
- Shell International Petroleum Co. Ltd.
- *Swedish International Development Cooperation Agency (Sida)
- TNT Express
- *Total
- Toyota Motor Corporation
- *TRL(UK)
- VTI (Transport Research Laboratory - Sweden)
- *UK Department for International Development (DFID)
- *World Bank
- *World Health Organization (WHO)

ADVISORY/ SUPPORTING MEMBERS

- Asian Development Bank (ADB)
- African Development Bank
- European Commission
- Inter-American Development Bank
- National Highway Traffic Safety Administration (NHTSA) – USA
- United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)
- United Nations Economic Commission for Africa (UNECA)
- United Nations Economic Commission for Europe (UNECE)
- United Nations Economic Commission for Western Asia (UNESCWA)

** Members of GRSP's executive committee*

SHARING A WORLD OF KNOWLEDGE

Knowledge sharing is inherent in all that GRSP does around the world. To back up the field work, GRSP also uses an array of media tools:

Website

The GRSP website (www.GRSProadsafety.org) is a popular source for information on GRSP. It is also a key source for the Good Practice Manuals, one of the most commonly downloaded documents from our website. The GRSP Knowledge Base provides readers with a summary of good practice in road safety interventions and links them with other more detailed reports or organisations with extensive knowledge on a specific topic. Also supported by the Global Knowledge Transfer Project, the knowledge base doubled its offerings in 2008.

GRSP News

Each year, GRSP publishes three newsletters, which present an overview of various GRSP activities worldwide. In 2008, the newsletter was redesigned and several new features were added. GRSP News is sent to more than 2,000 subscribers and copies are available on the website.



GRSP "e-News"

GRSP's electronic newsletter, "GRSPe-News" provides recipients with a quick insight into a few of the projects and events implemented by GRSP around the world.



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International Federation
of Red Cross and Red Crescent Societies

The International Federation of Red Cross and Red Crescent Societies is the world's largest humanitarian organization, providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions.

Founded in 1919, the International Federation comprises 186 member Red Cross and Red Crescent Societies – with others in formation – a secretariat in Geneva and more than 60 delegations strategically located to support activities around the world.

The International Federation, together with the National Societies and the International Committee of the Red Cross (ICRC), make up the International Red Cross and Red Crescent Movement.



GLOBAL
ROAD SAFETY
PARTNERSHIP

The Global Road Safety Partnership (GRSP) brings together governments and governmental agencies, the private sector and civil society to urgently address road safety issues, especially in low and middle countries, where 80% of traffic deaths and injuries occur, and where numbers continue to increase. The GRSP is "hosted" at the Secretariat of the International Federation of Red Cross Red Crescent, in Geneva.

Traditionally, road safety has been seen as an unfortunate consequence of a transport system and as a problem for the transport sector. However, the direct costs of the growing number of crashes falls mostly on the health sector, businesses and families. Today it is widely acknowledged that many sectors have a role to play in road safety, especially in the prevention of crashes, deaths and injuries. GRSP brings together these sectors at the global, national and sometimes local government level. GRSP provides advice on good practice and facilitates projects in a growing number of developing and transition countries.

Brazil



GLOBAL
ROAD SAFETY
PARTNERSHIP

Brasília

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We are very satisfied with the partnership established between our municipality and GRSP, as through adequate statistical support and related information we have been able to impact directly on crash prevention, decreasing in 2008 (vs 2007) by 48% the number of crash-related hospital occupancies days as well as decreasing by 63% the related costs.

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Henrique Tavares,
Mayor of Guaíba, Rio
Grande do Sul State.

Brazil: A model for Proactive Partnership

With Brazil's urban centers growing, and the number of cars and motorcycles increasing upwards of 9 percent per year, city streets are busier than ever. It's no wonder then that road death and injuries have also risen in recent years.

But in some cities, the trend is reversing. The death-plus-serious-injury rate has begun to go down - even as the number of cars and motorcycles continues to grow. Several cities engaged with GRSP's Proactive Partnership Strategy (PPS), an innovative and holistic approach to road safety, have shown evidence that their road safety activities are reducing death and serious injury rates.

This partnership strategy encourages cities to develop comprehensive and sustaining road-safety systems that engage all affected sectors, from transport to health care, education, law enforcement and rescue services, among others. The activities begin with comprehensive data collection (based on 30-day death-and-serious-injury rates gathered from multiple sources) and continue with related crash analysis, main risk factor programmes, projects (such as enforcement, education, road behavior and engineering solutions) and systems targeting fast and adequate community involvement on a continuously increasing mode.

In Brazil, local municipalities have considerable responsibility for transport issues. Under the PPS model, cities design, implement and fund programmes, projects and systems themselves. This funding model ensures local ownership, commitment and sustainability for each programme, project and system. Funds from GRSP's Global Road Safety Initiative, meanwhile, supports coordinators and technical advisors who assist the cities in building effective partnerships.

A systemic approach

A key ingredient of the PPS approach is the identification and development of road user micro-culture groups such as bus drivers, schools and taxi drivers. These are designed in such a way as to initiate continuous review and improvement. In one model, bus or taxi drivers with good annual records (no crashes and proactive municipal objectives) are awarded safe-driver municipal certificates. The annual quality certificates can be displayed on their vehicles. These micro-culture groups promote good practice among the most frequent road users. Similarly, in some cities, schools, including student home-school-home trips are awarded stars (three/gold, two/silver and one/bronze) based on their annual safety record.



GRSP IN BRAZIL IN 2008

➤ GRSI REVIEW CONCLUDES THE PROACTIVE PARTNERSHIP STRATEGY TOWN MODEL IN BRAZIL IS EFFECTIVE AND SHOULD BE REPLICATED.

➤ GRSP SIGNS NEW PARTNERSHIP AGREEMENTS IN THREE NEW TOWNS, INCLUDING PORTO ALEGRE (CAPITAL OF RIO GRANDE DO SUL STATE), ONE OF THE TOWNS WHERE THE 2014 WORLD FIFA CUP WILL BE HELD.

➤ SÃO JOSÉ DOS CAMPOS, A GRSP PARTNER CITY, WON THE PRESTIGIOUS XVII PRÊMIO VOLVO SEGURANÇA NO TRÂNSITO ROAD SAFETY AWARD IN THE "CITIES" CATEGORY, AT NATIONAL LEVEL.

EVIDENCE SUGGESTS THAT THE PPS APPROACH IS WORKING IN EVERY MUNICIPALITY, WHERE A COMMITTED PPS TEAM IS BUILT AND IS ADEQUATELY AND CONTINUOUSLY SUPPORTED. IN THE TOWN OF SÃO JOSÉ DOS CAMPOS, FOR EXAMPLE, THE KSI RATE (DEATHS 30 DAYS AND SERIOUS INJURY PER 10,000 MOTOR VEHICLES) HAS DECLINED FROM 14.04 IN 2007 TO 12.49 IN 2008. MEANWHILE, MOTORCYCLE RIDERSHIP IN THE CITY HAS INCREASED BY 15 PERCENT.

Road Safety Education

Meanwhile, road safety traffic education projects target drivers, motorcyclists, pedestrians and cyclists based on key risk factors. The projects offer specific guidance to road users in pubs, on public streets, at motorcycle resellers, or in bike paths - and they steer pedestrians towards safe crossings.

Engineering

City engineering teams implement projects on critical crash points, as well as improving other areas such as: road safety signaling (horizontal, vertical, traffic lights) enabling better orientation for drivers as well as visibility especially at night.

Enforcement

“Blitz” enforcement operations are carried out aimed at obtaining in-field analysis of alcohol use among drivers, respect for speed limits and respect of traffic laws in general.

Growing fleet, reduced death and serious injury rates

As a result of this comprehensive partnership approach, the city of São José dos Campos has witnessed a decrease of death and injury rates (deaths 30 days and serious injury per 10,000 motor vehicles) from 14.04 in 2007 to 12.49 in 2008. Hospital admissions resulting from crash trauma also went down from 866 in 2007 to 569 by the end of November 2008; the mortality rate of crash trauma victims fell from 4.5 in 2007 to 2.8 (by end Nov.), and occupancy of hospital bed days by serious injuries dropped from 6,739 in 2007 to 3,724 (by end Nov.).

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A NEW LAW AND NEW AWARENESS ABOUT HELMETS

SIGNS OF PROGRESS

➤ IN JANUARY 2009, CAMBODIA'S NEW HELMET WEARING LAW WENT INTO EFFECT. HELMET USE AMONG DRIVERS HAS RISEN DRAMATICALLY IN THE CAPITAL PHNOM PENH.

➤ WITH SUPPORT FROM GRSP, HANDICAP INTERNATIONAL BELGIUM (HIB) LAUNCHED A PUBLIC EDUCATION CAMPAIGN TO BOOST HELMET AWARENESS BEFORE THE LAW WENT INTO EFFECT.

➤ GRSP ADVISORS CONDUCTED A SERIES OF WORKSHOPS FOR POLICE IN HELMET ENFORCEMENT.

➤ GRSP ADVISORS AND HIB COORDINATE WITH GOVERNMENT ON DEVELOPMENT OF HELMET STANDARDS.

As Cambodia's economy boomed in recent years, more people have migrated to urban centers and purchased motorcycles as the quickest and easiest mode or inner-city transport. As a result, traffic fatalities have more than doubled in the past five years.

Among ASEAN countries, Cambodia has one of the highest rates of traffic-related deaths: 17.8 fatalities per 10,000 registered vehicles. After HIV/AIDS, traffic accidents are the second-leading killer, claiming 1,545 lives in 2007.

While pedestrians and children are also increasingly vulnerable, motorcycle riders make up most (72 percent) of road traffic casualties. Of those killed, only 3 percent were wearing helmets, according to one study. Meanwhile, 80 percent of motorbike fatalities suffer from head injuries.

"Phnom Penh now has high traffic diversity, meaning there are more pedestrians, cars, motorbikes, trucks, cars, you name it, on the street," Ryan Duly, road safety adviser for Handicap International Belgium, told the **Phnom Penh Post** last year.

"It makes the streets much more dangerous."

The **Post** article noted that most deadly accidents occur when motorbikes and trucks collide and that farmers and labourers account for nearly half the fatalities. "Most of the people affected are younger, economically active people who need to drive for work," Duly said.

In response to this entrenched and growing crisis, GRSP has partnered with Handicap International Belgium, which is implementing a range of road safety measures aimed, first and foremost, at getting more Cambodians to wear helmets.

New law in effect

This year, Cambodia took an important step in the right direction. On January 1, 2009, a new law went into effect that requires all motorcycle drivers to wear helmets or face a fine of 3,000 riels (roughly \$0.73 US).

The law is the result of coordinated efforts between the government and civil society to develop and implement a National Helmet Action Plan. Already, according to the government, the law and dedicated enforcement efforts by traffic police has increased helmet use from as low as 7 percent in 2004 to more than 90 percent in Phnom Penh in January 2009.



Well before the law went into effect, GRSP and HIB began a multi-pronged effort to partner with all relevant government sectors to boost compliance with the new law. The efforts included: a public-awareness campaign, enforcement training workshops with police, development of tougher helmet standards, and subsidised helmets for police and school children.

Publicity campaign

To effectively promote the helmet wearing enforcement nationwide, the National Road Safety Committee, in collaboration with HIB and GRSP, ran a public awareness campaign in Phnom Penh from Nov. 1st to Dec. 31st, 2008. The campaign sought to increase awareness of road users on: the benefits of helmet wearing; the correct way to wear them; good helmet wearing habits, and respect of the law. To further boost awareness of the new law, GRSP and HIB participated in a press conference on helmet law enforcement on Nov 07, 2008. The press conference, which involved representatives from Mol, Mol, MPWT, NRSC, WHO, JICA and other stakeholders, further promoted helmet wearing and emphasised government commitment on enforcement through 30 national and international media organisations.

Link to law enforcement

The education campaign will be closely linked to helmet-wearing enforcement, which is a priority of the national traffic police and critical in reducing head trauma related to motorcycle accidents. To assist the Ministry of Interior and National Traffic Police to adequately prepare for these measures, HIB and GRSP have provided technical support to develop helmet enforcement strategies, as well as training on practical helmet enforcement procedures.

The training was organised for a total of 50 traffic police officers on how to effectively enforce helmet wearing. The first session was organised as a training of trainers for national traffic police. The second session was led by those trainers to 7 Makara district police.

Helmet Standards

Even as cities such as Phnom Penh reach higher helmet-wearing compliance rates, it's estimated that as much as one third of riders are not wearing quality helmets. "In November 2008, the government sent 10 different helmets to the United States to be tested," Socheata Sann, road safety programme manager at Handicap International Belgium, told the **PP Post**. "Of the ten helmets sent, only four were approved as being of a suitable quality."

In response, GRSP and HIB have been working with the NRSC on development of new national helmet standards, which they hope will be complete within the year. Meanwhile, Handicap International intends to launch a national television campaign accompanied by thousands of leaflets to be distributed around Phnom Penh, informing consumers of what to look for in a good helmet.





THE PEOPLES REPUBLIC OF CHINA (PRC)

China's economic boom in recent decades has led to rapid road-system development, a vast increase in motor-vehicle traffic and a substantial rise in road-crash related injuries and fatalities. Motor vehicle registrations in China have increased by more than 15 per cent per year since the mid 1980s. By the end of 2007, there were nearly 57 million registered automobiles in China.

At the same time, there's been a cost associated with that growth. In the first 7 years of this decade, nearly 600,000 people were killed and around 3 million injured in road crashes, according to official statistics. In 2007, approximately 81,000 people were killed and 380,000 were injured.

Annual economic losses from road crashes, meanwhile, are estimated to be between 1 and 3 percent of PRC's gross domestic product (GDP) - much higher than the national budget for public health services. Road injury patients represent more than 25 to 30 per cent of hospital bed occupancy.

GRSP's China activities started in early 2005, soon after the Global Road Safety Initiative (GRSI) was created and China was chosen as a GRSI focus region.

Beijing:

Improving Safety for Vulnerable Road Users (VRU) at Junctions

The Beijing VRU Junction Safety project aims to improve the safety of vulnerable road users (bicyclists, motorcyclists and pedestrians) at high-risk junctions by using low engineering cost countermeasures. According to local traffic police data of 2004 and 2005, 43 percent of crashes in Beijing involve this road user group. GRSP worked together with a multi-sector partners (including Beijing Transportation Research Center, Beijing University of Technology and Beijing Traffic Management Bureau - traffic police) to study the problems, design solutions, implement various improvements, then analyze the results. By the end of 2008, the project is nearly completed. A "before and after" study by Beijing University of Technology' shows a decline of conflicts at all six demonstration intersections and a reduced speed in right-turn lanes. The team is currently working on a good practice manual for vulnerable road users at intersections, which is planned to be launched in 2009.

WHO/GRSI

Drinking & Driving Project

Along with the World Health Organization and a wide range of government agencies (including the Health Human Resource Development Center of Ministry of Health, Clarity Public Relations and local partners in Guangxi Province), GRSP China is now in the second phase of a drink-drive project in Guangxi, where a phase-one baseline survey showed that roughly 35 percent of road-crashes were linked to alcohol use. Phase II of this project is made up of two elements: 1) a targeted intervention carried out from May through November 2008 that includes both public-education and



enforcement and 2) a programme effectiveness evaluation including a before-after data analysis at both the intervention cities (Nanning and Liuzhou) and the control city (Changsha).

By the end of November 2008, the 2nd round of intervention was completed. A project awareness survey in mid-December found that 74.8% of people interviewed in Nanning and 78.5% of people interviewed in Liuzhou were aware the project via media (TV, radio, newspaper, and ads on busses) and promotional items (vehicle stickers, posters, table display, drink coasters, etc.).

The post-intervention survey began in December, 2008. Before the official survey began, training was provided to the interviewers and traffic police, and a pilot roadside survey was carried out in late December. Over 120 drivers (75 in Nanning, 48 in Liuzhou) in the two cities accepted the breath test, the result showing that no one was driving drunk. In Changsha (the control city), which showed much lower drinking and driving rate than Guangxi at the baseline survey, has showed an increase of drinking and driving: 7 of the 103 stopped drivers tested positive for blood-alcohol content.



Speed Management Manual and Speed Study Launched

This year, GRSP helped kick-off two, major speed-management activities in China.

Together with China's Research Institute of Highways and the Ministry of Communications, GRSP launched the Chinese version of the Speed Management Manual and introduced the Ministry of Communications/GRSI Speed Management project in China. The two-year speed management project starts with case studies on three typical road sections (express highway, national highway and urban roadway) and follows up with interventions based on the findings. This is followed by an analysis for effectiveness.

Children Safety Project with NDRC

In 2008, GRSP signed a contract with the Institute of Comprehensive Transport (ICT), which functions under the umbrella of China's National Development and Reform Committee (NDRC) to carry out a children safety project in China.

Like all of GRSI projects in China, this project has two phases: Phase I - baseline survey; phase II - intervention based on the findings of phase I. The baseline survey will be conducted in 2009 among the children and youth under 18 in Harbin and Guangzhou. The survey will include collecting existing data from traffic police and hospitals, a behavior survey (questionnaire) and site observations. The purpose is to have a better understanding of the nature and scope of children road traffic injury in the two cities, and to find out the risk factors of crashes and behaviors at different age groups (0-3, 4-6, 7-12, 12-15 and 16-18). This is the first research project focused on childhood road traffic injury in China.

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GRSP WORKSHOPS IN 2008

➤ ROAD SAFETY FORUM
FOR CORPORATE
GHANA (JAN 2008)

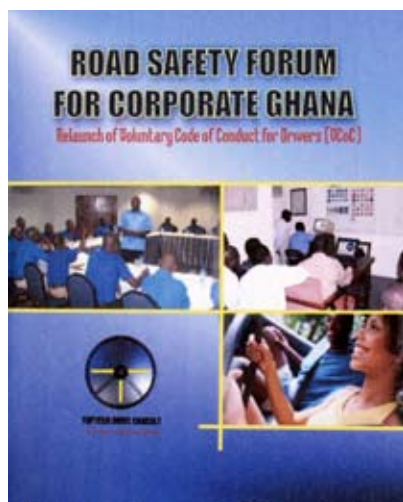
➤ ROAD SAFETY
WORKSHOP FOR
TRAFFIC POLICE
SENIOR OFFICERS

➤ ROAD SAFETY
PRESENTATION TO
TRAFFIC OFFICERS



FACT: WORK-RELATED
DRIVING IS ONE OF THE
RISKIEST ACTIVITIES
AN EMPLOYER CAN
ASK OF EMPLOYEES.

CONCLUSION: COMPANIES
SHOULD SPEND AS MUCH
TIME AND RESOURCES
MANAGING WORK-RELATED
ROAD SAFETY AS THEY DO
MANAGING THE SAFETY
OF ITS EMPLOYEES IN
THE FACTORY OR IN AN
OFFICE ENVIRONMENT.



Driving is one of the highest risk activities an employer ever asks an employee to undertake. An employee travelling 25,000 miles per year by road has a 1-in-8,000 chance of being killed. These are worse odds than for workers in other high risk fields such as construction and agriculture.

Because work-related travel makes up a large portion of Ghana's growing traffic flow, GRSP Ghana has partnered with large employers to promote and adopt a Voluntary Code of Conduct. This code encourages employees to take personal responsibility for their safety on the road through the adoption of robust work-related road safety programmes by their employers.

By improving their management of vehicle fleets, companies with large, mobile workforces can raise driving standards of a large population. This can be done without waiting for government action, or for significant outlay of resources.

In 2008, GRSP Ghana continued to further the Voluntary Code of Conduct by organizing a forum for Ghanaian corporations in January. Representatives from more than 80 companies attended the Road Safety Forum for Corporate Ghana, which concluded with a commitment to implement the code of conduct into organisational good practice. The keynote address was given by the Hon. Godfrey T. Bayon, Ghana's Minister of Transportation.

As part of measures to improve road safety and reduce the high crash rate on Ghana roads, Toptech Drive Consult (in collaboration with GRSP and the National Road Safety Commission) organised a programme for all chief executives and managing directors and their respective transport or human resource managers.

Attendees were encouraged to incorporate the code in their work related safety programmes and they were urged to spend as much time and resource managing work-related road safety as they do managing the safety of its employees in the factory or in an office environment.

Personal obligation to safety

In countries where there are scarce and competing resources, the most effective way to achieve casualty reductions may be to target the public and elicit personal commitment to being a responsible and respectful road user.

Historical research into the causes of crashes suggested that road-user errors were the predominant cause. The more recent approach of considering the road/vehicle/user system as a whole focuses more on the interactions between users and the physical elements of the system. Behavioural issues and human choices remain critical, however, with respect to aspects such as wearing seat belts and helmets, drinking and driving, and speed.

Low cost, high impact

The project has been developed in Ghana as a unique contribution to the national safety issues. It is a relatively low-cost scheme with the capacity to influence behaviour nationally.

Strategic issues

The Voluntary Code of Conduct working group identified 10 strategic issues impacting on road safety in Ghana:

- SPEEDING
- DRINK DRIVING
- SEAT BELT WEARING
- RED LIGHT RUNNING
- USE OF MOBILE PHONE WHILE DRIVING
- CLOSE FOLLOWING
- DANGEROUS OVERTAKING
- INCONSIDERATE DRIVING
- NON USE OF DAY RUNNING LIGHTS
- PEDESTRIAN VISIBILITY

These were then drafted into a personal commitment document. The scheme continues to be rolled out through public- and private- sector organisations in order to create a network of members who have actively agreed to support the 10 issues. To date, more than 85 companies are participating in the scheme and Shell has adopted it as part of their operational strategy in other parts of Africa.

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Hungary

Budapest



GLOBAL
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PARTNERSHIP

Hungary's relative political and economic stability, its inclusion in the European Union in 2004, and the country's geographical position as a gateway between southeastern and western Europe have led to a rapid growth in motorisation, international transport and traffic volume. The relatively poor condition of roads and road signs, as well as inadequate road safety management structures and a lack of resources for traffic enforcement, have resulted in a worsening of the road safety situation in recent years.

GRSP has been working closely with road safety stakeholders in Hungary since 2000 and, in 2005, partners founded the GRSP Hungary Association as a public benefit organisation under Hungarian law. Today, that partnership continues to represent a diverse array of interests, from private sector companies to government entities, non-governmental organisations and research institutes.

In 2008, GRSP Hungary continued to work with a wide range of partners, organising a number of activities that continue into 2009.

Pedestrian programme in Budapest

According to official statistics, more than 900 pedestrians a year are hit by vehicles on zebra crossings countrywide. In response, GRSP Hungary launched a pedestrian safety campaign in Budapest that seeks to improve pedestrian habits and raise awareness among drivers about pedestrian crossings. Roughly 40 percent of road crash casualties are pedestrians who do not know or do not follow the relevant rules of the Highway Code. For instance, nearly half of pedestrians cross the road ignoring red lights and most of them do not know how to react in a busy junction without pedestrian crossings, according to research conducted on behalf of GRSP Hungary. For these reasons, and because of the often inappropriate behavior of drivers, 40 percent of pedestrians say they do not feel safe on zebra crossings.



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Safe transport of Heavy Vehicles

GRSP Hungary and its member, NIT Hungary (Federation of International Private Transporters) organised an international conference on safe transport of heavy vehicles that took place in February 2009. Presentations were given by local experts from the Ministry of Transportation Telecommunication and Energetics, Police and professional organisations, as well as by DGTREN and TISPOL.

GRSP Hungary targets emergency lanes

Nearly 15 percent of fatal crashes in Hungary take place in emergency lanes. In 2008, GRSP Hungary implemented a campaign on this issue to inform people about emergency lane hazards and emphasise that emergency lanes are strictly for emergency stops. A television advertisement spot was produced and shown on national channels.

Budapest renovates traffic park

GRSP Hungary worked closely with two partner foundations (For the Safety of Generations and Responsibility for the Community), to renovate a popular traffic park in Budapest. The park was reopened in September 2008 with considerable media interest and public participation. The park will be an important venue for traffic education and GRSP Hungary is providing the professional and technical background to support these activities.

Hungary builds on seat-belt campaign with 400 billboards

Because seat-belt wearing rates in Hungary are still relatively low, at roughly 60 percent, GRSP Hungary has engaged in a long-term campaign to increase awareness and use of seat-belts and child restraints in cars.

In 2008, GRSP Hungary continued the campaign by producing a new advertisement that was placed on 400 billboards near gas stations and rest stops on major motorways. The advertisement depicts a mother, a father and a child - all wearing seat-belts. The slogan translates roughly as: "Seat-belts keep the family whole!"

A post-campaign study of drivers showed that in many cases, the billboards did influence drivers' decision to wear their seat-belts. It also showed that an increasing percentage of people are aware of the campaign as well as the GRSP Hungary logo, which is featured on the billboard.



The 2008 campaign builds on a campaign in 2007 specifically aimed at convincing drivers and rear-seat passengers to buckle up. For that campaign, which continued into 2008, GRSP Hungary introduced an image of a girl travelling as a rear-seat passenger, holding her teddy bear. Launched in September 2007, the campaign features twenty-second TV spots that were shown on five nationwide channels and diverse media.

To follow up, GRSP Hungary commissioned an evaluation report on seat-belt wearing in Hungary in relation to the 2007 campaign. The results of the study were made available in January 2008.

In brief, the information collected revealed that the rate of seat-belt use is the highest on motorways (driver seat 71.6 percent, front seat 69.6 percent, rear seat 24.3 percent) and that women use seat-belts more often than men.

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India



GLOBAL
ROAD SAFETY
PARTNERSHIP

Bangalore

India, Bangalore

With a population of more than one billion, a growing economy, a booming high-tech sector and a rising professional class, India's roads are busier than ever. The country boasts the second-largest road network in the world with over 3 million km of roads of which 46 percent are paved. Road traffic contains an incredible mix of pedestrians, animal-drawn vehicles, bicycles, motorcycles, cars, buses and trucks.

But the more than 40 million vehicles using India's roads are taking a great toll, killing over 100,000 people each year, with over one third of a million victims requiring hospital treatment. These crashes not only cause considerable suffering, they also have a major impact on the country's economy, costing an estimated Rs 300 billion or more than 3 percent of India's GDP every year.

GRSP's role

GRSP began its road safety initiative in India with a focus on Bangalore, where more than 900 people were killed in 2006 in road crashes. Together with the police and a city task force, GRSP facilitated the development of a partnership road safety programme known as "Suraksha Sanchara"

(road safety drive). Because of that drive, safe routes to school, traffic calming and safer facilities for pedestrians have become a regular part of City improvement plans.

Since then, the programme has grown in scope and size to cover a wide range of capacity building activities and road safety improvements. In 2006, a number of concerned stakeholders including GRSP helped shepherd a helmet-wearing law that led to a dramatic increase in helmet use especially on the main roads in Bangalore. At about the same time the Karnataka Government approved Bangalore's first ever traffic and safety plan known as BTRAC 2010. GRSP works closely with the City Traffic Police to support the safety components of this plan and tackle the cities key road safety issues.

In the last year, the main focus of GRSP's activities was on the issues of drinking and driving and fleet safety. Key partners included the Police, the National Institute of Mental Health and Neuro Sciences (NIMHANS), the Indian Alcohol Policy Alliance (IAPA), Shell, TNT, the Confederation of Indian Industry (CII), the Karnataka Transport Department and the Karnataka State Road Transport Corporation as well as other local partners from high-tech businesses in Bangalore.



PROJECTS IN 2008

➤ SHELL INDIA, THE CONFEDERATION OF INDIAN INDUSTRY AND GRSP LAUNCHED PHASE II OF THE BANGALORE FLEET SAFETY PROJECT IN MARCH 2008.

➤ ALONG WITH PARTNERS, GRSP ORGANISED NATIONAL SUMMIT ON DRINKING AND DRIVING PREVENTION. THE SUMMIT DREW 115 PARTICIPANTS FROM 8 STATES TO BANGALORE.

Building regional capacity against drinking and driving

A three-year public education and enforcement project against drinking and driving in Bangalore led to sustained and increased police interventions, a highly visible media campaign and, most recently, a national summit on drinking and driving prevention in February 2008 in which 115 participants from 8 States met to develop recommendations based on an assessment of drinking and driving in India. The drink-drive campaign is coordinated by the GRSP along with a wide array of partners. While surveys showed that the media campaign reached a wide audience (88 percent of people polled recognised the campaign), attempts to evaluate and quantify drinking and driving rates after the campaign were less conclusive. However, the enforcement campaign led to a three-fold increase in drink-drive cases over three years.



GRSP partners with business to improve fleet safety

Shell India, the Confederation of Indian Industry and GRSP launched Phase II of the Bangalore Fleet safety project in March 2008. Having developed then conducted trials on a set of fleet-safety guidelines for the trucking industry in South India, the project team led by Shell was asked by businesses in the IT and call-centre sectors to help improve the safety and security of systems used to transport staff across the city. During a two-day, kick-off conference, experts from government, the private sector and civil society reviewed and adapted the framework to suit the transport operations of client businesses. The initial developments of this project were presented at the GRSP Asia Road Safety Seminar at KL in October by Shell India.

Strengthening and expanding GRSP's programme in India

In the last year GRSP led a vigorous debate with its core partners Shell, TNT and CII, and other key stakeholders on the strengthening and expansion of GRSP in India. Partners are currently considering a draft proposal, which sets out the objectives, structure and charter of the future organisation. In the coming year GRSP is aiming to establish its new organisation nationwide and to continue to build its fleet safety programme.

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Indonesia



GLOBAL
ROAD SAFETY
PARTNERSHIP

Jakarta

THE REPUBLIC OF INDONESIA

As Indonesia's economy has grown and motorisation rates have increased in recent decades, the country has also improved its road network. But faster roads and more vehicles have led Indonesia to an above average road-crash fatality rate compared to other ASEAN countries. At the same time, motorcycle ridership is also increasing dramatically – by as many as 6,000 new motorcycles a month in the Javan city of Yogyakarta, for example.

“

We hope that by 2015, facilities, technology, law enforcement and good, proper driver etiquette can be achieved resulting in a zero percent rate of accidents.

”

Suroyo Alimoeso, the Director General for Land Transportation, as quoted in the Jakarta Post, at a joint GRSP MOC speed management workshop in December 2008 in Yogyakarta.

“The huge increase of motorcycles in recent years makes traffic condition more severe than before,” according to a study on speeding by GRSP Indonesia in collaboration with Indonesia's Directorate of Land Transport Safety, the Ministry of Transportation and the Masters Programme in Transport System Engineering at the University of Gadjah Mada.

As Indonesian cities fill up with cars, downtown streets are often gridlocked with traffic, creating a false impression that speeding is not a serious problem. The study revealed otherwise.

“Vehicles which travel with speed higher than the average are mostly motorcycles, although they travel in mixed traffic conditions,” the report concludes. “This is because [of] their ability to shift easily and their possibility for running with high speed.”

GRSP helps develop speed management and helmet plans

Faced with an incredibly diverse geographic, cultural and political landscape, Indonesia faces a challenging task in scaling up speed management, helmet use and other road-safety initiatives on a national scale. But several initiatives, aided by GRSP, are bringing unity around the issue at the national level.

To help Indonesia deal with the dual challenge of speed management and helmet use, GRSP is working with numerous partners to implement a National Helmet Action Plan (created in 2007 with GRSP collaboration) and to develop a National Action Plan on Speed Management.

In December 2008, GRSP organised a speed management workshop in Yogyakarta that drew more than 80 people from transport, police, research, donor and private sectors. The gathering identified key areas of action to address speed management and laid the groundwork for a national Speed Management Action Plan.

“We hope that by 2015, facilities, technology, law enforcement and good, proper driver etiquette can be achieved resulting in a zero percent rate of accidents,” Suroyo Alimoeso, the Director General for Land Transportation told the gathering (as quoted in the Jakarta Post, one of many media outlets to cover the workshop).



© Kelapa

Speed Management Study and Workshop

More than 80 people, representing a wide range of transport, police, research, donor, private sectors gathered in Yogyakarta in December 2008 and agreed on a series of key actions for a Speed Management Action Plan for Indonesia.

The three-day speed management workshop, organised by GRSP and the Indonesian MOC, found a high level of consensus among representatives of the Key Action Areas and the priorities:

- **Data and research:** Prioritise data collection and establish inter-departmental Committee for Road Traffic Accident (RTA) Data and to ensure that data is made accessible to all key stakeholder agencies.
- **Infrastructure:** Develop standards for physical safety treatments, increase quality and quantity of road signs and markings, and install more speed and advisory signs (especially in blackspot areas).
- **Legislation:** Increase political will and support for national school road safety education programme (RSE); develop laws for speeding offences and establish a penalty regime; establish regulation for speed limit setting; implement lower speed limit for new drivers; formulate speed enforcement policy; establish evidentiary requirement to support introduction of electronic speed detection programme; establish pedestrian safety offence and penalty regime; develop drivers licensing curriculum and test.
- **Public Education:** Increase political will and support for national school RSE Programme; develop and implement national campaign targeting speed; develop systems to standardise and accredit driving schools. Educate community on road rules.
- **Capacity Building:** Develop guidelines for data collection and speed limits; conduct capacity building training on speed limit setting.

Helmet Action Plans and Helmet standards

In Indonesia, more than half of road fatalities are due to motorcycle crashes, and a high percentage of those deaths are linked to head injuries. But the task of increasing helmet use is a complex one. There must be a comprehensive effort of legislation, enforcement, public education efforts and the development of affordable high-standard helmets.

Throughout 2008, GRSP has continued to play a role in implementing a national Helmet Action Plan, a process that began in November 2007, when GRSP and the Ministry of Transport hosted a Helmet Action Plan Workshop, which led to identification of 8 focus areas of Indonesia Helmet Action Plan (2007-2012).

Since then, there have been many positive steps. In April, the Association of Indonesian Helmet Industries was formed, and in June, the Ministry of Industry issued a decree requiring the use of SNI helmets for business sectors. The ministry developed a technical SNI for standard helmets, which went into effect in March 2009.

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BUILDING CAPACITY AND DEVELOPING LEADERSHIP IN THE ASEAN REGION

➤ GRSP SUPPORTS MALAYSIA'S "INTEGRATED APPROACH" WITH PROFESSIONAL DEVELOPMENT TRAINING SERIES.

➤ GRSP AND THE GOVERNMENT OF MALAYSIA HOSTS ASEAN ROAD SAFETY SEMINAR IN KUALA LUMPUR.

“

Road Safety is a global problem and it requires our global and collective response to innovate, lead, inspire, share and advocate a Global Zero Fatality vision as our collective response and way forward to tackle this looming global crisis.”

”

Datuk Ong Tee Keat, Minister of Transport, speaking at the GRSP ASEAN Road Safety Seminar in Kuala Lumpur in October 2008.

With a rapidly growing population, and one of the fastest-moving economies in South East Asia, people in Malaysia are used to bustling city streets and fast-moving national highways.

But during the festive seasons – Hari Raya Aidilfitri, Chinese New Year, Christmas and Deepavali – traffic in cities and on major highways usually doubles, as city dwellers take advantage of the long holidays to visit their hometowns, a tradition known as “balik kampung.”

Thousands of people spend hours on the road, often when tired after a long days work, in hazardous night-time conditions, on difficult roads, sometimes not wearing seatbelts or helmets and usually with an excessive number of passengers.

While Malaysia has always shown a commitment to road safety, it was the *balik kampung* of 1996 – in which 321 people were killed in just 15 days – that spurred Malaysia to take stronger action.

The government of Malaysia began an “integrated approach” involving numerous sectors – transport, academia, health, public-safety and education – in activities ranging from research and educational campaigns, to infrastructure improvement and a coordinated, strategic police enforcement.

The approach made a difference. Since 1997, the number of motor vehicles on the road has almost doubled (from 8.5 million in 1997 to 16.8 million in 2007) and the number of road accidents increased at a much slower rate (from 215,000 to 363,000 or about 60 percent). The number of deaths has remained relatively stable – roughly 6,300 per year – while rate of deaths per driver declined.

That integrated approach continues today in operations such as Ops Sikap, in which 4,800 police are strategically placed along 346 particularly deadly stretches of highways during festival time. Or with Ops Bersapadu, in which police stop vehicles at key points, issuing fines for a wide range of road infractions: failure to wear helmets, or driving while impaired.

Leading into these heavy enforcement periods the police undertake an advocacy programme where they stop drivers who are violating laws and explain to them what the negative potential road safety outcome may be if they continue with the illegal or unsafe behaviour. New motorcycle helmets are freely given away to many riders who either do not have a helmet, or have one that is unsafe.



GRSP in Malaysia

GRSP has long enjoyed a close working relationship with Malaysia, which became a GRSP focus country in 2007. Since then, Malaysia has embarked on a series of partnerships with business and civil society, including: a national helmet initiative, a national publicity campaign to coincide with a new mandatory rear seatbelt law, and road safety clubs and traffic wardens at local schools, among other initiatives.

With 363,319 road crashes in 2007 – and 6,282 deaths – the problem is still far from solved. But Malaysia's integrated commitment has made a demonstrable difference, as the rate of road death continues to decline and the country emerges as a regional leader in road safety.

Police Professional Development programme completes Phase III

In 2008, GRSP completed phase three of the Police Professional Development programme, which focuses on strengthening the capability of traffic law enforcement officers to develop a Strategic Enforcement Plan, to make effective use of intelligence, to plan strategies and tactics and to implement effective operations.

The programme involves the training and professional development of police officers, in both a theoretical and practical sense, complimented by appropriate mentoring, monitoring and quality assurance.

The programme has three phases: 1. "Leadership in Road Policing" Workshop for senior police regional commanders and their training officers. 2. A five-day "Train the Trainer" programme that includes a full operational course together with instructor development on public speaking, engagement and workshop facilitation. 3. A five-day training programme for all traffic police officers in which the freshly skilled trainers deliver training to operational non-commissioned officers, first-line supervisors, traffic specialists and regular patrol officers. This phase is monitored for quality assurance and mentored by the initial facilitators.



GRSP 2008 Asean Road Safety Seminar

Malaysia hosted the GRSP ASEAN Road Safety Seminar in Kuala Lumpur in October 2008. The event brought together 230 road safety experts and practitioners, government representatives and safety advocates from 22 countries to share experiences and strengthen collaboration on a wide range of regional initiatives.

Co-hosted by GRSP and the government of Malaysia, the Kuala Lumpur seminar featured more than 40 presentations on subjects ranging from helmet standards, road safety education, developing accurate crash statistics, drink driving, speed management, strategic policing and helmet wearing - among other topics.



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Namibia

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GLOBAL
ROAD SAFETY
PARTNERSHIP

Windhoek



WITH AMPLE MINERAL RESOURCES, from diamonds to uranium, Namibia's economy has grown steadily in recent years. While unemployment is still high, more people are gaining access to mobility, travelling greater distances on an ever-growing road network. But with more vehicles on the road - and a road safety infrastructure that has not yet caught up to demand - Namibia has also experienced a significant rise in road casualties.

In response, GRSP Namibia's focus for 2008 has been on promoting good practice and addressing the key issues that have the highest impact on casualty and crash reduction: Increasing the use of seat-belts and helmets, undertaking regular speed and drink driving enforcement, and improving road user behaviour with a focus on safety for vulnerable road users.

To meet these goals, GRSP Namibia is working with key regional and local stakeholders to: develop a national, 5-year seat-belt campaign; study the link between pedestrian injuries and alcohol; establish baseline data for key risk factors (seat-belt compliance, speeding, alcohol use, etc.) in order to develop targeted strategies; introduce work-related road safety to GRSP Namibia members, and offer road safety training on good practice issues.

"We have also continued to develop partnerships, especially with the Windhoek City Police and are very grateful for their professional contribution to the Urban Drink Drive Study," Executive Secretary Christian van Rooyen wrote in GRSP's Annual Report. "Such partnerships have proved immensely valuable since they increase our capacity to undertake larger projects."



A 2008 speed management training session in Windhoek.

KEY PROJECTS

Drink Drive Survey

In partnership with the Windhoek City Police, GRSP conducted a Drink Drive Study through December 2007 into mid-January 2008. Over 3,800 random breath tests were made and a comprehensive database is being coded prior to the analysis and reporting. This has provided baseline data on the level of drink driving and associated issues, and offered intelligence to the police to aid enforcement efforts. Among other things, the study found that few drivers knew the legal limit for blood alcohol content in Namibia or how many drinks it would take to reach that level. The study also found that drunk pedestrians are also a key factor in road casualties. This

ACTION IN 2008

- DRINK AND DRIVE SURVEY
- TRAFFIC ENGINEERS TRAINING
- SADC REGIONAL WORKSHOP
- SPEED MANAGEMENT WORKSHOP



Road safety is not the responsibility of one institution or one agency alone. As individuals we all need to take personal responsibility for safety on the roads. It needs a collective effort from everyone, from the Government through its agencies, such as the Police, the NRSC, the Ministry of Health, the Ministry of education. The private sector has an extremely important role to play mobilising its considerable resources in support of safety programmes and I am pleased that the Global Road Safety Partnership Namibia will be coordinating and representing that input into the National Programme.



The Honourable Deputy Minister of Works, Transport and Communication, Stefanus Mogotsi, said at the opening of the SADC Road Safety Convention.

has prompted a further study to evaluate the level of alcohol in injured pedestrians.

Traffic Engineering Training

Transaid, in partnership with the GRSPN, conducted a one-day training session for 13 road engineers from both Namibia's government and the private sector. Riaan van Rooyen facilitated a practical course on "Road Safety in Windhoek" using the DfID "Towards Safer Roads" good practice guide. Set in the Construction Industry Federation headquarters in Windhoek, the session had two aims: to promote awareness of the importance of non-infrastructure related concepts in the achievement of safer roads, and to highlight and analyse some specific engineering problems in Windhoek as a basis for discussing the role of engineering in road safety.

SADC Regional Workshop

In April 2008, GRSPN held the first regional SADC workshop on seat-belts using the FIA Good Practice Seatbelt manual as the basis of the presentation material. The proceedings were opened by the Deputy Minister for Works Transport and Tele-Communication, the honourable Stefanus Mogotsi, with Riaan van Rooyen as chairperson and facilitator. Three breakout sessions were held to develop a seat-belt safety strategy. The countries chosen for the national focus for this exercise were Malawi, Zambia and Namibia. All countries reported back to the conference on their findings. The delegates were shown how to use the manual and were shown how the Conference presentations linked in to the manual. GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit) and gTKP (The global Transport Knowledge Partnership) funded this event.

Speed Management Training

In return, GRSPN has also contributed to the professional development of Windhoek Police by offering workshop training courses on speed management. The two-day workshops were led by GRSP senior advisor Mike Winnett who trained 46 officers.

Seat belt promotion campaign

The public relations firm Ogilvy has drawn up a seat-belt campaign programme. It is suggested that the campaign run for at least 5 years and become the spine project for GRSPN. Fund raising for the campaign will now be a major task for GRSPN. (The World Bank have advanced \$25,000 USD to begin a preliminary assessment).

Red Cross and GRSPN in partnership

In the last year, GRSPN has been developing closer working relationships with the Namibian Red Cross Society. GRSPN will involve the Namibian Red Cross in the seat-belt study.

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PI Poland



GLOBAL
ROAD SAFETY
PARTNERSHIP

Warsaw

Five years after Poland joined the European Union, the country is still undergoing large-scale economic and social changes. Economic growth over the past decade and increased trade have led to a rapid increase in motorisation rates and traffic. As a result, road crash death and injury rates are also much higher than the EU average.

Due to the concerted efforts of government, civil society and the private sector, however, Poland has made considerable progress, with the number of road traffic fatalities decreasing by 1/3 in the last decade. In 2006, for example, there were 46,876 crashes resulting in injuries (3,7% less fewer in 2005).

Still, those statistics are high compared to the rest of Europe as road crashes continue to take a huge toll on Polish society and on the economy. Annual costs of road crashes are estimated at PLN 30 billion.

The problem is exacerbated by the relatively poor condition of Poland's road infrastructure, insufficient protection of vulnerable road users, high rates of speeding and alcohol use, and insufficient use of protective devices.

To address these issues, GRSP in Poland brings together a wide range of partners and members from all sectors. In 2008, GRSP in Poland conducted several road safety round tables, organised its 2nd Road Safety Forum, and helped jump start a drink-drive pilot project in the city of Olsztyn, among many other activities.



Pilot project "You've been drinking? Don't drive!"

This multi-sector, multi-phase project targets drinking and driving in and around the city of Olsztyn, where rates of alcohol impaired driving have been higher than the national average. The project, which began in the spring of 2008 includes road-side breath tests and surveys, statistical analysis, training sessions, and a wide range of public education and community-based activities. The aim is to test a multi-pronged and locally co-ordinated pilot programme that can be continued and applied by other regions of Poland.

Road Transport Safety Roundtable

GRSP in Poland helped organise a Road Transport Safety Round Table in February in the seat of the World Bank in Warsaw. The keynote discussion was "How to ensure safety without limiting competitiveness?" The debate brought together representatives of all relevant sectors including infrastructure, transport, road safety experts, transport companies, trade journalists, academics and others having influence on the country's transport policy.

Road Safety Forum

In June, the Partnership organised the Second Road Safety Forum in Warsaw focusing on improving the quality of driver training. Participants included representatives of government and local administration, police, driver training schools and motor-sports associations. Among other topics, the speakers discussed whether Poland should have a central programme of driver training, and they debated questions such as: "How should driving instructors be recruited?" and "How to provide conditions for proper training of professional drivers?"



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Public Awareness Campaign: "Speed limits save lives"

Speeding is one of the leading contributory factors to road crashes and injury severity in Poland. Together with the National Road Safety Council and the General Headquarters of the Police, the Partnership launched the public-awareness campaign "Speed limits save lives." Covering the entire country, the intensive public awareness campaign was shown on cinemas, television, internet, radio, outdoor media and point-of-sale displays.

Continuation of the Safe Fleet programme

In 2008, the partnership continued its "Safe Fleet" programme, launched in 2006 to improve the safety management standards of companies with vehicle fleets, including company cars. The programme helps companies that are members of the partnership to understand the impact of road crashes and incidents on their business and the health and safety of their employees. It also offers trainings and expertise to external companies.

During 2008, the Partnership also organised a variety of other activities, including:

- A workshop for journalists on the theme: "Speed limits save lives."
- A public-opinion survey on mandatory headlight laws.

The Partnership also continued many other activities, such as lobbying for road safety improvement, technical advice, participation in social consultations regarding road safety, giving road safety workshops,

presentations and seminars. GRSP Poland also welcomed 7 new, full members and 5 supporting members during 2008.



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Romania

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GLOBAL
ROAD SAFETY
PARTNERSHIP

Bucarest



Romania has gone through enormous socio-economic changes in the past 20 years. But development and growth have had a significant impact on road safety with the rate of death now surpassing the European average. In 2007, roughly 2,800 people died in traffic accidents in Romania. That represents 129 people per million inhabitants, while the European average is 86 per million inhabitants.

Romania's road network has also expanded in recent decades. But overall, road quality is mixed and rural highways often cut directly through small towns with little warning for drivers and few protections for pedestrians. This is one reason pedestrians make up 40 percent of road-crash fatalities, compared to the European average of 20 percent. Excessive speed and mixed traffic (different speed means of transport) are also major contributors to the number of road accidents, fatalities and injuries in Romania. To address these issues, GRSP-Romania has launched a series of projects and efforts that aim to change road behaviour, raise public awareness and increase political support for road safety.

GRSP-Romania organises Romanian Road Safety Summit in Parliament

At the request of the Commission of Industries and Services of the Romanian Parliament, GRSP-Romania organised a Road Safety Summit in September 2008 in the Romanian Parliament.

The Summit brought together speakers from the European Commission, World Bank, European Transport Safety Council, Global Road Safety Partnership and from Romanian Government: Ministry

of Transport by National Company for Motorways and National Roads; General Inspectorate of Romanian Police by Traffic Police and the Institute for Research and Prevention of Criminality. The summit focused on several key topics:

- Alignment of the Inter-Ministerial Road Safety Council
- Creating a National Road Safety Plan, Fund and Managing Structure.
- Agreement on the Road Safety Audit Law



Road Safety Audit Law enacted

As a direct result of the summit, the Commission of Industries and Services, followed by the full Parliament, approved Romania's first Road Safety Audit Law. The law was enacted in the plenary session after a lecture about the latest developments in road safety at the European level by Deputy Ioan Bivolaru. This law established the road safety audit system and road safety inspections in Romania as mandatory for all types of roads. The law also approved the establishment of the National Road Safety Research Institute.

New Materials for training and public awareness

In 2008 GRSP-Romania continues to offer support to the governmental bodies responsible for road safety by delivering booklets and information materials necessary for training or public awareness. For 2008, two kinds of materials were developed inside the National Programme "STOP Accidents":

➤ Partnership produced Traffic Accidents Dynamic brochure

In October 2008, GRSP-Romania together with its partners launched the first Traffic Accident Dynamics brochure at the European Road Safety Day in Paris. Introduced by the GRSP-

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Romania Chairman, the brochure offers a glimpse of the real situation on Romanian roads and is a demonstration of the joint responsibilities in road traffic safety.

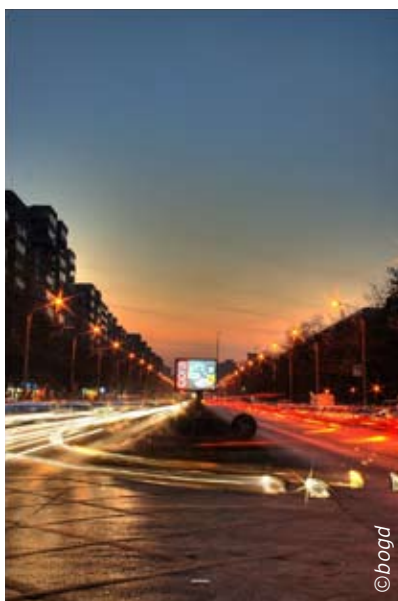
The bilingual brochure (Romanian & English) includes detailed statistics of the last past five years and the first calculation of traffic accident costs in Romania achieved through the ISPA project, "Technical assistance for the Elaboration of the General Master Plan.

This is the first one from a series that will be released in the first quarter each year. For a printed copy of this brochure, please address directly to Country Coordinator Iustina Diaconu.

Partners for this project: General Inspectorate of Romanian Police, Ministry of Transport and Louis Berger SAS, National Union of Road Haulers from Romania - UNTRR. The translation into English was realised by the GRSP-Romania Secretariat.

➤ Speed Management project launched

Also in 2009, GRSP-Romania intends to support governmental road safety agencies implementing local knowledge-



transfer projects addressed toward the Romanian police, local administration and road safety professionals. The first workshop will be developed on Speed - the most important cause of accidents in Romania, according to accident analyses.

Therefore, by the end of 2008, with the support of one of its members UNTRR, GRSP-Romania translated the Global Good Practice Manual on Speed Management into Romanian in order to provide guidance to policy makers in implementing effective, evidence-based road safety strategies.

Romania chosen for Roads to Respect project

In 2008, Romania was chosen by ETSC, among countries such as: Bulgaria, Croatia, Cyprus, Greece, Slovenia and Serbia, for lectures on the Roads to Respect project. This was the first collaboration of GRSP-Romania with an international organisation in order to assure a proper organisation of these lectures about Road Infrastructure Design and present the 'R2R' programme to students in four major technical universities in the country: Bucharest 15 May, Cluj - Napoca 21 May, Timisoara 22 May and Iasi 23 May. The R2R programme is designed to create awareness among future road engineers and road safety professionals and inspire them to care about safe roads. The programme will promote the message that simple engineering measures, often at low cost, can significantly reduce routine road accidents.

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SAKHALIN

Located off Russia's eastern coast, Sakhalin Island has always been rich in natural resources. With the discovery of offshore natural gas and oil in 1995, a new wave of development began, bringing rapid motorisation and thousands of new residents who came to work in the burgeoning energy industry.

With this growth came a corresponding rise in road crash casualties. Between 2001 and 2004, for example, road crashes increased by 38.2 percent. The number of people killed as a result of a road crash jumped 13 percent; the number injured by 45 percent.

In January 2005, GRSP was invited by Sakhalin Energy Investment Company Ltd (SEIC), a Shell joint venture, to assist in the development of a Sakhalin-wide road safety initiative. The Sakhalin Road Safety Partnership (SRSP) was established in June 2005 by representatives of the Sakhalin Administration, Road Traffic Militia (GIBDD), business and civil society organisations.

That partnership has resulted in a number of successful efforts that have contributed to significant results being visible in 2008.

Seat-belt Campaign contributes to saving lives

Now in its fourth year Sakhalin's seat-belt campaign has already resulted in a dramatic increase in seat-belt use, from 3 percent of drivers in 2005 to near 80-percent compliance. The 2008 campaign targeted men aged 18-35 as regular observational studies indicated this to be the highest risk group in terms of not wearing seat-belts.

The success of the programme in increasing wearing rates is a good example of how a partnership of committed people representing a wide range of sectors can contribute to saving lives. Powerful TV ads based on true road crash stories were just one part of a multi-sector approach that included improved road safety research and surveys, publicity of road crash statistics and strategic and consistent enforcement. In 2008, in part due to the seat-belt campaign and other road safety efforts, road fatalities decreased on the Island of Sakhalin from 158 in 2006 to 128 in 2008, a reduction of roughly 18 percent. Road injuries were reduced by about 21 percent from 1,870 to 1,470.



↑ A SIGN OF PROGRESS

PERIOD	AMOUNT OF ROAD TRAFFIC ACCIDENTS	FATALITIES	INJURES
2006	1360	158	1870
2007	1361	163	1859
2008	1132	128	1470

Black Spot Improvement Project

Six black spots in Yuzhno-Sakhalinsk were chosen based on police crash and injury statistics and improvements were designed by the road authorities. Throughout 2008, the town continued to improve signs, install speed bumps, build curbs to better separate cars from pedestrians and improve bus stops and street crossings.

Pre-hospital care

The SRSP has continued to build the capacity of local rescue workers. The most recent training in September 2008 was carried out by specialists from the World Rescue Organisation (WRO) and by the Ministries of Emergency Measures. The 3rd WRO included a workshop on RTC scene management (i.e. adequate vehicle immobilisation, First Aid, release of trapped victims) for 21 staff from rural areas. The trainings were conducted by instructors from the regional ministry (both rescue and fire fighting divisions) in cooperation with WRO specialists. Training materials for RTC management have been adapted and accepted for use in Sakhalin. Local emergency units also received new rescue equipment and training in how to use them.



Safe Routes to School

As part of a pilot Safe Routes to School project in Yuzhno-Sakhalinsk, GRSP and the SRSP worked with several schools on identifying hazards such as poor sign visibility, and they educated staff and students about road safety good practice. The programme is now expanding to the districts of Sakhalin with the high rate of children death and injury (Phase II.). The project team has developed the criteria for the selection of the potential school participants and has proposed the use of some of the existing materials: video, teaching recommendations and surveys.

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*Above: WRO pre-hospital care training session
Left: Education programme under the Safe Routes to School Project*

South Africa

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GLOBAL
ROAD SAFETY
PARTNERSHIP



Johannesburg



IN THE CAPE TOWN METRO AREA, there's a 12-kilometer stretch of road that cuts right through some of South Africa's poorest communities. It's a dangerous and busy road where children walk along or often cross on their way to and from school. "It has caused tremendous road safety problems in that area," says Pieter Venter, GRSP's advisor for South Africa.

The R300 national roadway is now the focus of an intensive effort to alleviate the pedestrian problem with a mix of infrastructure improvements and comprehensive education and awareness programs. The SA National Roads Agency is spearheading the programme by investing ZAR650 million (USD 62 million) in infrastructure upgrades as well as road safety education and awareness amongst the community living in this area.

ACTION IN 2008

- [R300 PEDESTRIAN SAFETY PROJECT](#)
- [TRANS-AFRICAN CORRIDOR PROJECT](#)
- [FOSTERED ROAD AGENCY COOPERATION](#)
- [SEE REVERSE SIDE FOR MORE PROJECTS](#)

Supported by the provincial government, as well as the GRSP SA partners, Chevron and BP SA, this effort is an example of the teamwork approach that GRSP South Africa and its members use to tackle road safety problems. Drive Alive and the Child Accident Prevention Foundation are two GRSP SA partners also involved in the project.

On the educational side, this creative approach has a special emphasis on engaging young people (the leading victims of road injury and death) via the national multi-media education programme for grades 1-9. The projects include poster design competitions, debates and theatre performances that get thousands of learners at 17 schools in the area playing a part. Where possible, learners are provided with rucksacks fitted with reflective material to make them more visible on their way to and from school.

At the same time, GRSP SA works closely with the national lead road safety agency, the Road Traffic Management Corporation (RTMC) and the National Roads Agency (SANRAL) toward increasing cooperation on road safety improvement. GRSP SA was instrumental in encouraging these authorities to sign a Memorandum of Understanding, ensuring greater budgetary and planning cooperation – a major step toward tackling road safety on a larger scale in South Africa.

In addition, GRSP SA has been instrumental in forging closer cooperation between the South Africa Red Cross Society and GRSP. In Johannesburg, in October, 53 National Red Cross Societies from around the continent agreed to include road safety as a major public health issue in the "Johannesburg Commitment." This four-year roadmap for action was adopted at the Pan African Red Cross General assembly in Johannesburg in October. The IFRC and GRSP jointly organised a road safety panel at the



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assembly in which presidents of national societies spoke about the importance of road safety and the need for the Red Cross and Red Crescent Movement to address the issue.

GRSP South Africa has fostered the development of a broad partnership that spans government agencies, leading corporations, schools, NGOs and grassroots community groups. In 2008, these partners and members were involved with GRSP SA in numerous projects supporting the South Africa Road Traffic Management Corporation's (RTMC) year-long road safety awareness, education and enforcement programmes. Here are just a few:

- The Road Traffic Management Corporation hosted its first Annual National Traffic Officers' Conference in May 2008. The conference was aimed at all road safety practitioners and traffic officers. The theme of the conference was: "Towards effective and sustainable road traffic enforcement strategies - an achievable goal in South Africa." The conference was supported by GRSP ZA and its members. Local oil company and GRSP member, Engen, was one of the sponsors.
- The South African Red Cross Society began including road safety awareness in their Peer Education HIV/AIDS programme in 2008. With 900 volunteers visiting schools in South Africa, the programme has already adapted their training manuals to include road safety themes.
- The second national SA Youth Road Safety Convention organized by the Road Traffic Management Corporation and supported by GRSP ZA was held in June and was attended by 250 youths from all over the country.
- A drinking and driving programme driven by South Africa Against Drunk Driving (SADD), which focuses specifically at young adults. Several programmes are run at schools and universities in cooperation with traffic police.
- A road safety school theatre programme focusing on pedestrian safety has been presented at 151 schools by the Drive Alive drama group in Soweto, reaching 73,000 school children. The play focuses on road rules for pedestrians and encourages older children to look after the younger ones in the Buddy Programme. At some schools the children are provided with rucksacks fitted with reflective material for their school books.
- A seatbelt wearing campaign is run by an association for quadriplegics and paraplegics called the QuadPara Association of South Africa (QASA). It employed its own members to deliver a road safety awareness programme with the slogan "Buckle Up, We Don't Want New Members." 44 quadriplegics and paraplegics deployed at eight petrol filling stations on the national roads encourage motorists to sign a pledge to use their seatbelts and in return they receive a license disk sticker.
- The Road Traffic Management Corporation's (RTMC) national multi-media road safety education programme held the first in a series of training sessions for teachers in September. Initiated by SANRAL, the trainings have reached approximately 27,000 school children and 900 teachers from 60 schools.
- BP SA and the RTMC ran a successful school road safety debate competition in all 9 provinces. The regional winners participated in a final national competition that was held in September.

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Thailand

Bangkok



GLOBAL
ROAD SAFETY
PARTNERSHIP

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We have to thank this foreign organisation that is concerned about the safety of our heads.

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District Chief in Waeng Yai District as opening speech in focus group activity in Waeng Yai.

COMMUNITY YOUTH HELMET USE PROJECT

A case study in creative community involvement

In a Buddhist temple in the Waeng Yai District of northeastern Thailand, dozen community representatives sit in a circle on the floor, engaged in a lively conversation as one man quickly takes notes on a poster-sized paper.

As saffron-robed monks meditate and perform various tasks before a gold-leafed statue of the Buddha, the group brainstorms on ways its village can get more people, particularly those between 12 and 18 years old, to wear helmets.

A few days later, in a village school in the Ban Phai District a similar scenario is unfolding. Groups of teenagers write down their ideas on large sheets of paper, which they then present to the larger group. More than one hundred people are gathered to discuss creative ways to increase helmet use.

These are just a two examples of many workshops – organised by GRSP with funding from the Japan Social Development Fund (JSDF) – to engage young people to become leaders in their community on the issue of helmet wearing.

In doing so, they hope to reduce the severity of head injuries and injury-related deaths, increase awareness of road safety, and encourage good helmet wearing helmets. This is life-and-death work, where emergency services and full service hospitals are few and far between.

The Community Youth Helmet Use Project, an 18-month programme that began in 2008, is working with 120 villages to develop innovative and sustainable ways to encourage helmet use. Then CYHUP will award grants to villages or districts that develop fundable proposals.

“We would like the youth to be mobilising key players in their area, to influence their parents, family and friends to use helmets and influence and promote helmet wearing,” says Nuananong “Kwan” Lohitakul, a GRSP coordinator in Thailand.

The energy at the workshops is infectious. Lohitakul sees that energy as a sign that communities are taking ownership of the process.

“My team has been very impressed with the way communities are participating,” she says. “The representatives are very attentive and interested in the support that we will provide them and in the idea of doing the brainstorming themselves to figure out the best proposals.”



ACTION IN 2008

➤ COMMUNITY
YOUTH HELMET
USE PROGRAMME

➤ PROFESSIONAL
DEVELOPMENT AND
CAPACITY BUILDING
WORKSHOP

➤ HELMETS FOR THE
KING REVIEW

“

We would like the youth to be mobilising key players in their area, to influence their parents, family and friends to use helmets and influence and promote helmet wearing.

”

Nuananong “Kwan” Lohitakul, a GRSP coordinator in Thailand.



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In Thailand, this project selected only two provinces. Within one province, they chose only one district. In one district, they focused on only two sub-districts. Therefore, we have to try to do a good job in order to be good model for this pilot project.

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District Chief in Phu Pa Man District as opening speech in focus group activity in Phu Pa Man.

With support from the World Bank, the Japan Social Development Fund, the GRSP and the IFRC, the project chose five districts in two northeastern provinces - Khon Kaen and Nakorn Ratchasima - which serve as gateways from Bangkok to north-eastern Thailand.

The project prioritizes low-income districts with high-injury rates, villages near main highways with high volumes of traffic and with a history of local participation in road safety.

Khon Kaen Province, for example, has the highest road-crash injury rate and the ninth-highest percentage of low-income communities in Thailand. It also has a history of innovation for road safety projects, a number of major highways and important academic centers.

At the beginning, all targeted communities select 5 representatives each to attend a GRSP Focus Group or road safety briefings. There, they learn how to apply for sub-grant money and submit their community's helmet wearing proposal detailing the planned activities, budget, duration, objectives and responsible persons. After brainstorming with their community members, they will then submit the plan to the JSDF team. The project is now reviewing the first series of grants and will be awarding grants for implementation in the spring 2009.

The proposals vary depending on the needs of the local area. Some ideas focus on improving and installing permanent road signs, while others create helmet funds for people to buy at reduced rates, or include creation of safe storage space for helmets so children don't have to carry them around all day while at school.

Meanwhile, the programme continues with training sessions for teachers, who will in turn train others on how to include road safety content in the school curriculum. Enforcement training for police in selected area is also a key part of the programme and began in February 2009.

Helmets for the King study reveals better helmet habits

A 2008 study of people who took part in Thailand's Helmets for the King project showed that helmet wearing habits did improve considerably among those who participated. In celebration of King Rama IX's 80th birthday in 2007, a broad partnership including GRSP, the Road Accident Victims Protection Company Limited and 80 organizations (including Thailand GRSP and many of its members) distributed approximately 80,000 yellow helmets to Thai motorcycle riders with a minimal charge. In exchange, those who received helmets made a pledge to the King to wear them correctly.

The review, funded by the Global Road Safety Initiative, involved surveys with more than 6,200 participants. Roughly 87 percent of the participants already wore helmets regularly; among them, about ten percent reported improving their helmet wearing habits after the project. Among those who did not already have a helmet, 63 percent reported a positive change in their helmet wearing behavior. More than 80 percent of respondents cited road safety, not the pledge or potential law enforcement, as their main reason for wearing helmets.

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THE SOCIALIST REPUBLIC OF VIETNAM A HELMET- WEARING SUCCESS STORY

1,557 lives saved in 2008

To anyone taking a walk down any busy street in the Vietnamese capital of Hanoi, it's clear that this is an economy and a culture on the move. It's also clear that much of Vietnam's social and economic movement is happening on two wheels.

At every intersection, on every street, the number of motorcycles zooming by outnumbers the cars by a factor of 9 to 1. Meanwhile, the number of both cars and motorcycles on the road continues to increase rapidly.

Motorcycles are used for all sorts of daily life: commuting to work, taking the family to visit relatives, transporting goods. That increased mobility is one reason Vietnam's economic engine has been moving so rapidly in recent years.

But they are also the reason that road crash deaths, particularly with head injuries, are also increasing sharply and taking a dramatic toll on communities, families, hospitals and the economy as a whole. Road crashes in Viet Nam are now the leading cause of death, and motorcycle crashes account for as much as 70 per cent of those crashes.

National Traffic Safety Committee (NTSC) Reports: 1,557 lives saved in 2008 by helmet law shepherded by GRSP, Vietnam's NTSC, the Asia Injury Prevention Foundation and other partners since 2006.

In partnership with the NTSC, the Ministry of Health and WHO, GRSP held the first National Drink Drive Seminar in March 2009 in Hanoi. The seminar was a key step toward developing a national Drink Drive action plan for Vietnam and to implement prioritized projects starting from May 2009. The event brought stakeholders from all of Vietnam's 63 provinces and helped to promote the drink drive message to decision makers, enforcement forces and the public.

GRSP in Viet Nam

But a new law, which went into effect in December 2007, has started to turn that around. Since the enactment of Resolution 32 (a law adopted with encouragement from GRSP, the Red Cross, the Asia Injury Prevention Foundation and others) the number of road traffic accidents, fatalities and injuries is declining.

According to a report by Viet Nam's National Traffic Safety Committee (NTSC), 1,557 lives were already saved in 2008. During 2008, there were 1,557 fewer road deaths and 2,495 fewer injuries compared to 2007. This improvement is largely due to enforcement and education about the new law – two key areas that GRSP has supported throughout 2008.

A case for multi-sector partnership

The success of Vietnam's helmet law is a good example of what can happen when partnerships – based in strong local government support and assisted by extensive technical knowledge and multi-sector partnership experience – come together to solve a complex problem.

In 2008, GRSP continued to engage with partners, legislators and government to boost capacity and professional development of police, raise public awareness about helmet wearing, and improve helmet legislation and enforcement.

The NTSC has since confirmed the workshop organised by GRSP and the partners had positively affected the Prime Minister's decision on the compulsory helmet law.

"The action plan for helmet wearing in Vietnam has contributed many good and feasible initiatives," said Bùi Huynh Long, Chief Secretariat of the National Traffic Safety Committee in 2007. "The action plan has contributed to the release of the compulsory helmet wearing law on all types of roads including the intercity."

"The National Traffic Safety Committee (NTSC) sincerely thanks for the valuable collaboration from GRSP and AIPF. We look forward to our further partnership in road safety."

Still, the problem is far from solved. As road traffic continues to increase, the on-going challenges include: low wearing rate among children under 14, widespread use of low-quality helmets, incorrect helmet wearing and inability to enforce against unfastened helmets.

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The [helmet] action plan has contributed to the release of the compulsory helmet wearing law on all types of roads ... The National Traffic Safety Committee (NTSC) sincerely thanks for the valuable collaboration from GRSP and AIPF. We look forward to our further partnership in road safety.

”

Bùi Huynh Long, former Chief Secretariat of the National Traffic Safety Committee.

On-going GRSP work and challenges

GRSP continues to be engaged with numerous partners in the process of making Vietnam's road safer:

- Offering professional development seminars for police officers and leadership from September through December of 2008.
- Engaging with partners in a wide range of public awareness campaigns in all media, including rock concerts aimed at influencing young people.
- Working with the government and legislature of Vietnam to continue to improve the helmet law with provisions for tougher measures requiring wearing of helmets by children.
- Editing the translation and developing a good practice manual on drinking and driving into Vietnamese to be followed in 2009 by development and implementation of a drinking and driving national seminar and campaign.
- In March 2009, more than 300 people attended Vietnam's first-ever national drink-drive seminar to contribute ideas for the development of a national drink-drive action plan. Organised in partnership with the NTSC, Ministry of Health and WHO, the event brought together representatives from key central political and social agencies - and all 63 of Vietnam's provinces - with international road safety experts, international organisations, hospitals, universities, NGOs, private businesses and the media. Partners are now engaged in raising awareness about tougher new drink-drive laws based on the theme "Drink - No Drive."



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