

# LEADERSHIP FOR ROAD SAFETY

The fifth UN Global Road Safety Week, 6-12 May 2019

Stronger leadership is needed to advance road safety around the world. Effective leaders provide a compelling vision of the future and mobilize people to achieve that vision.

We need leadership on road safety at all levels of society. That means parliamentarians improving laws. Mayors making their cities safe for walking and cycling. Headteachers calling for speed limits and sidewalks around their schools, and parents becoming role models for their children.

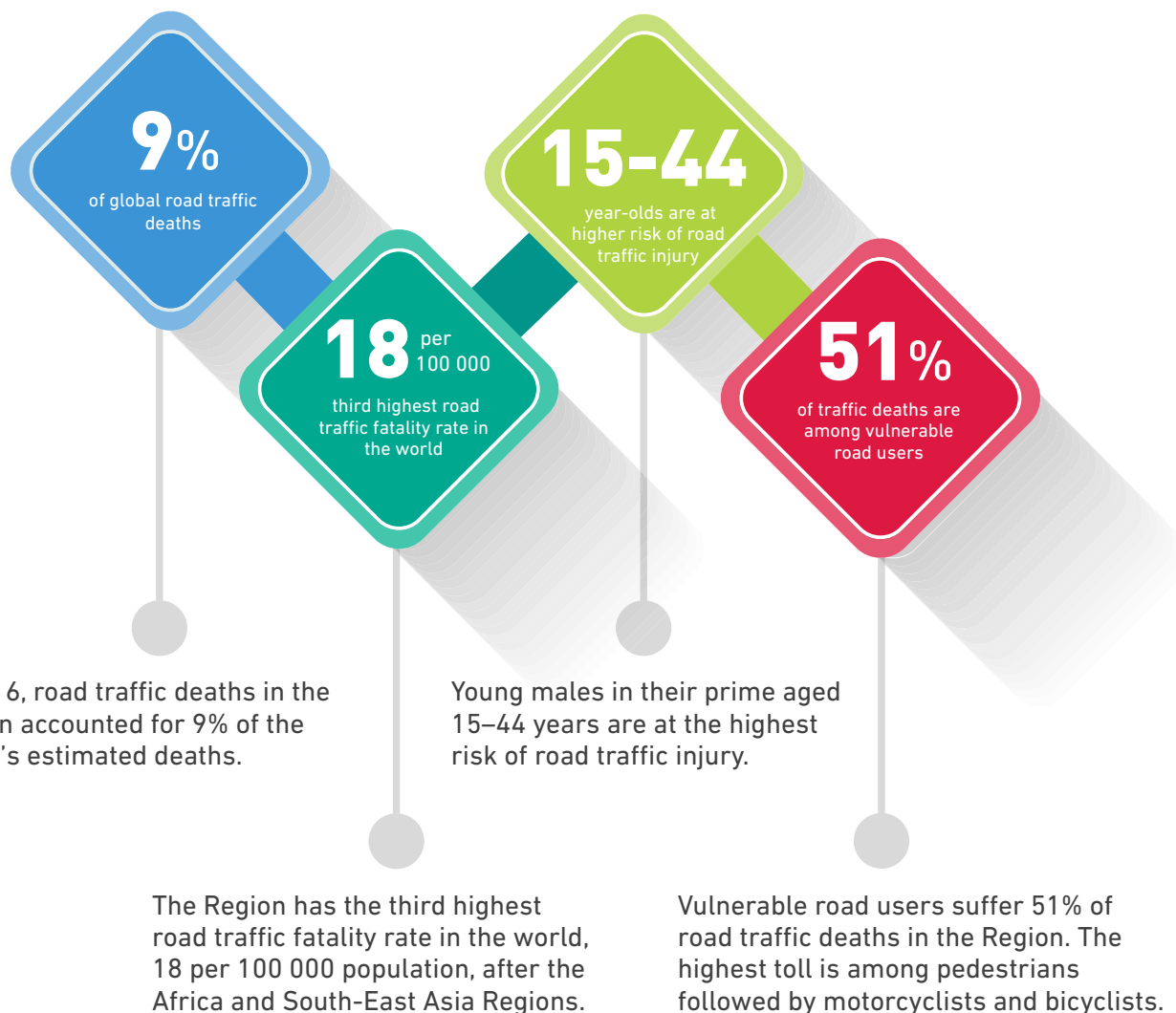
Young people can also take the lead by advocating for safer behaviours among their peers and safer systems to support such behaviour.

Leadership is key to driving change, raising awareness and generating demand among all stakeholders.

Road traffic injuries and deaths are largely preventable through the adoption of a Safe System approach and the implementation of evidence-based proven interventions.

Road safety leadership is essential to achieve road safety targets including Sustainable Development Goal (SDG) target 3.6: to reduce road traffic deaths and injuries by 50% and SDG target 11.2: to provide access to safe, affordable, accessible and sustainable transport systems for all.

## KEY FACTS ABOUT ROAD SAFETY IN THE EASTERN MEDITERRANEAN REGION



For more information, see the Global status report on road safety 2018: [www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2018](http://www.who.int/violence_injury_prevention/road_safety_status/2018).

Leadership for road safety is one of the six strategies of the Save LIVES road safety technical package – an evidence-based inventory of priority interventions which focuses on:

- > **S**peed management
- > **L**eadership
- > **I**nfrastructure design and improvement
- > **V**ehicle safety standards
- > **E**nforcement of traffic laws
- > post-crash **S**urvival

You can download the package for free at: [www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/save-lives-package](http://www.who.int/violence_injury_prevention/publications/road_traffic/save-lives-package).

# LEADERSHIP SOLUTIONS IN THE EASTERN MEDITERRANEAN REGION

## Establish an agency to spearhead road safety

- Seventeen countries in the Eastern Mediterranean Region have a designated lead agency for road safety.
- The roles and responsibilities of lead agencies vary from coordinating national road safety efforts, to developing and revising legislation, and monitoring and evaluation.

## Develop and fund a road safety strategy

- Road safety strategies have been developed in 14 countries in the Region, and 11 of them are fully or partially funded.
- Few country strategies have tangible road safety targets.

## Evaluate the impact of road safety strategies

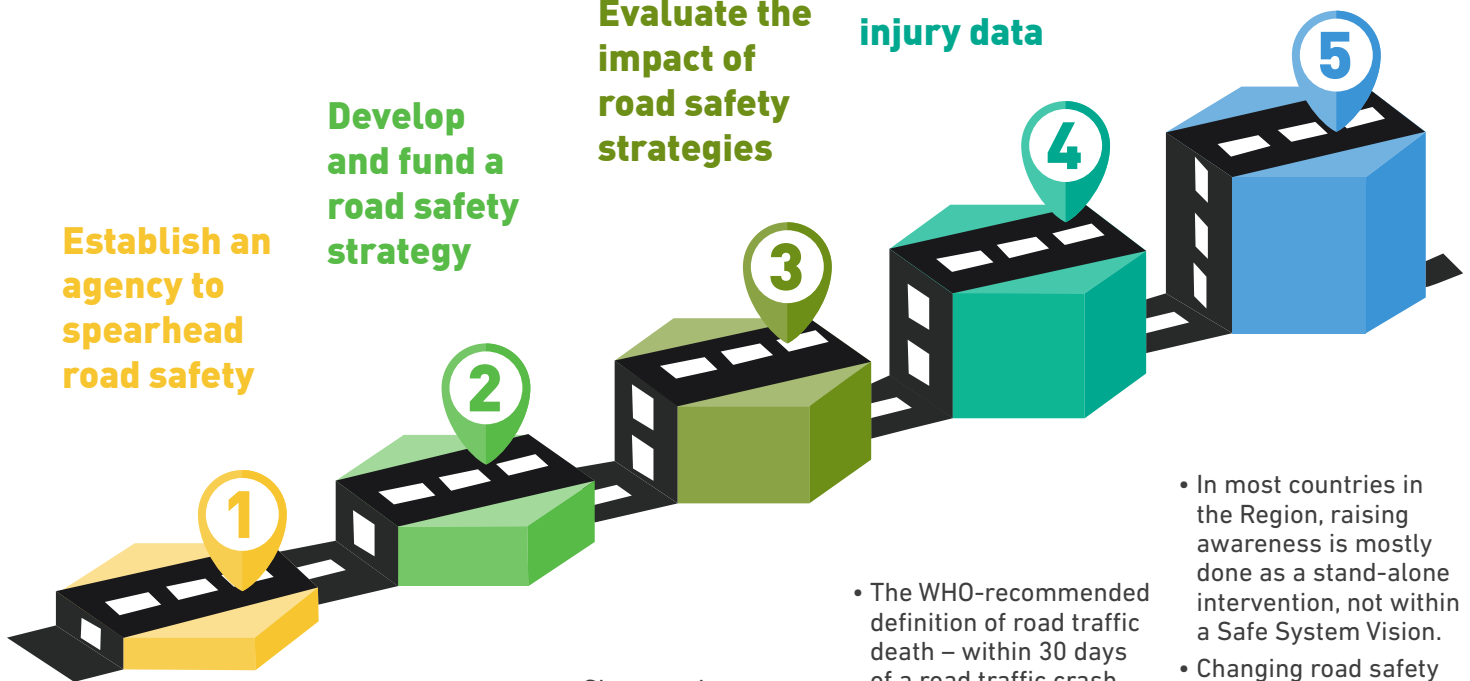
- Six countries say they have conducted a standardized assessment of their prehospital and facility-based emergency care systems.
- Eighteen countries have carried out full or partial road safety audits or star ratings for new roads. Twelve countries have undertaken safety assessments or star rating of existing roads.

## Harmonize and improve road traffic injury data

- The WHO-recommended definition of road traffic death – within 30 days of a road traffic crash – is only used in 13 countries.
- Under-reporting is still an issue in the Region. The overall reported number of road traffic deaths in the Region is around half the estimated number.
- Only four countries have reported data on the estimated percentage of road traffic crash victims with permanent disability.
- Only seven countries reported the estimated percentage of their gross domestic product lost due to road traffic crashes, with estimates ranging from as low as 0.05% to as high as 6.6%.

## Raise awareness and public support

- In most countries in the Region, raising awareness is mostly done as a stand-alone intervention, not within a Safe System Vision.
- Changing road safety behaviour to reduce fatalities does not just rely on individual knowledge and skills. It needs to be supported by community support, perception of vulnerability and risk, engineering measures, appropriate legislation and strict enforcement.
- Awareness-raising through education and social marketing campaigns can only work when undertaken in conjunction with other solutions as part of a holistic approach to road safety.



# EFFECTIVE LEADERSHIP CAN

**1** Develop sound governance to underpin specific interventions

**2** Address broader societal and governance issues that affect road safety policy

**3** Trigger action and mobilize stakeholders

**4** Improve coordination of road safety policy across different agencies

**5** Provide frameworks and accountability to ensure that specific interventions are implemented and road safety policy outcomes achieved

**6** Allocate financial and human resources to road safety policy

**7** Increase awareness of road safety risk factors and prevention measures, leading to greater support for enforcement and other road safety interventions.