

Road safety program support from ADB

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The Asian Development Bank (ADB) is making a significant contribution to improving road safety in the Association of Southeast Asian Nations (ASEAN) by initiating a pro-active technical assistance program for road safety in the region. Initial activities got underway in May 2003.



Overloaded trike in the Philippines

The Asia-Pacific region is estimated to suffer the burden of 44% of global road deaths although it only has some 16% of the world's motorized vehicle fleet. Within ASEAN the resulting cost is estimated to be over \$11 billion annually, or about 2% of the annual gross domestic product (GDP). Fact finding missions by ADB experts revealed a number of impediments to road safety, whose removal would enable local government agencies to be more effective in improving road safety.

Main components and outputs of the program

The proposed technical assistance program aims to strengthen the capability and capacity of key agencies to coordinate and implement road safety activities and prepare road safety action plans that can be used as frameworks to target resources and future assistance. The following areas constitute the focus

of the program's activities: institutional strengthening, capacity building and human resource development, regional cooperation, private sector involvement.

The program will be implemented in three steps over an estimated period of 20 months: 1. Estimate the true costs of road crashes and quantify the scale and characteristics of the problem and recommend policy and institutional reforms 2. Consolidate the findings and facilitate an exchange of best practice and networking 3. Develop a regional strategy.

Action plans will be prepared during national workshops attended by representatives of government, private sector and non-governmental organizations. The regional strategy and action plan will be the focus of an ASEAN regional workshop. The final plan is to be presented at the meeting of the ASEAN ministers of transport in September 2004. Multisectoral national steering committees will be established to oversee the work by consultants and discuss problems and potential solutions.

Implementation

The ADB is interested in maximizing private sector participation in supporting the study process. This could involve participation in national steering committees, sponsoring individual national workshops and the regional workshop, supporting the involvement of external road safety experts at various workshops, and providing support for a periodic ASEAN road safety newsletter. For further information please contact Charles Melhuish at ADB:

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From the Chairman

Marcus Grant, President of ICAP - International Center for Alcohol Policies, has during his career worked for the Alcohol Education Center in London, the International Council on Alcohol and Addictions and WHO, both at WHO regional offices in Copenhagen and Manila and at its headquarters in Geneva. In 1995 he became the President of the newly created International Center for Alcohol Policies, which is based in Washington, D.C. From June 2002 - June 2003 he serves as the GRSP Chairman.



When I became Chairman of GRSP in June of 2002, I promised to concentrate on three areas that I believed

would be critical to our future success. Now, a year later, I should report on the progress that we have been able to make in each of these areas.

First, there was a need to strengthen the local partnerships, which are the backbone of GRSP country activities. Specifically, I wanted to see a locally based coordinator in each focus country, so that project activity would be maintained between advisor visits. I am happy to report that there are coordinators now in nine of our ten countries and that the momentum of GRSP's work has been appreciably enhanced.

Secondly, our relationship with our core partners at the global level needed to be consolidated. During the last year, we have

negotiated a new hosting agreement with the International Federation of Red Cross and Red Crescent Societies, we are working closely with the World Bank in fifty percent of our focus countries, and GRSP is one of the key partners for the World Health Organization in their preparations for next year's World Health Day on 'Safe Roads'.

Finally, it was my goal to introduce a stronger element of evaluation into GRSP activities. To this end, the advisors all participated in a special training session on project evaluation and we have instigated a tracking system for each country based on defined indicators. GRSP has also begun to strengthen its research management capabilities.

There is, of course, a long way to go in all three areas, but it is encouraging to be able to report significant progress in them all. I hand over Chairmanship to my good friend Josef Schleicher from DaimlerChrysler in the firm conviction that GRSP is a stronger and more responsive organization than it was a year ago.

Marcus Grant
GRSP Chairman

A handwritten signature in black ink, appearing to read 'M. Grant', written in a cursive style.

SIDA support

As part of GRSP's substantial agreement with SIDA it has now been decided that GRSP will undertake road safety appraisals in three countries where SIDA has an active road sector program. The purpose is to establish whether SIDA's bilateral assistance can augment road

safety interventions, and in particular support a partnership approach; and also to determine whether the country could eventually become a GRSP focus country. The first appraisal of Laos PDR, included a visit by Chief Executive David Silcock in May 2003.

Safety on the roads - BP approach



Road accidents are the largest single cause of fatalities in the BP workforce and the main cause of third party fatalities involving BP operations. Consequently, BP has made road safety a company priority. BP is focusing efforts on reducing road accidents and associated injuries, suffering and damage in its own operations and the wider communities in which it operates.

What is the issue?

Driving is a huge exposure for BP's workforce, who put over 1.25 billion kilometers behind them every year. In order to realize its safety ambitions of, 'no accidents, no harm to people, and no damage to the environment' BP places great emphasis on road safety. The World Health Organization prediction that road transport injuries and fatalities are rising, particularly in developing countries, where a growing proportion of BP operations are located, has only strengthened BP's commitment to road safety.

BP operations transport products and materials over 625 million kilometers a year in heavy goods vehicles, including the movement of hazardous chemicals and fuels. Care needs to be taken to ensure drivers are suitably qualified and that vehicles used are safe, so as to minimize the risks to the population at large from this form of traffic. As BP's business expands in developing regions staff are increasingly traveling by car in countries with poor roads and a higher level of road accident risk and a higher risk of road user fatality.

BP's approach

BP's efforts to improve road safety in its businesses are driven by a specialist Road Safety Leadership Team (RSLT) led by a full-time director for road safety. The RSLT is responsible for leading the way in

improving road safety performance and setting clear expectations for driving safety across the Group. This includes an expectation that all drivers of delivery vehicles as well as light vehicles receive defensive driving training to help improve their driving skills and behavior on the road.



Nguyen The Anh - Asian Injury Prevention Foundation

Helmet campaign in Viet Nam

The use of driver monitors in a high-risk environment such as Pakistan is a good example of what can be undertaken to track and target critical driver behavior using technology. Since installing Drive-Rite monitors in mid 2001, speeding in BP operations in Pakistan has reduced significantly. Road accidents are down by more than 50 percent in a year due to a combination of the Drive-Rite monitors and other initiatives.

BP's ambitions go beyond the workforce, including building cross-industry cooperation, sharing good practise, and involvement in external organizations such as the Global Road Safety Partnership (GRSP). These relationships are valuable to BP in helping realize a genuine desire to learn from others. As a GRSP partner, BP hopes to complement its own efforts to reduce accidents, injuries and suffering through supporting active programs to improve the driving environment

in countries where it operates. The external perspective is important to BP given the wider social and economic impact of road transport injuries on the community. BP is increasingly active in seeking to extend its influence in this respect and has implemented actions in various parts of the world.

In Turkey, for example, BP is active in promoting seat belt wearing through campaigns at their retail sites and support for a national TV campaign. In Viet Nam BP is tackling the issue of safety helmets for motorcycle riders and their passengers. And, in India BP has promoted a healthier life-style for truck drivers as part of its approach to improving the driving environment.

Future plans

Road safety is a significant concern for the organization and is probably the one area of BP safety performance where external influences have the greatest material impact. It is recognized, therefore, that future plans need to include actions to extend BP influence beyond the workforce and out into the wider community.

For additional information on BP, see: www.bp.com

Don't drink and drive

In Bangalore social and after-work drinking pose a real threat to people's safety, especially at night. Once the sun sets, it is estimated that 20 to 30 percent of all crashes are alcohol related.

In 2001 a partnership team was formed to plan, implement and evaluate a combined publicity and enforcement campaign against drunk driving. The six major partners were:

- the Global Road Safety Partnership (GRSP),
- the Bangalore Agenda Task Force (BATF),
- the Bangalore Traffic Police (BTP),
- the International Center for Alcohol Policies (ICAP),
- the National Institute for Mental Health and Neuro-Sciences (NIMHANS) and
- the Society for Alcohol Related Social Policy Initiative (SASPI).

The pilot demonstration project drew on global best practice using advice from ICAP, SASPI and GRSP. It contained a strong benchmarking and evaluation component of driver and rider impairment levels. Key objectives of the project included informing the public about the dangers of drinking and driving, targeting key drunk driving offenders who contribute to the alcohol related crashes, adopting a safe yet stringent enforcement approach,

and demonstrating the effectiveness of the holistic campaign using a partnership approach.



Don't drink and drive - Your family needs you. (project slogan)

The project started with the benchmark surveys in March 2002. This first phase was followed by a publicity campaign in December and intensive enforcement in early 2003. The post campaign surveys will be completed by mid 2003 and the results used to scale up future campaigns and improve their design.

The partners have made considerable financial and 'in kind' contributions, the total value of which is likely to exceed 120,000 US dollars.

Outcome of the campaign

A small independent opinion poll carried out in February 2003 indicated that 81 percent of Bangaloreans interviewed were aware of the campaign. Data from the post campaign surveys will be used not only to evaluate the pilot project but also to identify improvements and scale up the approach elsewhere in the region. Two of the key partners, ICAP and SASPI are considering a similar project in Goa in collaboration with the Institute of Road Traffic Education of India.

Most importantly the project has demonstrated how the private sector, in this case beverage and IT companies, can work successfully with key government stakeholders. The project further revealed the value of GRSP and BATF in facilitating these partnerships and fast tracking the government approvals required.

UK Transport Research Laboratory TRL has just finished its first draft report on impaired driving for GRSP/DFID. The report summarises the knowledge available on impaired driving in developing countries. The key results will be published in a 'GRSP Focus' note in the near future.

FIA Foundation seat belt manual

Seat belts are highly effective in preventing deaths and serious injuries on the road. Yet more than 300,000 lives have been lost around the world over the last quarter century because car users are failing to buckle up. Getting the message across to motorists and car passengers that they need to use their seat belt is vital. But before that can be achieved, government, police and public health authorities must first be convinced that seat belt use should be a priority.

Now the FIA Foundation, a new international charitable organization

established by the Federation Internationale de l'Automobile (FIA), is developing a practical guide to encourage greater seat belt use. The seat belt manual, which is being researched and written by the UK Transport Research Laboratory (TRL), is targeted at policy makers and public authorities seeking to introduce seat belt laws for the first time, or to improve compliance with existing laws through enforcement and awareness raising.

The manual will draw on experience from around the world to advise

on the key stages in a seat belt enforcement strategy: establishing political and public support for action on seat belts; drafting and introduction of legislation and technical regulations; enforcement techniques and public education. Publication of the manual is expected in autumn 2003, and it will be freely available for download from the FIA Foundation website, www.fiafoundation.com. The Foundation hopes that the manual can make a practical contribution to reducing the tragic toll of entirely preventable road deaths.



GRSP activities in Brazil

GRSP initiated activities in Brazil at the end of 2000. Issues such as the country's size and the enormity of the road safety problem (estimated at some 1 million crashes annually) were given great consideration in devising a strategy for GRSP involvement. Consultations with potential public and private sector and civil society partners resulted in the development of an action plan targeting specific cities with a road safety problem and a high commitment to improving the road safety situation. The cities are Juiz de Fora in Minas Gerais; Limeira, Sumaré and Jacareí in São Paulo.

Latin American Approach

GRSP aimed in 2002 to assist the selected towns launch a three-year road safety improvement plan based on the 'Proactive and Partnership Approach' (PPA). Key components of the approach include:

1. An annual public award system for organizations and operators achieving various levels of road safety performance.
2. A workable performance assessment system based on:
 - Proactive process indicators which relate to the completion of road safety actions and the establishment of award systems;
 - Reactive road safety situation indicators using agreed road crash and injury rates.
3. The utilization and encouragement of partnerships in road safety activities through policy statements, and the inclusion of partnership indicators in the performance assessment system.

The PPA monitors the delivery of specific projects of the annual road safety plan. Important features of the Dynamic Road Safety Assessment Systems (DRSAS) are a public declaration of the safety levels achieved by the responsible organizations, the awarding of annual honor certificates of bronze, silver and gold according to the levels

achieved and finally an assessment of the joint safety impact of these measures.

In each participating city a memorandum of understanding has been signed by the 'Prefeito' (City Hall President) and GRSP Latin America Advisor, Jose Cardita, confirming the commitment of the city to reducing the number of road crashes and related fatalities and injuries. In each city, the GRSP approach has been integrated into the town's road safety management and is supported by a GRSP City Committee and Coordinator. The Committee is dedicated to changing the 'road safety culture' by applying the above described approach.

In **Juiz de Fora** key government agencies are now working closely together on road safety. The partnership process has been



Wheel chair ramp in Juiz de Fora

expanded to include the Military Police, Fire Brigade, ASTRANSP, SEST-SENAT, the regional education authorities and community groups. The local Mercedes factory (DaimlerChrysler Group) is a new private sector partner.

Limeira has demonstrated a similar commitment to the PPA. Partnerships are beginning to develop with the private sector and civil society organizations. A key project implemented this year was 'Education for Traffic', a community awareness-raising project, which

included the first CEDUTRAN (contest of transport safety education). Partners involved in the project are TRANSITUS, Viação Limeirense, Rápido Sudoeste, SEST-SENAT, ENGEPE, Ripasa Limeira, Talismã, as well as many public and private schools and 'third age' groups.

Sumaré has also taken steps to introduce the Dynamic Road Safety Assessment System within schools and van companies with performance awards (bronze, silver and gold). Van drivers striving for gold awards have begun to consciously improve their behavior on the road in order to attract customers.

In **Jacareí** the primary focus of activities has been on improving road safety education. A multisector partnership project, Education for Traffic, involved 30 schools in the national traffic week. Partners such

as Sinal Honda, SENTRAM, Somos Publisher, Summer Winter, Rodrigão Gas Station are participating in the Jacareí activities.

Representatives of GRSP Brazil (and Costa Rica) will provide further insight into their activities at the GRSP steering committee meeting held this year in June at 3M's headquarters in Minneapolis-St. Paul, USA. For more information on activities in Brazil, contact: Josecardita@clix.pt

Around GRSP's World



Costa Rica

Costa Rica's new government actively supports the National Road Safety Plan, which was designed with GRSP support. The new Vice-Minister of Transport (Mrs. Karla Gonzalez Carvajal) is proactive in road safety and keen on supporting the GRSP approach in Costa Rica. Ten new Colosevis (local road safety councils) have recently been established: Alajuuela, Turrialba, Curridabat, Santa Ana, Tarrazu, Leon Cortes, Turrubares, Nandayure, Pococi, Upala and Guatuso.

A nation-wide seat belt campaign is being prepared through close collaboration between the FIA Foundation, GRSP and COSEVI (National Road Safety Council).

Ghana

GRSP Ghana has begun work on the DFID research project *Promoting Road Safety through Community Education Program*. The main focus of the study is to provide guidance for promoting road safety within communities in developing countries. Ashiaman, a bustling settlement situated 13 miles to the east of Accra, Ghana's capital, has been selected as the focus for this study. Using a community consultation process, GRSP Ghana will develop a road safety remedial program and ownership within the community.



Ashiaman community life

Shell has been operating in Ghana for 75 years. As part of the activities and events celebrating the occasion, they have approached GRSP Ghana to develop a partnership project that will

contribute to improving road safety in the country. GRSP Ghana developed an outline proposal for a project to improve the number and quality of safety checks on vehicles. It is hoped that the network of Shell stations will play a key role.

Thailand

In March the GRSP team began a dialogue with the Thai Red Cross Society and the regional/local offices of the International Federation of the Red Cross and Red Crescent Societies and the World Health Organization to explore the possibility of partnership projects in post-crash care and rescue services. The Thai Red Cross Society has recently opened its first aid training center under the Directorship of Professor Soottiporn Chittmitrapap. All partners were enthusiastic in their support for this initiative.

Romania

In January 2003 GRSP Romania agreed on a program of 15 partnership projects for 2004, including a pilot project on traffic calming around public schools in the city of Bucharest. Mr. Trainan Panait, Vice Minister and Secretary of State in the Ministry of Public Works, Transport and Housing, took over the chairmanship of GRSP Romania. A new road code is being written and will include laws on marking horse carts with reflective materials. GRSP Romania is coordinating a road safety course aiming to improve road safety in the provinces. The course will be held in Brasaow Romania on June 18-20 with Romanian and international experts.

South Africa

Partners are working to establish GRSP SA as a registered non-profit organization and steps are being taken to hire a local coordinator. BP was welcomed as a new member at the end of 2003. Together with CSIR and others, BP is looking to develop a cross border truck safety program. Aspects of the

program may include safer drivers, HIV/AIDS awareness and road improvements. Relations were established with representatives of the Red Cross, the World Health Organization and the Ministry of Health in Cape Town and Johannesburg in early 2003. GRSP SA looks forward to working with these organizations to prepare activities for World Health Day 2004. Further, GRSP SA is currently organising a road safety exhibition for the upcoming PIARC Congress in October in Durban.

Bangalore

Strengthening the road safety management system in the city is a priority of GRSP partners in Bangalore. On 8 March, key stakeholders and GRSP agreed under the leadership of the Police to review the Bangalore Road Safety Commission with the view to focusing its efforts on coordinating the development, implementation and monitoring of a city road safety plan. These management improvements will be closely integrated with state level initiatives led by the Transport Department and supported by the World Bank through its Karnataka State Highway Improvement Project (KSHIP). The campaign against drinking and driving has progressed with the development of leaflet for drivers and the start of an intensive enforcement phase. Surveys of driver behaviour were carried out at sample junctions before starting a pilot campaign on lane discipline including improved markings and enforcement. This project sees the welcomed introduction of a new partner, the Confederation of Indian Industry. It is hoped they will play a pivotal role in networking private sector partnerships in the future. Other new projects under development include safe routes to school, traffic calming and a road safety website.

For more information on the GRSP countries activities please contact the GRSP secretariat in Geneva:
Email: grsp@ifrc.org



Around GRSP's World



Poland

The 2003 GRSP program in Poland got off to a good start in March. A number of 2002 projects will be scaled up in 2003. These include all three WIMID projects, focusing on improving standards for and the quality of road signs. DaimlerChrysler Polska will also scale up its 'Fit for a Kid' initiative. The project aims to increase awareness about the safe transport of children through a series of activities, including providing information materials to new mothers and staff in all of Poland's birthing clinics. Renault will begin its third year of 'Safety for all', a project providing road safety education in now 8 percent of Polish schools. The Motor Transport Institute will evaluate the effectiveness of its road safety information system (SIS) and introduce a new chapter of information on the website.

A workshop focusing on emergency medicine and rescue was held at the World Bank office in Warsaw on March 11. Representatives of the National Road Safety Council, Ministry of Health, Fire Brigade, Police and academia met with experts on the issue from the IFRC, WHO and Holmatro. The primary objective of the workshop was to provide assistance to the Polish health sector in the areas education for emergency medical and rescue personnel and coordination of rescue services.

Hungary

NIT Hungary, the Federation of the Private International Transporters of Hungary, and 3M marked two heavy goods vehicles according to the United Nations ECE Regulation number 104 and are now monitoring the effects. The project aims to demonstrate the positive impact contour markings have on the visibility of heavy goods vehicles

(HGV) at night and in poor weather conditions. The marked vehicles will be monitored in real traffic.



Visibility project Hungary

Studies carried out at Darmstadt Technical University in Germany and in the Netherlands on the effects of Regulation 104 contour or strip markings have shown them to be an efficient and low cost measure in reducing rear and side collisions involving HGV at night. Several countries have made these markings mandatory by law. Many others are considering this possibility at present.

Viet Nam

GRSP is working closely with the World Bank in Viet Nam. The mutual goal is to develop and implement a major road safety program through the National Traffic Safety Committee (NTSC). GRSP has participated in two joint missions with the World Bank aimed at reaching agreement with the government about the content of the road safety program and the way in which GRSP members can contribute to its delivery. The program is seen as the first stage in a fifteen-year strategy aimed at developing a road safety management system in Viet Nam with the necessary institutional capabilities on the ground.

Current proposals contained within the strategy involve seven sub-projects, centered on strengthening the NTSC and two 'safe highway' demonstration projects. GRSP

partners have offered to participate in an advisory group to the NTSC and to contribute to the demonstration projects. The details of these are under discussion, but are expected to include a mix of engineering, law enforcement, publicity campaigns and education programs.

The Viet Nam Red Cross Society will be involved in the sub-project dealing with emergency medical response and related public education. This will build on the first aid, ambulance services and community health programs which the Viet Nam Red Cross currently undertakes.

Budapest meeting

The local coordinators of the GRSP country programs in Poland (Krzysztof Jamrozik), Hungary (Peter Vasi) and Romania (Ovidiu Satalan) met with GRSP CEO David Silcock and the advisors of the respective countries on February 6/7, 2003 for the first 'CEEC Secretariat Meeting'. The meeting was held at the Ministry of Transportation in Budapest. Also present were Andrzej Grzegorcyk, Director of the Secretariat of the National Road Safety Council in Poland and Ion Ulmeanu, Chief Inspector Vehicles Romanian Transport Authority.

The CEEC (Central and Eastern European Countries) secretariat meeting aimed to establish a basis for more effective cooperation between the Geneva and focus country secretariats, to encourage the exchange of information among the local coordinators and to develop a common understanding on GRSP operations in the CEECs in view of the eventual membership of all three of these GRSP focus countries in the European Union. For more information, contact advisor Peter Elsenaar: pelsenaar@cs.com

GRSP Snapshot

Annual Report 2002/2003

The 2002/2003 GRSP Annual Report will make its debut at this year's steering committee meeting in Minneapolis-St. Paul, USA (June 2003). The booklet communicates GRSP stories from the past year in a succinct, easy to read style. Photos and graphs help animate reports on the diverse activities in the focus countries. To receive a copy of the 2002/2003 Annual Report, please contact the GRSP Secretariat in Geneva: grsp@ifrc.org



Road safety course in Romania

GRSP received a grant from the Dutch Ministry of Transport for the development of a training course on road safety. The course will be held for the first time in Romania from June 18-20 and focus on the development of local road safety

plans. Participants will include representatives of the Romanian Road Authority, Police, Romanian Transport Authority, government representatives, academia and potential Romanian trainers of the course.

Motor vehicle insurers and road safety

GRSP's latest focus paper 'Motor vehicle insurers and road safety' has been published and is now available from the GRSP secretariat. GRSP chose to devote an edition of its focus paper series to the issue as motor vehicle insurers can, and in many industrialized countries do, play an active role in promoting road safety and shaping overall road safety policy.

The eight-page leaflet aims to provide basic information on the role of insurers, how insurers can become involved in road safety and why this is important. Specific sections include:

'what can insurers do to improve road safety,' 'financing road safety interventions,' and 'shaping road safety policy.' Example interventions and emerging good practice are provided throughout the paper. To obtain a copy, please contact the GRSP secretariat in Geneva: grsp@ifrc.org



GLOBAL
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ASEAN in Bangkok

The third GRSP / ASEAN seminar held in Bangkok in March 2003 attracted more than 300 participants, many coming from abroad. The delegates represented diverse interests in road safety, including government, civil society and business as well as multi/bilateral organizations and UN bodies. The medical sector and law enforcement were present in great numbers, illustrating the growing recognition of the value of cross-sectoral collaboration. The conference was opened by the Thai Deputy Prime Minister. The Deputy Minister of Transport, Mr. Nikorn Jamnong, also provided opening and closing words. His comments focused on the Thai government's interest in and commitment to road safety and his desire for Thailand to serve as a role model for the region in road safety.

PIARC in Durban

The PIARC World Road Congress is to be held for the first time in Southern Africa in the city of Durban on 19-25 October 2003. To learn more about the congress, please visit: www.wrc2003.com

The PIARC/GRSP publication: 'Keep death off your roads' is now available, also in French and Thai. Please contact the GRSP secretariat in Geneva for copies: grsp@ifrc.org

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