



# Enhancing the Success of Road Safety Initiatives

*Cessie Petchi*

*Working for a world free of road crash death and injury*



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:



International Federation  
of Red Cross and Red Crescent Societies



GLOBAL  
**ROAD SAFETY**  
PARTNERSHIP



## About GRSP

- Founded in 1999 in response to recognition of the road safety issue as a human made disaster, taking 1.24 million lives a year\*
- Our mission is dedicated to the sustainable reduction of road crash death and injury
- We are hosted by the IFRC, the largest humanitarian organization on the globe
- Working through projects in partnerships
- Contribute to the Decade of Action



*\*Source: World Health Organization Global Status Report on Road Safety 2013*



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies

## Global Road Safety Partnership

- Geneva Secretariat
- Global Team of Experts
- Specialist Consultant



Areas

Global representation

Capacity Building

Advocacy

Implementation

Examples

UNRSC  
Resource dev  
High level ctees

Enforcement  
Advocacy  
Data  
M & E  
Management  
First Responder

Grants  
Media  
Advocacy

S2S2H  
TRACECA  
Safer Cities  
First Response  
The Cube  
Young Driver

Who with

Members, Partners, Coalitions, National Societies, National GRSPs



Together we can  
save millions  
of lives.

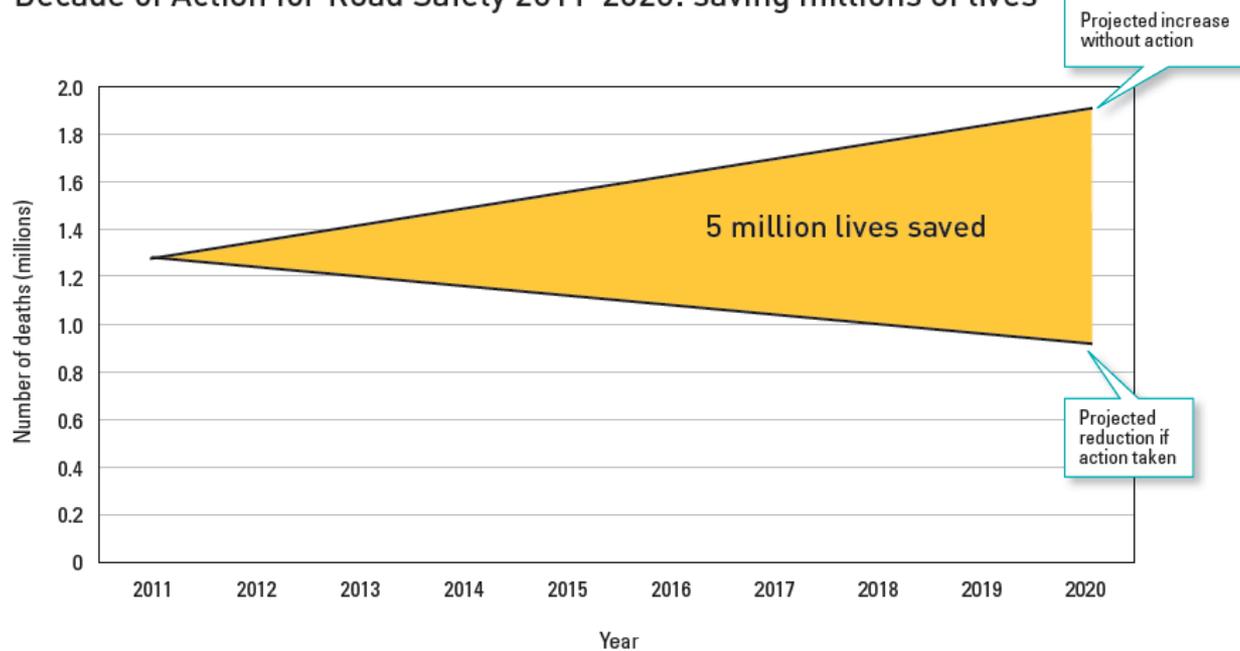
The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



# Goal of the Decade of Action for Road Safety

To halt or reverse the predicted increase in road traffic fatalities around the world

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





# ROAD TRAFFIC INJURIES: THE FACTS

# 1.25 million

road traffic deaths occur every year

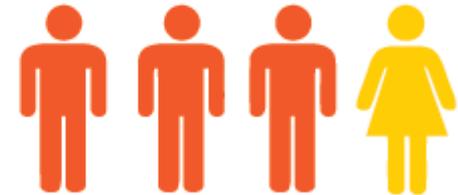
# #1

cause of death among  
those aged **15-29 years**



# 3 out of 4

road deaths are  
among men



*\*Source: World Health Organization Global Status Report on Road Safety 2015*



Together we can  
save millions  
of lives.

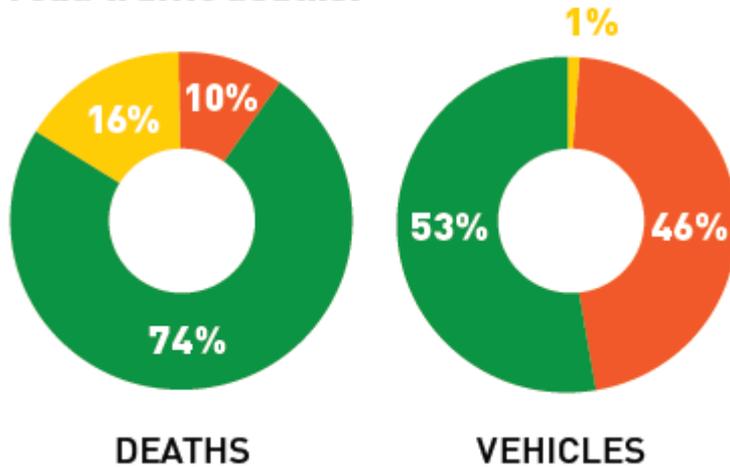
The Global Road Safety Partnership is hosted by:



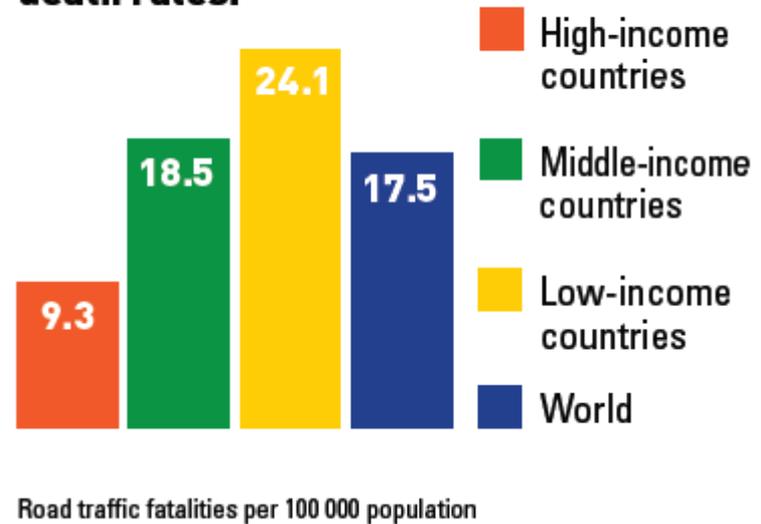
International Federation  
of Red Cross and Red Crescent Societies



**Although low- and middle-income countries have only half of the world's vehicles, they have 90% of the world's road traffic deaths.**



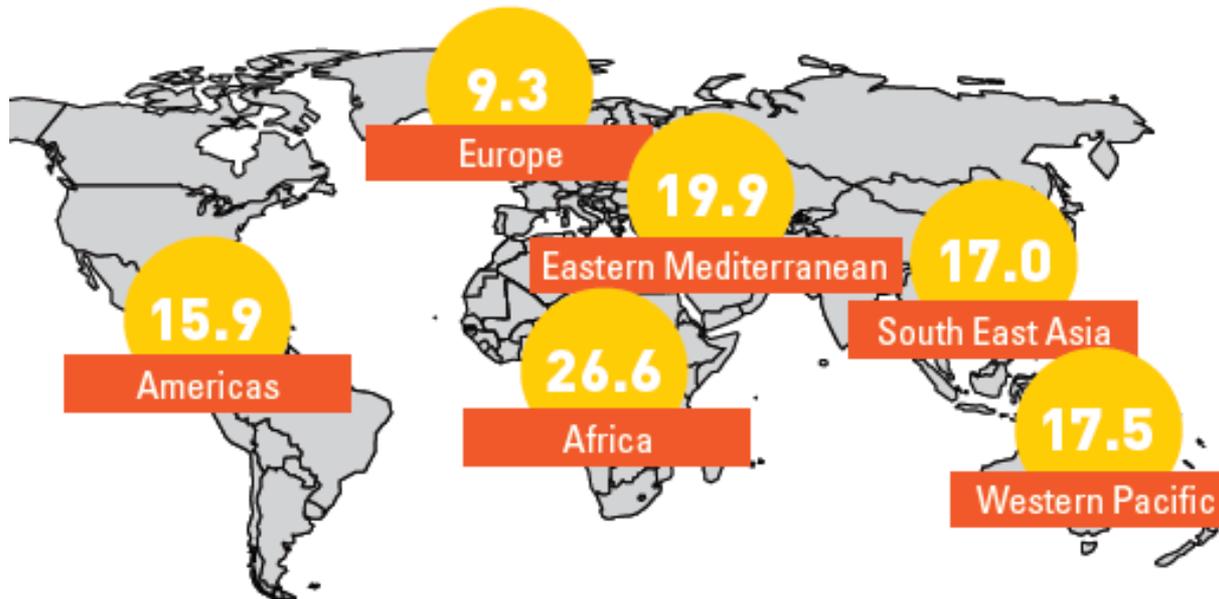
**Low-income countries have the highest road traffic death rates.**



*\*Source: World Health Organization Global Status Report on Road Safety 2015*



## The chance of dying in a road traffic crash depends on where you live



Road traffic fatalities per 100 000 population

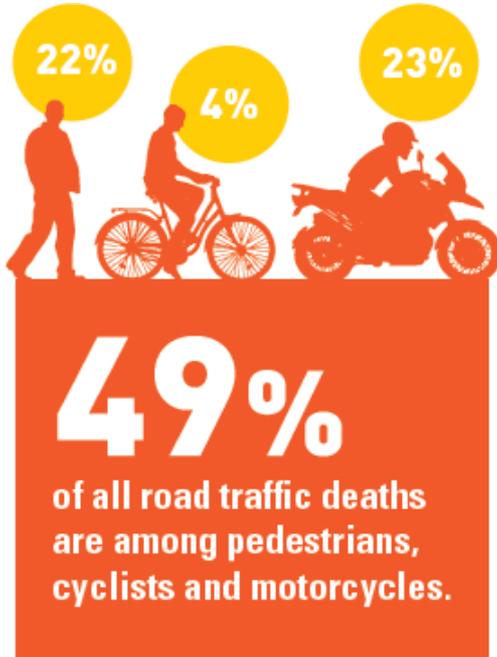
---

*\*Source: World Health Organization Global Status Report on Road Safety 2015*

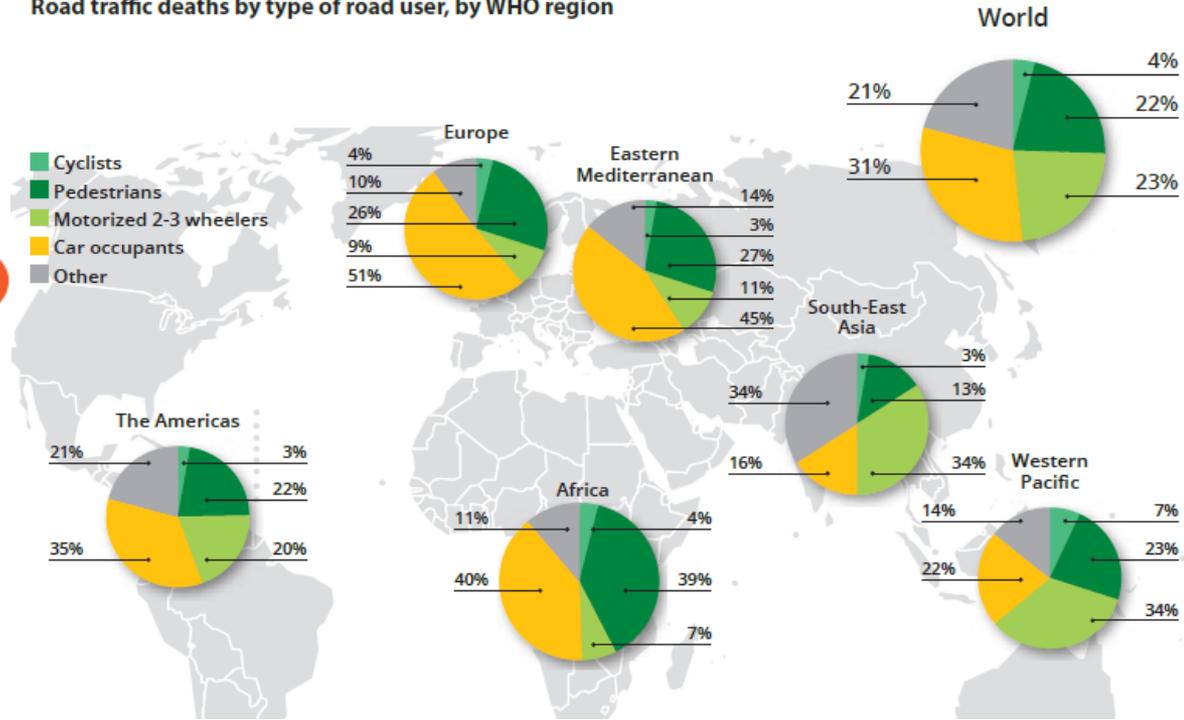


Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



Road traffic deaths by type of road user, by WHO region



\*Source: World Health Organization Global Status Report on Road Safety 2015



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



## Legislation & Enforcement

- Only 28 countries, covering 7% of the world's population, have comprehensive laws on 5 key risk factors:



Speed



Drink-driving



Motorcycle helmets



Seat-belts



Child restraints

- Enforcement is poor: just 4 countries rate their enforcement of laws on all five risk factors as good.



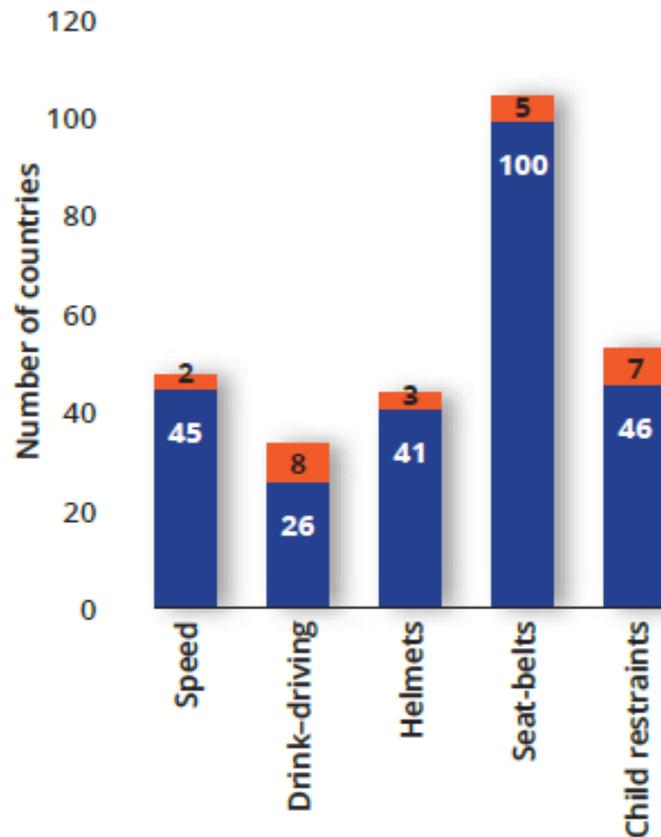
Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



# Changes in countries meeting best practice on legislation

**New countries with laws meeting best practice**





## ***Gaps that contribute to the road crash problem***

- Safe systems approach
- Data / Evidence
- Legislation/policies
- Enforcement
- Public education
- Safety standards
- Vehicles & modal mix
- Post crash care



**OPPORTUNITIES**  
working through  
multi-sectoral  
collaboration



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



## Key Areas of Action



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:



International Federation  
of Red Cross and Red Crescent Societies



# GRSP Working in the Asia Region



Together we can  
save millions  
of lives.

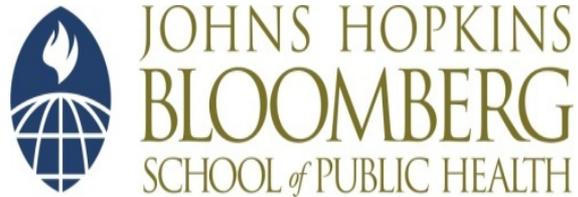
The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies

## 10 CITIES SELECTED FOR INCLUSION IN THE ROAD SAFETY INITIATIVE





# Partners



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



# Approach

- Promoting safe road user behaviors and reducing high-risk behaviors via police enforcement and mass media/social marketing campaigns
  - 1) Helmet-wearing
  - 2) Speed reduction
  - 3) Drinking and driving
  - 4) Restraint use
- Creating safer roads for vehicles and pedestrians
- Expanding sustainable transportation systems
- Cities also committed to
  - Enhancing and expanding data collection and analysis related to road safety
  - Cross-agency, multidisciplinary work



# Strengthening Enforcement for Improved Road Safety

- Develop/strengthen strategies & other policing documents
- Data training workshops
- Risk factor enforcement training workshops
- On-the-ground operational observations & coaching
- Support professionalization of road police forces
- Build communication skills
- Advocate for road policing resources



## Building capability of road police

- In the period 2011-2014, GRSP organized training, mentoring and coaching for more than **25,000** road traffic police in ten countries – 75% in Asia Region
- In Cambodia, GRSP has trained **every** provincial level road traffic police person at least 3 times on different aspects of enforcement
- In Vietnam, GRSP has now trained road police in every province to implement best practice enforcement. Working on strengthening speed enforcement with S2S S2H initiatives
- In China, GRSP has worked in 3 sites to strengthen drink drive and seat belt enforcement activities as well as address the challenges of e-bikes
- 2015: China, Thailand, Vietnam, Indonesia, India, Philippines

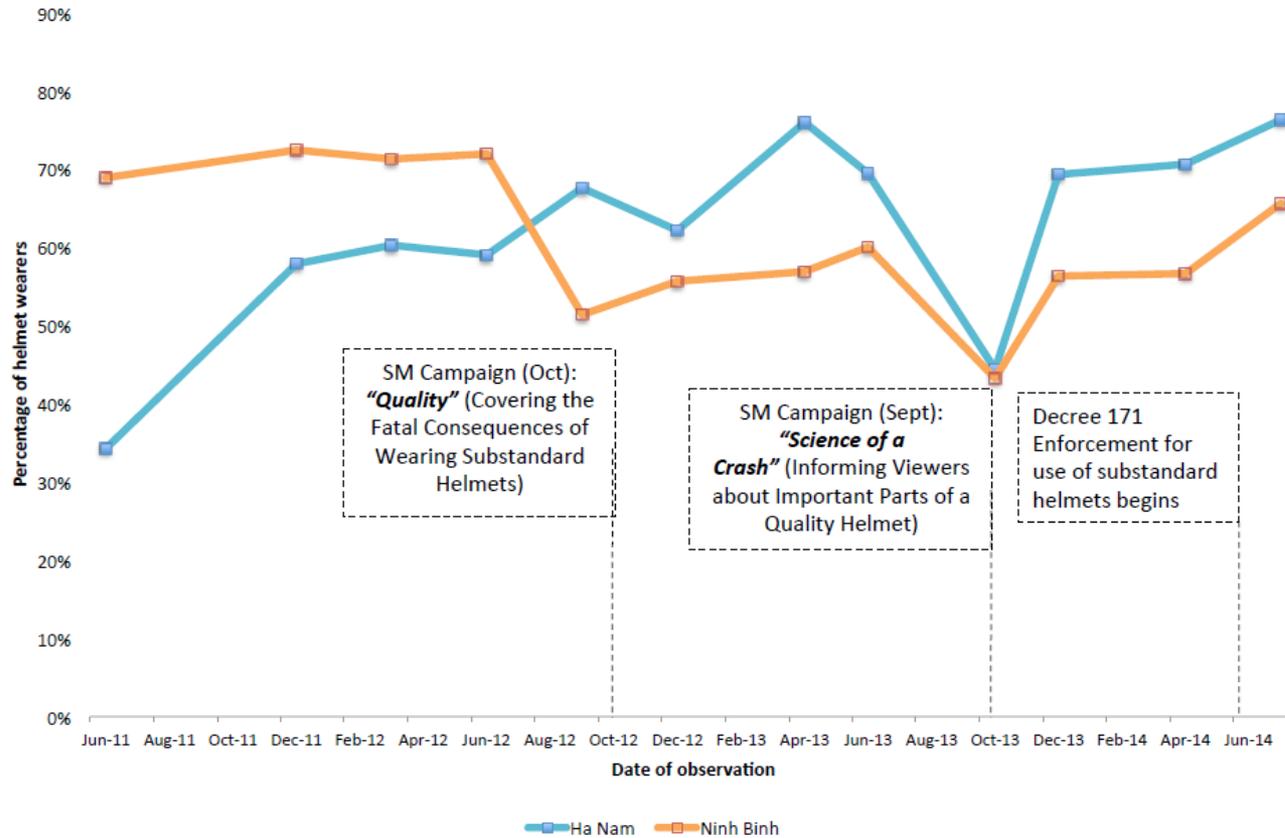


Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



## Correct helmet use among drivers and passengers

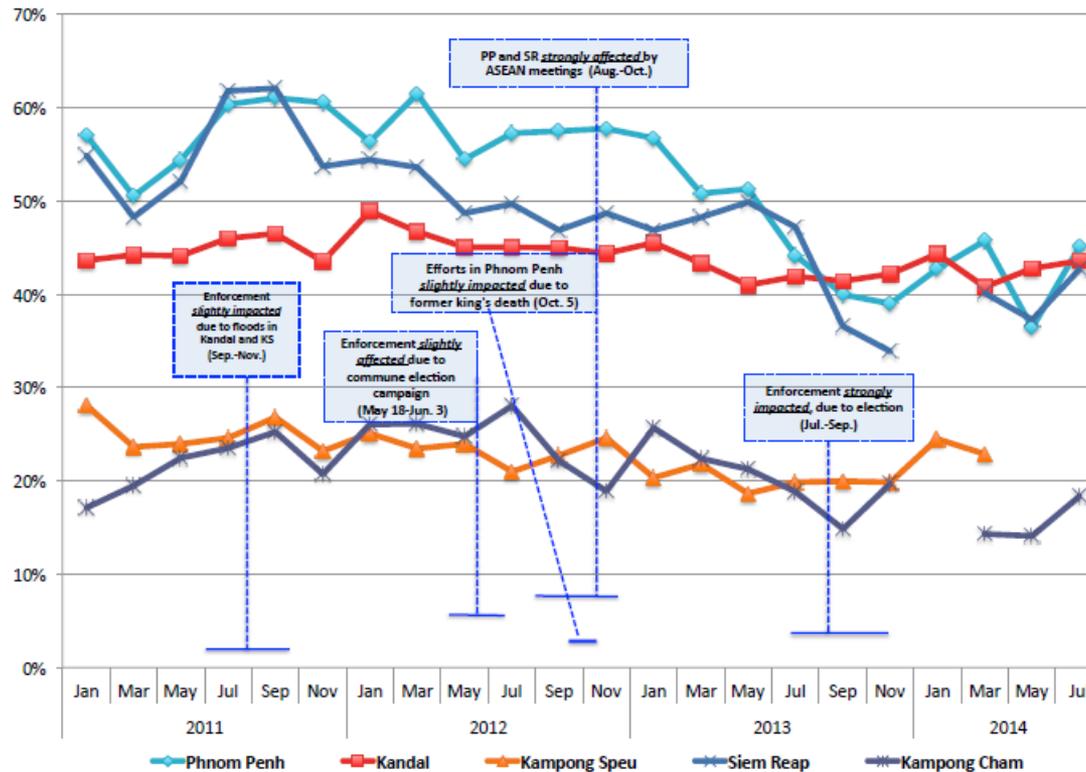


Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



Figure 1: Overall (daytime and nighttime) helmet wearing rates among drivers and passengers (%) for each site: January 2011-July 2014





# GRSP - Road Safety Grants

## Vietnam launches national child helmet action plan

By Minh Hung, Thanh Nien News

HANOI - Wednesday, January 14, 2015 08:27

Email Print



Representatives of relevant agencies at the launch of National Child Helmet Action Plan in Hanoi on January 13. Photo credit: AIP Foundation

The National Traffic Safety Committee (NTSC) on Tuesday launched a National Child Helmet Action Plan to promote child helmet use across the country.

Main activities of the Action Plan include public awareness-raising and mass media communications on child helmet use, school-based education, and increased police enforcement on a national scale to crack down on violations of the child helmet regulation.

Under the plan, a week of "enhanced enforcement" is scheduled from April 6-9 with police patrols conducted around schools and drivers whose children are not wearing helmets on motorcycles will be stopped and given a reminder.

All violation cases will be reported to the schools to take further action.

Starting April 10, traffic police and public security forces will strictly fine violators of the child helmet regulation and will continue patrols on child helmet use as part of standard enforcement protocol.

Khuan Viet Hung, NTSC chairman, said that over the past few years, there has been very high compliance with the mandatory helmet regulation among adults while helmet use among children remains unacceptably low.

### RELATED NEWS

Vietnamese policymakers, journalists trained to boost compliance of child helmet law

AIP Foundation improves helmet awareness of Mekong Delta students

Vietnam cracks down on low-quality crash helmets

## Vietnam - AIP Foundation

- Advocating for national child helmet law



Together We can  
Save millions  
of lives.

The Global Road Safety Partnership is hosted by:



International Federation  
of Red Cross and Red Crescent Societies



# GRSP - Road Safety Grants



Three young men travel on a motorcycle through the streets of Phnom Penh without helmets last month. @Charlotte Pert

## New traffic law clears Senate, ready for King

Thu, 1 January 2015 Chhay Channyda

The Senate passed Cambodia's revamped traffic law on Tuesday, and one official said it could go into effect as soon as February.

Most significantly, the legislation caps the number of passengers on a motorbike to one adult and one child, requires both drivers and passengers who are above the age of 3 and riding a motorbike to wear a helmet, and hikes the fine for drunken driving to a maximum of \$1,000.

Preap Chanvibol, deputy secretary general for the National Road Safety Committee, said that after King Norodom Sihamoni signs the law – which could take up to 20 days – it will be implemented in Phnom Penh 10 days later and across the country 20 days from then.

"We want the law to be passed as soon as possible to lessen traffic accidents," he said, adding that the government will disseminate educational materials before rolling out the new rules.

Minister of Public Works and Transport Tram Iv Tek has previously said the period of implementation could take six months.

Ear Chartya, an independent road safety consultant, said six months are required to provide updates on the changes, since the traffic police and the public have to have an adequate understanding of the new law.

"They have to broadcast it before implementing the fines," Chartya said.

## Cambodia - Cambodia Red Cross

- Advocating for the passage of a new road safety law



Together We can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:



International Federation  
of Red Cross and Red Crescent Societies



# GRSP - Road Safety Grants

## India - Save Life Foundation

- Promoting the passage and implementation of a national Good Samaritan Law
- Advocating for the passage of amendments to the National Motor Vehicles Act

Home > National > Good Samaritan Bill introduced to Parliament in India

## Good Samaritan Bill introduced to Parliament in India

INDUSTRY

by Autocar Pro News Desk Feb 05, 2015

[Share](#) 21
 [Like](#) 50
 [Tweet](#) 0
 [Share](#) 0
 [Pinterest](#) 0
 [Print](#)



The SaveLife Foundation, a grantee of the Bloomberg Philanthropies Global Road Safety Programme, has reported progress in its campaign for the introduction of a Good Samaritan law in India.

The SaveLife Foundation has successfully aligned with the sitting, ruling party MP, Kirron Kher, to work together to draft and introduce to Parliament the Good Samaritan (Protection from Civil and Criminal Liabilities) and Miscellaneous Provisions Bill, 2014.



The Global Road Safety Partnership is hosted by:  
 International Federation of Red Cross and Red Crescent Societies



## Other areas of focus:

- Helmet Standards & helmet wearing in Cambodia, India, Vietnam
- Alcohol control policies in Cambodia and Vietnam
- Child restraints in China, Vietnam, Thailand,
- E-bike policies in China
- Good Samaritan Protection laws in India and China
- Comprehensive Road Traffic Laws in India and Cambodia

<https://grsp.flexigrant.com/>



The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



# Working with Members and Local Partners



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



## ***Global Road Safety Initiative: Safe to School, Safe to Home, Vietnam***

- Project funded by Michelin, Renault, Shell, Total and Toyota.
- Comprehensive, community-based road safety education programme encouraging all sectors to work together towards the protection of children on our roads.
- Whole community approach: enforcement, education, engineering sectors, as well as with children, parents and the broader school community.



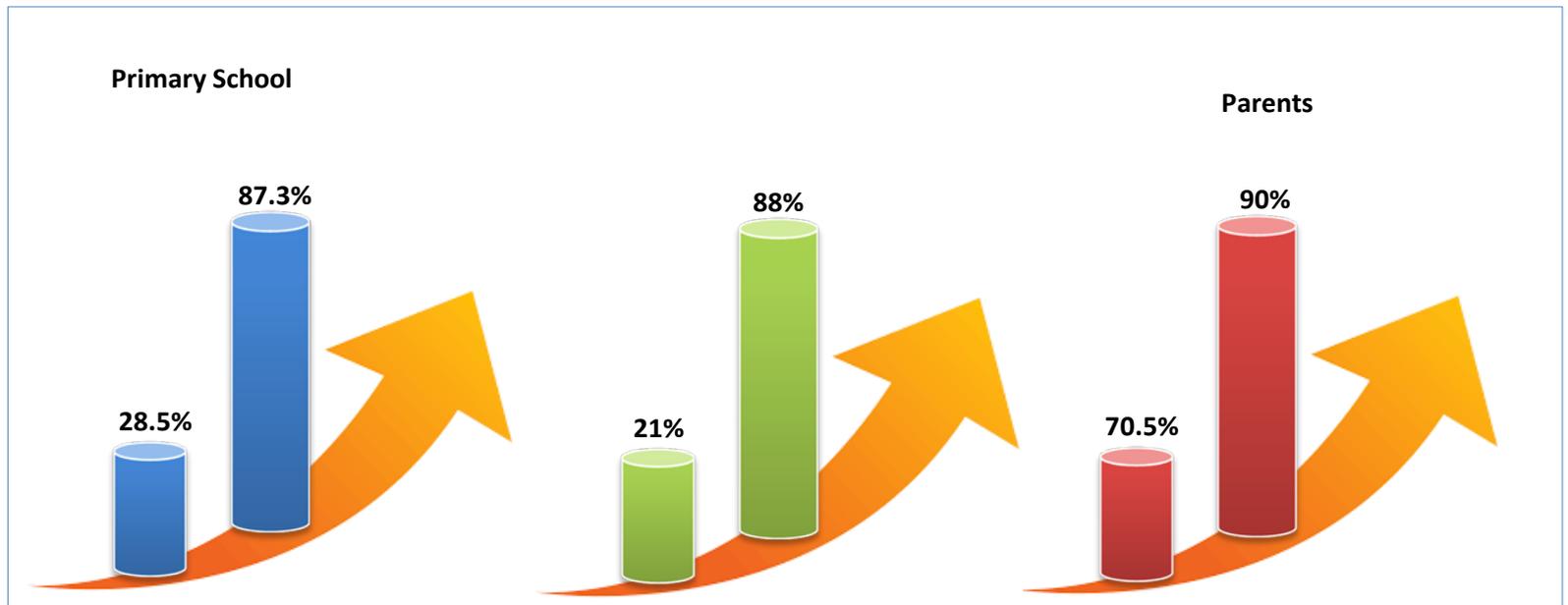
Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



# Global Road Safety Initiative: Safe to School, Safe to Home, Vietnam

## Helmet Wearing Rates in Ha Nam Province 2013 - 2015



Secondary School



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:

 International Federation  
of Red Cross and Red Crescent Societies



## ***Global Road Safety Partnership: Regional Seminar***

- Sharing of best practices
- Stimulate support and action around the United Nations Decade of Action for Road Safety 2011-2020
- Forum for road safety advocates



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation  
of Red Cross and Red Crescent Societies



## Questions & comments



Together we can  
save millions  
of lives.

The Global Road Safety Partnership is hosted by:



International Federation  
of Red Cross and Red Crescent Societies

# Thank You

## Global Road Safety Partnership

c/o International Federation of  
Red Cross and Red Crescent Societies

P. O. Box 372  
17, chemin des Crêts  
CH-1211 Geneva 19  
Switzerland

Tel: +41 (0) 22 730 42 49  
Fax: +41 (0) 22 733 03 95  
E-mail: [grsp@ifrc.org](mailto:grsp@ifrc.org)

Website: [www.grsproadsafety.org](http://www.grsproadsafety.org)



Together we can  
save millions  
of lives.

*The Global Road Safety Partnership is hosted by:*



International Federation  
of Red Cross and Red Crescent Societies



GLOBAL  
**ROAD SAFETY**  
PARTNERSHIP