



GLOBAL
ROAD SAFETY
PARTNERSHIP

Signpost



January 2019

From the CEO

Celebrating GRSP's 20th Year

This year represents a major milestone for the [Global Road Safety Partnership](#) as we celebrate 20 years of working towards a vision of 'a world free of road crash death and injury'. This year we also recognise those early pioneers who advocated for our establishment and the vital contributions of members and funders since we began in 1999.



Trying to catalogue everything that has been achieved over the past 20 years would be a monumental task. However, it is accurate to say that the GRSP brand is well recognized and respected within the global road safety community. We are an operational organization able to effectively undertake projects on the ground, have a 'can do' attitude and seek to always apply the best evidence to the work we do to reduce road trauma.

The year ahead continues to offer promise and opportunity. While the five year [Bloomberg Initiative for Global Road Safety \(BIGRS\)](#) draws to a close, Bloomberg Philanthropies will announce their future focus toward the middle of this year. The Botnar Child Road Safety Challenge is well under way and excellent progress is being made in the twelve project cities. We have Global Road Safety Leadership Courses programmed for Buenos Aires in March and Baltimore in September which will bring the total number of people exposed to the two-week programme to around 500 over 3 years. Furthermore, we have a number of long term member-funded projects underway or in the planning phases as well as being one of the first recipients of the UN Road Safety Trust Fund that will see a speed reduction programme begin in the Philippines.

At the end of last year, we attended the launch of the World Health Organisation's Global Status Report on Road Safety 2018. The sobering reality remains that while our work intensifies, and we continue to make progress, the number of people killed in road crashes continues to rise and the poor and the young remain disproportionately negatively impacted. As we approach the end of the Decade of Action, it has never been more important that we accelerate evidence-based interventions to reduce the trauma of preventable road crashes.

Dave Cliff
CEO, GRSP



7th GRSP Africa Road Safety Event



Group photo of the participants to the Africa Road Safety Seminar 2018.

In late October 2018 the Global Road Safety Partnership (GRSP) hosted the [7th edition of its regional seminar to discuss road safety in Cape Town, South Africa](#).

This seminar brought together representatives from business, civil society, international organizations and governments active in the road safety space to share their successes and challenges in striving to halve road crash deaths and injuries by 2020.

Mr Dave Cliff, CEO of the GRSP, opened the seminar highlighting that to decrease the number of global road deaths we need a combination of stronger political will from governments, better and more comprehensive crash data and serious investment in key areas.

Ms Ntabeko Mogadime, the Chairperson of GRSP South Africa, noted in her opening statement that road crashes have overtaken HIV/Aids in the number of fatalities in South Africa, but that public reaction to, and institutional investment in this health crisis is nowhere similar.

Mr Robert Kaufman, the International Federation of the Red Cross and Red Crescent Societies (IFRC) Deputy Regional Director for Africa raised a similar point and challenged the room by stating that, "if we indeed are evidence-based, then we need to consider the decrease in mortality rates of certain illnesses contrasted against the slow but continuous rise of road crash fatalities in the region."

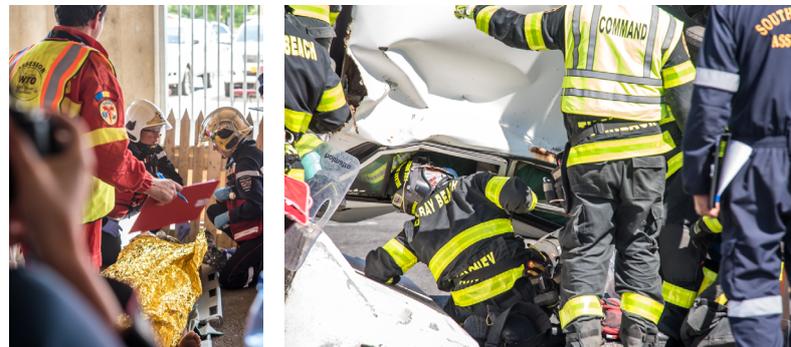
Contributing via video, the United Nations Special Envoy for Road Safety, Mr Jean Todt, noted how "road safety is

increasingly recognized as a sustainable development priority, particularly with the establishment of the UN Road Safety Trust Fund."

Of a similar opinion, Adv. Makhosini Msibi, CEO of Road Traffic Management Corporation (South Africa), recognized that although "it is unlikely to reach the 2020 target of halving road crash deaths and injuries, our efforts have not been in vain" and that "more needs to be done."

Participants also enjoyed a guided tour of the Cape Town 2018 World Rescue Challenge, an annual extraction and trauma care event run by GRSP member, the [World Rescue Organization \(WRO\)](#).

During the two days, the GRSP Africa Road Safety event helped strengthen the networks between road safety stakeholders in the region and provided a platform for knowledge transfer between countries and communities who share common challenges.



Fire and rescue teams competing in the Cape Town 2018 World Rescue Challenge.

Reinforcing Road Policing Agencies Globally



GRSP's Road Policing Team holding a workshop with the Bangkok Metropolitan Traffic Police.

Part of the Bloomberg Initiative for Global Road Safety, the [Road Policing Capacity Building Programme](#) aims to deter road users from violating laws and thereby reduce the incidence of road crashes. This is achieved through tailor-made training programmes enhancing road safety knowledge and strengthening the capacity of road policing agencies to enforce laws relating to road safety risk factors.

In the past quarter, GRSP's Road Policing Team has been engaged on multiple fronts. In October, team members travelled to Vietnam to collaborate with Ho Chi Minh City Traffic Police and the People's Police Academy to

conduct a "training of trainers" on enhanced seat-belt enforcement for 80 police commanders and senior operational police officers. These trainings were followed by two theoretical and practical workshops on the same topic reaching 118 operational police officers.

Late November in Brazil, the team worked with 28 officers from the Fortaleza AMC Traffic Police and Civil Guard to improve knowledge and practice on risk factors from the perspective of road safety for vulnerable road users. They discussed the rise of pedestrian deaths and injuries locally, the key risks faced by pedestrians, and the possible way forward in improving safety around schools.

GRSP held a workshop with 20 officers of the Bangkok Metropolitan Traffic Police (BMTP) on 12th December to review a draft Standard Operating Procedure on seat-belt enforcement. The draft was developed after the first training in July and has been shared with BMTP for feedback.

Also in December, GRSP successfully undertook a roadside observation with the Bogotá Traffic Police to measure the effectiveness and the impact of the trainings carried out between 2017 and 2018 on speed management. The exercise was successful, and interest was manifested in a continuation/expansion of the Procedural Justice training workshops with enhanced focus on practical communication skills.

Other Road Safety News:

- On November 11, road safety stakeholders around the globe commemorated the World Day of Remembrance for traffic crash victims, a yearly event dedicated to remembering the many millions killed and injured on the world's roads, together with their families, friends and many others who are also impacted. See links to 2018 activities [here](#) and [here](#).
- On December 7, GRSP participated in the launch of the World Health Organization's Global Status Report on Road Safety 2018. This report is the best available collection of global data on road safety, providing a country by country picture. Read more [here](#).
- GRSP has been included in the [2019-2020 IFRC Asia Pacific Resilience Report](#).
- In October, GRSP participated in the annual Bloomberg Initiative for Global Road Safety (BIGRS) partners' meeting in New York. This gathering brought together all the organizations working within BIGRS to share successes and lessons learned from project countries and cities. See [here](#) and [here](#) for the press articles covering the event.
- Slightly older news, but worth highlighting: in April 2018, GRSP was explicitly mentioned in the United Nations General Assembly Resolution titled "Improving Global Road Safety" (document A/72/L.48). You can read the resolution [here](#).

Road Safety Enforcement & Journalist Workshops in Namibia

Following a successful road safety management training in May 2018, the Global Road Safety Partnership (GRSP), in partnership with the Namibian National Road Safety Council (NRSC) and supported by FedEx, conducted two workshops on 25 – 26 October 2018, designed to further build and strengthen partnerships between key road safety stakeholders in Namibia. These events were attended by 47 participants drawn from key enforcement stakeholders and major media houses within Namibia.

The workshops, made possible through the support of FedEx, were designed in close consultation with the NRSC in response to the outcomes of the first workshop in May. They focused on: building road safety knowledge for journalists to enable them to improve the quantity and quality of reporting, strengthening technical knowledge of intelligence-led enforcement, and the development of new frameworks for inter-stakeholder collaboration.

The workshop focused on issues related to the structural and organisational arrangements for road policing and the inter-relationship between the various stakeholders—including the challenges related to a



Source: Namibian Broadcasting Corporation.

fragmented policing system. The participants were also informed of more recent developments in road policing matters in South Africa, as this has an impact on their structures as well.

As a result of these workshops the key enforcement stakeholders identified a list of legislative challenges, which they prioritised for further action by the NRSC and Government stakeholders.

Following the journalist training, the Namibian Broadcasting Corporation, the nation's national broadcaster, featured the training and its key themes in a report on its national news bulletin and accompanying [digital platforms](#).

Botnar Road Safety Challenge Policing & Capacity Building Activities



Marks Stables of the GRSP Road Policing Team with police representatives during the workshops in Vietnam.

A representative of the GRSP Road Policing Team delivered trainings to Road Traffic Police in two Vietnamese cities, Pleiku, in the province of Gia Lai and Mỹ Tho, in Tiền Giang. The trainings aimed to improve police knowledge and practice to better deliver enforcement around schools to improve safety of children commuting to and from school. Projects in these two cities take a multi-faceted approach which combines engineering remediation, road safety education, awareness raising and enforcement to improve child road safety around selected schools. This work was undertaken to support projects awarded as part of the [Botnar Child Road Safety Challenge \(CRSC\)](#).

The police trainings were tailored using information from capacity assessments conducted on-site in October and November 2018. The trainings aimed to increase participants' understanding of risk,



enforcement as a safety tool, intelligence-led policing, as well as to encourage a partnership approach to road safety. More than 80 police officers from the two cities attended the trainings. Training delivery was supported by the Vietnam People's Police Academy in Hanoi.

In December 2018, a capacity assessment was conducted by GRSP's Ennada Lagouit and Brett Harman in Tunis, Tunisia with the participation of the Police de Circulation, the National Guard, the National Observatory for Road Safety (ONSR) and the Ministry of Health. The aim of the assessment was to understand the current model for collecting, analyzing and sharing data between entities, and then providing recommendations to strengthen the process. Based on the findings of the assessment, training with the police will be undertaken by mid-2019.

Insurance for Safer Roads: 3rd Workshop



From R to L: Andrew Bradley (GRSP Chair Head/Nestlé); Dave Baldwin (Thatcham Research Centre); Michael Chippendale (GRSP).

On October 11, 2018, the 3rd [Insurance for Safer Roads](#) workshop was hosted by the Thatcham Research centre, in Thatcham (England), with support from the initiative founders Nestle, Zurich and the Global Road Safety Partnership (GRSP). The event brought participants from a broad range of road safety stakeholders: researchers, policy advocates, insurers, brokers, fleet managers, and technical experts. Each brought his/her specific knowledge and analysis to this rich discussion.

In this workshop, participants shared successes and challenges, discussed new technologies and tools designed to increase road safety, and explored 'next steps' for the Insurance for Safer Roads initiative.

Andrew Bradley, Head of Group Risk Safety at Nestle and GRSP Chair, said in his opening statement: "It's promising that the insurance industry has recognized that it has a great role to play in road safety, yet we need to see more in product lines and on the ground."

Dave Cliff, CEO of GRSP, reminded the room that despite existing efforts of the road safety community, "the numbers of deaths and injuries are still on the rise: the new figure estimated by the World Health Organization is now over 1.3 million road deaths per year."

The first part of the workshop was geared towards exploring topics such as the future of autonomous vehicles, solutions to distracted driving, data gathering and its use, and the traction of road safety within the context of the Sustainable Development Goals.

The second part of the event focussed more specifically on the insurance perspective.

Participants identified as immediate next steps: the need for case studies to better communicate success stories; the possibility for GRSP, FIA and insurers to prepare a joint report in follow up to the 2017 report to present at the 2020 Ministerial meeting in Sweden; and the necessity of constituting a small working group to drive the initiative forward.

Participants also identified as necessary to raise public awareness on the role of the New Car Assessment Programm (NCAP) and advocate for higher vehicle safety standards in emerging markets.

The 4th workshop is planned for late 2019 and discussions are underway with the South African Insurance Association to hold a regional version of the event in South Africa in 2019. We will keep you updated on progress.

2018 Prince Michael International Road Safety Award



L to R: Bernd Marx (Shell), Hanke Verspaget (Shell), HRH Prince Michael of Kent, Dave Cliff (GRSP).

On 11 December 2018, **GRSP member Shell** received the prestigious Prince Michael International Road Safety Award for its “Slow Down, Daddy” Myanmar road safety campaign, which was implemented in collaboration with Myanmar Red Cross Society (MRCS) and with support from the Global Road Safety Partnership (GRSP) and TODAY Ogilvy Myanmar (TODAY Ogilvy). Earlier in the year this same project was awarded the Gold prize at the 2018 SABRE Asia Pacific Awards in the industry category, Energy & Natural Resources.

“‘Slow Down, Daddy’ is a project aimed to curb speeding on the so-called ‘Death Highway,’ the Yangon to Nay Pyi Taw Highway—the most dangerous stretch of road in Myanmar. Data gathered at national and local levels served to identify the two primary risk groups who would be targeted through the campaign and steered the working group’s planning and wide-ranging consultation which helped secure support for the campaign – a true first of its kind in Myanmar,” said Michael Chippendale, Manager, Communications, Membership and Project Support, who contributed to this project from its inception.

The core idea behind the campaign is simple, direct and effective and uses a range of communication methods to share road safety messages with the target audiences. Billboards placed along the highway feature messages from children to driving fathers asking them to slow down. A video was produced and shared widely on social media where a driver’s child was interviewed. The father, unaware of the interview, was then shown the video in a public space and his reactions were recorded with a hidden camera. The final edited video juxtaposes the messages of love from the child requesting ‘Daddy to slow down’ against the father’s reaction. Further social media messaging and informational pieces were

also produced targeting specific risk factors such as use of seat-belts and mobile phone use while driving.

A worthy winner, this emotional and multi-faceted campaign was recognized by the Ministry of Construction as having contributed towards a decrease in road crash deaths on the target section of road from 170 in 2016 to 116 in 2017. The campaign entered Phase 2 in October 2018 which sees it increase its reach along this notorious stretch of road targeting speed and other unsafe road user behaviours.

For the past 30 years, the Prince Michael International Road Safety Award has been recognising outstanding achievements and innovations world-wide in the field of road safety. <http://www.roadsafetyawards.com/>

Mohamed Langston Diagne

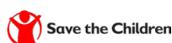


The GRSP wishes to thank and bid farewell to Mohamed Langston Diagne, who has been an intern in the team for 6 months while he was wrapping-up his Master’s degree in development studies at The Graduate Institute in Geneva.

“I joined GRSP to gain a broader and better understanding of the road safety issues and challenges prevalent in low- and middle-income countries,” Mohamed said, adding, “in the past six months I gained that understanding and more. As an example, I developed a very good grasp of how advocacy works at the local, national and international level to help strengthen legislation relating to safer road use.”

Mohamed is now with the Food and Agriculture Organization of the United Nations (FAO) in Rome where he works in the Mitigation against Climate Change Department. Good luck with your new position Mohamed from the whole GRSP team.

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1.35
million

Road traffic deaths every year