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

Dr. Chamaiparn Santikarn
Regional Advisor, Injury and Violence Prevention, WHO Regional Office for the South East Asia Region
Sixth Regional EST Forum In Asian Sustainable Mobility, Manekshaw Center
Dhaula Kuan, New Delhi, Dec 3-6, 2011
WHO-SEARO

11 SEAR countries

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

- Nearly 1.3 million deaths
- 20-50 million injured

Number of deaths (millions)

AIDS-related deaths
UNAIDS 2008

Tuberculosis
WHO 2008

Road traffic
WHO 2004

Malaria
WHO 2008
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

<table>
<thead>
<tr>
<th>WHO REGION</th>
<th>REPORTED DATA(^a)</th>
<th>MODELLED DATA(^a)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(n)</td>
<td>RATE PER 100 000 POPULATION</td>
</tr>
<tr>
<td>AFRICAN REGION</td>
<td>52 302</td>
<td>7.2</td>
</tr>
<tr>
<td>REGION OF THE AMERICAS</td>
<td>139 466</td>
<td>15.5</td>
</tr>
<tr>
<td>SOUTH-EAST ASIA REGION(^+)</td>
<td>143 977</td>
<td>8.4</td>
</tr>
<tr>
<td>EASTERN MEDITERRANEAN REGION(^+)</td>
<td>76 912</td>
<td>14.1</td>
</tr>
<tr>
<td>EUROPEAN REGION</td>
<td>113 346</td>
<td>12.8</td>
</tr>
<tr>
<td>WESTERN PACIFIC REGION(^+)</td>
<td>135 316</td>
<td>7.6</td>
</tr>
<tr>
<td>GLOBAL</td>
<td>661 319</td>
<td>10.1</td>
</tr>
</tbody>
</table>

\(^a\) Adjusted for 30-day definition.

** Source: Global Status Report for Road Safety, 2009

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

- Projected increase without action
- Projected reduction if action taken

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

Pillar 1: Road safety management
Pillar 2: Safer roads and mobility
Pillar 3: Safer vehicle
Pillar 4: Safer road users
Pillar 5: Post-crash response

International coordination

www.decadeofaction.org
Pillar 1: Road safety management

National Lead agency

Data
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
(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

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
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

THE FASTEST INDIAN
Honda Dream- Family model
Honda Dream 125 popular vehicle, less fuel, good accelerating rate, easily to drive.

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