

Implementing system approach for Decade of Action for Road Safety, 2011-2020



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World Health Organization

Regional Office for South-East Asia

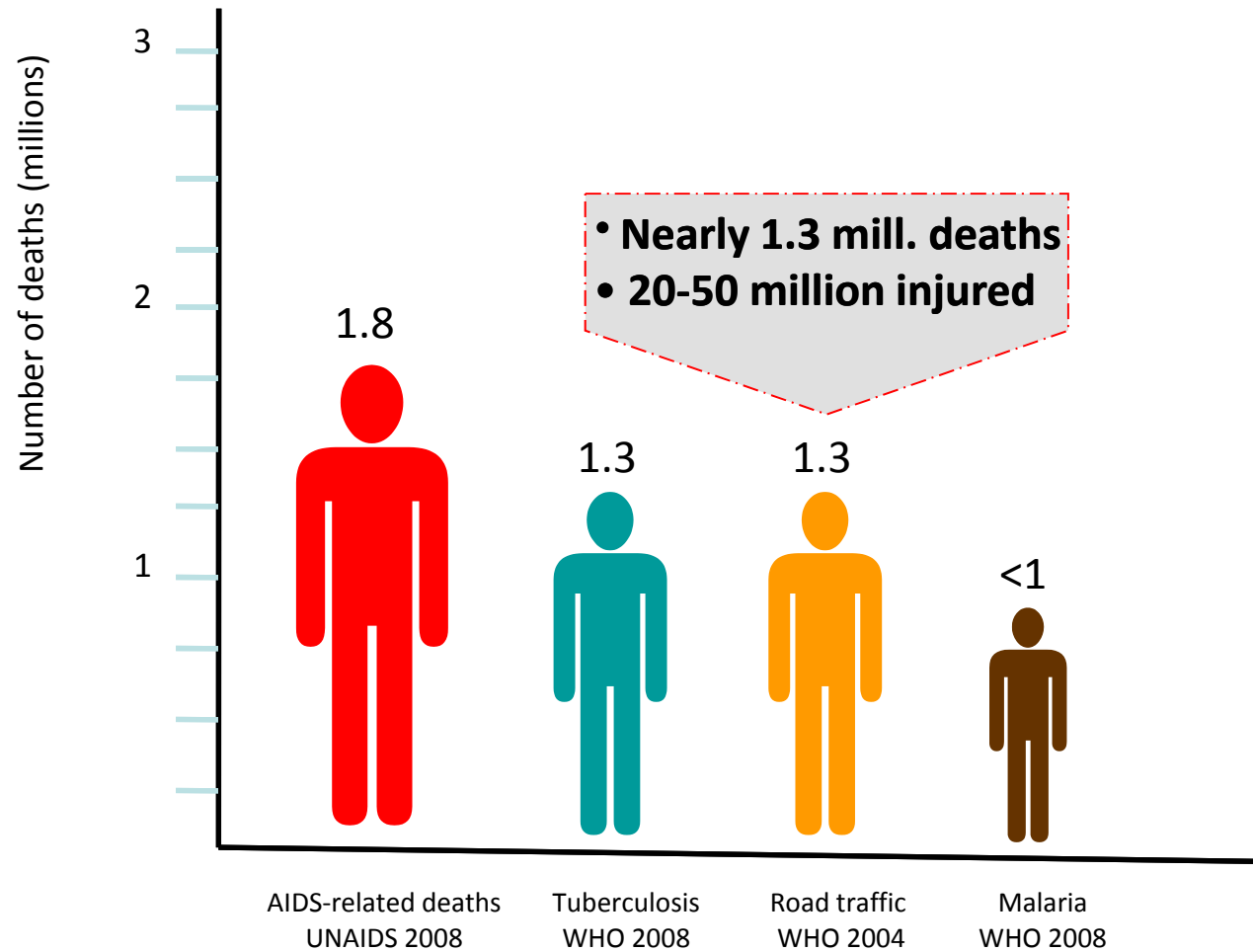
WHO-SEARO

11 SEAR countries

0° 0' 0" E 80° 0' 0" E 90° 0' 0" E 100° 0' 0" E 110° 0' 0" E 120° 0' 0" E 130° 0' 0" E 140° 0' 0" E

0° 0' 0" E 80° 0' 0" E 90° 0' 0" E 100° 0' 0" E 110° 0' 0" E 120° 0' 0" E 130° 0' 0" E 140° 0' 0" E
Note: The boundaries shown on the above map do not imply official endorsement by the World Health Organization

Key facts- Global road deaths and injury



Global status report on road safety, 2009

- **Top 10 countries with largest modelled number of RTI deaths globally- China, India, Nigeria, USA, Pakistan, Indonesia, Russia, Brazil, Egypt and Ethiopia**

RTI deaths by WHO Region, 2007

WHO REGION	REPORTED DATA ^a		MODELLED DATA ^a	
	<i>n</i>	RATE PER 100 000 POPULATION	<i>n</i>	RATE PER 100 000 POPULATION
AFRICAN REGION	52 302	7.2	234 768	32.2 ^{**}
REGION OF THE AMERICAS	139 466	15.5	142 252	15.8
SOUTH-EAST ASIA REGION ⁺	143 977	8.4	285 020	16.6 [*]
EASTERN MEDITERRANEAN REGION ⁺	76 912	14.1	175 668	32.2 ^{**}
EUROPEAN REGION	113 346	12.8	117 997	13.4
WESTERN PACIFIC REGION ⁺	135 316	7.6	278 321	15.6
GLOBAL	661 319	10.1	1 234 026	18.8

Source: Global Status Report for Road Safety, 2009

^a Adjusted for 30-day definition.

Smeed coefficient

Background

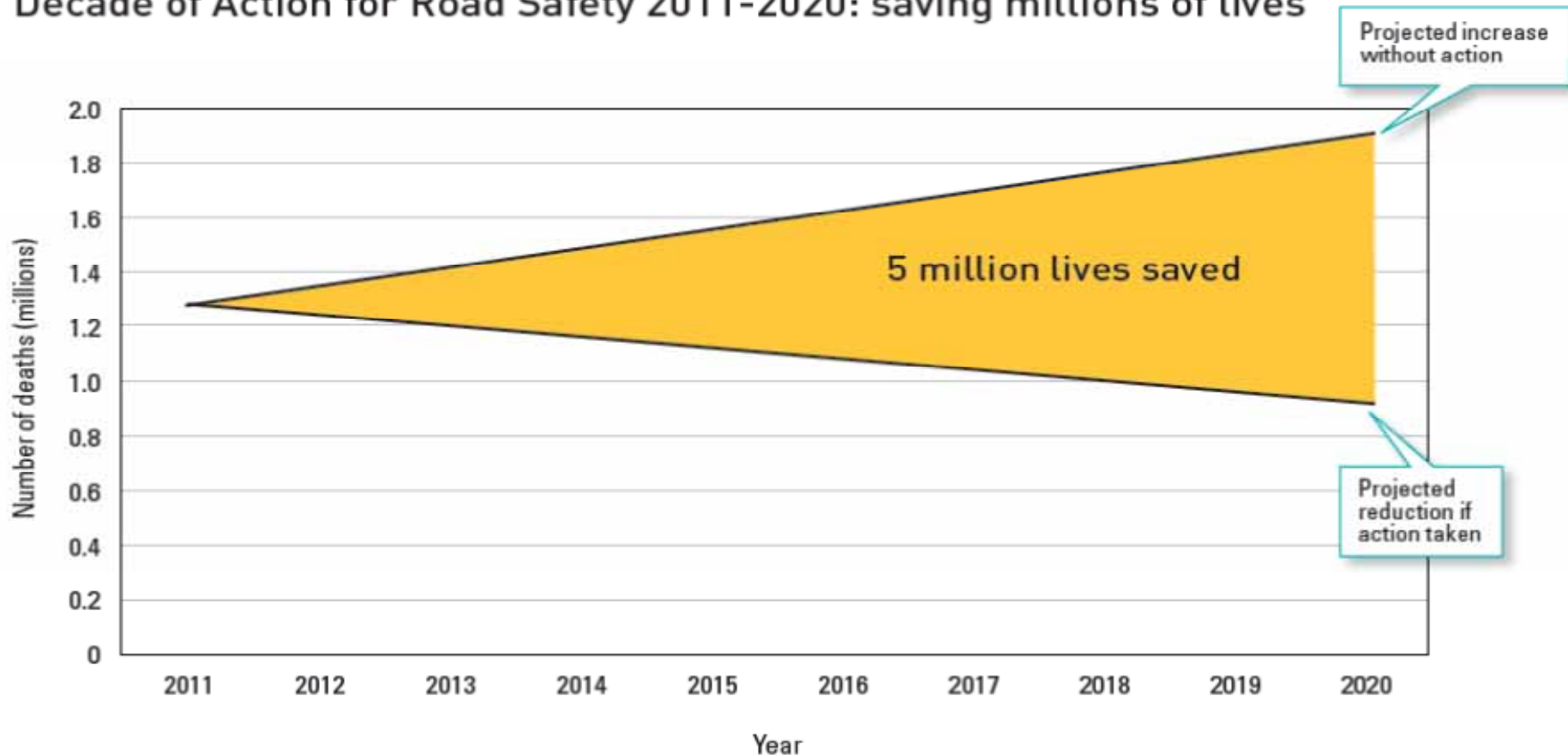
- UN GA resolution 64/2551 of 2010 proclaimed 2011–2020 Decade of Action for Road Safety (RS)
- WHO, UN regional commissions, UN RS Collaboration and stakeholders, prepared a Global Plan of Action for Decade as *guiding document*
- WHO and UN Regional Commissions to coordinate monitoring of global progress through global status reports on RS and other tools



Goals of the Decade of Action 2011-2020

Overall goal - to stabilize then reduce forecasted global road traffic fatalities by 2020

Decade of Action for Road Safety 2011-2020: saving millions of lives



Source:- Global plan for decade of action for road safety 2011-2020 http://www.who.int/roadsafety/decade_of_action/

Framework for the Decade of Action

Guiding principles: "safe system" approach

- **Aims to develop road system - better accommodate human error and concern with vulnerability of human body**
- **Accept human error & that traffic crashes can not be completely avoided**
- **Goal - ensure crashes do not result in serious human injury**

Framework for the Decade of Action

Guiding principles: "safe system" approach

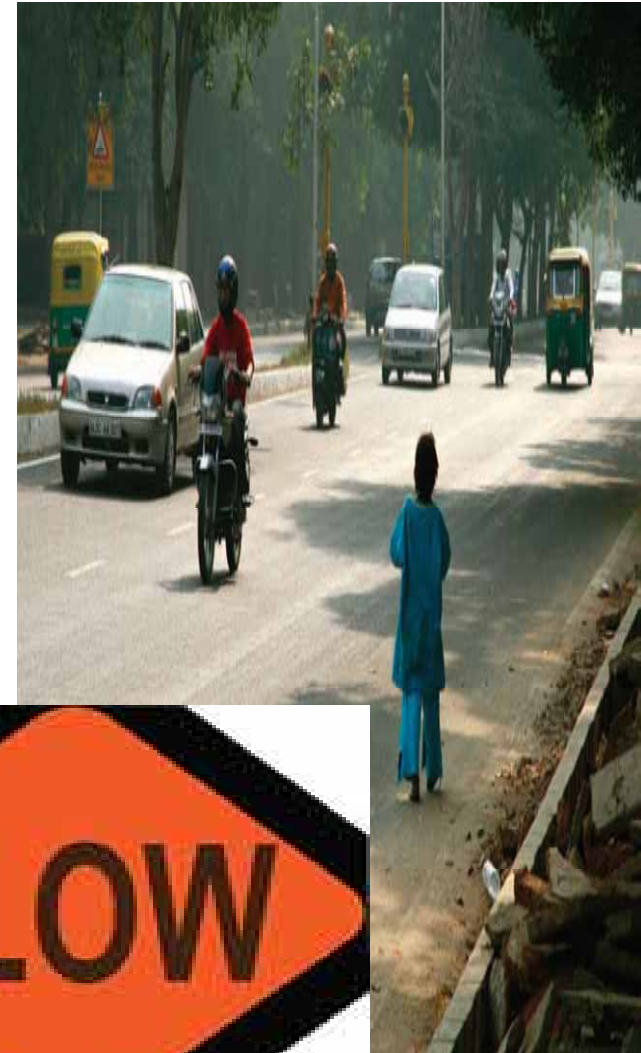
- **Human limitations to kinetic energy**
 - **important basis for designing road system, environment and vehicles**



Framework for the Decade of Action

Guiding principles: "safe system" approach

- Road users, vehicles, road network & environment addressed in integrated manner, through wide range interventions, with greater attention to speed management and vehicle & road design



Framework for the Decade of Action

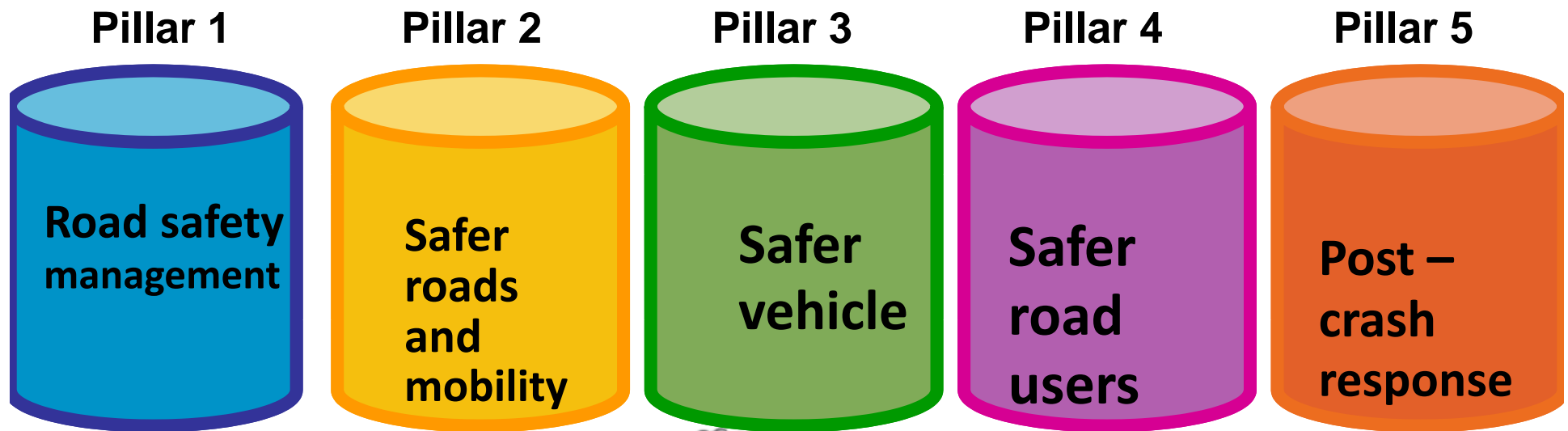
Guiding principles: "safe system" approach

- Shift major share of responsibility from road users -> designers of road system, road managers, automotive industry, police, politicians and legislative bodies
- However, individual road users are responsible to abide by laws and regulations



Decade of action for Road Safety, 2011-2020

Local and National activities



International coordination

www.decadeofaction.org



Pillar 1: Road safety management



Pillar 1: Road safety management

- Establish **lead agency at highest level** with **national strategies and budget for multisector**
- Practice UN RS conventions;
- Set realistic & long-term targets based on national data, e.g. ***performance indicator for each department on RS***

Pillar 1: Road safety management

- Ensure funding is sufficient for RS, e.g.

10% of road construction investments for RS; allocate RS resources across multisector programs

- Establish/ support *police fatal crash data systems* and data system with process and outcome measures



Pillar 2: Safer roads and mobility



Pillar 2: Safer roads and mobility

- Promote ownership of road authorities, engineers and urban planners
- Promote all road users' need as a part of urban planning, transport demand and land-use management



Pillar 2: Safer roads and mobility

- Promoting safe system approach and role of **self-explaining** and **forgiving road infrastructure**



Research & development in safer roads and mobility

Eid al-Fitr holiday

Oct.10, 2007.

(AP photo/

Firdia

Lisnawati)

Indonesia

Mike Werner, 2007

<http://www.motorbiker.org/blogs.nsf/dx/01032007145108MWEJ9H.htm>



Pillar 3: Safer vehicles

- ◆ Harmonize global standards
- ◆ New car assessment programmes + *bus and motorcycle??*
- ◆ Encourage seat-belts and meeting requirements and standards





Wider wheel



Less tyre width

USA

Honda SYM HD 125cc

Front tyre 120/80-16

Rear tyre 120/80-16

Thailand

Honda Wave 125cc

Front tyre 60/100-17

Rear tyre 70/90-17

Yamaha Vino
classic 2010
USA



Yamaha Fino
Thailand

Honda Scoopy I
Japan



チピンクメタリック/シヤスタホワイト



Honda
Scoopy i
Thailand

Pillar 3: Safer vehicles

- ◆ **Consumer protection organization and system upon all motor vehicles ?**

Pillar 4: safer road users

- **Comprehensive programmes to improve road user behaviours**
- **Increase law enforcement and standards, public awareness/education to:**
 - **increase seat-belt & helmet wearing rate**
 - **Reduce drink-driving, speed and other risk factors**
 - **Management systems and occupational health and safety**

NEW
Pulsar 220 DTS-I

THE FASTEST INDIAN



Honda Dream- Family model

The screenshot shows a Windows Internet Explorer browser window displaying the Honda Dream 125 (Thailand) website. The address bar shows the URL: http://honda.en.ec21.com/motorcycle_HONDA_Dream_125_Thailand--56007.html. The browser interface includes a search bar, a taskbar with various icons, and a navigation menu on the left side of the page.

The navigation menu on the left lists the following items:

- Logo HONDA
- NEW PRODUCTS
- motorcycle HERO HONDA Street Smart 100cc
- motorcycle HONDA Wave 125S (Thailand)
- motorcycle HONDA Wave 125 (Thailand)
- motorcycle HONDA Future 110cc (Vietnam)
- motorcycle HONDA Super Dream 100cc (VIETNAM)
- motorcycle HONDA

The main advertisement features a red Honda Dream 125 motorcycle. The text on the advertisement includes "NEW Dream 125" and "มีความสุข... ฮันดะ... ดินแดนที่รักของคุณทุกคน" (Happy... Honda... the land you all love). The advertisement also shows a family of three (a woman, a child, and a man) smiling and hugging, suggesting a family-oriented lifestyle. A smaller inset image shows the motorcycle parked on a wooden pier with a family in the background.

The browser's taskbar shows the system tray with the time 17:36 and date 2/7/2553 (Buddhist Era).

Honda Dream 125 ฮอนด้า ดรีม 125 - Windows Internet Explorer

http://www.nat.co.th/product/dream125/ AOL Search

Honda dream 125 110 Survey and Make YOUR PITSY IS IN ANOTHER WINDOW. CLICK TO CALL IT BACK [232] Login

Search Watch TV Radio Games E-mail Weather CNN Facebook Options

Favorites หน้าแรก ประชาไท หนังสือพิมพ์... พจนานุกรม แปลภาษา แปลก... Inloggnng ข่าวไทยรัฐออนไลน์ หน้าแรกไทยอินไซด์จอร์ Videos 1-10 in Hugosite's ... หนังสือพิมพ์มติชนออนไลน์ หนังสือพิมพ์ข่าวสดออนไลน์ ...

Honda Dream 125 ฮอนด้า ดรีม 125

หน้าหลัก ผลิตภัณฑ์ บริการ ข่าวสาร โปรแกรม บริการสินเชื่อ ศูนย์บริการ เว็บบอร์ด

Honda Dream 125 ฮอนด้า ดรีม 125

Honda Dream 125
ฮิลล์: คู่เคียงความสนุกสนานทุกครอบครัว

Honda Dream 125
ฮิลล์: คู่เคียงความสนุกสนานทุกครอบครัว

Honda Dream 125 popular vehicle, less fuel, good accelerating rate, easily to drive

รถครอบครัวยอดเยี่ยม..แบบประหยัดน้ำมันให้อัตราเร่งดี ขับขี่สบาย

ฮอนด้า ดรีม 125 ใหม่...รถครอบครัวยอดเยี่ยม คลาสสิก มีสไตล์สวยงามด้วยดีไซน์ทันสมัย ครบครันทุกฟังก์ชันใช้สอย พร้อมพาคณเิลดเลนไปอย่างอิสระ ตามใจต้องการ ด้วยเครื่องยนต์ 125

Done Internet | Protected Mode: On 125%

EN 4:49 3/7/2553

**What is the fastest motorcycle in Thailand?
Who says Thai little motorcycles not fast?**



Album: [Motorcycle Gimmicks](#)

Monday, 09 June 2008 @ 03:39 AM ICT Views 11956

Fastest Motorcycle in Thailand

<http://www.motorcycle.in.th/mediagallery/media.php?s=20080609043922476>

Pillar 4: safer road users

- **Rules and regulation upon advertisements/ websites - risky/ unlawful behaviors?**
- **Research and policies to provide good alternatives for motorcyclists? Roles of local government to promote/ subsidize safe local public transport ?**
- **Children and motorcycle – Total prohibition or childmotorcycle helmet? (2-5 year old)**

Pillar 5: Post crash response

- Both pre-hospital & hospital
- Improve system of health and rescuers
- Research & development to improve response
 - Rural response system?
- Insurance scheme - mandatory third-party liability and financing rehabilitation services

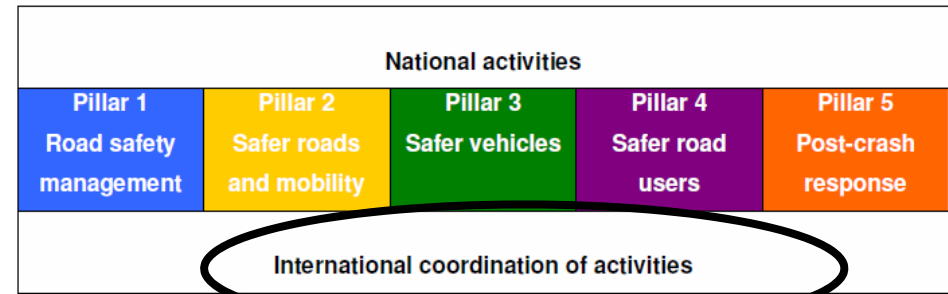


Pillar 5: Post crash response

- Enhance early rehabilitation and community based-rehabilitation



International coordination



- **WHO and UN regional commissions will coordinate regular monitoring & collaboration of global progress towards meeting the targets identified in plan of action**



**Thank you
for your kind attention !**



Visit: www.who.int/roadsafety/decade_of_action