

citizens have human rights too and as the former president of South Africa, the late Nelson Rolihlahla Mandela instructed, we owe our children the right to a life that is free from any violence and fear - to support vulnerable children at risk and to advance the value of their lives. Road crash deaths and injuries are the most profound, most pervasive global violation of the right to a life free from violence. We must address this urgently, committing the resources required to avert this epidemic.

References

- Booker Hill Primary and Nursery School. (2015). *Road Safety with Zoleka Mandela & Johnson and Johnson* [internet]. [cited 24 June 2016]. <http://www.bookerhill.bucks.sch.uk/News/Galleries/>
- FIA Foundation. (2014). *Action to save children's lives with 'Safe Schools' project in South Africa*. 23 May, 2014. [internet]. <http://www.fiafoundation.org/blog/2014/may/action-to-save-children-s-lives-with-safe-schools-project-in-south-africa>
- FIA Foundation. (2014a). *Zoleka Mandela Joins MY World to celebrate its 5 million votes*. Blog. 26 September, 2014. [cited 24 June 2016]. <http://www.fiafoundation.org/blog/2014/september/zoleka-mandela-joins-my-world-to-celebrate-its-5-million-votes?year=2014&month=9>
- FIA Foundation. (2015). *Zoleka Mandela joins J&J CEO in call to Save Kids Lives*. Blog. October 2, 2015. <https://www.fiafoundation.org/blog/2015/october/zoleka-mandela-joins-jj-ceo-in-call-to-save-kids-lives>
- FIA Foundation. (2016). *Make Roads Safe*. [internet] [cited 24 June 2016]. <http://www.fiafoundation.org/our-work/make-roads-safe>
- FIA Foundation. (2016a). *UN Decade of Action for Road Safety 2011-2020*. [internet]. [cited 24 June 2016]. <http://www.fiafoundation.org/our-work/road-safety-fund>
- Road Safety Fund. (2013). *Road Safety at UN's MY World*. 3 October 2013 [internet]. [cited 24 June 2016]. <http://roadsafetyfund.blogspot.co.za/2013/10/road-safety-at-uns-my-world.html>
- Silverman, A. & Billingsley S. [2015]. *Safe To Learn: Safe Journeys To School Are A Child's Right*. FIA Foundation and UNICEF. [cited 24 June 2016]. <http://www.fiafoundation.org/connect/publications/safe-to-learn>
- World Health Organization. (2013). *Ten Strategies For Keeping Children Safe On The Road*. [cited 24 June 2016]. http://www.who.int/roadsafety/week/2015/Ten_Strategies_For_Keeping_Children_Safe_on_the_Road.pdf
- World Health Organization. (2016). *Road traffic injuries*. [internet]. Reviewed May 2016. [cited 24 June 2016]. <http://www.who.int/mediacentre/factsheets/fs358/en/>
- Youth For Road Safety. (2015). *Hope for the most vulnerable: Zoleka Mandela on her child safety mission*. [internet]. *Yours News*. 7 April 2015. [cited 24 June]. http://www.youthforroadsafety.org/news-blog/news-blog-item/t/hope_for_the_most_vulnerable_zoleka_mandela_on_her_child_safety_mission

The Bloomberg Initiative for Global Road Safety 2015-2019: addressing road traffic fatalities in low- and middle-income countries

by Kelly Larson, Rebecca Bavinger and Kelly Henning

Bloomberg Philanthropies

Introduction

Road traffic crashes claim 1.25 million lives each year and severely injure up to 50 million, making it the ninth leading cause of death globally (WHO, 2015). Unless urgent action is taken, the World Health Organization predicts road traffic fatalities will become the world's seventh leading killer by 2030 (WHO, 2014). Beyond the human suffering caused by these preventable deaths, the economic toll is significant, particularly in low- and middle-income countries, where 90% of deaths occur annually (WHO, 2015). The UN Decade of Action for Road Safety 2011-2020 and the inclusion of road safety targets in the UN Sustainable Development Goals have increased global attention, however, urgent action is needed by governments at both

the national and subnational levels to address this public health epidemic.

Bloomberg Philanthropies, recognising that road traffic crashes are a significant public health issue, has invested \$259M since 2007 to address the growing burden of road traffic crashes in low- and middle-income countries. Proven, effective strategies already exist to reduce the risk of death and injury to drivers, riders, passengers, and pedestrians involved in traffic crashes. Bloomberg Philanthropies Initiative for Global Road Safety is funding the world's leading road safety organisations to support national and local governments in low- and middle-income countries to implement interventions proven to reduce crashes and save lives. These interventions include: 1) strengthening road safety legislation; 2) implementing life-saving interventions

that increase seat-belt, child restraint and helmet use, reduce speeding, and eliminate drink-driving; 3) surveying road networks and recommending infrastructure improvements; 4) improving the collection of data to evaluate project effectiveness and better target interventions; and 5) promoting vehicle safety.

In 2015, Bloomberg Philanthropies renewed its commitment to saving lives by improving road safety, investing \$125 million USD over five years to road safety efforts in low- and middle-income countries and cities with a high burden of fatalities and injuries. Benefitting from lessons learned and capitalising on previous successful road safety efforts, Bloomberg Philanthropies refined its approach to ensure the greatest impact by focusing on three key areas: strengthening national legislation; implementing road safety interventions at the municipal level; and promoting vehicle safety.

Strengthening legislation

Strong road safety laws and the implementation of these laws is a key activity in reducing road traffic fatalities. Bloomberg Philanthropies has supported strengthening of road safety laws since 2007 and continues to support the development and passage of road safety laws in China, India, Tanzania, Philippines, and Thailand. Through a legal development program, a cadre of lawyers are being trained on best practice road safety legislation and local organisations funded to advocate for passage of these laws. Journalists receive specialised training to highlight road safety as a significant public health epidemic. In India, Bloomberg Philanthropies grantees have helped draft and are advocating for passage of the comprehensive national Road Safety and Transport Bill. The government of the Philippines recently passed a drink-driving law that prohibits driving with a blood alcohol concentration level over .05%. Bloomberg Philanthropies is supporting a local organisation that will facilitate the implementation of this law in Manila, demonstrating the need for strong implementation nationwide.

Road safety interventions

Cities play a critical role in implementing important road safety interventions, and obtaining high-level political support from the Mayor, or equivalent political leader, is an essential component of any city-level program. Local governments are critical to reducing road traffic deaths, because the most effective, proven strategies are best implemented at the city level; by governments who know their roads and their citizens best. In many countries the majority of the road network is managed by municipal/city level governments. In order to support the important role that cities play in implementing road safety interventions, Bloomberg Philanthropies invited 23 cities, with a population more than 2 million people, to submit proposals to participate in the 2015-2019 Bloomberg Philanthropies Initiative for Global Road Safety. These proposals addressed four key areas: 1) Hard-hitting media campaigns on road user safety-related behaviour – seat-

belt/child restraint and helmet use, speed reduction and drinking and driving reduction 2) police enforcement of the aforementioned road user behaviours 3) promoting sustainable urban transportation and improving the design of cities to meet the needs of pedestrians and not just cars; and 4) monitoring the impact of the city's progress, including road user behaviour, crashes, crash-related fatalities, and non-fatal injuries.

Twenty cities submitted comprehensive, multi-sectorial proposals addressing the burden of road traffic fatalities and injuries; ten cities were selected to participate in the Bloomberg Philanthropies Initiative for Global Road Safety. They include: Accra, Ghana; Addis Ababa, Ethiopia; Bandung, Indonesia; Bangkok, Thailand; Bogota, Colombia; Fortaleza, Brazil; Ho Chi Minh City, Vietnam; Mumbai, India; Sao Paulo, Brazil; and Shanghai, China. All key municipal stakeholders – health, police, transport, urban planning, and the Mayor's office – are actively engaged in implementing road safety interventions.

Bloomberg Philanthropies is providing cities with technical support from the world's leading road safety experts to implement their plans, with the expectation that city governments will commit resources to address road safety. Additionally, Bloomberg Philanthropies is funding three dedicated staff to work within each city government on road safety issues to ensure sustainability of the program. In the 18 months since cities have been engaged, we have seen outstanding commitments to address road traffic fatalities in the 10 cities participating in the Bloomberg Initiative for Road Safety. Select highlights include:

Bangkok, Thailand: Committed resources to develop and run a hard-hitting drinking and driving television campaign in April 2016, which was followed by strong police enforcement.

Bogota, Colombia: More than 100 miles of high-risk roads have been assessed and safety recommendations provided to the city for implementation.

Fortaleza, Brazil: Redesigned several intersections and sidewalks to improve pedestrian safety.

Ho Chi Minh City, Vietnam: Provided detailed design and safety recommendations to Ho Chi Minh City's Bus Rapid Transit (BRT) implementing agency. The safety recommendations will support the 18-mile BRT and 50 miles of connecting corridors running through the city.

Sao Paulo, Brazil: Redesigning several neighbourhoods to improve pedestrian safety and reduced speed limits to 40 km (25 miles) per hour.

Promoting vehicle safety

Vehicle safety plays a significant role in preventing and reducing road traffic fatalities. Given rapid motorisation globally, lives can be saved through improved vehicle safety technology and meeting minimum safety features developed by the United Nation's World Forum for the

Harmonization of Vehicle Regulations, such as airbags, seat-belt anchorages, electronic stability control and anti-lock braking systems (Global NCAP, 2015).

Bloomberg Philanthropies is supporting crash-testing of popular vehicles in Latin America, India and Asia; publishing test results so consumers can make informed decisions when purchasing a vehicle; and calling out car manufacturers who do not meet UN crash standards. Governments play a critical role in regulating vehicle safety standards, and many low- and middle-income countries lack these regulations (WHO, 2015). Since 2015, Bloomberg Philanthropies has supported crash-testing of 17 cars, some receiving 0 stars, the worst safety rating. Increasing awareness, advocating for strong regulations and holding car manufacturers accountable will help assure consumers can purchase safe vehicles regardless of where they live.

Road traffic deaths represent a public health epidemic. This global killer is beginning to receive well-deserved attention.

Bloomberg Philanthropies is committed to maintaining long overdue focused attention on the issue by applying established evidence to address the millions of preventable deaths and injuries each year through continued support to local, national and global efforts.

References

- Global NCAP. (2015). *Democratising car safety: a road map for safer cars 2020*. London: Global NCAP. <http://www.globalncap.org/wp-content/uploads/2015/04/road-map-2020.pdf>
- World Health Organization (WHO). (2014). *Global health estimates*. Geneva: WHO. http://www.who.int/healthinfo/global_burden_disease/en/
- World Health Organization (WHO). (2015). *Global Status Report on Road Safety 2015*. Geneva, WHO. http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/

The critical role of data, education and enforcement in road safety

by Gwen Boniface¹ and Sarah R. Horn²

¹Deputy Executive Director, International Association of Chiefs of Police, boniface@theiacp.org

²Assistant Director and Liaison to the Highway Safety Committee, International Association of Chiefs of Police, horn@theiacp.org

Introduction

As described by the World Health Organization (WHO) in the May 2016 special issue of this journal, the 2015 Global Status Report on Road Safety; the death toll on the world's roadways was 1.25 million per year (Peden et al, 2016).

While increased accessibility to motorised transportation may benefit countries, for many this boon has come with challenges for infrastructure, education, or enforcement. Leaving roadways in disarray where the largest vehicle often wins the ability to move first, usually ends with tragic and life altering crashes.

The WHO estimates that “3,400 people die on road[s] every day,” (UN, 2016) with “human error account[ing] for over 90 percent of [these] accidents.” (Olarde, 2011). It is time for the road safety community to change the narrative of these incidences by not referring to them as ‘accidents’ and to begin to recognise these crashes are preventable by modifying human behaviour (as well as other interventions).

When death or serious injury occurs on the roadways, its impact is far-reaching. Victims may die or suffer serious injuries requiring expensive hospital stays and lost wages, not to mention the emotional costs attached to these traffic crashes. For victims, these losses can send them and their families into an economic spiral, from which they may not be able to recover.

As countries' economies grow and the accessibility of motorised modes of transportation increases, law enforcement can play a key role in educating the public about dangerous driving behaviours, such as drink driving, distracted driving, speeding, and failure to wear a seat belt. By establishing clear educational and enforcement policies, law enforcement can provide the public with the knowledge they need to be safe on the roadways and follow up with enforcement actions to modify driver behaviour.

By reducing the number of roadway crashes, commerce is able to progress, allowing goods and services to be delivered to markets and economies to grow. People's lives ultimately improve in a safe driving environment.