

Meeting the SDG Commitments

The Role of Leadership in the Implementation of Asia's Road Safety Initiatives

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Sustainable Transport Section
Transport Division



Agenda

1. About ESCAP
2. Context
3. Global and Regional Initiatives
4. The role of leadership



UN ESCAP

1. One of five regional commissions (53 member States and 9 associated members, with more than 60% of global population)
2. Only UN intergovernmental body in the region





UNITED NATIONS
ESCAP

Economic and Social Commission for Asia and the Pacific



**7 YEARS OF CONNECTING
ASIA AND THE PACIFIC**



About

Commission

2030 Agenda

Our Work

Subregional Offices

Partners

Research & Data

Media Centre

Events



SUBREGIONAL SDG REVIEWS: A series of meetings across five subregions to facilitate dialogue between government officials, civil society, experts and other stakeholders on the theme of "Empowering people and ensuring inclusiveness and equality"

ICT and Disaster
Risk Reduction

Environment and
Development

Social Development

Statistics

Macroeconomic
Policy and Financing
for Development

Trade, Investment &
Innovation

Transport

Energy



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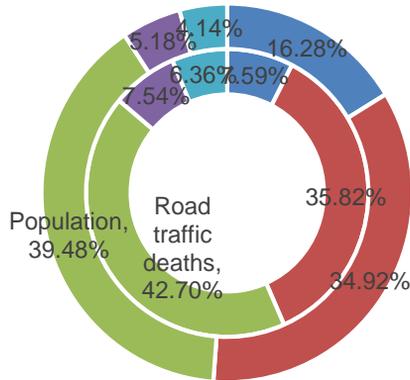
Economic and Social Commission for Asia and the Pacific

Road Safety Crisis

1. In 2016, over 1.35 million road crash fatalities (60% in ESCAP region)
2. Estimated 50 million injuries
3. 8th Leading cause of death for all ages and leading cause of death for children and youth
4. One person killed by road crashes in every 38 seconds in ESCAP Region (In 2013, 43 seconds).
5. Economic cost – estimated to be as high as 6% of national GDPs

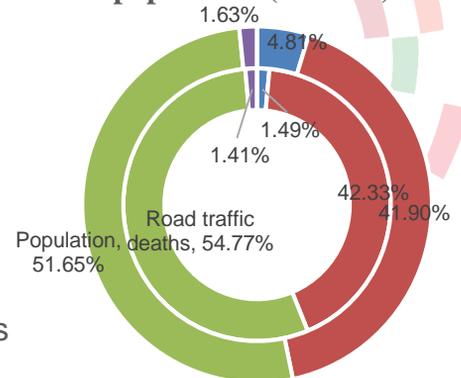
Fatalities by the Income Levels

Comparison of road traffic deaths and population (Global)



- High-income
- Upper-middle income
- Lower-middle income
- Low-income
- No income groups

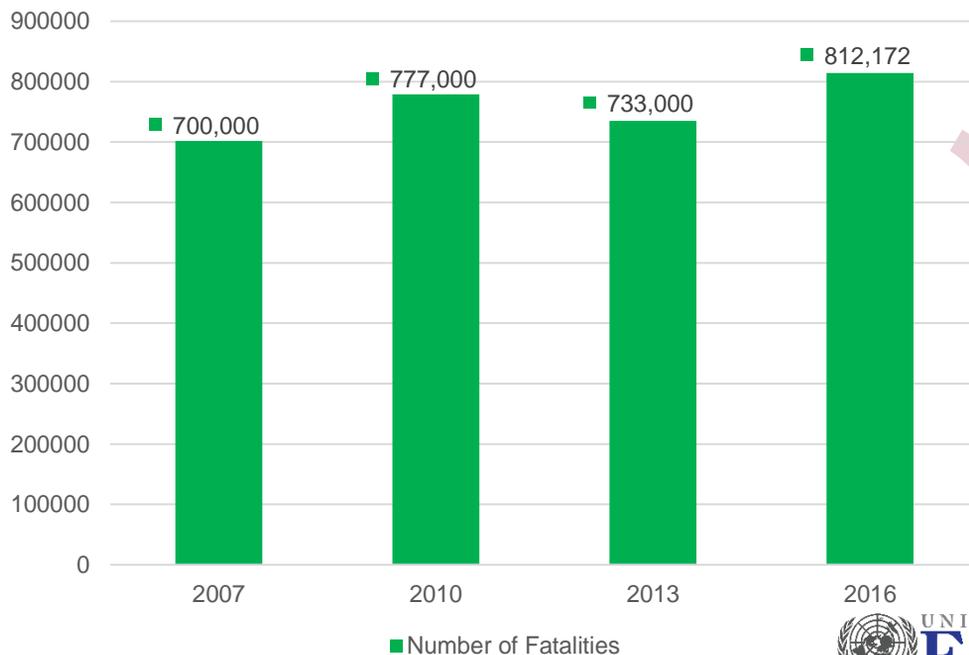
Comparison of road traffic deaths and population (ESCAP)



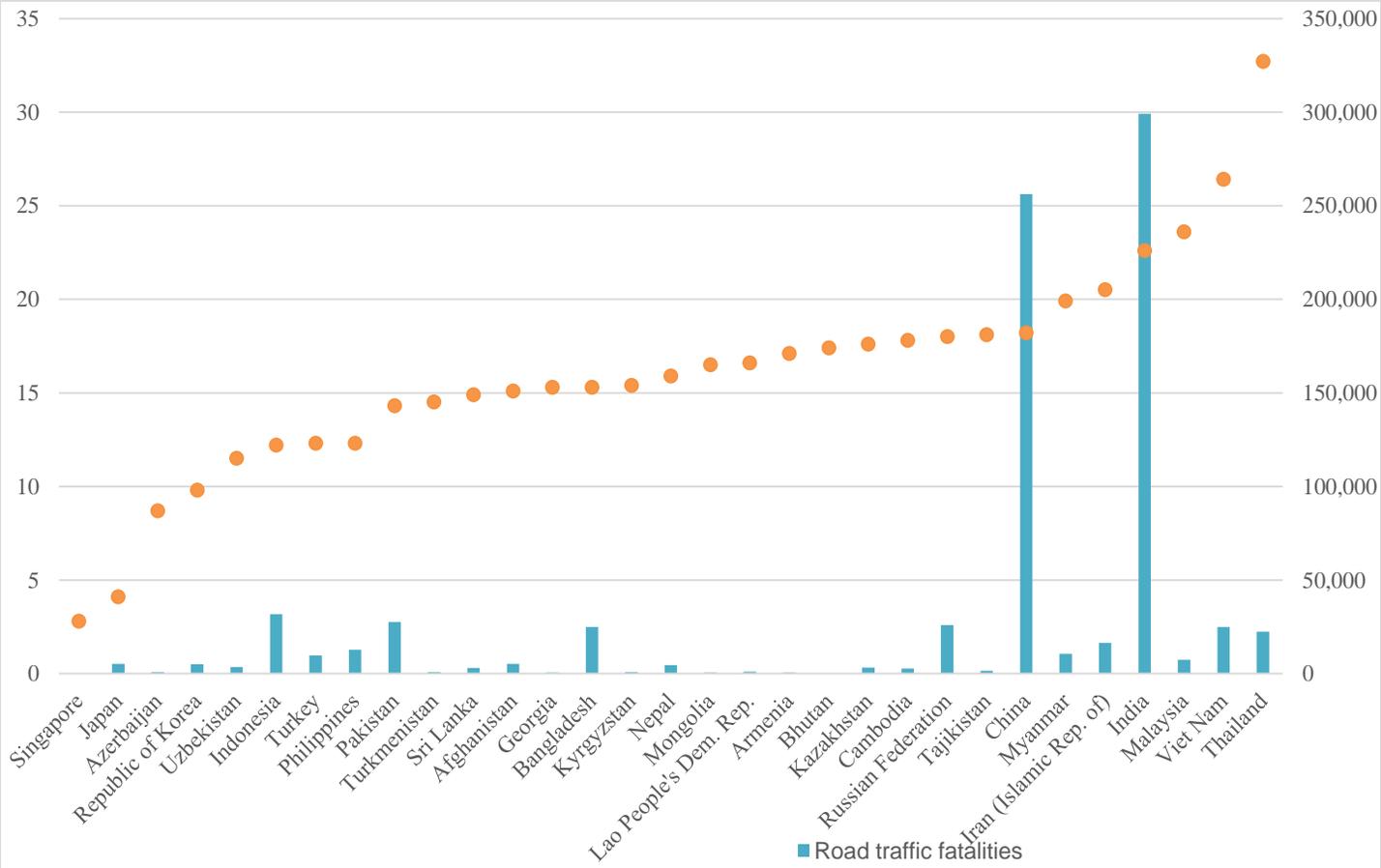
World Bank Country Classifications 2016

ESCAP Region

ESCAP Road Crash Fatalities

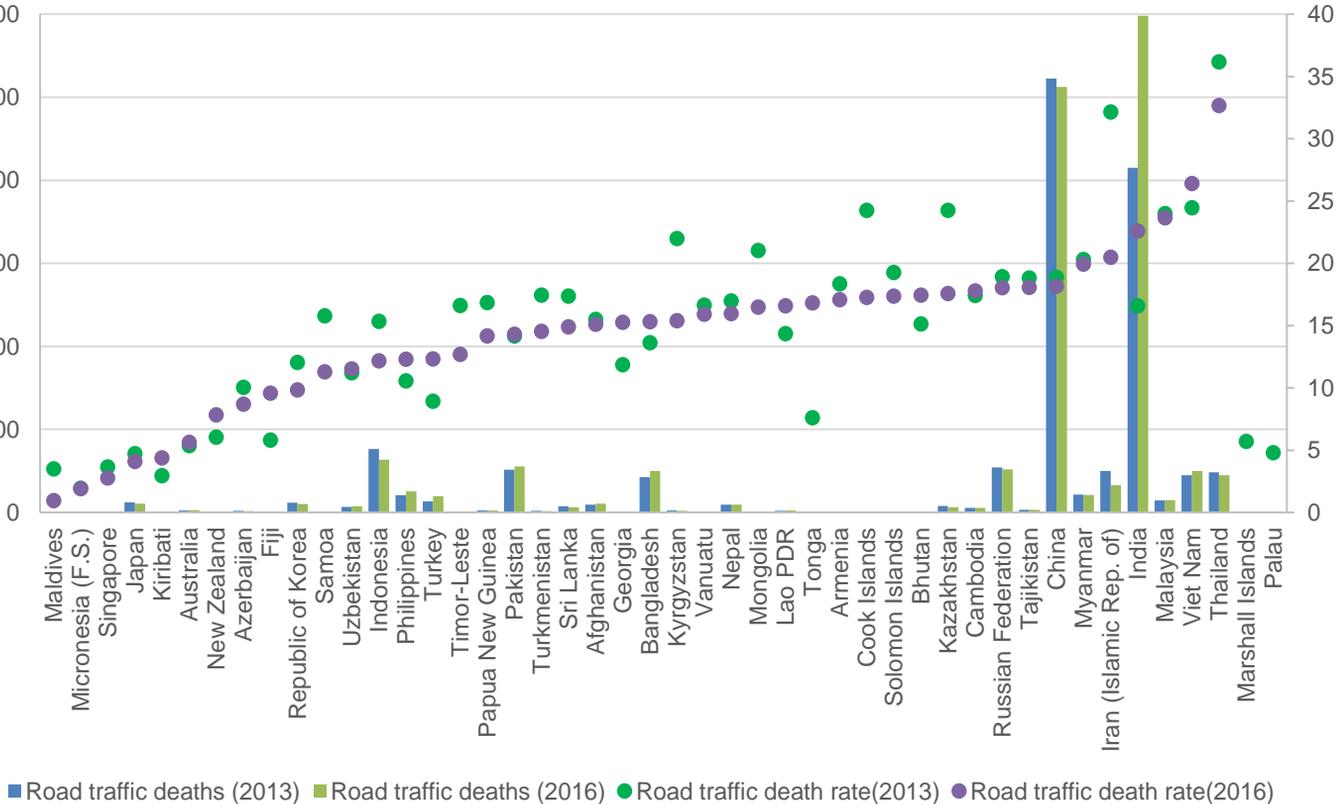


ESCAP Road Crash Fatalities and Fatality Rates (2016)



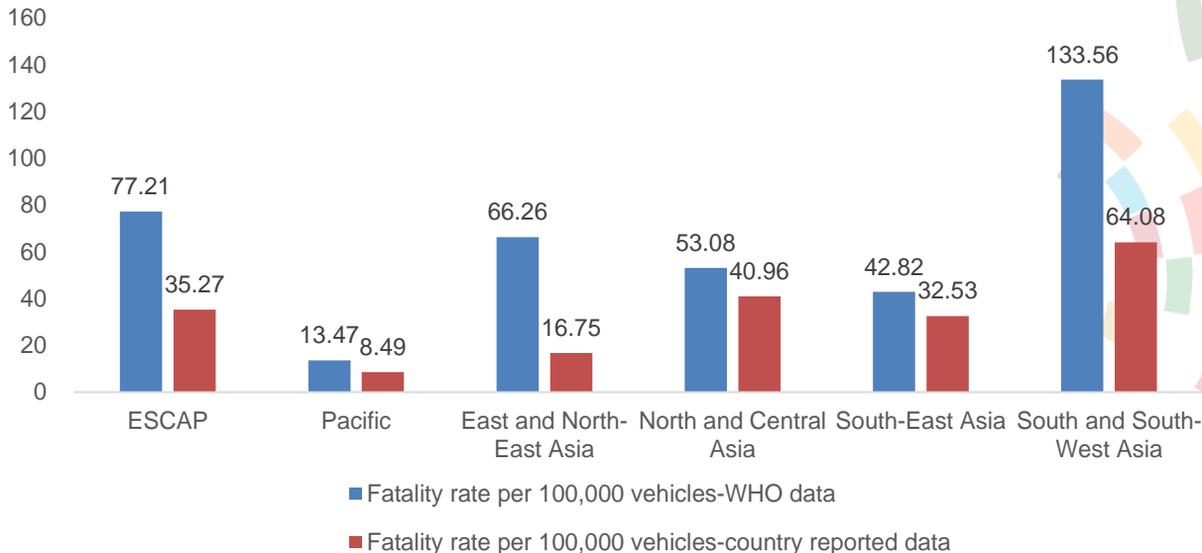
ESCAP Road Crash Fatalities and Fatality Rates (2016)

ESCAP Road traffic deaths and road traffic death rate (2013-2016)



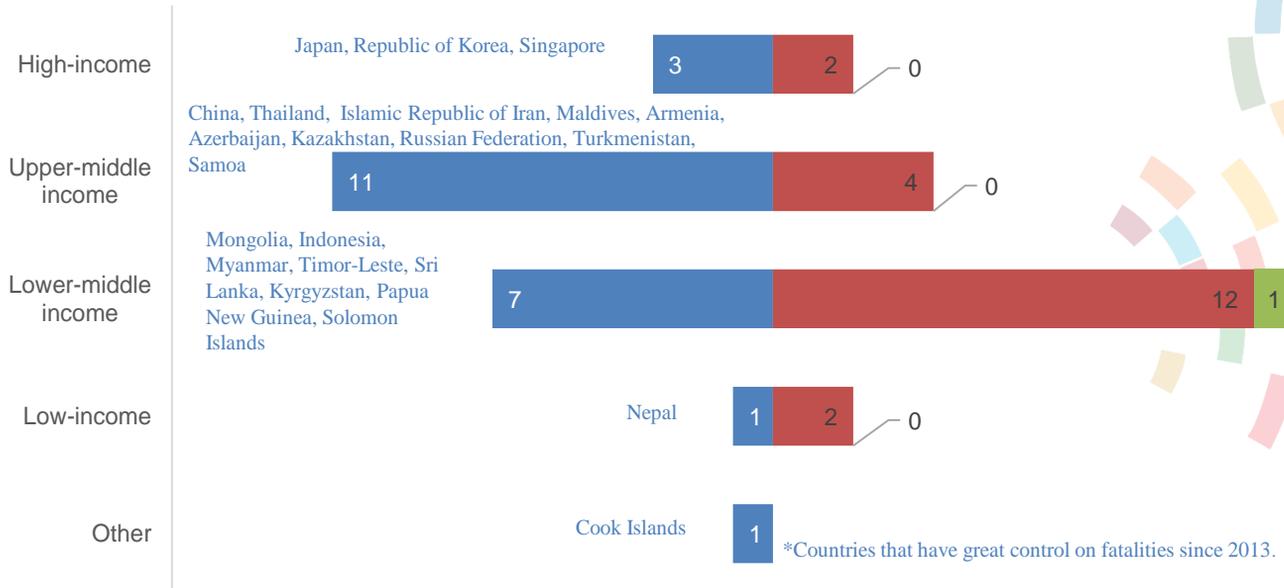
Fatality Rates by ESCAP Subregion

Fatality rate per 100,000 vehicles



Changes in Fatalities

ESCAP Country Road Crash Fatalities Changes (2013-2016)

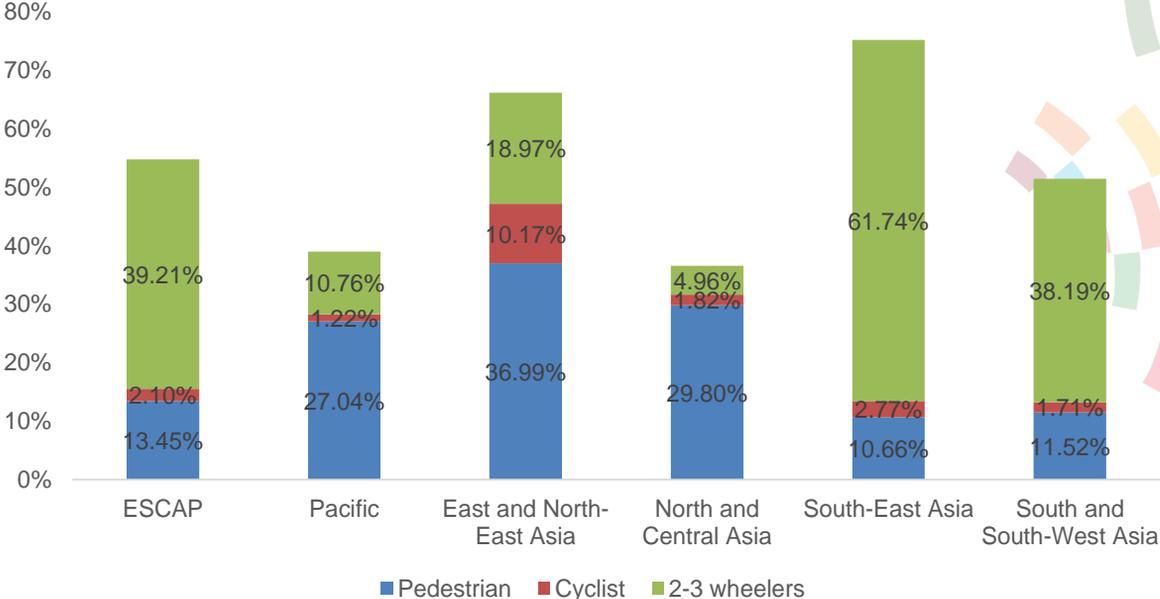


Road Crash Fatalities decreased in 23 ESCAP Countries

■ Decreased ■ Increased ■ No change

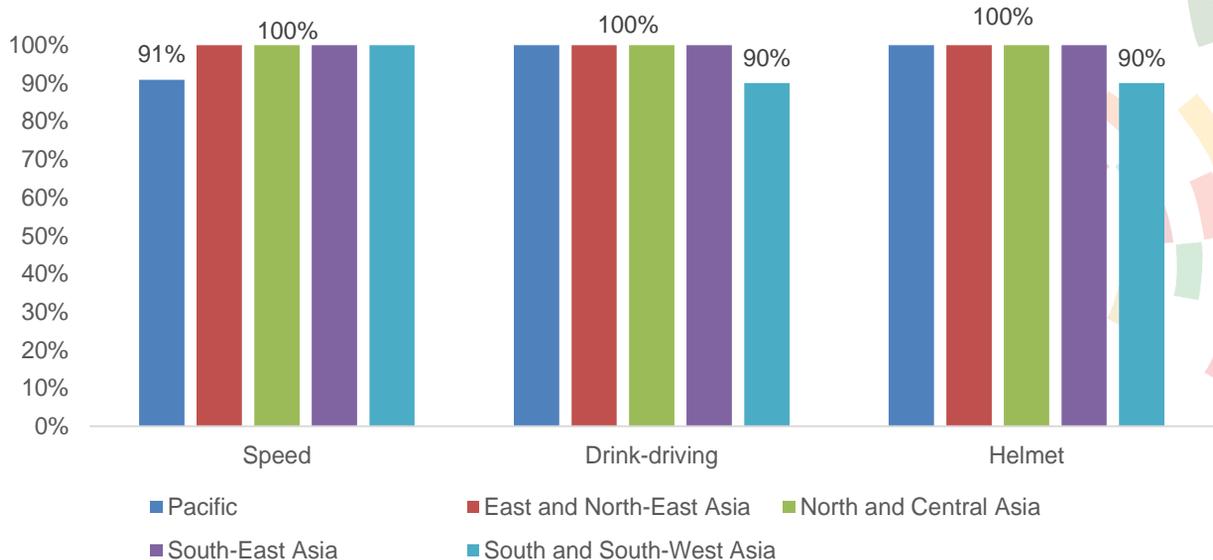
Vulnerable Road Users

Percentage of VRU fatalities



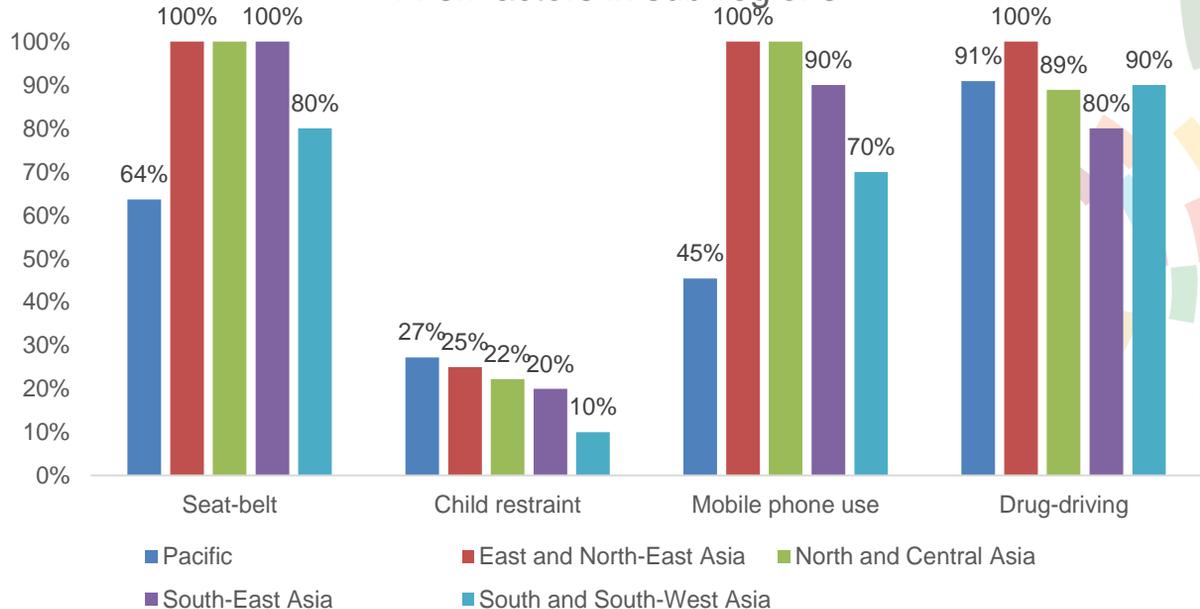
ESCAP Subregions

Percentage of countries with good legislations on 3 risk factors in sub-regions



ESCAP Subregions

Percentage of countries with insufficient legislation on other 4 risk factors in sub-regions

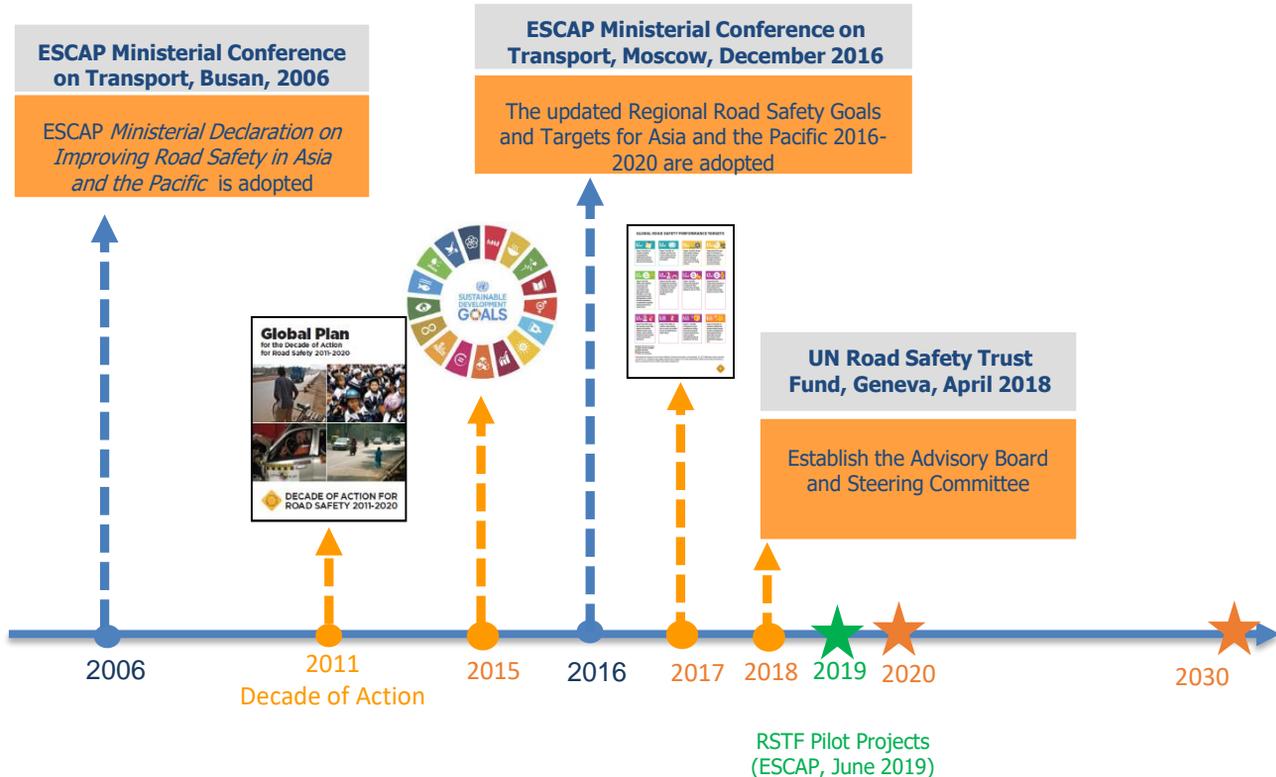


Data

1. In the ESCAP region in 2016, the reported total road fatality number was 373,000 (46%) of the WHO estimated number, 813,000 (fatality rate- 8.65 vs 18.88 fatalities per 100,000 population)



Global and Regional



SDGs – Road Safety

1. Target 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”
2. Target 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, by improving road safety - -”



Global Framework Plan of Action- 2018

Area Pillar	Legislation	Enforcement	Education	Technology	International Regulatory Support
Road safety management					
Safe user	Traffic rules drivers cyclists pedestrians	Lawful behavior ensured by police and inspectors	Awareness raising, training and examination	Supportive technology and equipment, rules reminders	UN RS legal instruments and resolu- tions, WP.1, SC.1, WP.15
Safe vehicle	Rules and standards for admission of vehicles to traffic	Certification and inspections by qualified inspectors	Awareness raising for users, training for inspectors	Supportive technology and equipment, compliance reminders	UN RS legal instruments and resolu- tions, WP.1, WP.29
Safe road	Standards for design, construction, maintenance and signage	Audit, assessment and inspection by qualified teams	Awareness raising for road managers, users, and for inspectors	Forgiving and self-explaining road design, intelligent road systems	UN RS legal in- struments and resolutions, int. standards WP.1, SC.1
Effective post-crash response	Standards for data collection post-crash response and investigation	Oversight of rescue services, investigators investigating crashes	First aid and rescue service training, investigators training	Supportive technology and equipment	Consolidated resolution, int. standards, WP.1, SC.1

GLOBAL ROAD SAFETY PERFORMANCE TARGETS

TARGET 1
BY 2030



Target 1: By 2030, all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.

TARGET 2
BY 2030



Target 2: By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.

TARGET 3
BY 2030



Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.

TARGET 4
BY 2030



Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.

TARGET 5
BY 2030



Target 5: By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.

TARGET 6
BY 2030



Target 6: By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.

TARGET 7
BY 2030



Target 7: By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.

TARGET 8
BY 2030



Target 8: By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.

TARGET 9
BY 2030



Target 9: By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.

TARGET 10
BY 2030



Target 10: By 2030, all countries to enact laws to restrict or prohibit the use of mobile phones while driving.

TARGET 11
BY 2030



Target 11: By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.

TARGET 12
BY 2030



Target 12: By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.

- PILLAR 1: Road safety management
- PILLAR 2: Safer roads and mobility
- PILLAR 3: Safe vehicles
- PILLAR 4: Safe road users
- PILLAR 5: Post-crash response

Following the request of the United Nations General Assembly, on November 22, 2017 Member States reached consensus on 12 global road safety performance targets. For more information: http://www.who.int/violence_injury_prevention/road_traffic/road-safety-targets/en/



UN ESCAP

1. Regional Action Programme (2017-2021)
2. Updated Regional Road Safety Goals and Targets



Overall objective

50 per cent reduction in fatalities and serious injuries on the roads of Asia and the Pacific over the period 2011 to 2020.

UN ESCAP

1. 2016, 3rd Ministerial Conference on Transport, adopted the Regional Action Programme (2017-2021)
2. Updated Regional Road Safety Goals and Targets

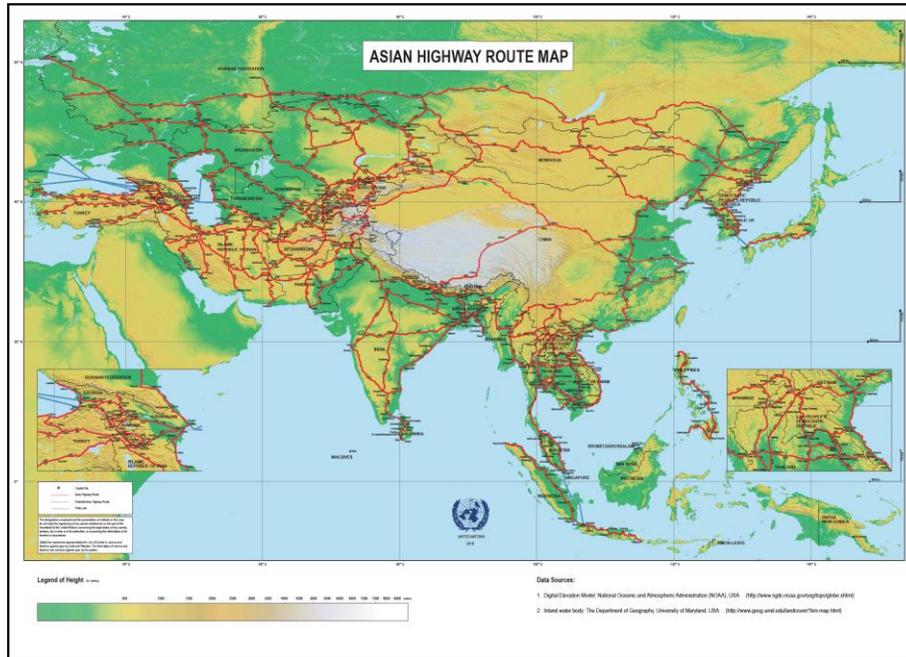


Updated Regional Road Safety Goals and Targets for Asia and the Pacific

Overall objective: 50% reduction in fatalities and serious injuries on the roads of Asia and the Pacific over the period 2011 to 2020.

1. Making road safety a **policy priority**.
2. Making roads safer for **vulnerable road users**, including children, elderly people, pedestrians, non-motorized vehicle users, motorcyclists and person with disabilities.
3. Making roads safer and reducing the **severity of road crashes**.
4. Making **vehicles safer** and encouraging responsible vehicle advertising.
5. Improving **national and regional** road safety systems, management and enforcement.
6. Improving **cooperation** and fostering **partnerships**.
7. Developing the **Asian Highway Network** as a model of road safety
8. Providing effective **education** on road safety awareness to the public, young people and drivers.

Asian Highway Network



Technical Standards

Model Instrument of Acceptance of Amendment

(to be signed by the Head of State, Head of Government or Minister for Foreign Affairs)

WHEREAS the Intergovernmental Agreement on the Asian Highway Network was adopted at Bangkok on 18 November 2003, and *ratified, accepted, approved, definitively signed or acceded to by (State) on (date of deposit of its instrument of ratification, acceptance, etc.,*

WHEREAS the Working Group on Asian Highways at its seventh meeting, held in Bangkok on 13-15 December 2017, adopted the following Amendments in accordance with Article 8 of the Agreement

Article 10, Title *after* Annexes II *add* IIbis

Article 10, paragraph 1. *after* Annexes II *add* IIbis

Article 17. *after* Annexes II *add* IIbis

WHEREAS these amendments, resulting in the introduction of a new Annex II bis "Asian Highway Design Standards for Road Safety", were communicated by the Secretary-General to all Parties by Depository Notification CN.53.2018.TREATIES-XIB.34.a on 26 January 2018,

NOW THEREFORE I, *name and title of Head of State, Head of Government or Minister for Foreign Affairs*, declare that the Government of *(State)*, having considered the above-mentioned Amendments accepts the same and undertakes faithfully to perform and carry out the stipulations therein contained.

IN WITNESS WHEREOF I have signed this instrument of acceptance at *place*, on *date*.

(Signature)

1. Strong correlation between infrastructure design and road safety outcomes
2. Harmonized driving conditions
3. New Annex "Asian Highway Design Standards for Road Safety"

Current Projects

1. Tackling main causes of road traffic crashes, fatalities and injuries in Asia-Pacific countries to achieve road safety targets of the Sustainable Development Goals funded by the Russian Federation (2018-2019).
2. Strengthening Speed Management in the Philippines; funded by the UN Road Safety Trust Fund (2019-2020).

The role of leadership in the implementation of Asia's road safety initiatives

1. Leadership at the global level
(UNRSC- WHO, GRSF, GRSP, ITF and others)
2. Leadership at the regional level
(UN ESCAP, ADB and others)



The role of leadership in the implementation of Asia's road safety initiatives

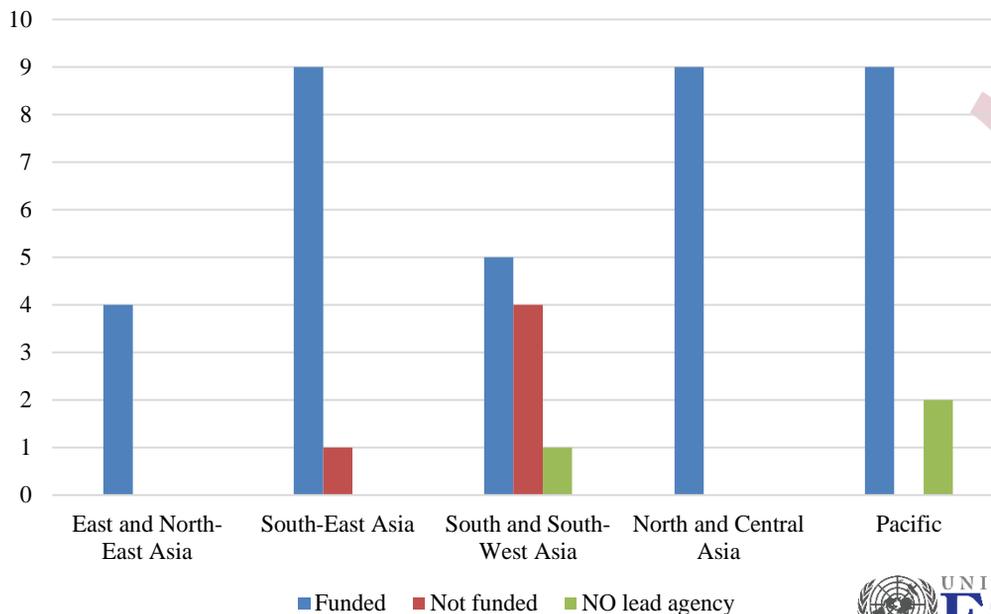
1. Leadership at the national level

- At the highest level of the Govt.
- Lead road safety agency
(State Police in Azerbaijan, National Road Safety Committee in Cambodia), Dept. of Disaster prevention and mitigation, MoI in Thailand, Ministry of Health in Turkmenistan, Inter-ministerial Convention on Road Traffic Safety in China)

2. Leadership at the local and Community level- champions

The role of leadership in the implementation of Asia's road safety initiatives (continued)

Lead agency of road safety funded in national budget
in ESCAP, 2016



Ways forward

- Leadership- champions
- Quality road crash data
- Evidence-based policies and interventions
- Focus on VRUs
- Leaderships at all levels among all relevant sectors
- International and regional co-operations

THANK YOU

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Towards the Establishment of the Asia-Pacific Road Safety Observatory

Alina F. Burlacu,
Transport Specialist
The World Bank

Michael Anyala,
Senior Road Asset Management
Specialist
Asian Development Bank



General Overview of Road Safety Globally

- More than **1.35 million lives** each year.
- Road traffic crashes: **8th leading cause** of death.
- Leading cause of death for those **aged 5-29 years**.
- Up to **50 million injuries**.
- **3 times higher** death rates in low-income countries than in high-income countries
- **Massive economic, social and health costs**

**“What is not measured is unknown...
and what is unknown cannot be managed”**

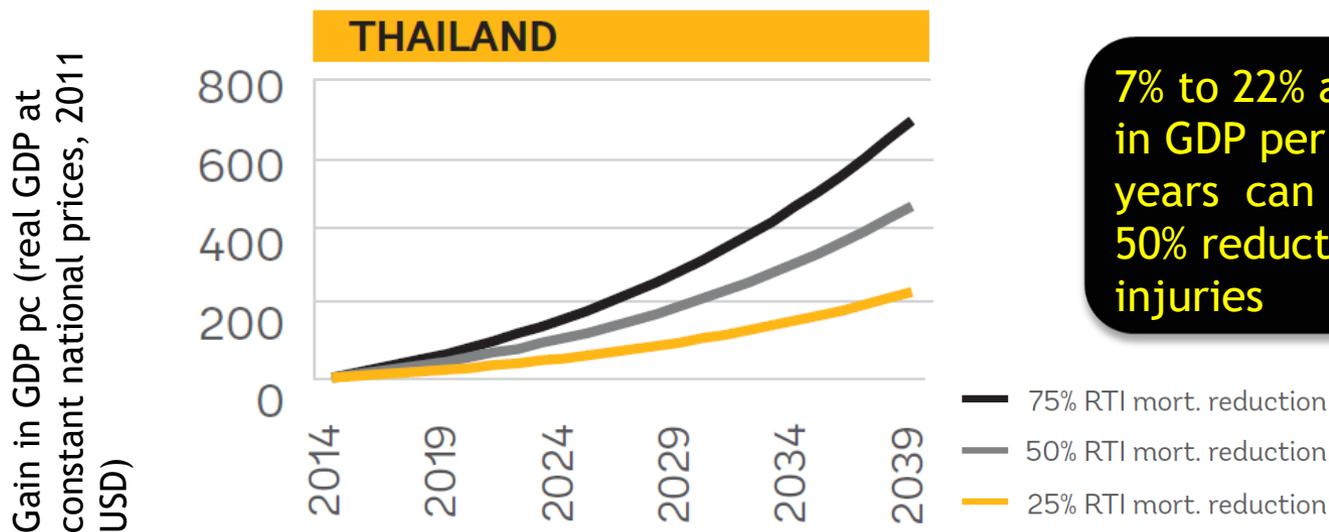


Why do we need data?

- Data on the magnitude of the problem and the risk factors are essential to develop a **systematic approach to road safety**.
- **Reliable safety and traffic data** is essential to:
 - Prioritize road safety vis a vis other public health issues
 - Assess the full nature of the road safety problem (who is at risk ? When ? Why ?);
 - Assess the real economic costs associated with road crashes:
 - If the problem is underreported, less likely to receive the right level of investment;
 - Design the most (cost) effective road safety interventions;
 - Monitor progress and adjust work plan.

Improving road safety can have a positive impact on the GDP

The cost of inaction is the difference between projected gains and status quo scenario



7% to 22% additional increase in GDP per capita over 24 years can be achieved through 50% reduction in road traffic injuries

Sustainable Development Goals for Road safety (September 2015)



By 2020, to halve the number of global deaths and injuries from road traffic crashes.



By 2030, to provide access to safe, affordable accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities, and older persons.

Source: UN Sustainable Development Goals

Global (Voluntary) Performance Indicators for Road Safety Risk Factors

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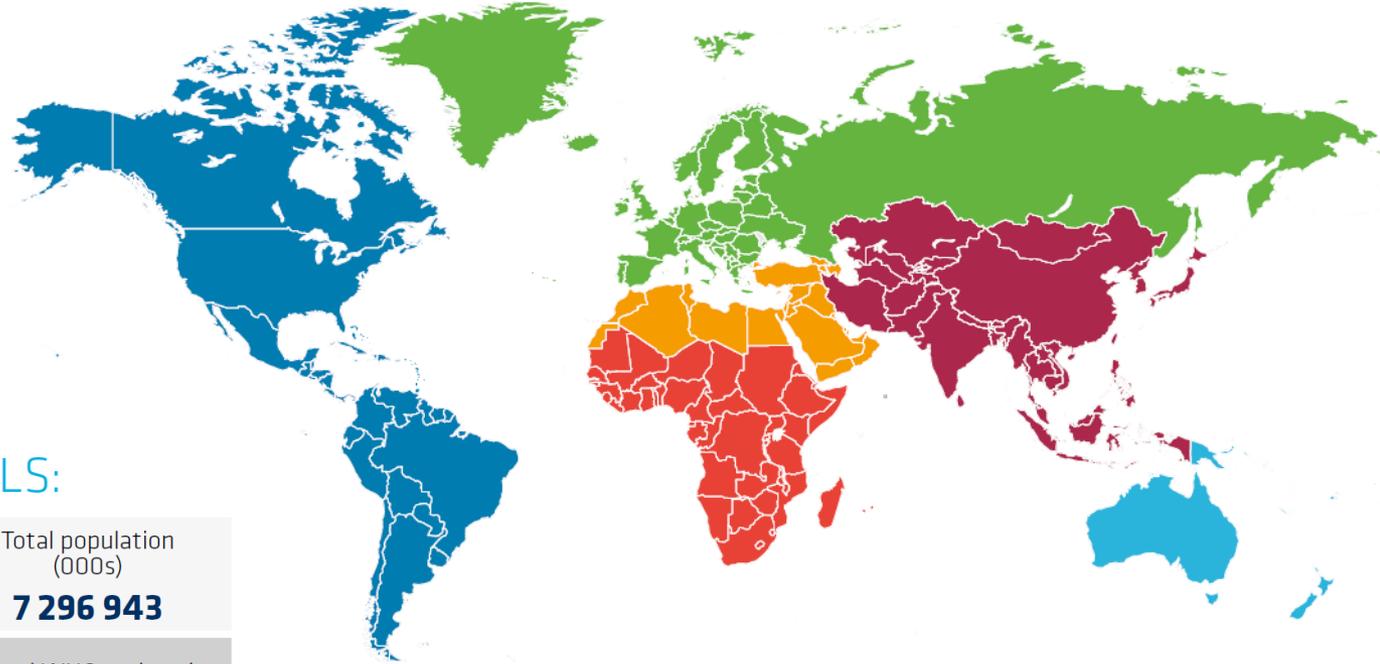


Target 12: By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.



**But how can
we know for
sure?..**

Quality of road safety data



GLOBAL TOTALS:

Number of countries

175

Total population
(000s)

7 296 943

Total reported deaths

629 365

Total WHO estimation

1 323 666

Police vs WHO counts of road deaths...

Over the years

Year	Police	WHO
1990	N/A	N/A
2000	N/A	N/A (1.2 M in 2007)
2010	0,62	1.24 M
2015	0.66 M	1.2 M
2016	0.63 M	1.35 M

By region

	# countries	Population	Police	WHO
Total	175	7.3 B	0.63 M	1.35 M
Africa	46	1.0 B	58 001	271 554
Americas	30	0.9 B	132 180	151 957
Asia	28	4.2 B	341 272	772 158
Europe	40	0.7 B	53 481	63 400
North Africa & Western Asia	20	0.4 B	42 524	61 454
Oceania	11	0.04 B	1 908	3 143

Road Crash Data

Main Data Challenges

- Underestimation of the importance of crash data;
- Lack of robust data in road traffic fatalities and injuries;
- Lack of vital registration systems to provide information on cause of death;
- No consistent definition of a road traffic death;
- Underreported police data in many countries (it is estimated that half of the road crash data is not reported);
- Lack of cross agency coordination and collaboration;
- No national unified crash database;
- Poor understanding of crash investigation methods.

Who else collects any other data?

- ✓ iRAP: some roads evaluated in Bangladesh, Indonesia, Nepal, Philippines, Thailand and Vietnam.
- ✓ Vehicle registries electronically available at least in: Malaysia, Singapore and Vietnam.
- ✓ Insurance companies: RVP in Thailand.
- ✓ Vital registry data.





What to do?..

The importance of a regional approach for road safety

- The laws of physics are the same everywhere:
 - Safe System is the right approach
- Solutions tailored to each region are needed
 - Different traffic patterns, different culture, demographic
- Need to set and monitor regional road safety targets
- Need of better and harmonized regional data (not only on total number of road deaths)

Road Safety Observatories

What is RSO

- A network :
 - Policy level
 - Data experts
- A forum to exchange and discuss
 - Policy issues
 - Technical and methodological issues
 - Experiences
 - Learn from each other
- A common database
- Common surveys, annual reports, joint research

Objectives of Regional RSO

- To accelerate country-level improvements in data collection, analyses and decision making;
- Stimulating harmonisation between countries in the definition of variables and data collection procedures for better monitoring;
- Fostering a positive competition between countries to improve their crash data systems, raise road safety on the policy agenda and share data and information;
- Offering a common space for data and information sharing, bringing all key stakeholders around the table.

RSOs in Latin America and Africa

RSO in Latin America

- Created in 2011
- 20 countries actively participating
- Led to STRONG regional co-operation
- Road safety higher on the political agenda
- Institutional reforms in the region

RSO in Africa

- Initial discussions started in 2018
- 3 workshops in 2018
- Creation was announced in November 2018
- First general assembly meeting in June 2019 under the auspices of the African Union

OISEVI
www.oisevi.org

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HOME SOBRE OISEVI ESTRUCTURA > DOCUMENTOS ENCUENTROS ESTADÍSTICAS > NOTICIAS NORMATIVAS >
CONTACTO CALENDARIO

2008 2009 2010 2011 2012 2013 2014 ENGLISH

Argentina Guatemala
Bolivia Honduras
Brasil México
Chile Nicaragua
Colombia Panamá
Costa Rica Paraguay
Cuba Perú
Ecuador R. Dominicana
El Salvador Uruguay
España Venezuela

Formación en Movilidad Urbana Sostenible

APLICACIÓN OISEVI DE SEÑALES RESTRICTIVAS IBEROAMERICANAS

VIDEO INSTITUCIONAL
VIDEO CAMINOS ESCOLARES
VIDEO CAMPAÑA USO DE CASCO

ÚLTIMAS NOTICIAS
• OISEVI participó del Día de Prensa de Latin NCAP en Alemania

*MOU signed in 2017 between WB, FIA and ITF to advance replication of OISEVI in new regions.



And what
about Asia?..

Road Safety in Asia



Number of countries

28

Total population
(000s)

4 150 386

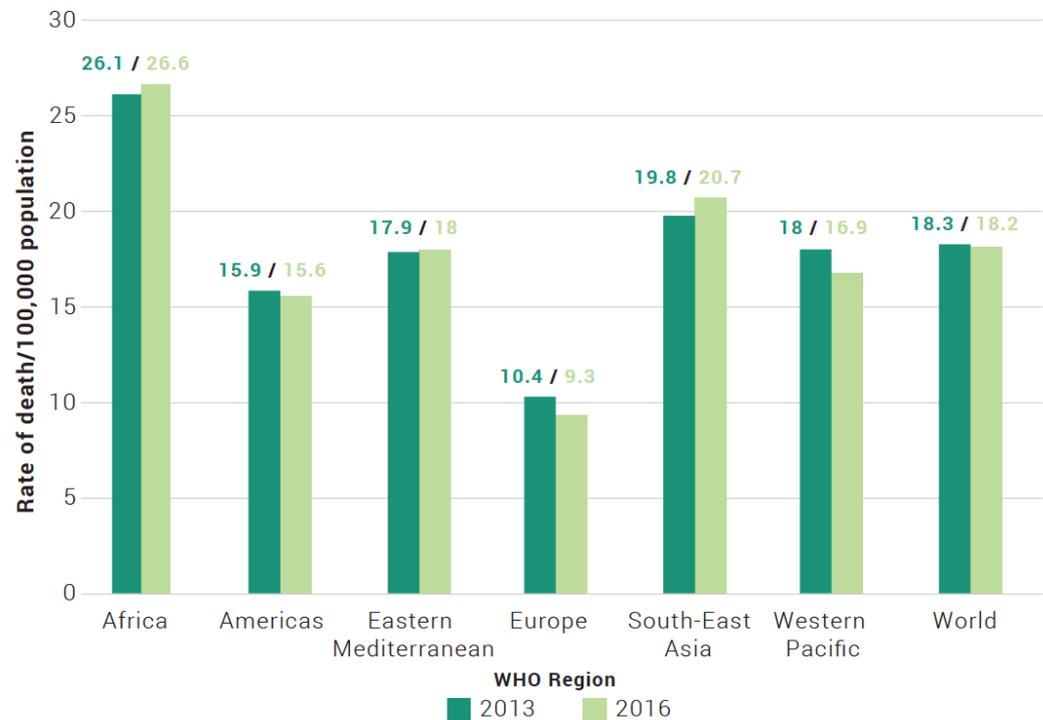
Total reported deaths

341 272

Total WHO estimation

772 158

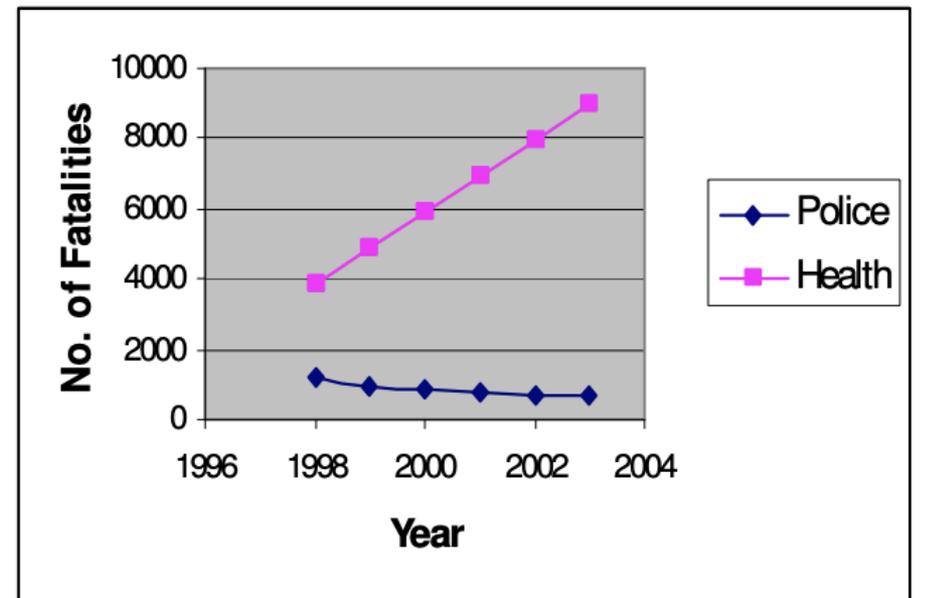
Rates of road traffic death per 100,000 population:
2013,2016



Road Crash Data Challenges in Asian Countries

- No robust data in road traffic fatalities and injuries
- Not all countries have vital registration systems to provide info on cause of death
- Police data is often the best source; however, countries still have no consistent definition of a road traffic death for use in police databases
- Also, police data are underreported in many countries. It is estimated that half of the road accident data is not reported

No. of fatalities on the road as reported by the Police Vs. Health Sector in ASEAN cities



Source: WHO, 2018

Asia and Pacific Road Safety Observatory (APRSO)

- APRSO is the regional forum on road safety data, policies and practices to ensure the protection of human life on the roads across Asia and the Pacific.
- APRSO's mission is to generate robust road crash data and analysis to positively impact on policies for road safety, in order to substantially reduce road traffic fatalities and serious injuries.
- The geographical scope would be Asia and the Pacific, and it was agreed to reach out to relevant agencies in the sub regions areas (e.g. ASEAN, CAREC, SASEC, GMS, etc.) and sub regional groups in Pacific as appropriate.

A forum to exchange and discuss:

- Policy issues
- Technical and methodological issues
- Experiences
- Learn from each other
- Common database
- Common surveys
- Annual reports
- Joint research

RSO in Asia and Pacific

- Kick-off workshop:
March 20-21, 2019, in
Singapore.
- Over 70 participants:
 - Bangladesh,
Cambodia, Indonesia,
Japan, Korea, Lao,
Malaysia, Myanmar,
Nepal, Pakistan,
Philippines,
Singapore, Sri Lanka,
Thailand, Vietnam.



RSO in Asia and Pacific

- All country delegates present at the meeting supported the development of a regional road safety observatory for Asia, and to work together towards its establishment.



RSO in Asia and Pacific

- The geographical scope would be Asia and the Pacific, and it was agreed to reach out to relevant agencies in the sub regions areas (e.g. ASEAN, CAREC, SASEC, GMS, etc.) and sub regional groups in Pacific as appropriate.
- Two task-forces were created:
 - Task force on a minimum set of road safety indicators
 - Members: Malaysia, Bangladesh, Sri Lanka, Philippines, Pakistan (to be confirmed) and ITF, WB, FIA, ADB, iRAP, GRSP.
 - Task Force on Governance
 - Members: Cambodia, Vietnam, ITF, WB, FIA, ADB, iRAP, GRSP, UNESCAP.



Possible Outputs

- A network
 - At policy level
 - At technical (data) level
- Common road safety database with common variables
- Road deaths, Serious injuries, Safety performance indicators
- Annual reports on road safety performance
- Joint regular surveys with common methodologies: Helmet use, speeding, drink driving...
- A web based knowledge center
- Regular training on data (WHO vital registration workshop, training of police officers)

APRSO's Timelines with Deliverables

Actions	Timelines
1 APRSO's Kick-off Workshop	20-21 March
2 Creation of two task forces	20-21 March
3 Initial draft of proposed governance structure	20 May
4 Initial draft of minimum set of road safety indicators	24 May
5 Shared both revised documents (governance and min. set of road safety indicators) with relevant task forces	16 August
6 Send initial letters to government on invitation for participation for APRSO	19 August
7 Agree and finalize proposal for APRSO funding	21 August
8 Confirm date and venue for Annual Meeting	30 August
9 Prepare and send out invitations for Annual Meeting	Mid Sep
10 Final revised documents to be circulated to all member countries	End of Sep
11 Recruit consultant to support Task Force on 'Road Safety Indicators'	1 st week of December
12 Annual meeting	2-4 December

International Donors:



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www.fiafoundation.org

International Partners:



Thank you!

Alina F. Burlacu,
Transport Specialist
The World Bank

Michael Anyala,
Transport Specialist
The Asian Development Bank

Improving leadership knowledge through the Global Road Safety Leadership Course



GLOBAL
ROAD SAFETY
PARTNERSHIP

CELEBRATING 20 YEARS

The Global Road Safety Partnership is hosted by:



100
1919-2019



Biannual course coordinated and delivered by the Global Road Safety Partnership in partnership with Johns Hopkins University International Injury Research Unit (JH-IIRU) as part of the Bloomberg Philanthropies Initiative for Global Road Safety

Two-week residential training programme aiming to build leadership capacity to design, advocate for, and implement effective road safety programmes and policies

OBJECTIVES

- To enhance leadership to support the strengthening of road safety policy and program implementation
- To apply principles and best practices in road safety to address country-specific issues and challenges
- To strengthen skills in road safety interventions and policy development
- To build skills in policy advocacy, strategic communication, and media advocacy
- To enhance capacity to access and understand critical evidence for effective road traffic injury prevention and control
- To build capacity to monitor, evaluate and report road safety performance processes

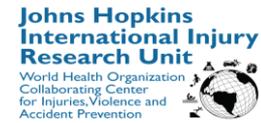


With a focus on key leadership principles, the GRSLC explores topics centered on the five pillars of focus for the Decade of Action for Road Safety, including:

- An overview of the global burden
- Road safety risk factors
- The role of enforcement
- Post crash response
- Urban design for road safety
- Safer vehicles and road safety
- Strategic communications & behaviour change campaigns



Participants benefit from international expertise from key road safety organisations



World Health Organization



The Global Road Safety Partnership is hosted by:



Participants benefit from site visits to see direct implementation of road safety interventions and initiatives

- New York City infrastructure improvements
- Best practice approaches from NYPD and New York DoT
- Insurance Institute for Highway Safety, Virginia
- MIROS crash facility
- School road safety and emergency hospital in Kenya
- Buenos Aires Road Safety Department data collection systems
- iRap School Star Rating Application in Buenos Aires





SITE VISITS

The Global Road Safety Partnership is hosted by:



Baltimore, USA
October 2016



Baltimore, USA
July 2017



Baltimore, USA
July 2018



Baltimore, USA
September 2019

Kuala Lumpur, Malaysia
March 2017



Nairobi, Kenya
March 2018



Buenos Aires, Argentina
March 2019



The Global Road Safety Partnership is hosted by:



100
1919-2019



CELEBRATING 20 YEARS



438
Participants
65 Countries

The Global Road Safety Partnership is hosted by:



Trained **218** road safety practitioners from **20** countries in Asia Pacific since 2016

Drawn from:

- Government
- Enforcement agencies
- Academic institutions
- Media
- Health sector
- Civil society organisations
- National Societies



LEADERSHIP KNOWLEDGE into PRACTICE

Identify the differences between managers and leaders

Explain the role and values of a leader

Analyze different leadership styles and their effectiveness in organizations and situations

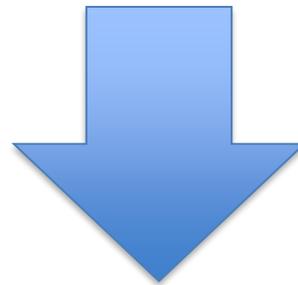
Outline the principles of systems thinking

Root cause analysis

Fishbone analysis

Force field analysis

Road Safety Knowledge



- Policy development and implementation
- Allocation of resources (human & financial)
- Cross-discipline and multi-agency/ministry coordination
- Communities of practice – sharing knowledge
- Strategic use of data to inform implementation

GLOBAL ROAD SAFETY PARTNERSHIP SECRETARIAT



ADDRESS

International Federation of
Red Cross and Red
Crescent Societies

P.O. Box 303
Chemin des Crêts, 17
Petit-Saconex, Geneva
Switzerland



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E-MAIL

grsp@ifrc.org

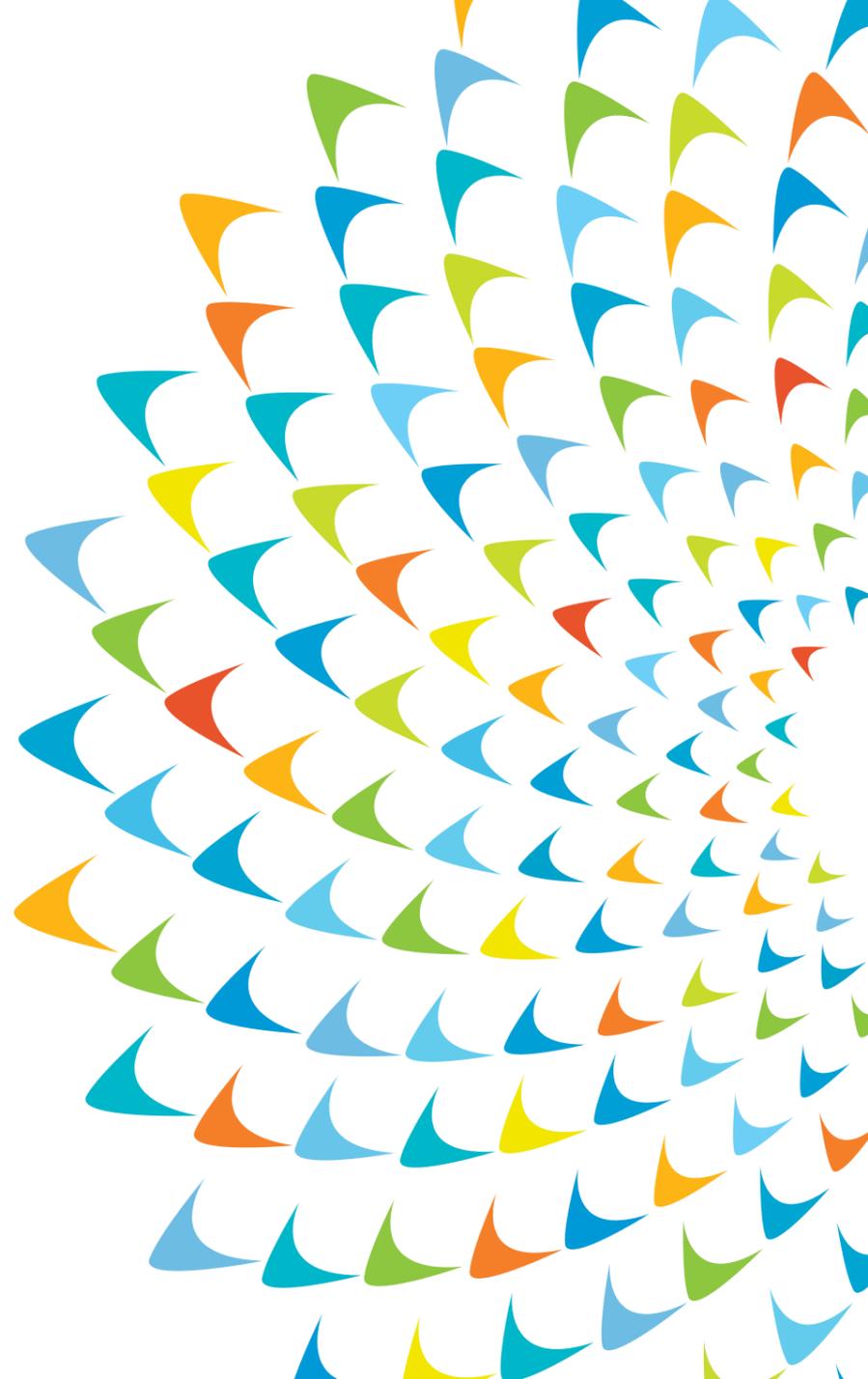


WEBSITE

www.grsproadsafety.org

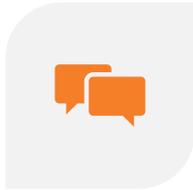


Road Safety Leadership Course

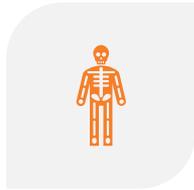




Experience at GRSLC 2019



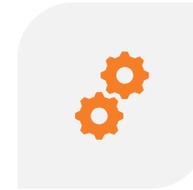
EXPERT LED
SESSIONS AND
DISCUSSIONS



PRACTICAL,
COMPREHENSIVE
AND HANDS-ON



GOOD
NETWORKING
ENVIRONMENT



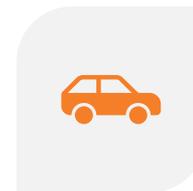
IN-DEPTH
SESSIONS ON
COMPONENTS
OF SAFE SYSTEM
APPROACH



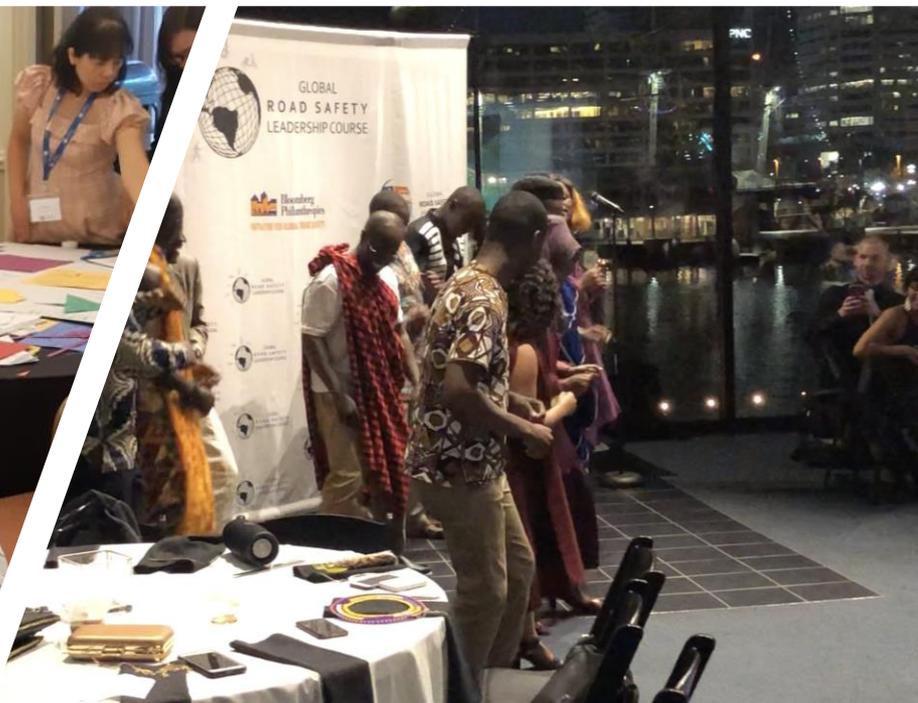
NEED FOR A
SHARED VISION



FUNDED LEAD
AGENCIES



TOOLKITS FOR
IMPROVING
ROAD SAFETY

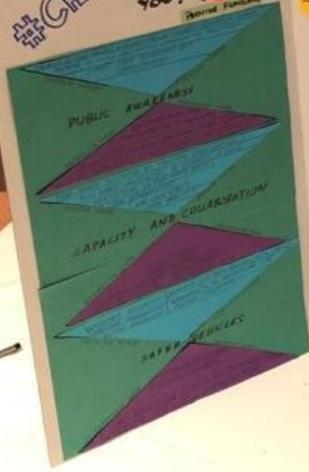


A HUMANE, SAFE & SUSTAINABLE

MOBILITY FOR ALL



ALL THE CHAMPS



207 / 100,000
ROAD TRAFFIC FATALITIES PER 100,000 PEOPLE (ANNUALLY)

920 / 100,000
ROAD TRAFFIC INJURIES PER 100,000 PEOPLE (ANNUALLY)

75%
3-3H+ PEDESTRIAN FATALITY SHARE

100M
ANNUAL ECONOMIC BURDEN DUE TO DEATHS & NO RECORD

"CREATE AWARENESS ABOUT ROAD SAFETY ACROSS ALL LEVELS"

PUBLIC AWARENESS

NO PUBLIC SUPPORT
-NOT RECEIVED AS LIFE-DETERMINING
-ROAD SAFETY NOT A PRIORITY
-GOVT DOES NOT PRIORITY ROAD SAFETY

PUBLIC OPINION



"STRENGTHEN LEADERSHIP & COLLABORATION IN ROAD SAFETY"

CAPACITY & COLLABORATION

INITIAL COMMITMENT

ROAD SAFETY NOT ON POL. AGENDA
-LACK OF AWARENESS / LOW PRIORITY IN GOV.
-LIMITED CAPACITY OF POL. DECISION
-INITIAL COMMITMENT NO SUSTAINABLE COLLABORATION

NO STANDARDS ON VEHICLE SPEC
-LOW PERCEPTION OF RISK, MISINFORMATION
-LACK OF ROAD SAFETY
-LACK OF AWARENESS

SAFER VEHICLES

SAFER VEHICLES

"NO PERSON KILLED/INJURED IN A CRASH BECAUSE OF AN UNSAFE VEHICLE"

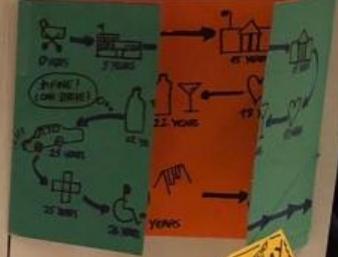
\$ 1,9M

50%
REDUCTION IN SPREADSHEET

100%
CAPACITY OVERALL

8
FINANCIAL IN REG.

SUSTAINABLE MOBILITY



YEAR 1

Q1	Q2	Q3	Q4
----	----	----	----

BILL DRAFTING AND AMENDMENT DESIGNING

ROAD SAFETY CONTENT

DEVT.

CONTENT OUT

MONITORING & EVALUATING

ROAD SAFETY COUNCIL

ROAD SAFETY OBSERVATORY

YEAR 2

TRAINING AND CAPACITY BUILDING

YOUR MONEY MATTERS!
YOUR MONEY CAN PREVENT CRASHES!
YOUR MONEY CAN MAKE LAN2 SAFER!
YOU + US, WE CAN MAKE IT HAPPEN!

Why is necessary to build leadership in road safety?



- Traffic Deaths are concentrated amongst vulnerable road users
- Road crashes impede economic development
- Measures that can significantly reduce road traffic fatalities and injuries are known
- Effective leadership is needed to mobilize action for the implementation of road safety policies and strategies
- Leaders must ensure collaboration amongst many stakeholders

Speed
Management

Leadership

Infrastructure
Design &
Management

Vehicle Safety
Standards

Enforcement
of Traffic Laws

Post Crash
Response and
Care



Key elements that could be improved in Asia and Pacific in regards to road safety leadership?

1. Lead Agency for Road Safety



Authority and resources to coordinate the implementation of a national road safety strategy;



Develop legislation and policies and ensure implementation



Build basis for action



Opportunities to action at local, national and international levels

2. Effective Road Safety Strategy

Should be
multi-sectorial

Clear and time-
bound targets

Should be
funded

3. Evaluating Impact of Road Safety Strategies

Evaluate implementation of road safety programs

Carry out New Car Assessments

Safety Ratings for Roads

Review Design Standards

Assessment of emergency care systems

etc.

4. Improve Quality of Road Safety Data



Adopting a
Standard
definition of
Road Crash
Death



Improving data
quality by
linking sources
such as vital
registration,
police and
health data



Training police



Reducing
underreporting



Using data to
plan
interventions



Improving data
collection and
analysis

5. Raising Awareness and Public Support

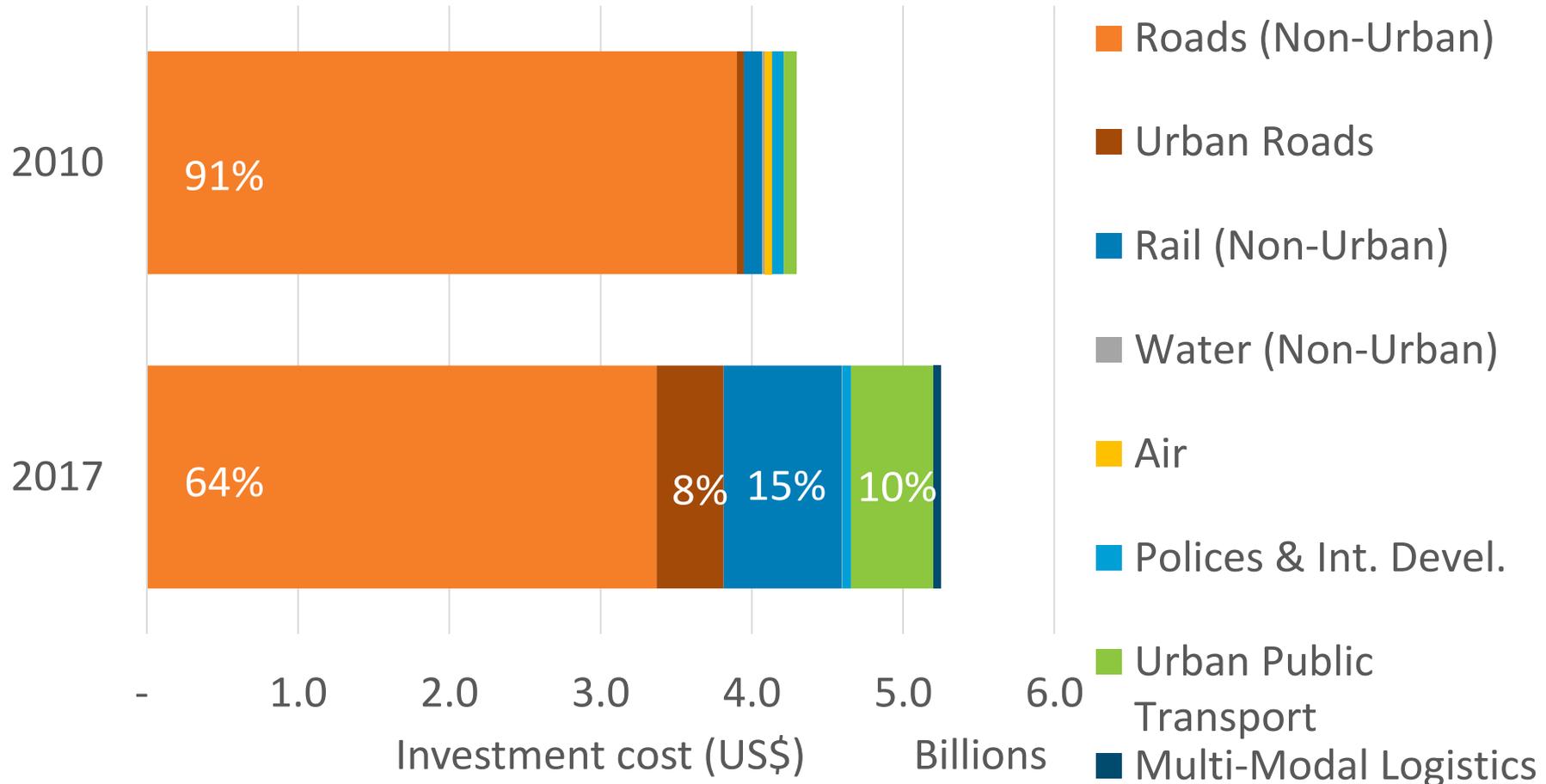
Inform Policy-makers and Relevant Professionals on Importance of Addressing Road Traffic Fatalities and Injuries

Increase Awareness of Road Safety Risk Factor Measures

6. Safe Sustainable Mobility for All



ADB Transport Investment



Spending 10% of the current costs of road crashes on road safety may prevent 70% of those costs in the future

7. More Standalone Road Safety Projects

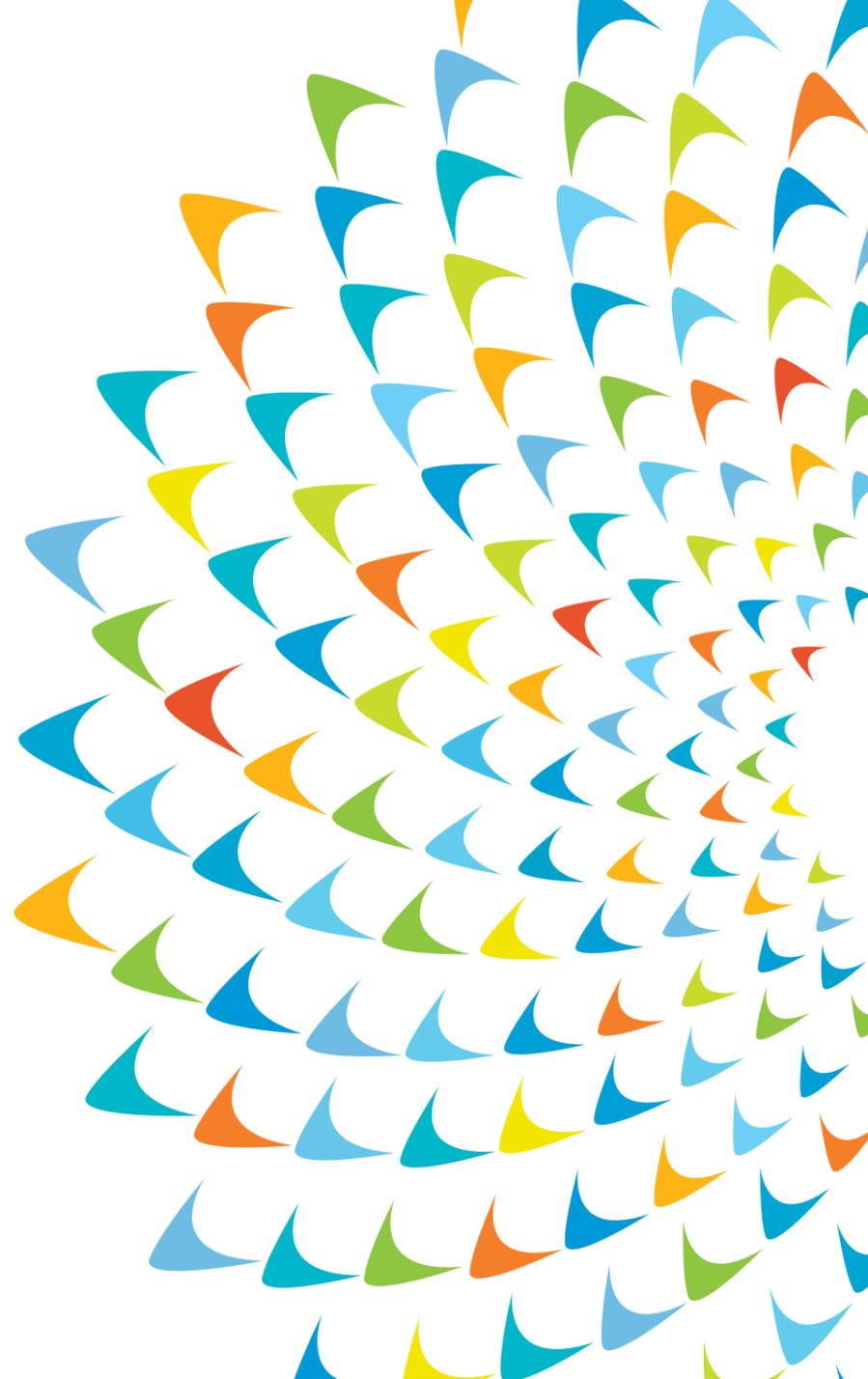


Case Study: India's State Road Incentive Program

Road Safety Context in India	SRSIP Scope and Objectives
150,000 deaths per year	Provide grant funds to states for progressive improvement in road safety
2 – 3 wheelers most vulnerable	2 billion US\$ from 2020 to 2025 of which 0.5 billion US\$ is from ADB
72% of deaths are adults aged 18 – 45 years	Results Based Lending
Government Initiatives	Outcomes and Outputs
National Road Safety Policy initiated in 2017	Road crash fatality reduced by 12%
Little progress in achieving NRSP objectives	Institutional monitoring system established
Motor vehicle amendment act 2019	Accident risk identification system established
	Vehicle fitness checks and accident risk spots
	Road crash response system strengthened



Thank you.





ASEAN
NCAP

www.aseanncap.org

Safer Cars for ASEAN Region

Key Concept of Safer Car in ASEAN: Affordable Safety



Ir. Dr. **KHAIRIL ANWAR BIN ABU KASSIM**, Prof
(Adjunct)

- **Director**, Vehicle Safety & Biomechanics Research Centre (VSB), Malaysian Institute of Road Safety Research (MIROS)
- **Secretary General**, New Car Assessment Program for Southeast Asian Countries (ASEAN NCAP)
- **Professor Adjunct**, Universiti Teknologi Malaysia (UTM)
- **Advisor**, Society of Automotive Engineers Malaysia

The Vision of ASEAN NCAP

- Background of ASEAN NCAP
- Current Activity of ASEAN NCAP
- The way forward – Solving motorcyclist problem from other vehicles.
- Affordable Safety is the concept



ASEAN (Association of Southeast Asian Nations)

10 Member States

- Brunei Darussalam
(7 January 1984)
- Cambodia
(30 April 1999)
- Indonesia
(8 August 1967)
- Lao PDR
(23 July 1997)
- Malaysia
(8 August 1967)
- Myanmar
(23 July 1997)
- Philippines
(8 August 1967)
- Singapore
(8 August 1967)
- Thailand
(8 August 1967)
- Viet Nam
(28 July 1995)

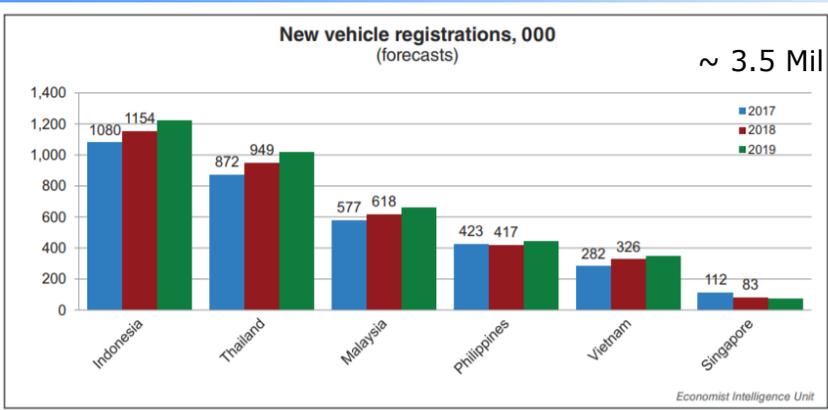


In 2018, the total **population** of all **ASEAN** states amounted to an estimated 647.45 million inhabitants. The **ASEAN** (Association of Southeast Asian Nations) member countries are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam.

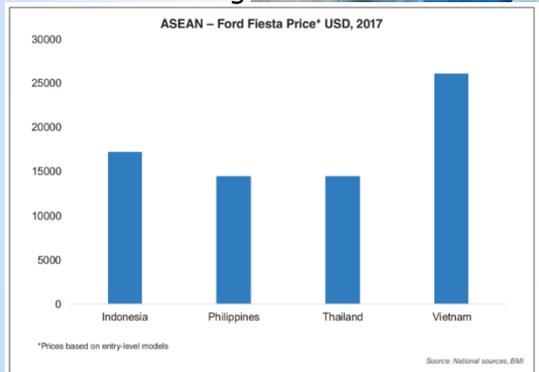


• Total population of the ASEAN countries 2008-2018 | Statista
<https://www.statista.com/statistics/796222/total-population-of-the-asean-countries/>

ASEAN Automotive Status



Different Pricing



Special Report : ASEAN Auto Industries

- The **ASEAN** bloc slowly but surely continues to strengthen ties between its economies. The elimination of tariffs on imported completely built-up (CBU) vehicles enables OEMs to treat the region as a single market.
- This makes **Vietnam**, a previous favourite, an even greater opportunity. Vehicle ownership is low, at 16 per 1,000 people, and the abolition of tariffs could make affordable cars available to its emerging middle class.
- However, OEMs remain concerned about non-tariff barriers in the region, and Vietnam presents a case in point; Decree 116, which went into effect at the start of 2018, places stringent testing requirements on all vehicle shipments.
- **Thailand**, the region's biggest manufacturer, wants to raise annual production to 3.5 million units by 2025. It hopes a comprehensive set of incentives will attract further investment. **Thailand** faces competition from **Indonesia**, which has its own goal of becoming the leading production hub.
- **Singapore** has emerged as a hotbed for autonomous testing. Companies like Aptiv-owned nuTonomy continue their trials, as the country moves towards a 'car-lite' society. The government plans to cap new vehicle growth at 0%.



Special Report : ASEAN Auto Industries

- Countries in the bloc are laying favourable conditions for electrification. **Thailand** is planning tax exemptions for companies who want to manufacture EVs and EV components, and the Philippines will introduce excise duty exemptions for EVs and hybrids.
- **Japanese OEMs** continue to dominate the market. Others, such as **Ford**, can still find success in the region by playing to their strengths. Pick-ups are an important and popular offering, particularly in markets such as Thailand.
- Despite international condemnation, **Philippines** President Rodrigo Duterte's divisive politics have failed to spook OEMs, and the country remains an important location for the auto sector. Sales in 2017 were up 17%, and the country has ambitions of becoming a manufacturing hub capable of producing 1 million units a year by 2027.
- Chinese OEMs lack the ASEAN production base which Japanese OEMs have established through the decades. Their presence is muted, but there are signs of emergence: Geely acquired 49.9% of Proton in 2017, and Wuling has invested US\$700m in a factory in Indonesia to manufacture MPVs.
- Huge infrastructure projects across multiple countries in the region are good for truck OEMs. **Indonesia**, for example, is expected to pour US\$500bn into infrastructure projects over the next five years.



NCAP Around the World



From Optional Item to Must Have Item in the car development

#	Est. year	Countries	#	Est. year	Countries
1	1959	USA	6	1999	South Korea
2	1978	USA	7	2006	China
3	1991	Japan	8	2010	South America
4	1992	Australia & New Zealand	9	2011	Southeast Asian countries
5	1997	FRA, GER, ITA, ESP, SWE, NED, UK (EU)			

Summary of ASEAN NCAP Achievements

How many cars have been tested?

- To date
 - **86** models & variants
 - **108** ratings

➤ How many brands?

- **24**
- All Japanese brands have been tested.
- **17** brands from Top 20 ASEAN brands (except BMW, Mercedes & Hino)

BY END OF 2019

- **96** models & variants
- **118** ratings

- **27**
- All Japanese brands have been tested.
- **18** brands from Top 20 ASEAN brands (except Mercedes & Hino)

What is the market coverage?

- By End of 2018
 - **Completed Top 30 models**
 - **46** models from Top 60

- By End of 2019
 - **Completed Top 30 models**
 - **48** models from Top 60



ASEAN NCAP Label 2020

Mandatory : 1st March 2020

TOYOTA

Model : C-HR
Variant : 1.8 MID
Capacity : 1.8 L
Ref : XXX/XXX/XXX

SAFETY FEATURES

- No. of Airbags: 7
- Anti - lock Braking System (ABS)
- Electronic Stability Control (ESC)
- Blind Spot Detection
- Lane Keep Assist
- Lane Departure Warning
- Forward Collision Warning

Seatbelt Reminder

- Driver
- Front Passenger
- Rear Passengers

Autonomous Emergency Braking (AEB)

- AEB City
- AEB Pedestrian
- AEB Inter - urban

Others

- Scan QR code for more info

SAFETY RATINGS

ASEAN NCAP

TOYOTA C-HR
TESTED APRIL 2018

★★★★★

Other NCAPs

NCAP	RATINGS	DATE TESTED

Scan me

Sample with ASEAN NCAP rating

VW

Model : VW Polo 2017
Variant : TSI Comfortline, LHD
Capacity : 1.0 L
Ref : XXX/XXX/XXX

SAFETY FEATURES

- No. of Airbags: 7
- Anti - lock Braking System (ABS)
- Electronic Stability Control (ESC)
- Blind Spot Detection
- Lane Keep Assist
- Lane Departure Warning
- Forward Collision Warning

Seatbelt Reminder

- Driver
- Front Passenger
- Rear Passengers

Autonomous Emergency Braking (AEB)

- AEB City
- AEB Pedestrian
- AEB Inter - urban

Others

- Scan QR code for more info

SAFETY RATINGS

ASEAN NCAP

Other NCAPs

NCAP	RATINGS	DATE TESTED

Scan me

Sample without ASEAN NCAP rating

- Application could be made by car manufacturer to ASEAN NCAP
- Detail application process at www.aseancap.org
- Label must be printed in **A4 size paper (Landscape)**

Labelling detail

Car model, variant

Model : C-HR
Variant : 1.8 MID
Capacity : 1.6 L
Ref : XXX/XXX/XXX

SAFETY RATINGS
ASEAN NCAP

TOYOTA C-HR
TESTED APRIL 2018

5 ★

ASEAN NCAP

Other NCAPs

NCAP	RATINGS	DATE TESTED

SAFETY FEATURES

- No. of Airbags: 7
- Anti-lock Braking System (ABS)
- Electronic Stability Control (ESC)
- Blind Spot Detection
- Lane Keep Assist
- Lane Departure Warning
- Forward Collision Warning

Seatbelt Reminder

- Driver
- Front Passenger
- Rear Passengers

Autonomous Emergency Braking (AEB)

- AEB City
- AEB Pedestrian
- AEB Inter-urban

Others

- Scan QR code for more info

Scan me

Star rating based on the model

Detail specification of the vehicle

QR code

Scan the QR code using smartphone – directly to the official ASEAN NCAP results page for that particular model.



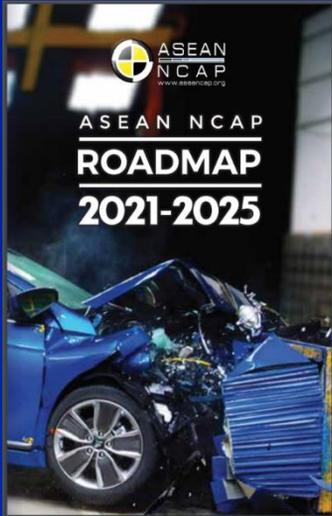
Display car

- * ASEAN NCAP Label must be put on:
 - Windscreen
 - Side window



* Note - Any display car at any show room or promoting premises, shopping mall etc.

The New Roadmap 2021 - 2025



Released November 2018,
Karawang Indonesia

ASEAN NCAP 2021-2025	AOP		COP		Safety Assist		Motorcyclist Safety	
	Item	Max	Item	Max	Item	Max	Item	Max
	Frontal	16	Frontal	16	EBA	6	BSD / BSV	8
	Side	8	Side	8	SBR(Fr.)	3	Rear View Technology	4
	HPT Evaluation	8	CRS Installation	12	SBR(Rr.)	1.5	AHB	2
			Vehicle Based Assessment	13	SBR(Rr.) Advanced	1.5	Pedestrian Protection	2
			Child Presence Detection	2	AEB City	2.5	[Advanced MST]*	2*
					AEB Inter Urban	3.5	*BONUS POINT	
					Advanced SAT	3		
	Score	32		51		21		16
	Weighting	40%		20%		20%		20%
<i>Slanting = Fitment Rating System</i>								
		AOP (%)		COP (%)		Safety Assist (%)		Motorcyclist Safety (%)
	5 ★	80		75		70		50
	4 ★	70		60		50		40
	3 ★	60		30		40		30
	2 ★	50		25		30		20
	1 ★	40		15		20		10

New Protocol Release by 20th November 2019 @ Bali, Indonesia

Way Forward

□ 2011-2016

- Uplifting the Passive Safety level of Passenger Car in ASEAN.
- Almost every passenger car in ASEAN equipped with Airbag/s.
- ESC becomes common.
- Minimum frontal Seatbelt reminder.
- SAFETY is a selling factor. However, PRICE still important and dominant. **Affordable Safety** is the key concept.
- Some cars sold without Radio, but with 2 airbags.
- Phenomenal changes of the automotive ecosystem. Safety no longer threat as Optional.



Way Forward

□ 2017-2020

- Minimum changes on Passive Safety requirement.
- Revised the COP requirement to more ASEAN Value & utilizing O dummies.
- 7 airbags cars becoming to easy to search, 4 to 6 airbags cars is everywhere.
- ESC almost standard for each cars.
- Introduction of AEB in the market, including AEB Interurban specification.
- ASEAN NCAP introduce Blind Spot Technology in the assessment.
- Blind Spot Technology i.e. Detection or Visualization is becoming a popular added value technology in passenger car.
- ASEAN NCAP redirecting towards "Better Value" Safety Car for the region.
- The decision to market "Safety Features" is in the hand of Car Manufacturers with the "Fitment Rating System".
- ASEAN NCAP Collaborative Holistic Research Collaboration (ANCHOR) project was started in January 2018, to support the development of new roadmap.

Way Forward

□ 2021 - 2025

- ASEAN NCAP created new pillar called Motorcyclist Safety Pillar.
- Currently, combining Safety Assist equipment that would be able to save motorcyclist lives i.e. Blind Spot Technology, Auto High Beam, Intelligent Rear View Mirror etc.
- We are SERIOUS about solving motorcyclist lives.
- We enhanced COP requirement, adding Child Presence Detection (CPD), and new list of ASEAN's CRS.
- Currently developing new protocols under ANCHOR II Project.



2025 onwards

- Motorcyclist Safety Pillar will be trending equipment, it is predicted, there will be only a few cars that will not be equipped with BST as per current cars without Airbag.
- More high level Lighting system which will recognize Motorcycle more effectively.
- Some changes in Passive Safety, maybe not to the level of THOR, but utilizing WORLD SID must be considered wisely (ASEAN have more Pick Up Trucks & SUVs selling in the market). And safety of small trucks will be emphasized.
- ASEAN NCAP must “attract” other vehicle type to solve/tackle motorcyclist problem **together**.



Numbers of Motorcycle in the World

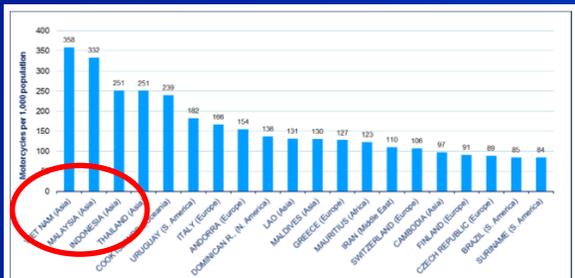


Figure 1. The 20 countries with the greatest number of motorcycles per 1,000 population
Data source: Global Status Report on Road Safety, WHO 2013

No.	Continent/Region	Registered Motorcycles (2010)	Percentage of total motorcycles (%)	Motorcycles per 1000 population	Percentage of MCs of all vehicles (%)
1	Asia	359,567,713	78.94	100.80	59.35
2	Middle East	13,240,654	2.91	28.35	25.21
3	Europe	38,767,389	8.51	43.90	9.56
4	Africa	7,938,959	1.74	10.35	22.88
5	South America	22,801,731	5.01	58.12	22.54
6	North America	12,395,764	2.72	23.82	3.86
7	Oceania	778,936	0.17	21.80	4.01
Total		455,490,566	100 (%)	World's rate = 68.68	30% of all vehicles

Data source: Global Status Report on Road Safety, WHO 2013

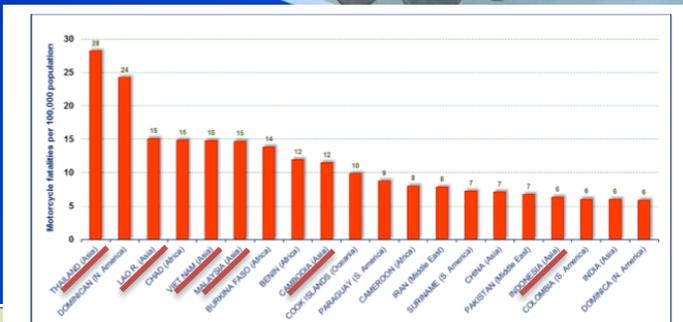


Figure 3. The 20 countries with greatest rate of motorcycle deaths per 100,000 population
Data source: Global Status Report on Road Safety, WHO 2013

Fatalities per 100,000 population

In Malaysia



KATEGORI	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	JUMLAH
											Jan-Mac	
MOTOKAR	1,405	1,421	1,389	1,435	1,399	1,258	1,358	1,489	1,269	1,167	286	13,876
MOTOSIKAL	4,067	4,036	4,169	4,178	4,294	4,179	4,203	4,485	4,348	4,128	944	43,031
PEJALAN KAKI	60 %	59 %	61 %	61 %	62 %	63 %	63 %	63 %	65 %	66 %	115	5,201
BASIKAL	224	192	172	156	159	124	107	123	162	122	46	1,587
BAS	31	77	29	32	60	29	20	29	23	39	15	384
LORI	213	202	247	194	210	221	223	186	199	192	29	2,116
VAN	91	97	93	86	80	73	71	65	62	47	29	794
4x4	78	154	151	159	158	129	130	142	113	88	15	1,317
LAIN-LAIN	47	67	97	147	100	146	112	122	123	94	4	1,059
JUMLAH	6,745	6,872	6,877	6,917	6,915	6,674	6,706	7,152	6,740	6,284	1,483	69,365

Do you know...about motorcycle accidents in Malaysia?

THE
Star
graphics

- <https://www.thestar.com.my/news/nation/2019/01/15/do-you-know-about-motorcycle-accidents-in-malaysia/>

Motorcyclist Safety

- New Pillar for ASEAN NCAP
- Main Technology will be Blind Spot Technology which is
 - Blind Spot Detection (for 5-star level)
 - Blind Spot Visualization (for 5-star level)
- Blind Spot Visualization i.e. Lane Watch Technology
- Supported by Rear View Enhancement Technology i.e. Intelligent Rear View Mirror.
- Pedestrian Protection based on UN Regulation 127 or GTR 9 is added into this pillar as part of VRU.

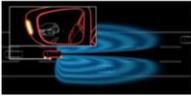


- Advance Motorcyclist Safety would be awarded based on proposal to ASEAN NCAP

Motorcycle Crash Test by MIROS PC3



Example of BST

Vehicle	A	B	C	D
Model	Mercedes S400	Honda Odyssey EXV	Mazda CX-5 2017	Mazda 3
Body style	4-door sedan	5-door MPV	4-door SUV	4-door sedan
BSM Illustration				
Trade Name	Blind Spot Assist (BSA)	Blind Spot Illustration (BSI) System	Blind Spot Monitor (BSM)	Blind Spot Monitor (BSM)
Technology	radar	vision	radar	radar
Sensor Location (s)	Two sensor mounted one in each corner of the rear bumper	Two sensor mounted one in each corner of the rear bumper	Two sensor mounted one in each corner of the rear bumper	Two sensor mounted one in each corner of the rear bumper
BSM Icon				
Icon description	LED is a triangular area on end left of the side mirror	LED warning lamp icon integrated to the side mirror face	warning lamp icon integrated to the side mirror face	lighted lamp icon integrated to the side mirror face
Audible warning	none	none	has	has



Blind Spot Detection Assessment

BLIND SPOT TECHNOLOGY ASSESSMENT

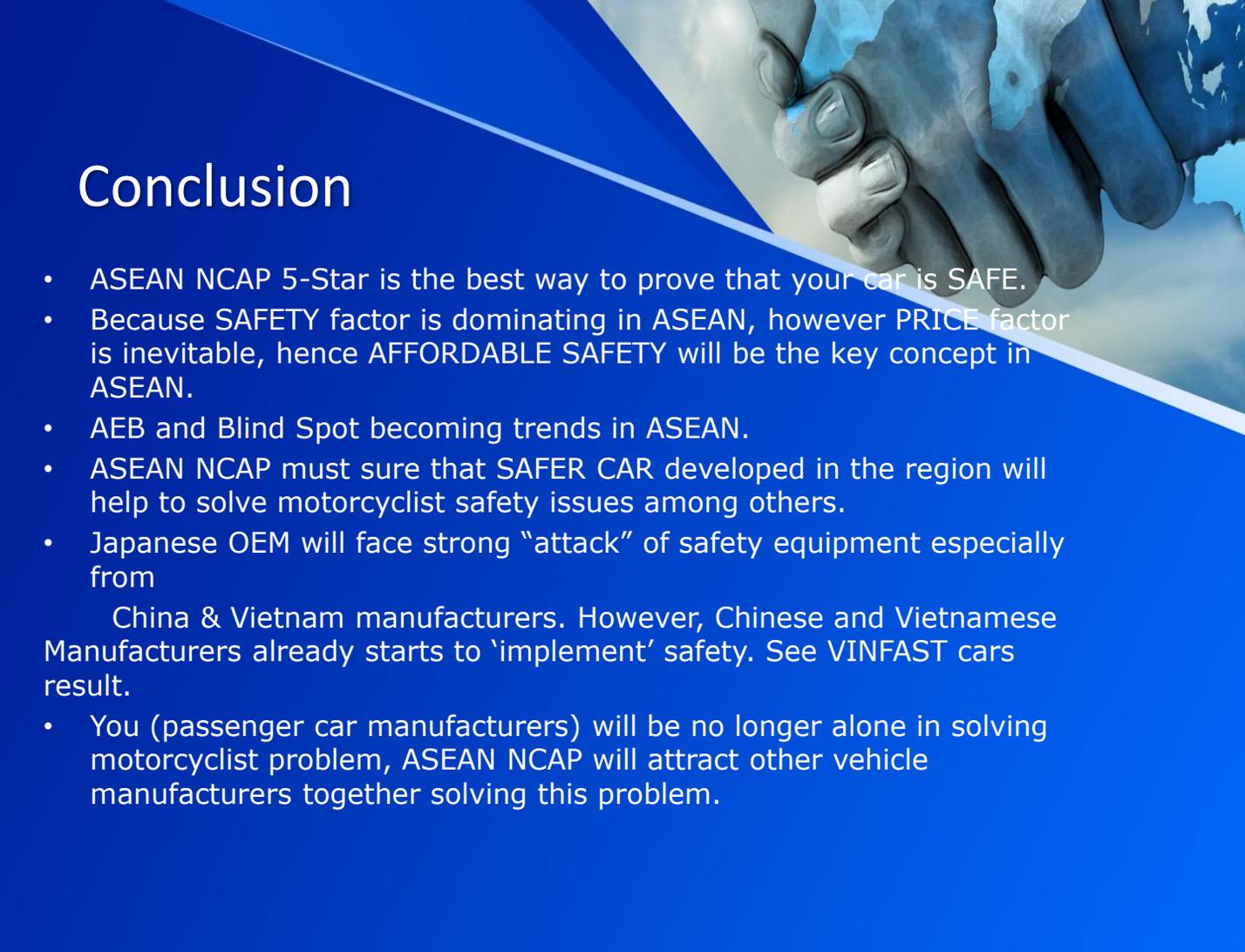


ASEAN NCAP has introduced Blind Spot Technology (BST) in its new 2017-2020 protocol. In the protocol, ASEAN NCAP assessed the functionality of each BST that are fitted inside the car. The new Mitsubishi Outlander PHEV is equipped with BST as a standard fitment in the Indonesia market. In this assessment, ASEAN NCAP confirms that the technology has functioned according to ASEAN NCAP requirements on both the left and right side area of the vehicle.

ASEAN NCAP Collaborative Holistic Research

- **ANCHOR**
 - 1st January 2018 – 31st March 2019
 - Developing New Roadmap 2021-2025
- **ANCHOR II**
 - 1st April 2019 – 31st March 2020
 - Developing New Protocol 2021 – 2025.
 - ASEAN Researcher
 - 10 partners
- **ANCHOR III**
 - 1st April 2020 ~
 - Motorcyclist Safety Technology Focus & Database.
 - ASEAN + ASIAN Researcher
 - >15 partners
- **ANCHOR IV**
 - Future requirements 2025 onwards





Conclusion

- ASEAN NCAP 5-Star is the best way to prove that your car is SAFE.
- Because SAFETY factor is dominating in ASEAN, however PRICE factor is inevitable, hence AFFORDABLE SAFETY will be the key concept in ASEAN.
- AEB and Blind Spot becoming trends in ASEAN.
- ASEAN NCAP must sure that SAFER CAR developed in the region will help to solve motorcyclist safety issues among others.
- Japanese OEM will face strong “attack” of safety equipment especially from
China & Vietnam manufacturers. However, Chinese and Vietnamese Manufacturers already starts to ‘implement’ safety. See VINFAST cars result.
- You (passenger car manufacturers) will be no longer alone in solving motorcyclist problem, ASEAN NCAP will attract other vehicle manufacturers together solving this problem.

Does Premium means Safer?



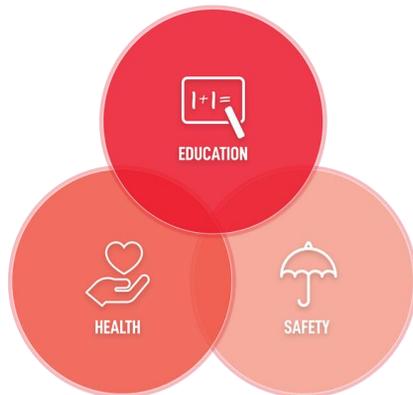
Video of ASEAN NCAP Crash Test Result 23rd October 2019

SAFE STEPS KIDS



About Prudence Foundation

**SECURING THE FUTURE OF ASIAN COMMUNITIES
BY ENHANCING EDUCATION, HEALTH AND SAFETY**



- The community investment arm of Prudential Corporation Asia
- Registered non-profit organisation in Hong Kong
- Runs regional programmes in partnership with NGOs, governments and the private sector
- Leverages Prudential's long term commitment and geographical scale to make communities safer, more secure, and more resilient, by addressing key issues in education, health and safety

Why SAFE STEPS Kids?

- SAFE STEPS programme has been rolled out in schools since its launch
- A need to create higher awareness and instill safety mindset and behavior in children
- A programme that speaks to children in a manner that they can related



PHOTO RELEASE
FOR IMMEDIATE RELEASE

Note to Editors:
* Prudential PLC is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.*

PRUDENCE FOUNDATION EXTENDS SAFE STEPS PROGRAMME TO FURTHER RAISE AWARENESS OF ROAD SAFETY AMONG SCHOOL CHILDREN

KUALA LUMPUR, 30 January 2018 – Today, international actress and SAFE STEPS Road Safety Ambassador, Tan Sri Michelle Yeoh visited SIR (C) Choong Wen K.L. in Kuala Lumpur as an extension of Prudence Foundation's SAFE STEPS Road Safety programme. SAFE STEPS is a ground-breaking pan-Asian public service programme aimed at raising awareness at some of the world's leading causes of death, helping save lives by disseminating clear and simple educational messages through three programmes covering road safety, natural disasters and first aid.

In Malaysia, the number of road crashes is startling. Every year an average of 6,000 - 7,000 people die in road crashes, many of which are children.

Prudence Foundation is the community investment arm of Prudential Corporation Asia. In 2016, the Foundation launched the SAFE STEPS Road Safety programme in partnership with National Geographic and the Federation Internationale de l'Automobile (FIA), with ambassador, Tan Sri Michelle Yeoh, who has been committed to achieving recognition for road safety as a global public health and development priority since 2008. All road safety education information was approved by the International Federation of Red Cross and Red Crescent Societies (IFRC).

"In addition to providing educational messages, the SAFE STEPS Road Safety programme also serves as an enabler to drive behavioural change," said Marc Faisy, Executive Director of Prudence Foundation. "Many people are not aware of just how many people die in road crashes across the world. The statistics are shocking; 500 children are killed on roads across the world every day with road crashes the number one cause of death for 15-29 year olds globally.

Using Cartoon as the voice for SAFE STEPS Kids

- Cartoons are a powerful medium when it comes to transmitting empathy and understanding.
- While they entertain, they also play a crucial role in shaping opinions, habits and influences for kids and young adults
- Kids' level of interest in a message and their perceived relevance to them on a personal level are factors influencing their motivation to engage and learn, and ultimately adopt them as habits.



Strategic Partners



- Cartoon Network Asia has been a key strategic partner of Prudence Foundation since 2011, co-developed Cha-Ching Money Smart Kids, and leading financial literacy programme for kids
- No. 1 kids channel in Asia, Cha-Ching reaches **34mil** households daily in 8 markets: HK, PH, MY, SG, TH, Indo, VN and TW
- Leverage its existing and influential cartoon characters to convey the important SAFE STEPS messages
- Key messages are developed in partnership with IFRC
- Opportunities to partner with local national societies to reach out to school students

SAFE STEPS KIDS Ambassadors

DISASTERS



Safe Steps Kids 'Disasters' has teamed up with Cartoon Network's 'The Powerpuff Girls' to provide easy-to-understand educational messages on disaster preparation, so kids and adults can take appropriate life-saving action during a fire, flood, earthquake and typhoon.

In each episode, a disaster strikes the city of Townsville and The Powerpuff Girls follow the Safe Steps to save the day!

FIRST AID



Safe Steps Kids 'Road Safety' has teamed up with Cartoon Network's 'The Amazing World of Gumball' to provide fun and useful educational messages on how to prevent road accidents and keep safe.

The premise of Gumball going to school and traveling by road lends itself perfectly to creating a series of videos in which Gumball is an advocate of road safety.

ROAD SAFETY



Safe Steps Kids 'First Aid' has teamed up with 'We Bare Bears' to provide fun ways of giving basic first aid knowledge, enabling kids and adults to be less vulnerable in an emergency situation, potentially even saving a life.

Living in the real world, the bears find themselves in fun scenarios that sometimes involve an accident, and come to the rescue of each other giving the right first aid tips.

SAFE STEPS Kids Topics

DISASTERS



FIRE
FLOOD
EARTHQUAKE
TYPHOON



Launched in May 2019

FIRST AID



CHOKING
BURNS
BROKEN BONES
CUT/WOUND



Launched in August 2019

ROAD SAFETY



SEATBELTS
HELMETS
PEDESTRIAN
DISTRACTED DRIVING



Launched in November 2019

SAFE STEPS Kids Assets

- PSA Videos reaching **34 million** households everyday
- All assets will be available in 7 languages: English, Bahasa Indonesia, Bahasa Malaysia, Mandarin, Thai, Vietnamese, and Tagalog



Instructional Videos



Safety Cards



Posters



Website



Brochures



Website



Poster

Safety Card



Pamphlet