

2015 - SAFE ROADS FOR ALL

TAKE ACTION IN 2015
TO TACKLE THE GLOBAL
ROAD INJURY EPIDEMIC

More than 1.2 million people are killed every year on the world's roads.

At least ten million people are seriously injured, many permanently disabled.

Road crashes are the leading worldwide cause of death for young people.

The UN 'Decade of Action' launched in 2011 has made some progress. But more resourcing and political commitment, including an SDG target, are needed if life-saving initiatives are to be scaled up.



FOUNDATION

SUPPORT AN SDG TARGET FOR ROAD SAFETY

Transport and road safety were missing from the Millennium Development Goals. As the international community focused on a few key (and extremely important) priorities, the necessary skills, funding and policy for sustainable mobility were neglected. The results are all too easy to see: rising road deaths, unsafe and unsuitable road infrastructure, failures in land-use planning, a fatal emphasis on moving goods at speed on newly metalled roads without thinking about the human consequences. This is bad for public health, bad for developing economies and bad for the environment.

**IN 2015
WE CAN
CHANGE THIS.**



The UN's 'Open Working Group' on the SDGs has included road safety targets in a proposed Health Goal and Cities Goal. You can help to secure new momentum for action to prevent road traffic injuries by supporting the retention of these targets in the final negotiations:

GOAL 3.6 (HEALTH): By 2030* halve global deaths and injuries from road traffic accidents.

GOAL 11.2 (CITIES): By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

Action to 2030

*We encourage negotiators to agree a target date of 2030 - an ambitious but achievable timescale to halve road deaths. From a 2010 baseline, UN General Assembly Resolution A/RES/64/255 established a goal for the UN Decade of Action for Road Safety 'to stabilize and then reduce the forecast level of road traffic fatalities around the world' by 2020. An SDG target can support this initial objective and then build on it to deliver a further fatality reduction, 50% overall, by 2030.

ACHIEVABLE TARGETS FOR ALL

POST-2015 GLOBAL ROAD FATALITY TARGETS

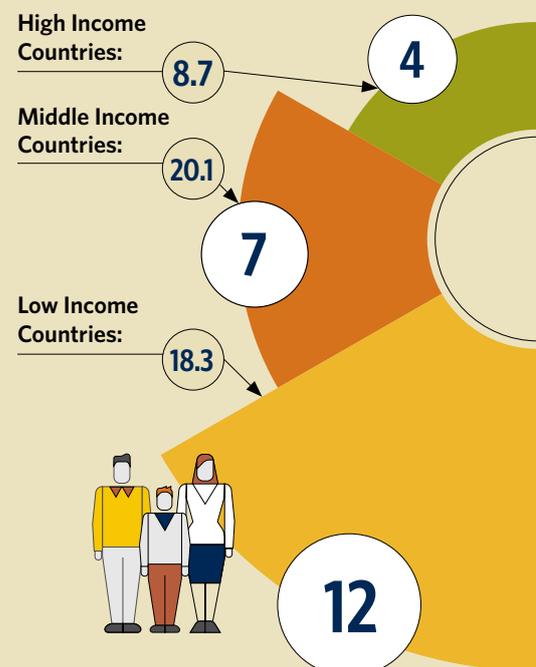


With funding support from UK's DFID & the German GIZ, WHO and road safety experts have worked with the Partnership on Sustainable Low Carbon Transport (SLoCaT) to develop targets and sub-targets for 2030. These targets should be our minimum ambition: the ultimate objective is to go 'Towards Zero'.

Data from WHO Global Status Report on Road Safety 2013 & IHME Global Burden of Disease 2010

DEATHS PER 100,000 POPULATION 2010 BASELINE - 2030 TARGET

○ 2010 baseline ○ 2030 target



COMMIT TO ACTION AT BRASILIA 2015

On 18-19 November 2015 the Brazilian Government will host the second High Level Global Conference on Road Safety in Brasilia. More than 100 government delegations are expected to attend, with multi-sectoral participation from transport, policing, infrastructure, health and development ministries and agencies. Please ensure your country has ministerial-level participation.

The conference, building on the first High Level Conference held in Moscow in 2009, will provide an opportunity to review progress in the UN Decade of Action for Road Safety; agree measurable objectives for the next five years to help achieve the Decade target of 'stabilising and reducing' global road deaths from 2010 levels by 2020; and to begin building partnerships and financing that can deliver the Sustainable Development Goal targets for road safety.

OUR AGENDA FOR BRAZIL

Working together, through innovative funding and implementation partnerships, we can drive down road traffic casualties. Governments and other actors meeting in Brasilia should agree to work on some specific practical outcomes which can have significant impact. The FIA Foundation is focusing on four key areas:

Enhancing safety performance and protection for all road users on the 10% of highest risk roads.

We are supporting the work of the non-profit International Road Assessment Programme (iRAP) which works with governments and development banks rating highways across the world for safety. Improving a road by one iRAP star rating can halve death risk. We want to see the highest risk roads meeting minimum 3 star standards by 2020, entirely eliminating 1-2 star roads globally by 2030.



Delivering safe streets for all, particularly around schools, through low speed zones and improved pedestrian and cyclist facilities.

In partnership with UNICEF we are building coalitions and evidence in several countries to improve safety for children on their journey to and from school, as a foundation for community-wide safe and sustainable mobility. We have a vision that by 2030 every child should be protected on the way to school, with safe walking and cycling routes: good for health, good for our environment.



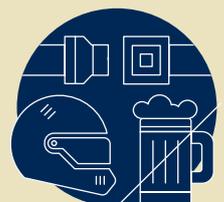
Ensuring all new cars meet minimum UN vehicle safety standards, with air bags and electronic stability control (ESC), by 2020.

Through our support for the Global New Car Assessment Programme (Global NCAP), we are enabling independent car crash testing in India, Latin America and SE Asia, catalysing consumer demand for safety. Governments should meet this demand by regulating to at least minimum UN standards, and requiring proven and cost effective safety technologies as standard equipment.



Improving road user behaviour through legislative action, awareness raising and sustained enforcement.

Working with regional NGOs, FIA automobile clubs and new road safety partners including USAID and Save the Children, we are supporting national initiatives that demonstrate success is possible with a combination of catalytic international funding and expertise, and local leadership: motorcycle helmet legislation in SE Asia; seat belts on school buses in Latin America; sustained enforcement in eastern Europe.



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2015 IS A VITAL YEAR FOR GLOBAL ROAD SAFETY



#SaveKidsLives

Through UN Global Road Safety Week in May and during 2015, hundreds of organisations around the world are coming together, supporting the #SaveKidsLives Child Declaration for Road Safety, and calling for a road safety target to be included in the SDGs.

www.savekidslives2015.org



Zoleka Mandela, Global Road Safety Advocate



US Transportation Secretary Anthony Foxx with movie actress Michelle Yeoh

Post-2015 Agenda

In September the world will agree new Sustainable Development Goals, defining the international public health, development and environmental agenda for the next 15 years. Road safety targets are included in the 'Zero Draft' negotiated by UN Member States last year - your support is needed to keep them there.

www.fiafoundation.org/advocacy

High Level Conference

In November 2015 the Brazilian Government will host a second High Level Conference on Road Safety in Brasilia. This is an opportunity to agree some specific objectives for making roads safer that can be delivered by the end of the UN Decade of Action for Road Safety in 2020. It can also be a first chance to build alliances for implementation of SDG road safety targets, engaging governments, cities, civil society and the philanthropic and private sectors.



Dilma Rousseff,
President of Brazil



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