

Global Road Safety Facility

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GRSP Snapshot

In September 2005 the World Bank launched the Global Road Safety Facility (GRSF) to support the implementation of the UN General Assembly resolutions 58/289 and 60/5 on improving road safety and to facilitate and accelerate the implementation of the *World Report on road traffic injury prevention*. GRSF aims to strengthen road safety management



The art of road safety

capacity and to increase road safety investment in low and middle income countries. It has an explicit objective to 'harmonize, scale up and strengthen the road safety activities of the UN, multilateral and bilateral agencies and the Global Road Safety Partnership'.

In addition to funding from the World Bank, already the FIA Foundation and the Government of the Netherlands have contributed to GRSF and discussions are advanced with several other bilateral donors to increase its resources. GRSF aims to become the focal point for donor investments in road safety in low and middle income countries and to support a wide range of capacity building activities. These will enable regional organisations and countries to develop credible road safety plans as a basis for securing the necessary investment in road safety.

GRSP has supported the creation of the GRSF from the outset - not only because we are a beneficiary - but principally because it offers a strong base for building the essential financial and human resources needed to reduce the awful toll of death and injury on the world's roads. Countries must take responsibility for addressing their road safety problems and the GRSF offers a route to the funds needed to develop capacity and deliver effective interventions. The World Bank's expertise and leadership in the field is attractive to potential donors and is an essential component of the UN Road Safety Collaboration, chaired by WHO.

GRSP is proud to be one of the first beneficiaries of GRSF. We have received grants in both of the first two years of the Facility's life, to support our knowledge sharing activities. Specifically, these grants are supporting the preparation of two of the Good Practice Manuals being prepared under GRSP leadership as products of the UN Road Safety Collaboration. The Drinking and Driving Manual is now in the final stage of peer review, and should be finalised by the end of the year and published by March 2007. The Speed Management Manual is being drafted by a team drawn from GRSP's research organisation members, ARRB, TRL and VTI, and GRSP's own staff. The target is publication in Autumn 2007.

For more information about the GRSF and the UN Road Safety Collaboration, see the links on the GRSP website www.grsproadsafety.org

From the Chair

Ingrid Skogsmo is Director of Volvo Cars Safety Center in Göteborg Sweden and manager of the Center's 170 employees. She heads Volvo Car's strategic safety work, including product and technology content, basic safety research, and external cooperation projects and is involved in several international safety related committees, working groups and projects. Ingrid is an engineer by training and is passionate about safety. She served on the GRSP Executive Committee since 2003 and as GRSP Vice-Chair since October 2004.



Dear colleagues,

This issue of GRSP News contains several articles which illustrate the progress being made by the global road safety community and our contribution to this collective effort. GRSP is grateful to the World Bank for its on-going support through the Global Road Safety Facility and we strongly support its goals as stated on our front page.

GRSF funds have enabled GRSP,WHO, the World Bank and the FIA Foundation to cooperate on producing a series of Good Practice Manuals targeting the critical risk factors identified in the World Report on road traffic injury prevention. GRSP is committed to supporting their implementation, and as you will read on page 4 and on the GRSP website, under the GRSI, we have lead the first workshop flowing from the Helmet Manual, in Thailand. The resulting action plan aimed

at getting helmets on heads has attracted Thai and donor attention and we expect to report on implementation activities in future GRSP news channels. This model will be built on elsewhere with GRSI support, both with respect to helmets and to other critical risk factors.

China attracts many superlatives for its size and dynamic economy. Sadly, one of its large statistics is road death and injury. I have recently visited Beijing and seen some of the road safety problems for myself. GRSP is active in China, under GRSI. We are now working closely with the Asian Development Bank, the Ministry of Public Security (traffic police), the Ministry of Health,WHO and the City of Beijing on a range of projects - again targeting critical issues such as pedestrian and cyclist safety in Beijing and drinking and driving.

All of us involved in GRSP are committed to road safety, working in partnership to increase capacity and to save lives. The journey is long - it is by joining together that we will reach our common destination.

Yours sincerely

*Ingrid Skogsmo
GRSP Chair*





Volvo Cars on safety

Volvo - 90 years as a brand

The name Volvo is Latin and it means "I roll". Before it adorned the first Volvo car in 1927, it was used as a brand name for ball bearings. The symbol for Volvo's cars was the sign for an iron - a circle with a diagonal arrow. The idea was to associate with Swedish steel, renowned for its durability. Since then, the iron symbol has been synonymous with Volvo throughout the world. For Volvo, the modernised logotype also represents the company's undertakings in the fields of safety, environment, quality and design.

Safety

Volvo's founders adopted a clear and unambiguous approach to the issue of safety. Today, the company's aspiration to be a leader in this field is stronger than ever. In an increasingly complex social and traffic environment, it is ultimately people who must be able to use our cars in a convenient and safe manner. Our safety philosophy is based on a holistic approach that puts the focus on the human being.

Our aim is to build cars which:

- primarily help the driver avoid accidents
- if an accident is unavoidable, help reduce the risk of injury to all the occupants
- take account of the safety of the occupants of other cars and of unprotected road users.

Safety in real life

Our working methodology can best be described in the form of a circle, which begins and ends in the real traffic environment. The findings of Volvo Cars' traffic accident research are applied in specifying, designing and crash-testing new models. Since 1970, the Volvo Accident Research Team has studied more than 35,000 Swedish traffic accidents involving recent Volvo models.

We also participate actively in several national and international research

projects dealing with human behaviour in the context of traffic accidents. Since 2003, in cooperation with the Thai government, we have



Thai Accident Research Centre at work

been operating a traffic accident research centre in Bangkok, where we are helping to develop local expertise in traffic accident investigation. In parallel with this, we are expanding our own knowledge of conditions in countries with traffic problems of different kinds. Recently in Nov 2006, we announced a cooperation with a Chinese university on traffic accident research.

Volvo Cars Safety Centre

Our car models are crash-tested at the Volvo Cars Safety Centre, the most advanced facility of its type in the world. Among other things, this makes it possible to virtually reproduce real-life collisions between two moving vehicles such as between a car and another car, a truck or a bus, at a variety of angles and at various speeds, with occupants of different sizes and under carefully monitored conditions.

In our work to protect child passengers, Volvo introduced the world's first rear-facing child seat in 1972 and recommend that children should, wherever practically possible,



Volvo Cars Safety Centre

travel facing the rear. We have also developed a virtual pregnant crash dummy to study how car accidents can affect mothers-to-be and their unborn children. We feel this is knowledge that is invaluable in designing future car models.

Volvo and GRSP

Volvo is proud to be one of GRSP's first corporate members and a long standing member of the GRSP Executive Committee. Road safety is a growing concern globally and we believe strongly in GRSP's ability to contribute to a reduction in road crashes in the countries and regions where it is active - working with local stakeholders to facilitate the development of relevant and targeted road safety interventions based on international good practice and helping to deliver these in cooperation between government, NGOs and corporations.

"Cars are driven by people. Therefore, the guiding principle behind everything we make at Volvo is - and must remain - safety."

Assar Gabrielsson and Gustaf Larson, -founders of Volvo

We are pleased to be a part of GRSP's evolution into a respected partner within the international road safety community, contributing our knowledge and expertise in numerous fields including accident investigation and child safety. New members have joined and new groups and projects within GRSP have been established; as one of 7 corporations, we are also part of the Global Road Safety Initiative (GRSI). As the current Chair of GRSP we look forward to proactively working with the other members to support and enhance GRSP's contribution towards reducing the number of deaths and injuries on the world's roads.

GRSI in China

GRSP's China activities started in early 2005 soon after the new Global Road Safety Initiative (GRSI) was announced. Several trips were made to China during the year by GRSP staff to develop a more comprehensive understanding of the current road safety situation in the country and to explore opportunities. A local coordinator was appointed; Ms. Ann Yuan is based in the IFRC delegation office in Beijing and is responsible for facilitating activities on behalf of GRSI in China.

GRSI in China is progressing with a series of initiatives focused on reducing the number of road crashes and road crash related injuries in China.

Beijing Vulnerable Road Users (VRU) Junction Safety Project:

The Beijing VRU Junction Safety project targets the safety of pedestrians and cyclists at junctions in Beijing - where 45% of crashes involve pedestrians or cyclists (vulnerable road users - VRUs), according to police crash data. The project aims to identify the nature of problems faced by VRUs at junctions in Beijing and then design, implement and evaluate improvements in 2007.



Many crashes include pedestrians

The project is being led by the Beijing Transportation Research Centre (BTRC) under the Beijing Municipal Committee of Communications (BMCC). Partners include the Beijing University of Technology (BUT) and the Beijing Traffic Management Bureau (BTMB - the traffic police).

A formal kick-off meeting was held in March. A training workshop for the project team was held on 26-27 April, providing a global overview of road

safety issues, urban road safety management, safety for vulnerable road users and the goals of the project. A second workshop was held on 4-6 Dec in Beijing. It was open to a broader audience of national and international stakeholders and focused on conflict analysis and design.

ADB/GRSI/MPS Technical Assistance Project

GRSP is cooperating closely with the Asian Development Bank (ADB) and the Ministry of Public Security (MPS) on a 3-year, 1.5 million USD programme aimed at introducing and implementing global road safety good practice in China. The programme is managed by three parties: ADB, GRSP and MPS through the Traffic Management Bureau and the Traffic Management Research Institute at Wuxi (TMRI).

Project implementation began in August 2006, upon approval of the inception plan by the Ministry of Public Security (MPS).

Wuxi

Workshops were carried out in August focusing on strengthening the skills of the traffic police. Nearly 450 representatives of the traffic police from throughout China and selected Chinese specialists attended the workshops, which are the first in a series of training events planned by GRSI in China that aim to disseminate good practice in traffic law enforcement and introduce new techniques to the Chinese police.

Guangxi model province

Activities in Guangxi focus on introducing international good practice in road safety in specific areas in Guangxi, in order to build the province as a model for road safety in China. Pilot projects will be implemented in the province to test techniques presented during the workshop in Wuxi, including on helmets and alcohol impaired driving.

WHO/Ministry of Health/GRSI Drinking and Driving Project

The goal of this two stage 3-year

initiative is to understand the actual scale of the problem of alcohol impaired driving in the two largest cities in Guangxi (Nanning and Liuzhou) and introduce targeted and appropriate measures to reduce drinking and driving in these pilot cities. Partners include WHO, the Health Human Resources Development Centre (HHRDC) of the Ministry of Health (MOH) and the local agencies in Guangxi.

In a first phase, data will be collected through roadside breath tests and hospital blood tests of crash victims in the sample cities in order to obtain a better understanding of the prevalence of alcohol among motor vehicle drivers and road traffic crash victims. The second phase of the project will consist of a public education and enforcement campaign based on the results of the surveys.

GRSI ASEAN

A three day national helmet action plan workshop was conducted in Thailand on 29 - 31 August. The workshop was based on the recently published good practice manual "Helmets: a good practice manual for decision-makers and practitioners" produced under the leadership of WHO in cooperation with GRSP, World Bank and the FIA Foundation as part of the UN Collaboration on Road Safety series. Similar workshops were held in Lao on 13-15 November and Viet Nam 6-8 December. Additional information on the workshops, participants and outcome can be found on the GRSP website www.grsproadsafety.org

A regional training needs survey was recently conducted with the ASEAN transport agencies. The training needs of professionals from the health sector, police and education will also be assessed. The survey provides a basis upon which GRSI ASEAN can prioritise future capacity building programmes for development and delivery initially within the ASEAN region.



Sakhalin strengthening pre-hospital care

In late October, representatives of the World Rescue Organisation facilitated during a rescue exercise (mock crash scene) on Sakhalin Island, Russia, and in a series of focus group discussions with road safety professionals (police, fire, medical, rescue) to assess life saving techniques applied at the crash scene. The WRO visit is part of a project by the Sakhalin Road Safety Partnership (SRSP) aiming to understand and improve the ability of these professionals to save lives and prevent injuries at the crash scene through targeted skill enhancement training and the provision of relevant equipment.

Pre-hospital care critical in Russia
In Sakhalin, road collision figures continue to rise with an average fatality rate of 9 deaths per 100 collisions. The newly endorsed Russian Federal Road Safety Programme recognizes that many road crash deaths and long term injuries in Russia in general could be prevented through improved rescue efforts and pre-hospital care.

Components of the project include training all traffic police officers in first aid, as they are usually the first at the crash scene; a mock crash scene exercise to evaluate rescue techniques and cooperation among professionals at the crash scene (undertaken by the World Rescue Organisation in cooperation with GRSP), focus group discussions with these professionals, training and equipment provision.

First aid training commenced in July, during which groups of traffic police officers from throughout the region were brought to the capital, Yuzhno-Sakhalinsk, for three day training sessions. All officers are scheduled to receive the training by March 2007 in seminars conducted according to international standards by the Sakhalin unit of the Russian Centre for Disaster Medicine. First aid kits have been procured to equip all mobile units on Sakhalin Island. Provisions are being made to include first aid refresher courses as a part of the annual training programme for all Sakhalin traffic police officers.



Multi-agency rescue exercise

First multi-agency exercise

The crash scene exercise was the first ever multi-agency exercise of this kind conducted on Sakhalin. Participants found the exercise and joint de-briefing highly useful and hope to adopt the concept as a component of their regular training programme. In a second phase (2007) the WRO will assist the professionals to optimize their abilities to save lives and prevent injuries at the crash scene by providing targeted "skill enhancement" training. ACLS training for first-responders also commenced in late October as well.

SSATP explores road safety good practice

GRSP was invited to facilitate a discussion on road safety good practice during the October 2006 annual meeting of the Sub-Saharan Africa Transport Program (SSATP) in Maseru, Lesotho. At the Maseru meeting, GRSP presented information on the road safety good practice manuals being developed as a part of the UN Collaboration series on the critical risk factors in road crashes (helmet, seat belts, speed, drinking & driving) and capacity building (road safety management, data collection system).

The SSATP was launched in 1987 as a joint initiative of the World Bank and the United Nations Economic Commission for Africa (UNECA). Its purpose is to improve transport sector performance by promoting policy reforms and institutional changes.

Road safety a common concern

Currently 32 countries are members of the SSATP. Road safety was identified in 2004 as critical to all member countries and discussed as a part of workshops in Bamako, Mali, in 2005, Addis Ababa, Ethiopia, in September 2006, and Maseru, Lesotho in October 2006.

GRSP plays leading role

A baseline study on road safety in all member countries was undertaken in 2005 as an outcome of these discussions in order to understand the characteristics and scope of the road safety problem in the SSATP member countries. The conclusions of this study were presented in Addis Ababa. In Maseru discussions focused on good practice activities and identifying priority actions, designing a regional

action plan and identifying the support needed to implement the action plan. GRSP was pleased to play a leadership role in these discussions.



For more information on the SSATP see www.worldbank.org/af/ssatp/

Around GRSP's world



Bangalore

The Suraksha Sanchara Programme in Bangalore City, established with the support of GRSP in 2000, has evolved into a well recognized and accepted part of the road safety coordination structure in Bangalore and is now being considered to become the official road safety programme for the state of Karnataka. A Letter of Agreement between the Karnataka State Police and Global Road Safety Partnership (GRSP) is awaiting approval from the State Government. Once the agreement is signed, all road safety related projects/programmes implemented in Bangalore will be under the umbrella of Suraksha Sanchara.

The Safe Fleets programme is being scaled up (see GRSP News 18, August 2006). A Memorandum of Understanding (MoU) has been signed between GRSP, Shell India and the Confederation of Indian Industries (CII) and will include an estimated 1000 truck drivers by the end of 2007. A follow-up workshop focusing on developing curriculum on fleet safety will be held in Vijawada at the end of November 2006.

In August, a draft of the international good practice manual on alcohol impaired driving was reviewed by practitioners in two cities in India, including Bangalore. Heads of transport, police and health departments participated in the one day consultation sessions.

Sakhalin

The 2nd phase of the Seat Belt Campaign was launched in August and targeted areas outside the capital Yuzhno-Sakhalinsk as well. Close cooperation with the traffic police remained a primary component of the initiative. A public opinion survey and seat belt monitoring survey will be conducted at the end of the campaign to evaluate the campaign's effectiveness.

In October, the SRSP in cooperation with GRSP facilitated a workshop on the Safe Routes to Schools approach that was attended by representatives of the Department of Education, traffic police, two pilot schools, the black spot project (Schlumberger), and BP. The workshop aimed to develop an approach to reducing child injury as a result of road crashes on Sakhalin that could be implemented through the schools. The project will begin implementation in 2007.

The Pre-Hospital Care project is ongoing and currently approx. 70 road traffic inspectors have received first aid training. ACLS training for medical professionals coincided with a late October visit by representatives of the World Rescue Organisation, who assessed the cooperation among professionals on the crash scene (see page 5).



First aid training

A high profile Road Victims Remembrance Day event took place at the end of November with the aim of increasing community awareness about the risks on the roads. Activities included religious ceremonies and a concert. Speeches were made by road crash victims and high-profile community representatives.

Thailand

TGRSP together with partners Thai Beverage co, Ltd. and the Royal Police Enforcement Office initiated a campaign in 2006 targeting motorcycle riders with the goal of reducing the number of fatalities and injuries involving this road

user group. The campaign is linked with the TGRSP helmet campaign led by RVP (Road Accident Victims Protection, Ltd.) More than 10,000 motorcycle helmets have already been distributed in Bangkok and selected provinces in collaboration with the police enforcement office. The helmets comply with national standards prescribed by the Thai Industrial Standard Office. The campaign consists of media spots on TV and radio encouraging riders not to drink and drive and to properly wear a helmet when riding their motorcycles. Campaign materials have been donated to other foundations who wished to participate in the campaign. Other activities included participation in the Thai Helmet workshop under GRSP to support the creation and implementation of a national 'helmet' action plan.

Ghana

The Voluntary Code of Conduct (VCoC) initiative has become the flagship activity of GRSP Ghana. The focus of the initiative is now on promoting key road safety activities, including seat belt use, rather than undertaking small demonstration projects.

GRSP Ghana is facilitating a new initiative with the emergency medical services to develop a "National Resuscitation Council". GRSP Ghana is acting as the broker bringing together the various stakeholders (Ghana Ambulance Service, Ministry of Health, Police Hospital, Fire Service, Red Cross, St John Ambulance etc) to develop working practices that will improve efficiency and avoid overlap when treating crash victims.

In addition, GRSP Ghana Executive Secretary Jack Lewis has been working to progress the Trauma Care Programme. The report "Strengthening Care for Injury Victims - Recommendations for a National Policy" has now been printed with the help of WHO.



Around GRSP's world



South Africa

GRSP SA recently established itself as a formal non-profit company under South African law and a board of directors was appointed. The members agreed to pay an annual membership fee which will be used inter alia to appoint a project administrator/manager and to cover all the company's running costs. GRSP SA enjoys the full support of international GRSP members such as BP, DaimlerChrysler, Chevron and Shell as well as a number of local members including NGO's and government agencies such as the Road Traffic Management Corporation, SA National Roads Agency and the Department of Transport. Other local companies of international members will also be approached for support and membership in the near future.

Brazil

Tremendous progress continues to be made by the participating towns in Brazil in terms of reducing the number of road crashes and related fatalities and injuries, and the number of towns in the GRSP network in Brazil continues to grow. São Bernardo do Campo, Mogi das Cruzes and São José dos Campos are the most recent towns to join the GRSP Brazil network and adopt the comprehensive proactive partnership approach towards improving road safety that is successfully being used by the other towns (see GRSP website).

In addition, Brazil was named in 2006 as the third GRSP region to be developed by GRSP.

Romania

During the National Road Safety Initiative, "Stop Road Accidents! Life Has Priority!", developed and organised by the General Inspectorate of Police in partnership with private sector companies and non-governmental organisations during January-July 2006 crash rates were far lower than during the same period the year before. GRSP Romania developed the partnership

model used by the Police to generate activities, supported in coordinating media related activities and assisted in drafting a national road safety plan together with the Interministerial Road Safety Council.

The evaluation of the initiative, made by the Ministry of Administration and Interior at the end of August 2006, showed a decrease in the number of serious crashes by 12,7% , a decrease in the number of deaths by 13,5%, and in serious injuries by 12,49% compared with the same period of time the previous year.

Namibia

GRSP Namibia has been busy developing the partnership and 19 companies have committed to provide an annual membership fee to support of the work of the local Secretariat. Government organisations (e.g. NRSC) and NGO's such as the Namibia Red Cross Society have been incorporated as non-fee paying members.

GRSP Namibia has also obtained its first project fully funded by the NRSC. It will determine the baseline compliance for seat belt wearing in the country. An application to Germany's GTZ for funding a regional seat belt campaign has also been submitted.



Speed check - Namibia

Poland

In October, members of the Road Safety Partnership in Poland chose their first formal board of directors. Ewa Labno-Faleska of DaimlerChrysler Poland was elected President and Piotr Sikorski of DHL Poland was elected

Vice-President. The other board members represent Michelin Poland, BP Poland and Vessel. In 2007 partners have chosen to take forward projects focusing on young drivers as a part of the Global Road Safety Week in collaboration with the Polish NRSC and UN family in Poland and to expand the fleet safety initiative.

Fleet safety trainings continued throughout the autumn with the board of directors of partner organisations. The Partnership implemented its first training workshop for fleet managers on 9 November.

Hungary

GRSP Hungary continues to focus its efforts on a number of specific projects including:

The seat belt campaign aims to draw public attention to the importance of seat belt wearing and convince drivers and passengers to buckle-up. GRSP Hungary created a new theme and image. The campaign started on 4 September with advertisements on tram cars in Budapest and buses through the country. In October, billboards, posters and newspaper advertisements appeared. The Designated Driver programme aims to encourage young people, who are at a party or a bar, to designate a non-alcohol drinker to drive people home safely. The main goal is to raise awareness about the dangers of drink-driving. The programme was initiated during the summer.

Driver training for ambulance-drivers, during which 100 ambulance-drivers have participated and are trained in defensive driving focusing particularly on crash avoidance and avoiding road hazards. The black spots programme continues to improve road safety at selected hazardous crossings through the use of reflective sheeting for traffic signs and driver feedback signs.

GRSP Snapshot

5th UN Road Safety Collaboration meeting

WHO hosted the 5th UN Road Safety Collaboration meeting at its headquarters in Geneva on 30-31 October. The meeting was attended by road safety stakeholders from around the world. Participants reviewed progress made since the last meeting in areas including the good practice manual series and

efforts to encourage the development of a culture of road safety within the UN organisations. In addition, participants provided updates on their road safety activities. A session was devoted to planning for the first UN Global Road Safety Week, 23 - 27 April 2007.

GRSP Knowledge Base

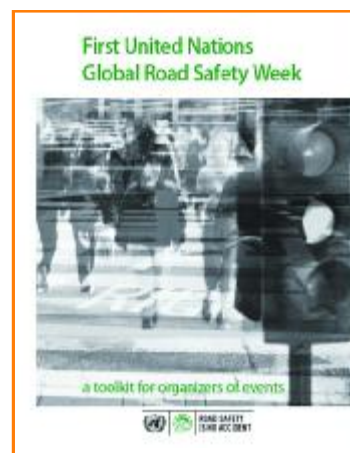
Knowledge sharing is a central component of GRSP's efforts to disseminate good practice in road safety interventions. The GRSP website features a library of good practice interventions in a variety of road safety related areas that can be viewed and downloaded by visitors free of charge. The knowledge base is divided into four thematic areas: road safety at a glance, road safety management, safer road users and safer roads. The knowledge base has been updated recently to include

the most current information on the global crisis, why do road crashes happen?, regional impact, sectoral impact and economic cost, UN and global initiatives, as well as more technical issues like seat belts and helmets. Each topic area highlights the main issues within that field and provides practical tools and examples on how to improve the situation, case study examples, and where to seek more in-depth information and advice.

Fleet Forum develops fleet safety toolkit

The Fleet Forum, an informal voluntary association of more than 40 UN agencies, International Organisations and NGO's working together to build humanitarian transport capacity, is developing a toolkit on fleet safety to help aid agencies operating in low income countries reduce the number of road crashes involving their vehicles and drivers. The project is funded by DANIDA (Danish International Development Agency) and supported by a number of private sector and non-governmental agencies, including GRSP, TNT, the Kjaer Group, the IFRC, World Vision and the World Food Program. The toolkit will provide senior managers and fleet managers in particular with knowledge on critical issues including risk assessment, data

collection and monitoring, vehicle maintenance from a safety perspective and critical driver related information and training materials. The toolkit will be piloted with selected aid agencies in Kenya in late 2007. For more information see www.fleetforum.org



2007 GRSP annual meeting

The 2007 GRSP annual meeting will be held in London on 4-5 June. The UK Department for International Development (DFID) has kindly offered to host the meeting.



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