

Contributed Articles

Road safety for all!

by Zoleka Mandela

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My daughter, Zenani Zanethemba Mandela was tragically killed two days after celebrating her 13th birthday in a single vehicle drink-driving crash ahead of the 2010 FIFA World Cup in South Africa. Owing to the tragedy that seized my family, the international Zenani Mandela Campaign for Road Safety was launched in New York City, with the objective of highlighting road safety issues for young people and in support of the United Nations Decade of Action for Road Safety. The specific aim of our campaign is to improve the levels of protection for children, predominantly in developing countries.

Road traffic injury is a global epidemic and a plague upon the young. It is the leading cause of deaths in children between the ages of 10 to 19 years, denying many children an education and imposing poverty on scores of families. In memory of Zenani, a mission was embarked upon to proudly fight for the rights of young people. Albeit the alarming numbers killed on our world's roads annually - more than succumb to diseases such as tuberculosis or malaria or HIV- sufficient attention is not given to this pandemic of young deaths and debilitating injuries.

In aid of the United Nations Global Road Safety Week 2013, the Zenani Mandela Campaign introduced the "Long Short Walk," a campaign to generate protection for global road users that is of better quality. This gives supporters worldwide, the opportunity to highlight roads they consider both dangerous and requiring safety precautions, so that governments are pressed to include road safety into the new Sustainable Development Goals.

We must do more, but we are making progress. Ahead of the global meeting, I visited Booker Hill Primary and Nursery School High Wycombe where children had been learning about global road safety as well as the life of Nelson Mandela and history of South Africa. (Booker Hill Primary and Nursery School, 2015). In a school assembly, I told the teachers and children about the Save Kids Lives campaign which the school will join along with a local road safety project to be carried out with Johnson & Johnson (FIA Foundation, 2015). As a member of the UN Road Safety Collaboration, Janssen together with Johnson & Johnson, have donated roughly a million dollars towards the UN Decade of Action for Road Safety.

"The project is a pioneering approach to road safety, introducing safe road infrastructure to protect school children on the route to and from school, combined with road safety education and awareness for children and teachers from Takalani Sesame and Childsafe" (FIA Foundation, 2014). The fitting of a road traffic light made certain that 1,150 children at the school had a much safer road to travel to school and assisted in preventing vehicles from traveling at 90 km/h.

The Save Kids Lives campaign is for children's road safety and binds policy makers to pledge themselves to long-lasting action to improve road safety for children entirely. The Child Declaration for Road Safety, consistent with the campaign, intensifies the voices of children who are seldom heard, and asks individuals to provide them with safer roads.

The World Health Organization has publicised that half of the individuals who die on the world's roads are Vulnerable Road Users, i.e., motorcyclists, cyclists and pedestrians. The Long Short Walk Campaign emphasises safer walking worldwide, similar to the Safe Schools Project that was launched in South Africa as an initiative of the Decade of Action for Road Safety. Until now, 90% of fatalities on roads around the world have occurred in low and middle income countries, including Africa which has the most dangerous roads in the world.

Leading the launch of the first Safe Schools project in South Africa was an initiative undertaken as part of the Decade of Action for Road Safety. "The project has been initiated by the Road Safety Fund and has been made possible through global support for project work, which is part of the Decade of Action for Road Safety. The project is primarily funded with a donation from Decade of Action global corporate supporter Janssen, a Johnson & Johnson company" (FIA Foundation, 2015).

The world is in need of more road safety role players committed to addressing the challenges facing road safety in the world, to empower the voices of children and many generations to come. With only four years to achieve the Sustainable Development Goals target, urgent action is needed and must be adopted in a global commitment to effective action.

For five years of the Decade of Action, there have been greater efforts to reduce fatalities and injuries on our world's roads yet road deaths have not decreased at the rate required to realistically meet the international goals laid out by the Decade of Action for Road Safety. Road traffic injuries and fatalities are preventable - safe crossings for children on route to school, tougher actions on speeding, drink driving as well as seatbelt and helmet use are existing life saving measures which can protect our children if implemented.

As a result of the 2015 Brasilia Global Conference and accompanied by the UN Resolution in April 2016 to take the global agenda forward on road safety, governments have committed to the ambitious target to halve road fatalities worldwide by the year 2020. As saving lives on the road is an absolute priority; with a greater level of commitment together with an emphasis on ambition and action, averting the 1.24 million road users who are killed on global roads annually will result in a decline in social and economic consequences that destabilise progress toward the Millennium Development Goals.

The World Health Organization refers to an astonishing figure of 1.9 million people as they describe the annual road traffic death forecast by the year 2020. Particularly in low-income countries, innumerable interventions to make progress with road safety have proven unsuccessful due to the lack of sustainable funding. The Safe to Learn report that was launched by the FIA Foundation and UNICEF indicates that no matter the level of income in all countries, the measures to guarantee the safety of its children on the roads can always be enforced (Silverman and Billingsley, 2015).

Much more work is needed to reach the objectives of the Decade of Action and the new global target to halve road fatalities in the Sustainable Development Goals. Therefore, joining together in stronger partnerships – corporations, governments, and civil society - all around the world can create immediate action to ensure that all contributors deploy policies that will protect children and end road traffic injury.

The My World initiative, offering individuals a window of opportunity to vote for better roads and transport, is a means by which a call is conveyed to world leaders to commit to action and the employment of road safety legislation and enforcement. The initiative celebrated reaching five million votes cast in the global public opinion survey, that was intended for the new development goals and responsible for connecting representatives of the public together with policy makers at the United Nations, in relation to the new priorities for global development (FIA Foundation, 2014a).

Developing countries are desperate for the support and partnership of high-income countries with substantial resources and will benefit prominently from practical interventions designed to impact positively on high-risk regions. Issues with reference to road safety influence the safety of school children. Supporting road safety education

will aid in the development of both their attitudes and behaviours, and place further responsibility on all road users in developing and developed nations.

Campaign work can increase international funding and support to encourage road safety initiatives nationally on behalf of children who lose their lives through no fault of their own. With the purpose of creating a greater understanding in our society of this man-made epidemic, an acceleration on how countries respond progressively to dangerous roads and much higher levels of road traffic injury will revive the hope of society and provide deserving children with the opportunity to succeed academically and contribute to their communities.

According to UNICEF, a number of studies conveyed over the past ten years have confirmed a connection between road safety and poverty. "Globally, children in low-income and middle-income countries have a road traffic death rate nearly three times as high as those in high-income countries" (WHO, 2013).

I have been a passionate road safety advocate since the tragic death of my daughter Zenani, and through published articles in the Huffington Post and Youth for Road Safety hope to draw poignant attention on the need to protect the most vulnerable in the world; children and place focus on the #SaveKidsLives campaign (see Youth For Road Safety, 2015).

The Zoleka Mandela Foundation with the aim of increasing the level of road safety awareness within the youth and in schools, supports the Decade of Action for Road Safety and is inspired to further reduce road accidents by means of educating and training road safety ambassadors in South Africa; thus creating road safety experts who will in return, transfer the skills they have been taught into their respective communities to then educate school pupils as well as youth. The Foundation has developed a road safety empowerment programme that relies on the financial support of NGOs, corporates, government and civil society to safeguard the success of its initiative.

The Zenani Mandela Road Safety Scholarship is recognised by the Nelson Mandela Foundation and was launched together with the FIA Foundation's Commission for Global Road Safety at the Make Roads Safe campaign conference that took place in London. South African policy makers confront death and injury on their country's roads by learning from road safety professionals worldwide and restoring road safety in their own communities.

Realistically, road deaths are not appropriately recognised as a developmental crisis despite being a major public health epidemic. Making sustainable transport a priority for all and preventing unwarranted suffering, will necessitate a global intolerance to denying the rights of our children to travel to school.

Notwithstanding that global road death and injury are widespread phenomena that lack precedence and concerted efforts, they remain a crisis that can be put right to each and every child's advantage. Undeniably, our most vulnerable

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.

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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