

# **A Decade of Action for Road Safety**

The Moscow Ministerial and beyond

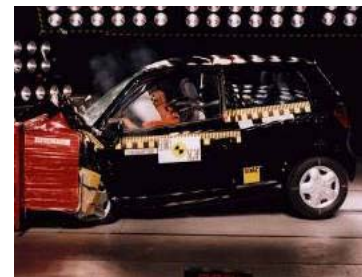


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# Role of the



- Independent UK charity
- Leading global road safety donor: \$25 million since 2002
- Provided funding and support to WHO, World Bank Global Road Safety Facility
- Supporting research and implementation e.g. International Road Assessment Programme (iRAP)
- Global Advocacy for road safety



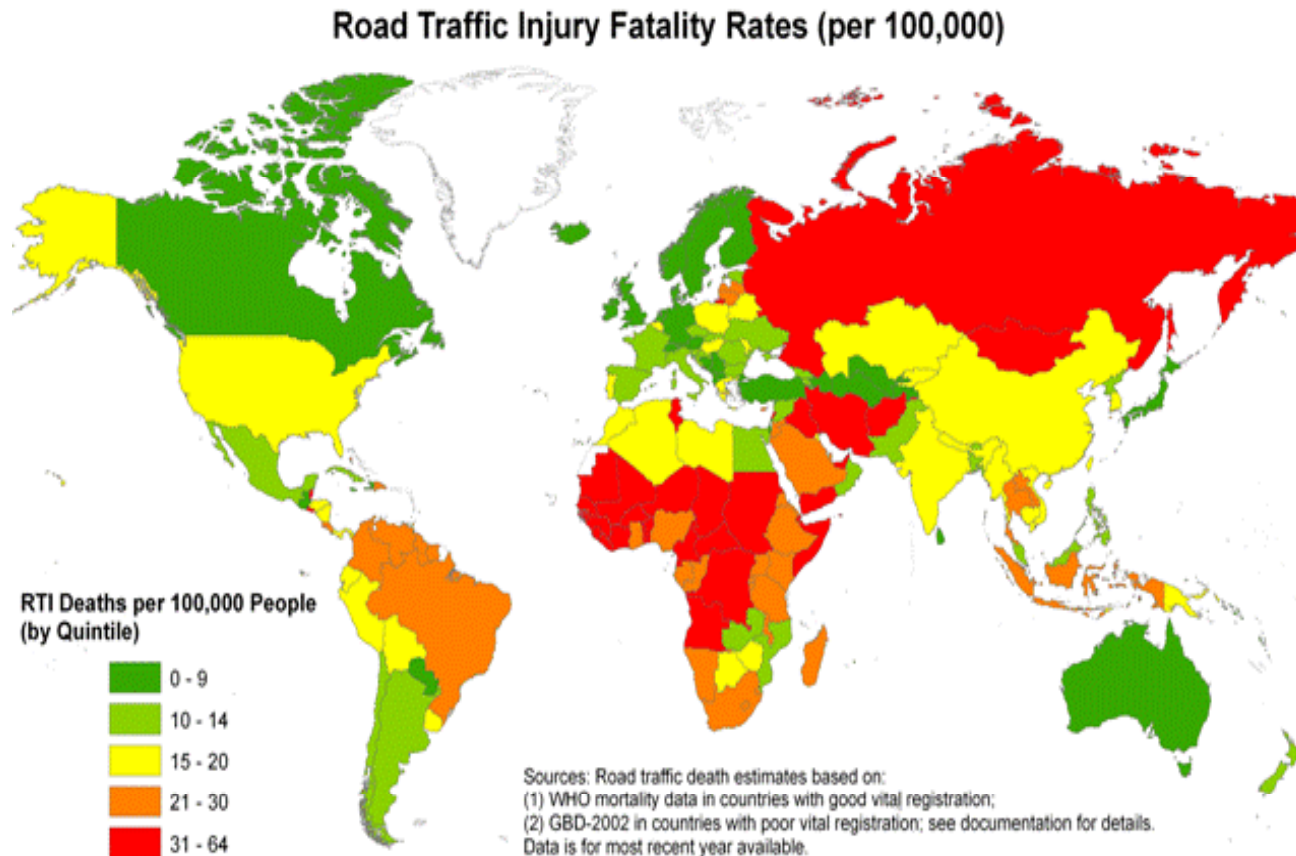
# What is the global problem?

- At least 1.3 million people are killed each year
- 260,000 children die each year
- At least 15 million people seriously injured
- 90% of injuries in middle and low income countries



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# Global Impact of road traffic injuries



Harvard University



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# A Hidden Epidemic

## Leading Global Causes of Death, 2004

	DISEASE OR INJURY	DEATHS (MILLIONS)	PER CENT OF TOTAL DEATHS
1	Ischaemic heart disease	7.2	12.2
2	Cerebrovascular disease	5.7	9.7
3	Lower respiratory infections	4.2	7.1
4	Chronic obstructive pulmonary disease	3.0	5.1
5	Diarrhoeal diseases	2.2	3.7
6	HIV/AIDS	2.0	3.5
7	Tuberculosis	1.5	2.5
8	Trachea, bronchus, lung cancers	1.3	2.3
9	Road traffic accidents	1.3	2.2
10	Prematurity and low birth weight	1.2	2.0
11	Neonatal infections	1.1	1.9
12	Diabetes Mellitus	1.1	1.9
13	Hypertensive heart disease	1.0	1.7
14	Malaria	0.9	1.5
15	Birth asphyxia and birth trauma	0.9	1.5

WHO Global Burden of Disease, 2008



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# Commission for Global Road Safety



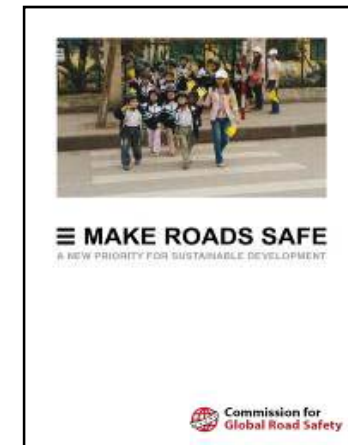
**Commission for  
Global Road Safety**



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# Make Roads Safe: the case for action

- Should be addressed like comparable global issues such as Malaria, TB & HIV AIDS
- Impacts on social and economic development - \$100 billion annual cost to developing countries
- Immediate cost effective 'vaccines' are available: helmets, seat belts, road design improvements
- First Make Roads Safe report recommended Global Ministerial Conference on Road Safety



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# Make Roads Safe campaign



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# Make Roads Safe campaign



Michelle Yeoh – Global Ambassador

## Million name petition presented to Ban Ki-moon



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# UN Road Safety Conference approved



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**≡ MAKE ROADS SAFE**

# Moscow Ministerial Conference

19/20 November 2009

1300000

ROAD ACCIDENT DEATHS A YEAR

TIME FOR ACTION

TIME FOR ACTION



FIRST GLOBAL MINISTERIAL CONFERENCE  
ON ROAD SAFETY  
MOSCOW 2009

[www.1300000.net](http://www.1300000.net)

[www.road-safety-conf.net](http://www.road-safety-conf.net)

## Setting an agenda for Moscow

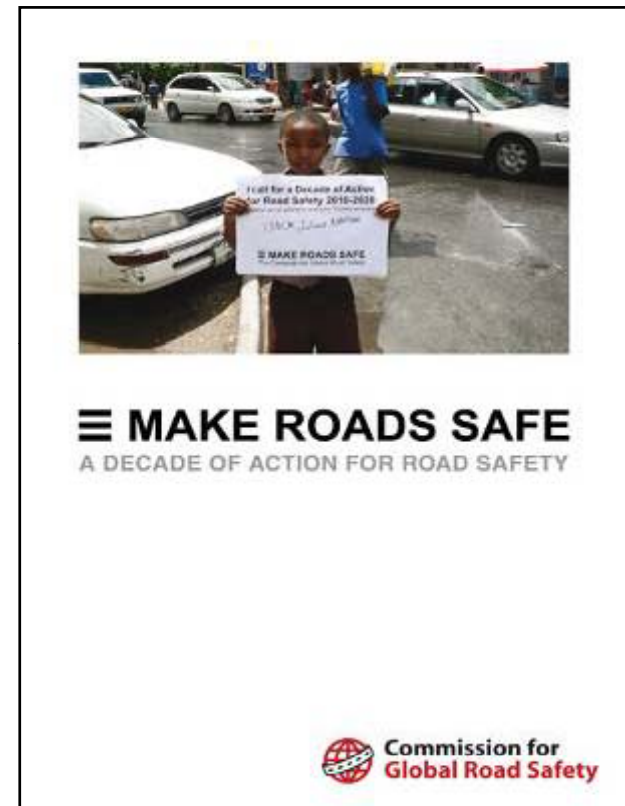


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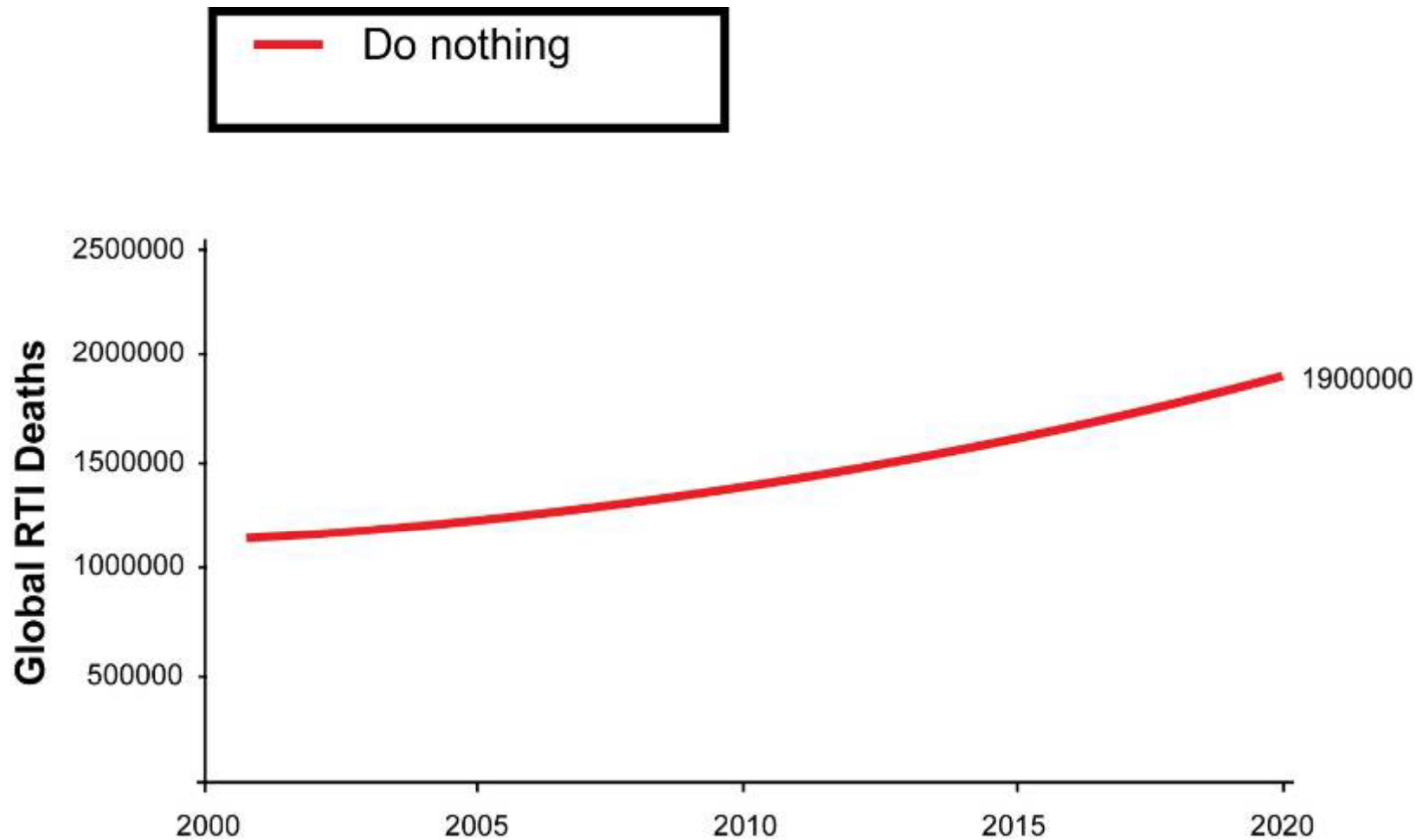
# Make Roads Safe agenda for Moscow Conference

## New report:

- Decade of Action for Road Safety
- \$300 million catalytic global Action Plan funded by governments and foundations
- Institutional action to ensure safe road infrastructure development
- Ambitious and visionary target for reducing projected increase in road deaths by 2020

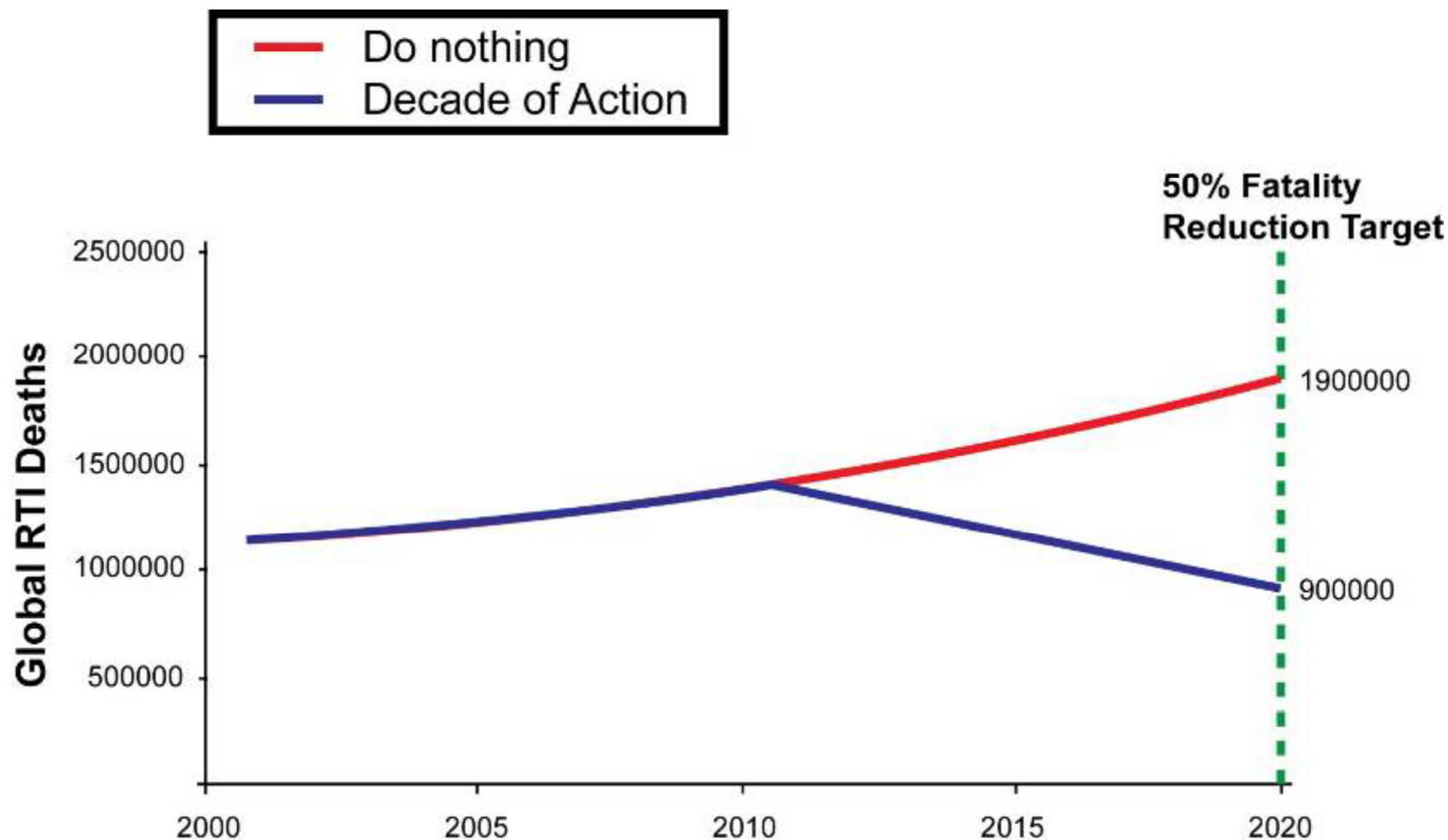


## Changing Direction: Projected Global Road Fatalities



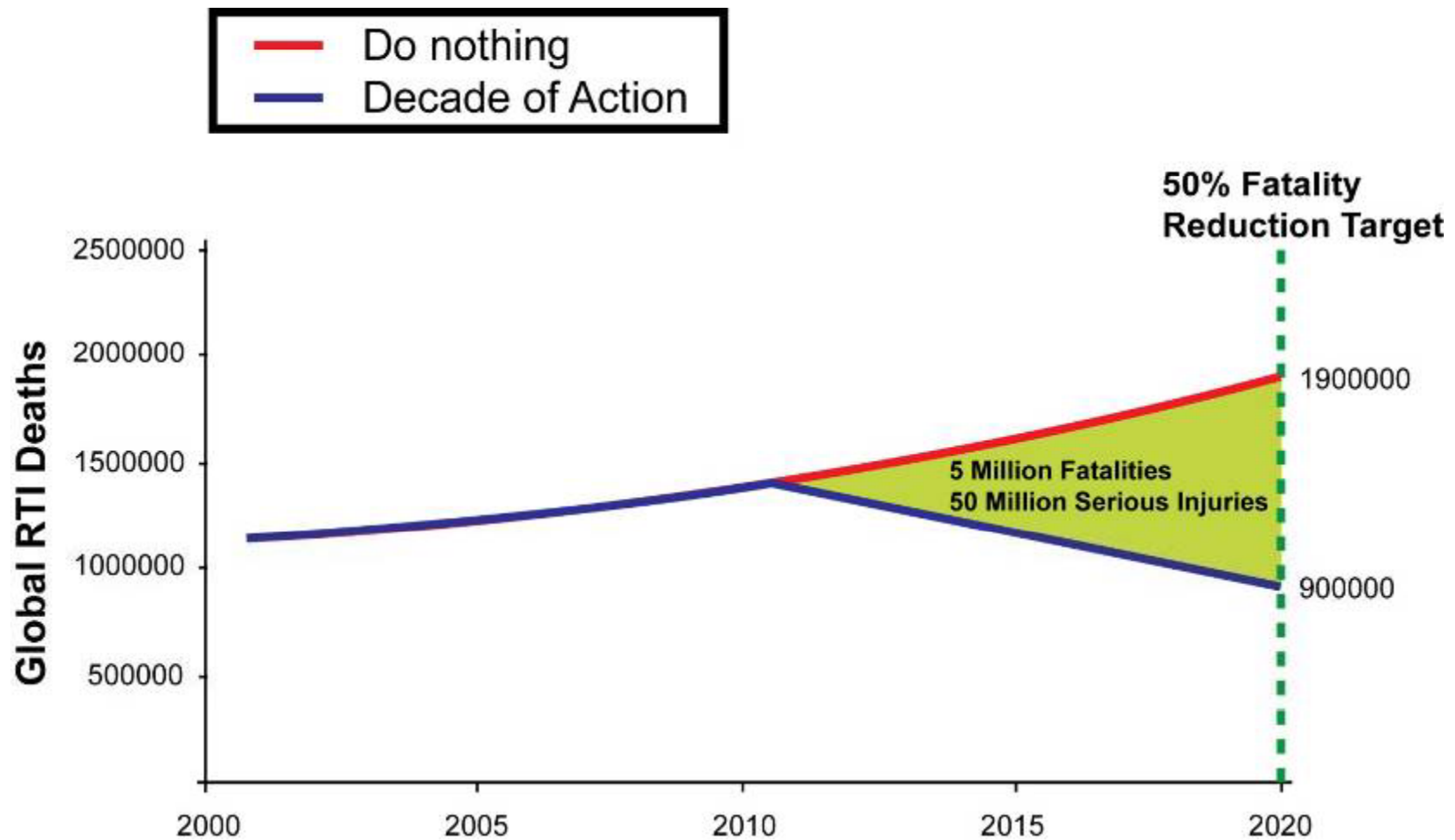
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## Changing Direction: Potential of a Decade of Action for Road Safety



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## Changing Direction: Potential of a Decade of Action for Road Safety



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# Implementing a Decade of Action

- Institutional capacity building and better data
- Safe road infrastructure – assessment and investment
- Vehicle design and technology
- Interim behavioural targets e.g. for helmets and seat belts coupled with improved enforcement
- Post crash care



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## Support the campaign for a Decade of Action...



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# CALL FOR A DECADE OF ACTION FOR ROAD SAFETY

