



GLOBAL  
ROAD SAFETY  
PARTNERSHIP

# Signpost

July 2020

## Rethinking the road safety response

It has long been an ugly truth that the levels of trauma that occur on the world's roads has been regarded as an acceptable price for mobility. The use of the term road 'toll' has an implication that deaths are a 'charge' or a 'cost' that we must pay. No one who has lost a child would ever agree that their loss was acceptable. Many countries still use the term 'accident' to describe a preventable road crash which adds to the mistaken belief that road deaths just happen and are outside of our control.



Road safety advocates argue that 1.4 million lives stolen in road crashes and an estimated 21 million serious injuries every year, should never be tolerated or treated as inevitable. As far back as 2009, when the first Global Ministerial Conference on Road Safety held in Moscow issued its resolution, it was clearly stated: *"the reasons for road traffic deaths and injuries and their consequences are known and can be prevented"*.

This truth that road deaths and injuries are preventable takes on a new and important significance in the midst of the lessons being learned from the global pandemic response. COVID-19 deaths are rightly regarded as preventable, there is real time reporting of infections, deaths and population infection rates are constantly reviewed with the best performing countries following evidence-based advice and demonstrating consultative leadership and clear communication. There is widespread media assessment of governments, the competence of their response and multi-agency accountability.

This level of focus on meaningful evidence-based action, real time reporting and accountability for outcomes, a relentless media focus, leadership and communication, provides a model for how the global road trauma pandemic could be addressed.

**Dave Cliff**  
CEO, GRSP

## The critical case for ongoing road safety investment

As the world responds to the COVID-19 pandemic, the ongoing road safety pandemic has had a temporary reprieve as road traffic volumes have fallen with governments globally taking unprecedented steps to reduce virus contagion. The economic impacts, of course, will be profound.

Worryingly, a new threat may well emerge. Road safety stakeholders the world over predict that road trauma and the consequential health impacts across the globe will rise dramatically if investment by governments and the private sector is reduced or does not continue.

2020 is the final year of the UN Decade of Action for Road Safety. The positive outcome has been that the global rate of road trauma, as measured by deaths per 100,000 population, has stabilized at what is still an unacceptable level of 18.2. Nonetheless, in spite of ten years of effort, the number of global deaths continues to increase and is now estimated at 1.4 million killed per year. In addition, modelling demonstrates that at least another 14 million are seriously injured annually. All seriously injured victims require medical care and rehabilitation. Many will be unable to work for long periods, and for many, the disabilities are permanent.



Existing global costs from road trauma are staggering. This year, the World Bank reported that in low-and middle-income countries alone, fatal and serious crash injuries were estimated to cost \$1.7 trillion – or an average of 6.5% of GDP. These costs do not account for the grief and the tragic impacts on families across the world.

These sobering facts represent the results of road safety investment up until now.

In the post COVID-19 world, we anticipate even greater pressure and risk on the world's roads.

- ▶ Driver stress, higher fatigue levels and work-related pressure is likely to increase.
- ▶ It is likely that drug and alcohol misuse will increase.
- ▶ Transport operators may be pressured to attempt to reduce costs by extending vehicle maintenance periods, compromising vehicle safety standards and neglecting driver training.
- ▶ There may be pressure for drivers to exceed speed limits and increase driving hours.
- ▶ Conflicting priorities for police may result in reduced enforcement.
- ▶ Maintenance of road networks may decline.
- ▶ Public awareness campaigns may be reduced as funding is diverted to other essential programmes.
- ▶ Driver distraction may increase as populations suffer from the potential mental health consequences of job losses, bereavement etc. – adding to risk, particularly for cyclists, pedestrians and motorcyclists.

The direct and catastrophic consequence of failing to maintain investment in effective road safety measures is likely to see an increase in victims entering the world's already pressured health systems. Systems that will need to find a way to manage those cost increases in the context of the large economic and social cost of COVID-19.

The case for ongoing investment in evidence-based road safety measures has never been more compelling. ***Please, don't take your eyes off the road.***

## New UNRSF Annual Report Explains GRSP and Partner Speed Reduction Efforts in The Philippines



The United Nations Road Safety Fund (UNRSF) has reported on the “Strengthening speed management in the Philippines” project in its new Annual Report. This project addresses excessive speed, one of the main causes of death and injury on the roads of the Philippines, by supporting the country in its efforts to reduce driving speed by building and strengthening the capacities of national police and Local Government Units to effectively enforce the law. “We are pleased that the work carried out together with our partners, UNESCAP, ImagineLaw Inc., the Land Transportation Office (the Philippines) and the Department of Transportation of the Philippines, has been recognized for its impact on the ground,” said David Cliff, GRSP’s CEO. “Reducing speed remains one of the most effective ways to reduce road crash deaths and injuries”.

To know more about this project and other UNRSF’s funded projects, please follow this [link](#).

## China: New Helmet Regulations For E-Bikes

On Tuesday May 12, 2020, the Jiangsu People’s Congress passed new regulations mandating the use of helmets by e-bike riders and passengers – penalties also apply for breaches. The Electric Bicycle Management Regulations, which will go into effect on 1 July 2020, is the first provincial law in China mandating e-bike rider helmet use with penalties since China implemented new e-bike standards in April 2019.

According to these regulations, if the rider and/or passenger of an e-bike fail to wear a safety helmet, the Traffic Management Bureau shall issue a warning or a fine of between RMB 20 and RMB 50. Additionally, it requires delivery/express companies to take responsibility for their employees’ safety when using e-bikes, for example, by issuing helmets and providing insurance.

This important step forward is the result of the work of GRSP’s Advocacy and Grants team, its Chinese grantees, as well as both international and local partners.

Dr. Judy Fleiter, GRSP Global Manager said of the move: “This is a great achievement, and a credit to the Chinese authorities, which will contribute to the reduction of injuries and fatalities from road crashes amongst the ever-growing e-bike riding community in China. I see this as an important first step, however there is much more work to be done to fully address the increasing e-bike crash rates in China and in other parts of the world.”.

# 54%

of deaths are  
pedestrians, cyclists  
and motorcyclists

3%



23%



28%





## 3rd Global Ministerial Conference on Road Safety: Improving the Behavior of All Road Users



In late February, during the 3rd Global Ministerial Conference on Road Safety that took place in Stockholm, Sweden, GRSP led the session titled *Improving the Behavior of All Road Users*.

Moderated by GRSP's Dr. Judy Fleiter, the high level panel comprised Dr. Abdulgafoor M. Bachani, Director, International Injury Research Unit, Johns Hopkins University; Benacer Boulaajoul, Director, National Road Safety Agency of Morocco; Michael Dreznes, Executive Vice President, IRF Global; Nikhil Seth, Executive Director, UNITAR; and Pamela Milligan, Chief of Staff and Management Board Member, TomTom.

The primary aims of this session were to showcase best practice national and local road safety laws on key risks which have proven to save lives, highlight the contribution of law enforcement to such efforts, highlight the role of the public and private sectors in ensuring occupational health and safety for their employees and the communities they serve, and identify actions required to achieve the Global Road Safety Performance Targets 6, 7, 8, 9, 10 and 11 by 2030.

### VIA in Kenya

In February, GRSP travelled to Nairobi, Kenya, to train 20 senior trainers of the Kenya Red Cross (KRC) on VIA, the global road safety education programme present on three continents and funded by the Total Foundation and the Michelin Corporate Foundation.

The professionalism and capacity of the KRC emerged immediately during the training as the trainers began proposing tweaks and adjustments to various training modules to best fit the Kenyan school environment.

Unfortunately, however, the implementation of VIA in pilot schools in Nairobi was halted by the closure of schools due to COVID-19.

Our local Implementing Partners of the KRC, in addition to the impressive work that they are carrying out in response to the pandemic, have managed to progress in the preparation of VIA so to be ready, as soon as the schools re-open, to implement the programme.

To this end, in the last week of May, the KRC organized and carried out a training for junior trainers, where they were exposed for the first time to the VIA Programme and educational tools.

"It was incredible to see the drive and passion that once again our volunteers have shown in this moment of crisis," says Alex Ayub, the KRC National Youth Programme Coordinator, and VIA Project Manager in

In his introduction, Dr. Bachani highlighted the fact that human beings make mistakes and, as such, safe systems need to be designed to minimize the impact of those mistakes. He emphasized that while the traditional approaches to promoting safe behaviours like enacting, implementing and enforcing good laws as well as carrying out mass media campaigns are key, there is also a need to think outside of the box. Picking up on this intervention, Dr. Judy Fleiter asked the participants, "what can we do differently given this knowledge that human beings do make mistakes?" The four panellists emphasized the importance of forgiving roads, mobilizing vulnerable users, using technology to provide real time information on roads, working at the community level, and using an integrated approach.

A rich discussion ensued in which all panellist drew on their area of expertise to unpack different parts of the problem. The session concluded that changing individual behaviour is very difficult and cannot be the sole focus of action. It suggested that to modify people's behaviour requires an integrated approach, and that to achieve this goal it is necessary to incentivize industries to help improve road safety and to capitalize on new technologies to improve behaviour of all road users.



Nairobi. "Despite the difficulties that this pandemic poses for us all, our volunteer trainers continue to show their incredible commitment to public health issues."

The training was carried out in person, though paying particular attention to social distancing as recommended in WHO's guidelines to minimize potential risks of contagion. Sixteen participants coming from across Nairobi's urban area participated in VIA simulations as well as presentations on the pedagogical background to the VIA Programme.

"We look forward to seeing this project truly coming alive through implementation," said Michael Chippendale, Manager, Communications, Membership and Project Support at GRSP and VIA Global Project Manager. "We have great expectations of the KRC, and we are sure that this will quickly become one of our flagship projects".

## Our host at work

With GRSP being an integral part of the International Federation of Red Cross and Red Crescent Societies (IFRC), we devote this section in our Signpost newsletter to celebrate the incredible work of the IFRC and its National Societies.

The response to COVID-19 is unique in its approach as it reflects both the local and global nature of the illness as well as of the IFRC Secretariat and of the 192 member National Societies.

The response is primarily a local response, with National Societies responding to the local needs of those affected by COVID-19 in their own countries. At the same time, this is a truly global response, showing the international solidarity of the IFRC's network of member National Societies, working together with IFRC Secretariat to mobilize and coordinate global

assistance to sister National Societies, provide health guidance, design tailored and innovative solutions to social and economic needs, strengthen National Societies' capacities and reach, and leverage logistics supply chains to enable the IFRC to respond to the immense and ever-changing demands of COVID-19. The global IFRC response is also coordinated with the International Committee of the Red Cross (ICRC) to leverage the complementarity of all members of the Red Cross Red Crescent Movement.

This is a gargantuan effort that only a truly global and truly local organization can effectively undertake.



## VIA in India



Following a successful pilot project with 4 schools last year, the VIA Programme continues to expand in the cities of India. Total India is currently supporting the delivery of road safety education for 40 schools in Mumbai and 30 schools in Delhi. Similarly, the Michelin Foundation is supporting 20 schools in Pune and 20 in Chennai. India has become the global flagship of the VIA Programme due to the receptiveness of the local Total and Michelin affiliates, to the professionalism of the Implementing Partner, and to the highest (compared with other interventions) number of schools (over 110) and students (over 9,000) involved. Implementations have begun in all schools.

During the COVID-related national lockdown, United Way Mumbai (UWM), the VIA Implementing Partner in India, successfully held digital road safety trainings and collection of evaluation data for school teachers. Online

Training of Trainers (ToT) sessions were also conducted for a local NGO on how to carry out VIA modules in classrooms.

"The module is designed to actively engage the children in a variety of exercises and activities," said Ajay Govale, Director of Community Impact from UWM. "These activities provoke a thought process in the children's minds. They begin to think about road safety and empower themselves in various road situations in their day-to-day life."

Going forward in times of Covid-19, UWM is preparing an interim strategy plan with digital interventions to offer remote learning of VIA and more online trainings for school teachers, depending on the digital capacity of each school, in the hope to instil a deeper understanding and knowledge on safe walking and cycling practices.

## 2nd World Youth Assembly for Road Safety, Stockholm, Sweden



The 2nd World Youth Assembly for Road Safety, an official pre-event of the 3rd Global Ministerial Conference on Road Safety took place on February

18, 2020 in Stockholm, Sweden. The Youth Assembly was brought forth by Youth for Road Safety (YOURS) in partnership with the World Health Organization (WHO), Michelin Corporate Foundation and Total Foundation. The Global Youth coalition was in charge of leading the content and promotion of the Assembly.

The full day event brought together young advocates and delegates who together launched the Global Youth Statement on road safety. The Statement was developed following youth consultations with over 1500 participants aged 15-29 representing more than 74 countries. The participants echoed the same message throughout the assembly: "Stop blaming us and Start engaging us" and called for a change in the perception of youth as recipients of external decision making instead of being seen as agents for change.

The event provided an opportunity for young delegates to take part in dialogues with key decision makers about safe roads and safe mobility as well as presenting their experiences on road safety in their respective areas.

## Welcome to GRSP, Sabrina Hoong



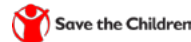
We wish to welcome our new colleague Sabrina Hoong in the GRSP family. Sabrina is currently based in GRSP's Kuala Lumpur office which we share with the Asia Pacific Regional Office of the IFRC. Experienced in project management, Sabrina has coordinated local programmes in community development and youth empowerment. Inspired to create sustainable impacts among marginalised communities, she worked with various stakeholders to overcome the lack of access to clean water and to deliver WASH trainings to indigenous groups in Malaysia. In addition to volunteer management, her past efforts in youth empowerment include the implementation of a play-based learning programme aimed to curb social-emotional challenges faced by children from low-income families.

Sabrina has also gained broad insights and skills concerning case management during her time with UNHCR Kuala Lumpur as a Refugee Status Determination (RSD) Officer, as well as from handling claims and legal-related matters in the insurance industry.

"My hope", she says, "is that with my prior on the ground experience, I will add breadth and a dynamic approach to GRSP, the global manager of the VIA Programme, as well as contribute positively to the VIA Community".



## Members of the Global Road Safety Partnership:



## Global Road Safety Partnership



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