

A Decade of Action for Road Safety

The Moscow Ministerial and beyond



FIA Foundation
for the Automobile and Society

Role of the



FIA Foundation
for the Automobile and Society

- 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



FIA Foundation
for the Automobile and Society

What is the global problem?

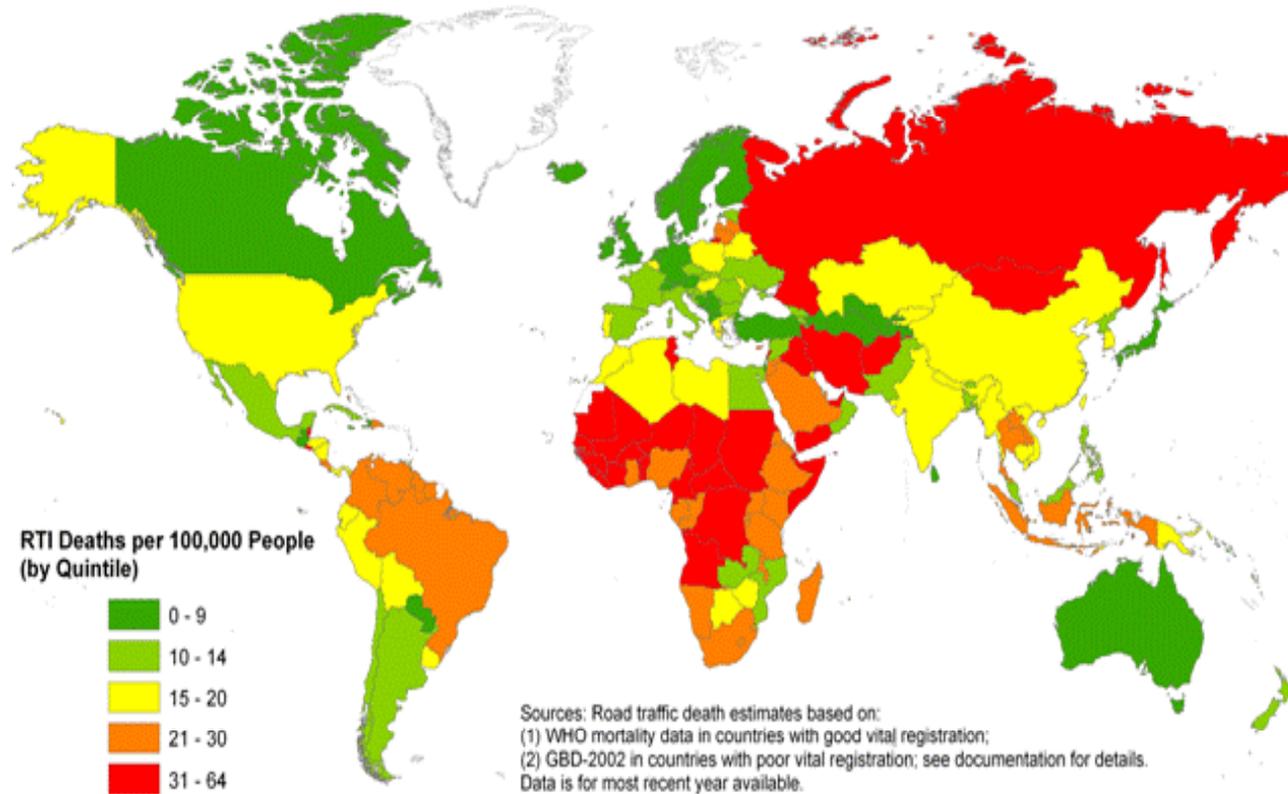
- At least 1.3 million people are killed each year
- 260,000 children die each year
- At least 15 million people seriously injured
- 90% of injuries in middle and low income countries



FIA Foundation
for the Automobile and Society

Global Impact of road traffic injuries

Road Traffic Injury Fatality Rates (per 100,000)



Harvard University



FIA Foundation
for the Automobile and Society

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



FIA Foundation
for the Automobile and Society

Commission for Global Road Safety



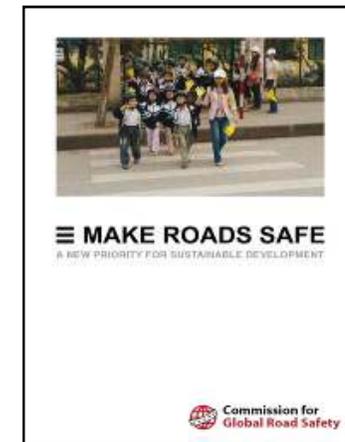
**Commission for
Global Road Safety**



FIA Foundation
for the Automobile and Society

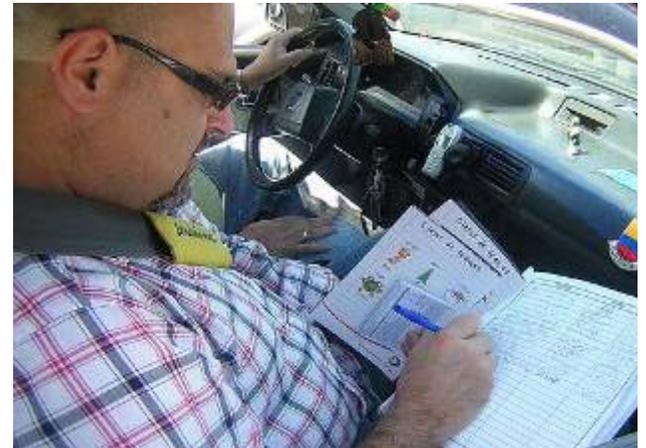
Make Roads Safe: the case for action

- 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



FIA Foundation
for the Automobile and Society

Make Roads Safe campaign



FIA Foundation
for the Automobile and Society

Make Roads Safe campaign



Michelle Yeoh – Global Ambassador

Million name petition presented to Ban Ki-moon



FIA Foundation
for the Automobile and Society

UN Road Safety Conference approved



FIA Foundation
for the Automobile and Society



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

www.road-safety-conf.net

Setting an agenda for Moscow

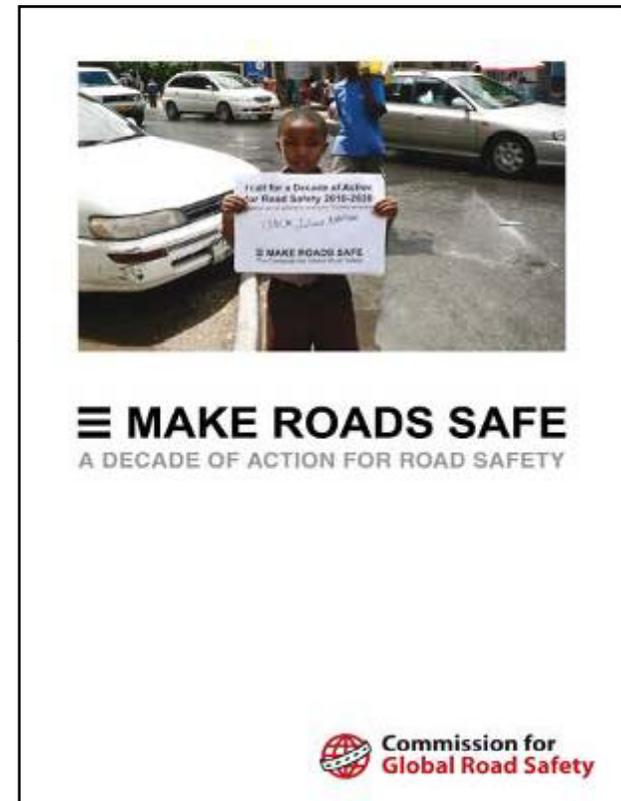


FIA Foundation
for the Automobile and Society

Make Roads Safe agenda for Moscow Conference

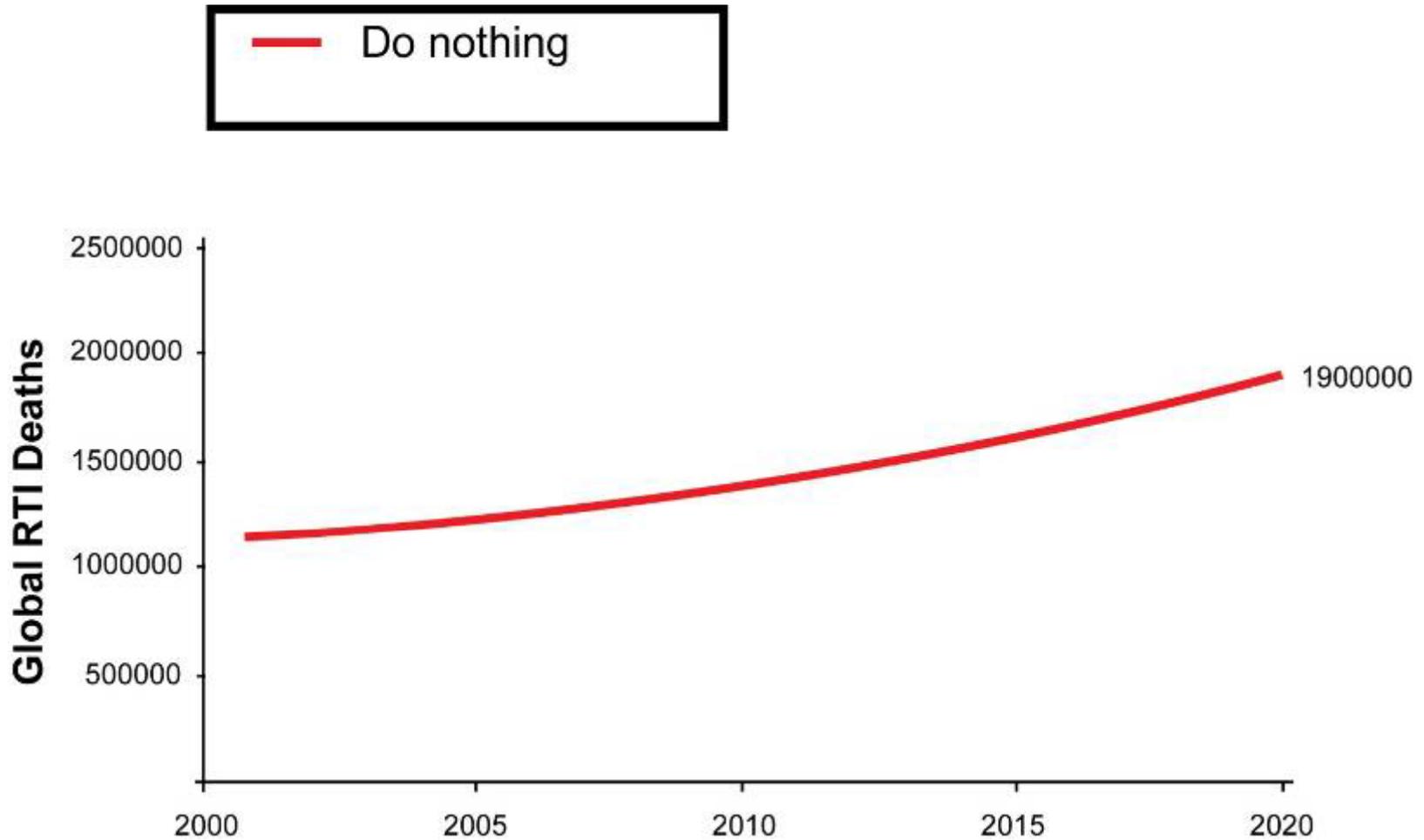
New report:

- 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



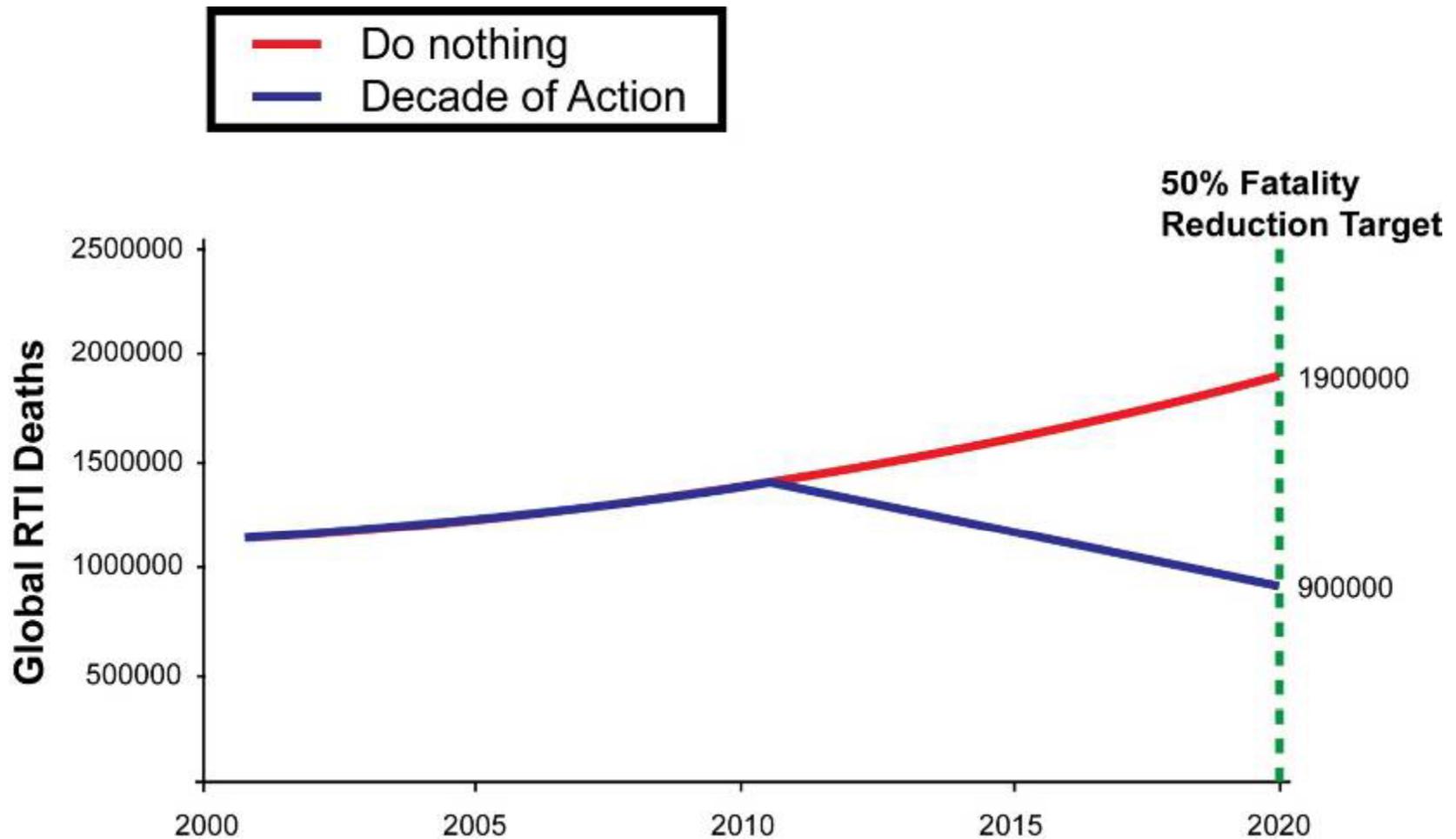
FIA Foundation
for the Automobile and Society

Changing Direction: Projected Global Road Fatalities



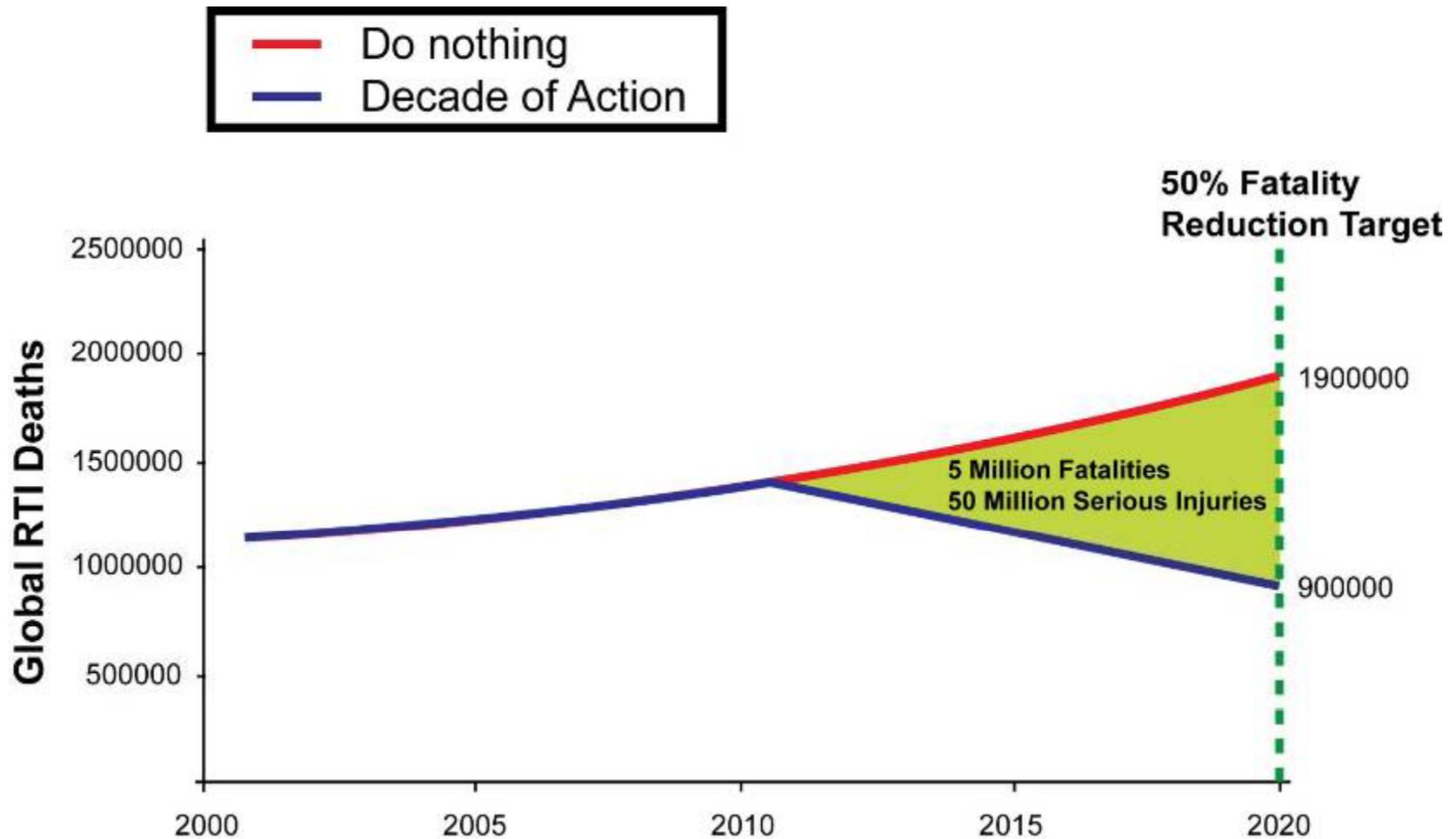
FIA Foundation
for the Automobile and Society

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



FIA Foundation
for the Automobile and Society

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



FIA Foundation
for the Automobile and Society

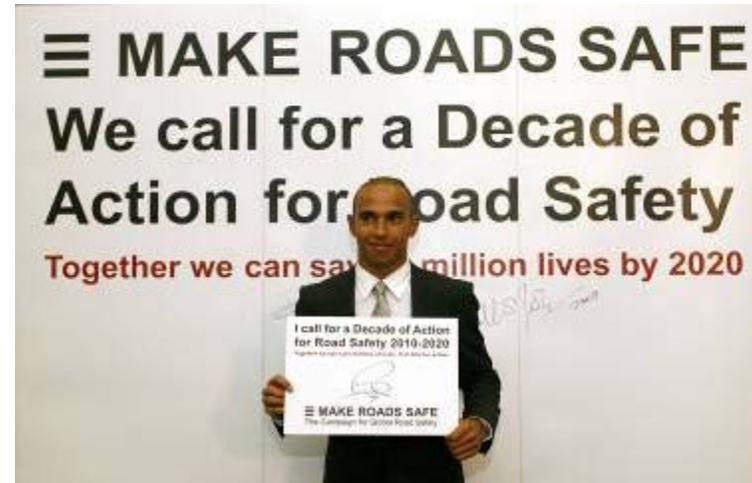
Implementing a Decade of Action

- 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



FIA Foundation
for the Automobile and Society

Support the campaign for a Decade of Action...



FIA Foundation
for the Automobile and Society



CALL FOR A DECADE OF ACTION FOR ROAD SAFETY

