



GLOBAL
ROAD SAFETY
PARTNERSHIP

Signpost



Quarter 3, 2018

From the CEO



About twenty years ago, I was first introduced to the scale of the world's road trauma epidemic. I recall being told that it was a 'scandal of tolerance'.

Those words were chosen carefully and had real impact on me. It was a scandal that although the solutions to preventing road trauma were known, we still tolerated such levels of death and disability.

I became aware that around 25% of global road deaths were attributable to drink driving. I learnt that effective speed management was critical. I discovered that in many places, preventable deaths and catastrophic injuries were occurring in their thousands every day, because of the failure to wear a seat belt or a motorcycle helmet. I also became aware that effective legislation and enforcement was often absent, despite clear evidence of their impact.

Nearly 20 years after the establishment of the Global Road Safety Partnership, there is still much to be done. Many low- and middle-income countries are continuing to motorise, and the numbers of those killed and injured in collisions is continuing to increase. Every day, tens of thousands are seriously injured and over 3,500 will die in a preventable road crash with a disproportionate majority among the poor and the young.

This update provides a snapshot of the work of the GRSP team and partners to reduce the trauma, advocate for change and make a positive difference in the countries, cities and communities where we work.

The projects we do are only possible through the generous financial support we receive from our members and donors who we thank for their ongoing commitment to making a positive difference.

Dave Cliff,
CEO, GRSP.

From the Chair



As Chair and an active member of the Partnership, I am privileged to have visibility across the breadth of work being undertaken by the GRSP team and its many road safety partners. From the global to the local level, GRSP projects and programmes promote the use of an evidence base in design and implementation as well as promoting and sharing internationally recognized good practice.

With the worrying trend being reported by the World Health Organization that death and injury rates are on the rise, the importance of this work cannot be overstated. Whether in business, government, civil society or as individuals, we all have a reason and responsibility to act.

The relaunch of this newsletter is designed to share with a wider audience the important work being done by GRSP and other actors across risk factors and across the globe. By sharing successes and challenges, we hope to encourage others to join the effort to reduce the unacceptable burden of road crash death and injury being placed on countries, cities and communities all over the world.

Join us.

Andrew Bradley, GRSP Chair,
Head, Group Risk Services, Nestlé.

The National Road Safety Committee of Botswana joins GRSP as a Gold Level Government Sector member

The Global Road Safety Partnership (GRSP) is happy to announce a new member: The National Road Safety Committee (NRSC) of Botswana.

NRSC of Botswana has recently joined GRSP as a Gold Level Government Sector member further demonstrating its commitment towards road safety promotion in the country.

Botswana's National Road Safety Committee has recently strengthened its effort towards safer roads by appointing UN Decade of Action Pillar Coordinators; developing a three-year Action Plan; and organizing a High-Level National Road Safety Policy Makers and Stakeholders workshop, which was officially attended by the UN



General Secretary Special Envoy for Road Safety, Mr. Jean Todt, and Botswana's Ministers of Transport, Education and Health.

GRSP and the road safety community welcome the National Road Safety Committee of Botswana among its members and wishes the best for its road safety journey.

"We are happy to see such a commitment from the National Road Safety Committee of Botswana," said David Cliff, CEO of GRSP. "We are ready to support the NRSC of Botswana in its future effort to reduce traffic death and the risk of road crashes with our expertise and network of like-minded partners".

2018 World First Aid Day: first response to road crashes

Millions of people die from injuries every year due to inadequate response or lack of timely assistance. Taking immediate action and applying the appropriate techniques, while waiting for professional help, can considerably reduce deaths and the severity of injuries.

To raise awareness of the importance of first aid skills and trainings, the International Federation of the Red Cross and Red Crescent Societies (IFRC) introduced in the year 2000 the World First Aid Day (WFAD).

Every year the WFAD focuses on a different emergency situation where first aid can be the difference between life and death. This year the day focussed on road crashes.

With 1.34 million lives lost every year on the roads, and about 50 million people injured, this is a man-made humanitarian crisis which impacts everyone. Road traffic injuries and deaths are the 9th leading cause of death and the leading cause of death among young people aged 15-29.

To raise awareness, National Societies across the globe staged road crash simulations and instructed members of the public on first aid and first response techniques. The Croatian Red Cross (CRC) initiatives, for example, stood out for the impact and presence across the nation (read more about the CRC public events [here](#)).

The Global Road Safety Partnership (GRSP) works tirelessly to prevent traffic deaths and injuries by promoting policies, legislation, and behaviours reducing the risk of road crash. Although focused on prevention, the GRSP joins the IFRC in promoting first aid in case of road crash—read our *First Response to Road Crash* manual [here](#).



What's coming up

- **3rd annual GRSP, Zurich and Nestlé 'Insurance for Safer Roads' workshop** – Thatcham Research Centre, Berkshire UK, 10 October 2018
- **GRSP Africa Road Safety 2018** - Cape Town, South Africa: 23 & 24 October 2018
- Round 15 of the GRSP Road Safety Grant Programme – opening in early January 2019
- WHO Global Status Report on Road Safety 2018 – Launch in Mid-December
- GRSP Executive Committee – Geneva, 27 November 2018
- GRSP 20th anniversary and celebrations – events and activities throughout 2019

2018 SABRE Asia Pacific Awards to “Slow Down Daddy” campaign

On September 11, 2018, Shell Myanmar, Today Ogilvy & Mather and the Myanmar Red Cross were awarded with the Gold prize for the “Slow Down Daddy” road safety campaign at the 2018 SABRE Asia Pacific Awards in the industry category, Energy & Natural Resources.

The Superior Achievement in Branding, Reputation & Engagement (SABRE) Awards is an international recognition for outstanding work in marketing and communication fostering engagement, credibility, and relationship building.

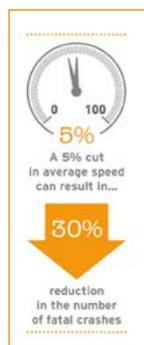
This winning project aimed to curb speeding on the so-called “Death Highway,” the Yangon to Nay Pyi Taw Highway—the most dangerous stretch of road in Myanmar.

The campaign idea is simple, direct and effective and uses a range of communication methods to share road safety messages with the target audience. Billboards placed along the highway feature messages from children to driving fathers asking them to slow down. A video was also 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 powerful campaign contributed towards a decrease in road crash deaths on the target section of road from 170 in 2016 to 116 in 2017.

Having played a key role in the scoping, development and implementation of this campaign, GRSP is proud to

congratulate Shell, the Myanmar Red Cross and Today Ogilvy & Mather for this achievement and we look forward to moving forward with Phase 2 of the “Slow Down Daddy” campaign. To read more and see the campaign video click [here](#).



Other Road Safety News

- **Trouble Brewing** – Vital Strategies, NCD Alliance, IOGT International, Global Alcohol Policy Alliance
- **Goodbye cars, hello colour: the great reinvention of city intersections** – The Guardian
- **Fortaleza reduces number of fatal traffic crashes by 34%** - Tapis Rouge (in Portuguese)
- **Business network of road safety in Bogotá** – Revista Enfoque (in Spanish)
- **Safety enhancement work begins on N1 Lapaz intersection** – Graphic Online
- **Stop the Crash – An Exemplar of Partnerships in Support of the SDGs** – Global NCAP

VIA: Global Road Safety Education Via a New Generation



Global Road
Safety Education
via a new generation

Road safety education is paramount to the sustainable decrease of the number of traffic deaths and injuries globally. By educating new generations of road users and by encouraging safer use of the roads, such programmes can contribute towards safer communities for all.

With this in mind, Total and Michelin, both leading players in global mobility, are launching a major road safety education programme for 10-18-year-olds through their corporate foundations. The project, known as VIA, is being developed in partnership with the Global Road Safety Partnership and aims to reach 100,000 young people over a 3-year period.

Drawing on the expertise of local Total and Michelin subsidiaries and with the support of local partners and stakeholders, VIA is a modular, simple, accessible and easily replicable tool for road safety education. It adapts to the needs of the receivers (youth between 10 and 18 years old) as well as to those of the implementors (local NGOs), allowing a modular approach focusing only on recipients’ specific needs.

Determined to make a real impact on sustainable and safer mobility, this unique cooperation between Total and Michelin will launch its initial phase in France, Cameroon and India. The plan is then to rapidly expand to other countries and welcome new partners into the programme.



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International Federation
of Red Cross and Red Crescent Societies

The 2018 Global Road Safety Leadership Course in Baltimore (USA)



Every year the Global Road Safety Partnership (GRSP) and Johns Hopkins University International Injury Research Unit (JH-IIRU) organize a two-week course gathering over 60 people from more than 20 different countries: The Global Road Safety Leadership Course (GRSLC). Started in 2016, the GRSLC has so far trained over 300 people drawn from the public sector, civil society and media.

Held twice a year—once in Baltimore and the other at a rotating location—this course is made possible through the generous support of Bloomberg Philanthropies and

is part of the [Bloomberg Philanthropies Initiative for Global Road Safety](#).

During the most recent course (in July 2018), the participants travelled from Baltimore to New York City to visit Bloomberg Philanthropies and learn about best practice interventions in road police enforcement and community engagement to address road traffic deaths and injuries. They then ventured out to discover how certain New York City streets are designed to be safer for pedestrians and bicyclists. Participants also visited the Insurance Institute for Highway Safety to learn about safer cars and crash testing.

After two weeks of intense work, the participants were ready to apply their new knowledge in their home countries. “For me, to have this international experience, it’s quite important,” commented Rodrigo Guerrero, from Mexico. “Now I can bring home some brilliant ideas to fill the gaps I have identified.”

For more info on the 2019 courses, or to read the full article, please visit GRSP’s [website](#).

Strengthening road policing agencies worldwide

Under the [Bloomberg Initiative for Global Road Safety](#), the Road Policing Capacity Building Programme aims to enhance road safety knowledge and strengthen the capacity of road policing agencies to enforce laws relating to road safety risk factors. The goal of this programme is to deter road users from violating the laws and reduce risk of road crashes.

GRSP is providing expert knowledge on best practices on road safety enforcement, tailoring each project to the local context to allow for flexibility in the application by local police.

In the past quarter, GRSP’s Road Policing team has been engaged on multiple fronts. In Brazil, they ran the 2nd Forum on Traffic Police Enforcement, which focused on the opportunities and challenges in the European context and its applications to Fortaleza.

In Ghana, GRSP carried out a coaching and monitoring exercise on seatbelt and helmet wearing enforcement. This was followed by a training on good standard operating procedures for risk factor enforcement.

In August, GRSP travelled to Vietnam to conduct a Training of Trainers module for 45 traffic police commanders on advanced drink driving enforcement. The Road Policing team also trained 168 operational traffic police officers on advanced drink driving enforcement operations, proper use of breathalysers, and safer drink driving checkpoint operations.

In September, GRSP offered a Management and Operational Planning training to 30 officers from the Bangkok Metropolitan Traffic Police followed by a coaching and monitoring exercise on speed enforcement.



Enforcing drink-driving laws can reduce road deaths by:



The Botnar Child Road Safety Challenge: saving children's life in Mogale City

Two years of funding, six priority countries, 12 cities and as many projects focusing on improving the safety of children when using the road. This, in a nutshell, is the Botnar Child Road Safety Challenge.

In South Africa, the Botnar Child Road Safety Challenge project is based in the city of Mogale. There, a multi-sectoral consortium led by the South African Road Federation (SARF), partnering with Mogale City and 3M South Africa, is implementing a project aiming to identify the school precincts with the highest road safety risks for children and implement the best measures to mitigate those risks. Like all projects under the umbrella of the Botnar Child Road Safety Challenge, the Mogale project will also have a robust monitoring and evaluation component, which will allow for impact assessment and replication in other municipalities.

To achieve those results, the project in Mogale is engaging in a total risk assessment collecting quantitative, qualitative, and spatial data. The result will be a comprehensive risk indicator that will highlight the school precincts where action is most needed.



One risk mitigating measure identified by SARF is the need for developing engineering interventions to rectify flaws in the road safety infrastructures around schools. But to achieve a sustainable impact addressing road safety infrastructure is not enough. For this reason, the consortium is engaging in capacity building actions aimed to strengthen road crash data collection and reporting skills of enforcement and police agencies. As well, it will conduct road safety education in the selected schools.

Through our quarterly Signpost, web and social media channels, we will continue to provide information on the many projects GRSP is supporting through the Botnar Child Road Safety Challenge.

Philippines: 'Slow Down To Save Lives' campaign



GRSP's Global Advocacy & Grants Programme, as part of the [Bloomberg Initiative for Global Road Safety](#), provides financial and technical support to government agencies and civil society organizations advocating for strengthened road safety legislation in low- and middle-income countries.

In the Philippines, GRSP is supporting ImagineLaw—a non-governmental public interest law organization—with the “Slow Down To Save Lives” campaign. Under this project, ImagineLaw is advocating with local government units (LGUs) to strengthen and improve speed management policies by enacting ordinances classifying roads, setting appropriate speed limits, and conducting sustained and highly visible enforcement activities.

ImagineLaw is focusing on local speed management following a 2017 Joint Memorandum Circular issued by three federal ministries which allows LGUs to enact strong speed policies. The Circular includes a template speed ordinance developed with technical assistance

from ImagineLaw. In their work with LGUs, ImagineLaw have been providing technical support for adoption of local ordinances in light of the Circular and are providing capacity building to LGUs officials on speed management measures. With the authority to enact strong speed management policies, LGUs are well-placed to act to reduce road crash deaths and injuries.

Since its work began with LGUs on speed management, ImagineLaw have seen new speed ordinances approved by two LGUs with several more in various stages of enactment. As more LGUs successfully implement evidence-based speed management policies, GRSP hopes that this will create further momentum for nationwide speed policies. More needs to be done, but the road safety landscape in the Philippines is changing for the better.

Farah Maayta



GRSP is happy to welcome Farah Maayta who joined us for a one-month long internship. Farah is an architect by training who's currently studying towards a Master in Road Safety

Management from the St. Joseph University in Beirut. She has joined GRSP thanks to the Foundation Renault Scholarship for Road Safety, a scholarship that allowed her to pursue her academic and professional interest in road safety management with coursework in Lebanon, France, Jordan, and now with an internship with GRSP. Welcome to the team Farah!

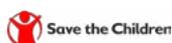


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