Strategic action framework to

Strengthen road safety systems

in the Eastern Mediterranean Region

DRAFT

World Health Organization
REGIONAL OFFICE FOR THE Eastern Mediterranean

Strategic action framework to strengthen road safety systems in the Eastern Mediterranean Region

Draft

October 2023

World Health Organization
REGIONAL OFFICE FOR THE Eastern Mediterranean

CONTENTS

PREFACE

This strategic action framework to strengthen road safety systems in the World Health Organization (WHO) Eastern Mediterranean Region was developed with the vision of having a Region free of road traffic fatalities and serious injuries, where no one dies or is injured while using a sustainable road transportation system. The framework is intended to support Member States in their efforts to implement United Nations General Assembly resolution A/74/L.86 on improving global road safety, which declared a Decade of Action for Road Safety 2021–2030 with an ambitious target to reduce road traffic deaths and injuries by at least 50% by its end. The resolution also "Requests the World Health Organization and the United Nations regional commissions, as well as other relevant United Nations agencies, to continue the activities aimed at supporting the implementation of the road safety-related targets in the 2030 Agenda, while ensuring system-wide coherence". A global plan based on the Safe System approach was thus developed by WHO and the United Nations regional commissions in cooperation with partners in the United Nations Road Safety Collaboration and other stakeholders and launched in October 2021 as a generic guide for implementation of the Decade of Action.

The strategic action framework was drafted in 2022 to support countries in operationalizing the Safe System approach, and draws on the global action plan, taking account of the context of the Eastern Mediterranean Region. The adoption of the framework and implementation of the actions it suggests are pivotal to ensuring that progress towards a Safe System is achieved across the Region. The framework has been developed in full consultation with the Member States of the Region through a process that included the presentation of the framework's outline in a pre-Regional Committee technical session in 2022 and a consultative meeting held in Cairo, Egypt, in March 2023.

RATIONALE

Road traffic injuries continue to impose a serious public health burden at both global and regional levels. Every year almost 1.35 million people are killed worldwide due to traffic crashes and as many as 50 million people are injured. Road traffic injury is the leading cause of death for children and young adults aged 5–29 years around the world *(1)*.

The WHO Eastern Mediterranean Region accounts for almost 9% of the world's estimated road traffic deaths, despite having only 5% of the world's vehicles. It has the third highest fatality rate among all WHO regions (Fig. 1), with an estimated traffic fatality rate of 18.0 deaths per 100 000 population in 2016 *(2)*. An additional 340 000 people are injured in non-fatal crashes annually *(3)*.

WHO estimates that every day over 370 individuals are killed on the Region's roads, which translates to almost 15 individuals every hour; a preventable burden that cannot be ignored. Road traffic injuries were among the 10 leading causes of death in the Region in 2000 and 2019, ranking as the ninth and tenth top cause, respectively (Table 1). Moreover, the absolute number of deaths due to road traffic injuries in the Region has been on the rise over the years. It is estimated that if road traffic injuries go unchecked, they could assume a higher ranking among the leading causes of death in the Region by 2030 (*4*).

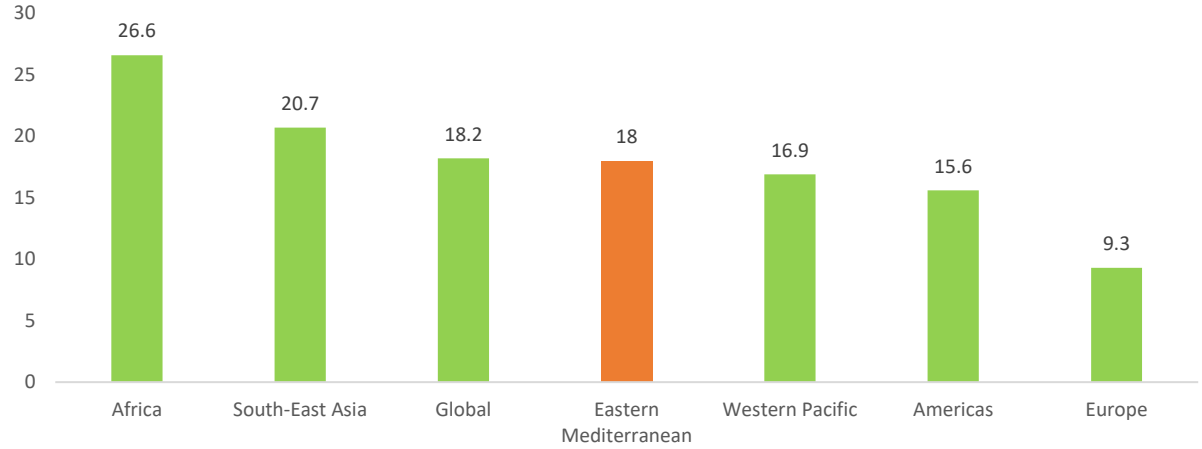

Fig. 1. Road traffic fatality rates in 2016 per 100 000 population by WHO region

Source: World Health Organization *(2)*.

Eastern Mediterranean Region			
2000 (Global Health Estimates)		2019 (Global Health Estimates)	
1	Ischaemic heart disease	1	Ischaemic heart disease
2	Neonatal conditions	2	Stroke
3	Lower respiratory infections	3	Neonatal conditions
4	Stroke	4	Lower respiratory infections
5	Diarrhoeal diseases	5	Cirrhosis of the liver
6	Cirrhosis of the liver	6	Diarrhoeal diseases
7	Chronic obstructive pulmonary disease	7	Chronic obstructive pulmonary disease
8	Tuberculosis	8	Kidney diseases
9	Road injury	9	Diabetes mellitus
10	Kidney diseases	10	Road injury

Table. 1. Top 10 causes of death in the Eastern Mediterranean Region in terms of deaths per 100 000 population among both genders and all ages, 2000 and 2019

Source: World Health Organization *(5)*.

The regional burden of road traffic injuries falls disproportionately on males, vulnerable road users (pedestrians, cyclists and motorcyclists) and on those aged between 15 and 44 years. Road traffic injury is one of the leading causes of death among young people (aged 15–29 years) in the Region, the most economically productive age group. Besides the incalculable human toll, the resultant economic burden is heavy, ranging from 0.05% to 6.6% of countries' GDP *(6)*. The huge toll of road traffic injury, disability and death costs the Region's economies billions of dollars, and inflict a heavy strain on health and social services as well as on families, communities and society at large. The implications for public health and development are grave.

Yet experience shows that prevention works. Evidence-based and cost-effective interventions to prevent and control road traffic injuries are known and have been successful in different parts of the world, including the Eastern Mediterranean Region, through concerted collective efforts at all levels of government and society based on a common vision and goal (7*,8*).

Countries have a responsibility to meet their road safety-related mandates and commitments. In 2020, they endorsed United Nations General Assembly resolution A/RES/74/299 declaring a new Decade of Action for Road Safety (2021–2030), with a goal of reducing road traffic deaths and injuries by at least 50% by its end. The resolution aimed to revitalize efforts to improve global road safety performance and re-established the ambitious target, introduced initially as part of the first Decade of Action (2011–2020) *(9)*. The Global Plan for the Decade of Action for Road Safety (2021–2030) calls for a comprehensive, whole-of-government and whole-of-society, Safe System approach to improving the safety of roads, building upon the foundations laid by the first Decade of Action, as well as the goals and targets set forth in the 2030 Agenda for Sustainable Development *(10)*.

In July 2022, countries underlined their commitment to addressing road safety in the Political Declaration of the United Nations General Assembly High-Level Meeting on Improving Global Road Safety *(11)*. While stressing the primary responsibility of governments, the Declaration recognizes the shared responsibility of the private sector, academia, professional organizations, nongovernmental organizations, citizens and media in addressing road safety. It also emphasizes the importance of developing and implementing regional, national and subnational plans drawing on the Global Plan.

The Sustainable Development Goals (SDGs) also include two targets that relate to road safety: target 3.6 on reducing deaths and the trauma caused by road accidents in SDG 3 (Good Health and Well-being) and target 11.2 on access to safe, affordable, accessible and sustainable transport systems in SDG 11 (Sustainable Cities and Communities) (Table 2). These SDG targets recognize global road safety as a public health, economic and development issue *(12)*.

Table 2. Sustainable Development goals (SDGs)

SDG 3	Ensure healthy lives and promote well-being for all at all ages	3.6. By 2020, halve the number of global deaths and injuries from road traffic accidents.
SDG 11	Make cities and human settlements inclusive, safe, resilient and sustainable	11.2. 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.

Table 3. The voluntary global performance targets for road safety risk factors

Target 1	By 2020, all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.
Target 2	By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.
Target 3	By 2030, all new roads achieve technical standards for all road users that take into account road safety or meet a three-star rating or better.
Target 4	By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.
Target 5	By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.
Target 6	By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.
Target 7	By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.
Target 8	By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.
Target 9	By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.
Target 10	By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.
Target 11	By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.
Target 12	By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.

Earlier in 2018, Member States adopted United Nations General Assembly resolution A/RES/72/271, endorsing 12 voluntary global performance targets for road safety risk factors and service delivery mechanisms (see Table 3). These targets provide further impetus towards achieving common global road safety targets *(13)*.

Against this backdrop, the health sector has a key role in addressing road traffic injuries, as part of broader multisectoral action. The health sector, with the active leadership of ministries of health, is responsible for the health and well-being of the population. It has the mandate and duty to prevent and respond to major causes of morbidity and mortality *(14)*. The health sector also has a strong economic interest in improving road safety, given the cost incurred by delivery of post-crash care. Safer roads can have positive impacts on public health, quality of life, economic growth, gender equity, societal development, social justice and the quality of the environment. For instance, improved road safety encourages active transportation and mobility, including walking and cycling. This can help increase physical activity rates, reducing risks for cardiovascular and other diseases. Safe roads can also have significant social benefits leading to improved access to jobs, education and health care for all. Safe, sustainable transport reduces reliance on heavily-polluting vehicles. A larger mode share of mass transit, shared vehicles, cycling and walking reduces vehicle emissions and supports efforts to combat climate change. This can also be linked to improved respiratory health as a result of less transport-related air pollution *(15)*.

There are multiple channels through which the health sector contributes to addressing road traffic injuries: collecting data, analysis of risk factors, informing and advocating for political and legislative change, providing post-injury care, and playing a stewardship role in strengthening and driving multisectoral coordination and action *(16)*.

This regional framework supports country action to operationalize the Global Plan for the Decade of Action for Road Safety (2021–2030) and develop national strategies and plans, taking into account the local context and drawing on internationally proven best practices.

CONCEPTUAL APPROACH

The basis for this framework lies in taking a systemic view of the road safety problem and proposed solutions. This approach recognizes that road traffic deaths and injuries are a systemic problem, and that safety is the outcome of several complex and dynamic factors that interact with each other as a system. The quality and level of safety offered by such a system influences the way people choose to travel and behave on the roads, and their level of exposure to the risk of a collision. A system that produces road deaths is not one designed to be a safe system *(17)*.

Improving the intrinsic level of safety within the system is only possible when human vulnerability and frailty, particularly of the most vulnerable road users, is placed at the centre of system design. The Safe System approach recognizes that there are a variety of interdependent system elements that work together to protect road users from serious harm (see Fig. 2). Reducing the potential for high energy impacts is essential, demanding interventions and technologies that address traffic speeds and make road infrastructure more "forgiving". Forgiving road infrastructure and design allow room for rectification of any errors. If the error cannot be corrected in time and a crash happens, the road design should still aim to limit the severity of casualties so that fatalities and serious injuries are avoided *(18)*. The rationale is that errors are inevitable in the road transport system and should be accommodated by road design. This requires responsibility to be shared between road designers, operators and users, as well as private sector partners, unlocking wider resources and collaborative efforts. Road safety therefore requires a multisectoral, multi-actor, systemic approach *(19)*.

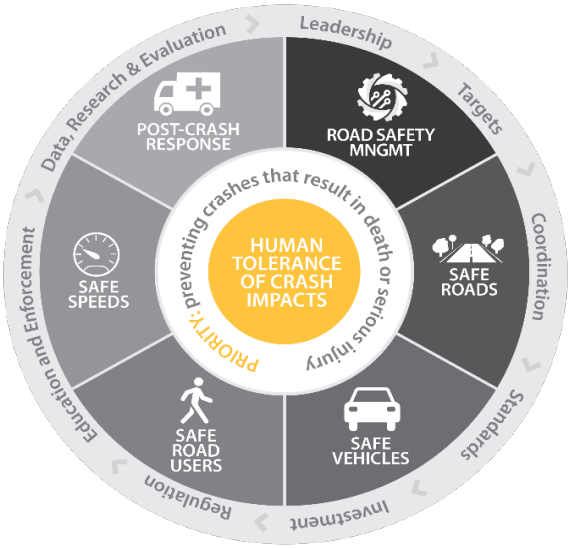

Fig. 2. Safe System model

Source: Towards Zero Foundation, Agilysis, Parliamentary Advisory Council for Transport Safety *(20)*.

When a system offers a high level of safety, it produces broader systemic benefits related to quality of life, quality of the environment and sustainability. A Safe System puts people first, and accepts the fact that people are prone to making mistakes. It puts in place evidence-based solutions and measures to absorb these mistakes through multiple layers of safeguards so that even if one part of the system fails, road users are still protected *(19)*.

The traditional approach to road safety has been to focus on specific issues in isolation through education, engineering, emergency response, or targeted enforcement. However, there is never a single underlying cause of road deaths, nor are there single, standalone solutions. Instead, as mentioned above, road deaths are caused by a combination of several factors that come into play. These include not just drivers, vehicles and the road environment, but also the strategies, processes and policies that govern the design and use of the road and transport system. Many of these factors are in place long before a driver steps into a vehicle, such as land-use planning and road construction *(21)*.

The Safe System approach requires a change in mindset in how we address the problem of road deaths, towards an integrated understanding as outlined in Table 4.

Table 4. Traditional approach to road safety versus the Safe System approach

	Traditional approach	Safe System approach
Problem	"Accidents" or crashes are seen as the problem. These are sometimes seen as unavoidable	Fatalities and injuries are the problem. They are preventable and can be addressed through evidence-based measures. The priority should be protecting life rather than simply preventing crashes
Causes	Crashes are generally seen as the result of human factors such as negligence, distraction or failure to comply with rules. Solutions are often designed to address only these failures	A systemic approach accepts that human beings make mistakes. Road deaths are a systemic failure involving multiple factors. The aim is to reduce the impact of these mistakes by creating a forgiving road system
Responsibility	Road users are responsible for their own safety	Responsibility is shared. Road system designers and policy-makers are equally responsible for safety
Approach	Incremental (reactive) approach to reduce crashes	Systemic approach to proactively build a safe system
Goals	Reduce the number of fatalities and serious injuries	The long-term goal is to eliminate road fatalities and injuries through progressive targets and goals

Source: International Transport Forum *(22)*.

DEVELOPMENT PROCESS

This regional framework was developed following extensive consultation with Member States, international and nongovernmental organizations, and a range of national, regional and international road safety experts.

Phase 1: Finalizing the first draft of the framework

A consultative meeting on improving road safety in the Eastern Mediterranean Region was held with Member States in Amman, Jordan, in September 2018 and the proposed draft framework was revised accordingly in early 2019.

Phase 2: Updating the framework based on the Global Plan for the Decade of Action for Road Safety 2021–2030

In 2022, the content and framing of the regional framework was revised to reflect high-level developments in road safety since 2019, including the launch of the new Decade of Action for Road Safety and its Global Action Plan (28 October 2021). This revised version was put forward for feedback by Member States, experts and representatives of nongovernmental organizations during a regional consultation in Cairo, Egypt, in March 2023. The current updated version incorporates the inputs received from Member States during that consultation.

AIM

The aim of the framework is to provide guidance to countries of the Eastern Mediterranean Region on designing and implementing context-specific and comprehensive road safety multisectoral policies and action plans, and monitoring their implementation, based on the Safe System approach.

FUNDAMENTAL PRINCIPLES OF THE SAFE SYSTEM APPROACH

Achieving the vision of reduced road deaths and serious injuries through the Safe System approach requires certain fundamental principles and elements to be in place to guide implementation. A Safe System is based on the following fundamental principles.

- People by nature make mistakes that can lead to road crashes. These mistakes must be anticipated and should not result in death or injury.
- The human body is vulnerable to injury from impact and has a limited ability to tolerate crash forces before harm occurs. This tolerance is even lower for vulnerable groups like children, the elderly and people who are walking and cycling. Beyond 30 km/h, the risk of death increases significantly for a person struck by a car. Minimizing impact forces and speeds forms a central aspect of a Safe System. Impact forces and speeds must be even lower in areas of high risk for vulnerable groups of road users.
- Establishing a safe mobility system is and should be a shared responsibility among road designers, operators, users, providers of post-crash response and private sector partners including vehicle manufactures and other industries, in order to unlock wider resources and collaborative efforts, and prevent crashes that result in serious injury or death.
- A safe mobility system includes policies, plans, strategies and processes that govern the design and use of road systems. Many of these factors are in place long before a road user takes to the road and should be addressed as such. A proactive approach is taken to making the mobility system safe, rather than waiting for events to occur and reacting to them.
- All parts of the system must be strengthened to augment their effects, so that if one part fails, road users are still protected.
- No death or serious injury should be accepted in the mobility system. Lack of safety should not be a trade-off for faster mobility. Rather, the mobility system should be both efficient and safe for all road users.

VISION

A Region free of road traffic fatalities and serious injuries, where no one dies or is injured using a sustainable road transportation system.

GOAL

To progressively reduce the number of road traffic deaths and serious injuries in countries of the Eastern Mediterranean Region, through the implementation of the Safe System approach.

STRATEGIC OBJECTIVES

To achieve the goal of the regional framework, the following strategic objectives are proposed:

- establish an empowered and accountable structural and institutional foundation for road safety coordination, planning, management and monitoring that enables multiple layers of safeguards for road users and builds a culture of safety;
- implement evidence-based policies, measures and programmes in key action areas to achieve a Safe System taking into consideration the needs of all user groups, in particular the most affected and vulnerable users such as young people and non-motorized transport users;
- monitor performance, evaluate outcomes and feed them back into the system for continual improvement and progressive reduction of fatalities and serious injuries.

A list of actions that will contribute to the achievement of the strategic objectives has been developed, grouped into action areas (see Annex 1). For each action area, actions are provided for implementation, involving different levels of government, WHO and partners, including those in the private and nongovernmental sectors. Concerned national stakeholders can select from these actions when developing national action plans, based on their local contexts and considerations.

REFERENCES

1. Road traffic injuries: key facts [website]. Geneva: World Health Organization; 2022 (https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries, accessed 19 September 2023).
2. Global status report on road safety 2018. Geneva: World Health Organization; 2018 (https://www.who.int/publications/i/item/9789241565684, accessed 19 September 2023).
3. Policy brief: reducing injury, disability, death and economic losses through road safety in the Eastern Mediterranean Region. Cairo: WHO Regional Office for the Eastern Mediterranean; 2020 (https://apps.who.int/iris/handle/10665/333845, accessed 19 September 2023).
4. Global health estimates: life expectancy and leading causes of death and disability. The Global Health Observatory [website]. Geneva: World Health Organization; 2023 (https://www.who.int/data/gho/data/themes/mortality-and-global-health-estimates, accessed 19 September 2023).
5. Global health estimates: leading causes of death. The Global Health Observatory [website]. Geneva: World Health Organization; 2023 (https://www.who.int/data/gho/data/themes/mortality-and-global-health-estimates/ghe-leading-causes-of-death, accessed 19 September 2023).
6. Road safety in the Eastern Mediterranean Region: facts from the global status report on road safety 2018. Cairo: WHO Regional Office for the Eastern Mediterranean; 2020 (https://apps.who.int/iris/handle/10665/333844, accessed 19 September 2023).
7. Peden M, Scurfield R, Sleet D, Mathers C, Jarawan E, Hyder AA, et al, editors. World report on road traffic injury prevention. Geneva: World Health Organization; 2004 (https://www.who.int/publications/i/item/world-report-on-road-traffic-injury-prevention, accessed 19 September 2023).
8. Turner B, Job S, Mitra S. Guide for road safety interventions: evidence of what works and what does not work. Washington DC: World Bank; 2021 (https://www.roadsafetyfacility.org/publications/guide-road-safety-interventions-evidence-what-works-and-what-does-not-work, accessed 19 September 2023).
9. Resolution A/RES/74/299 adopted by the United Nations General Assembly on 31 August 2020 (https://digitallibrary.un.org/record/3879711/files/A_RES_74_299-EN.pdf, accessed 19 September 2023).
10. Global Plan for the Decade of Action for Road Safety 2021–2030. Geneva: World Health Organization; 2021 (https://www.who.int/publications/m/item/global-plan-for-the-decade-of-action-for-road-safety-2021-2030, accessed 19 September 2023).
11. Political Declaration of the United Nations General Assembly UNGA High-Level Meeting on Improving Global Road Safety. New York: United Nations; 2021 (https://www.un.org/pga/76/wp-content/uploads/sites/101/2022/06/23-June-Political-Declaration-on-Road-Safety.pdf, accessed 19 September 2023).
12. The 17 Goals [website]. Geneva: United Nations; 2023 (https://sdgs.un.org/goals, accessed 19 September 2023).

13. Developing global targets for road safety risk factors and service delivery mechanisms [website]. Geneva: World Health Organization; 2023 (https://www.who.int/activities/developing-global-targets-for-road-safety-risk-factors-and-service-delivery-mechanisms).

14. Preventing injuries and violence: a guide for ministries of health. Geneva: World Health Organization; 2007 (https://apps.who.int/iris/handle/10665/43628, accessed 19 September 2023).

15. Sustainable cities: Health at the heart of urban development. Geneva: World Health Organization (https://www.who.int/docs/default-source/documents/publications/sustainable-cities.pdf?sfvrsn=2accfb68_1, accessed 19 September 2023).

16. Sustainable transport, sustainable development. Interagency report for the second Global Sustainable Transport Conference. United Nations; 2021 (https://sdgs.un.org/sites/default/files/2021-10/Transportation%20Report%202021_FullReport_Digital.pdf, accessed 19 September 2023).

17. Saving lives beyond 2020: the next steps. Recommendations of the Academic Expert Group for the 3rd Global Ministerial Conference on Road Safety. Borlänge: Swedish Transport Administration; 2019 (https://www.roadsafetysweden.com/contentassets/c65bb9192abb44d5b26b633e70e0be2c/200113_final-report-single.pdf, accessed 19 September 2023).

18. Forgiving Roads Concept. Road Safety Toolkit [website]. London: International Road Assessment Programme (iRAP); 2022 (https://toolkit.irap.org/safer-road-treatments/forgiving-roads-concept/, accessed 19 September 2023).

19. Save lives: a road safety technical package. Geneva: World Health Organization; 2017 (https://www.who.int/publications/i/item/save-lives-a-road-safety-technical-package, accessed 19 September 2023).

20. Towards Zero Foundation, Agilysis, Parliamentary Advisory Council for Transport Safety. GB Road Safety Performance Index. Banbury: Agilysis; 2021 (https://agilysis.co.uk/wp-content/uploads/sites/25/2021/11/GB-Road-Safety-Performance-Index-Report.pdf, accessed 12 August 2023).

21. Welle B, Sharpin AB, Adriazola-Steil C, Soames J, Shotten M, Bose D, et al. Sustainable and safe: a vision and guidance for zero road deaths. Washington, DC: World Resources Institute; 2018 (https://files.wri.org/d8/s3fs-public/sustainable-safe.pdf, accessed 19 September 2023).

22. International Transport Forum. Zero road deaths and serious injuries: leading a paradigm shift to a safe system. Paris: OECD Publishing; 2016 (https://www.oecd.org/publications/zero-road-deaths-and-serious-injuries-9789282108055-en.htm, accessed 19 September 2023).

ANNEX 1. STRATEGIC ACTION FRAMEWORK TO STRENGTHEN ROAD SAFETY SYSTEMS IN THE EASTERN MEDITERRANEAN REGION

Strategic objective 1. Establish an empowered and accountable structural and institutional foundation for road safety coordination, planning, management and monitoring

Action area	Required actions	Role of WHO	Role of partners
1.1 Road safety strategy	• Undertake a situation analysis and document road safety efforts towards generation of action priorities, drawing on the achievements of the 2011–2020 Decade of Action for Road Safety as well as identified strengths and gaps. • Develop a unified multisectoral strategy that considers the needs of all road users, including vulnerable and high-risk groups, in full consultation with all concerned stakeholders. • Establish within the strategy linkages with relevant development agendas and priorities, such as environmental sustainability, climate change, and sustainable and healthy cities. • Ensure that the strategy includes an economic analysis of road fatalities and injuries, and the economic benefits of investment in improving road safety. • Set and publicly commit within the strategy to country and subnational fatality and injury reduction targets to be achieved within the specified timeframe of the strategy. • Develop a communication and social marketing component across the national strategy, including documentation of good practices and success stories. • Publish and launch the strategy with identification of roles and responsibilities of various sectors/agencies to implement respective actions/interventions under their mandate. • Develop sectoral action plans based on the roles and responsibilities indicated in the strategy.	• Provide normative guidance and access to technical expertise. • Support development of the strategy, including in less-resourced settings, and sharing best practices and experiences.	• Encourage active non-health stakeholder participation in developing the strategy, such as transport, legal and enforcement entities, civil society and academia. • Provide technical support and funding for infrastructure and implementation of national strategy. • Leverage public-private partnerships to sponsor and support strategic plans and implementation.
1.2 Lead agency	• Establish/strengthen/assign a national agency responsible for coordination, regulation and monitoring of implementation of the road safety strategy and ensure sustainable and sufficient financial and human and resources. • Ensure adequate user, youth and gender representation on the board of the agency. • Establish legal authority and autonomy for the national lead agency, where needed, based on the country context. • Establish a clear mandate, accountability mechanism and reporting lines to government for the lead agency. • Establish roles, responsibilities and targets for the national agency. • Strengthen horizontal cooperation between government departments and non-government entities (such as civil society, victims' groups and community groups). • Set up coordination mechanisms for sub-national implementation of the strategy.	• Provide technical support and capacity building, including through best practices and lessons learnt. • Help in drawing up criteria for identifying representation of concerned stakeholders.	• Raise awareness and undertake advocacy. • Help identify potential representatives. • Inform process by sharing perspectives.

Action area	Required actions	Role of WHO	Role of partners
1.3 Financing	• Ensure that the road safety strategy includes a section on economic costing and return on investment. • Assess the current available resources and allocate adequate budget for road safety. • Identify possible long-term funding mechanisms for fulfilling unmet needs of a costed road safety programme and strategy at the national and subnational levels. • Apply a results-based management approach in developing the budget operational plans to enhance accountability and implementation as planned and targeted. • Develop a national resource mobilization plan and establish a specialized resource mobilization unit within the lead agency. • Engage the private sector and formulate policy on public-private partnerships.	• Share lessons learnt and best practices. • Identify funding opportunities/donors at the global and regional levels and connect them with governments. • Support the development of an investment case for road safety.	• Provide support for resource mobilization and sharing best practices. • Facilitate engagement of the private sector and insurance companies and encourage corporate social responsibility.
1.4 Prioritization and planning	• Utilize data and evidence to inform policy and planning and to identify high-risk infrastructure and behaviours, as well as high-impact action areas, to prioritize for immediate response. • Undertake cost–effectiveness analysis to help define national priorities for road safety. • Adopt a participatory approach in the prioritization process while ensuring engagement of all stakeholders, including communities and nongovernmental organizations.	• Provide guidance on identifying strengths and gaps and on generating priority actions. • Share best practices in evidence-based planning and prioritization.	• Support the engagement of non-health actors and community engagement in the identification of priorities.
1.5 Legal frameworks	• Review and expand existing signatories of key United Nations conventions and legal instruments (listed on page 19 of the Global Plan for the Decade of Action for Road Safety 2021–2030). • Establish the appropriate mechanisms for the translation of adopted United Nations conventions into national regulatory systems. • Document implementation of the national strategy to identify strengths and gaps in the supporting legal framework.	• Share key legal frameworks and conventions. • Support review of the implementation of legal frameworks.	• Advocate for joining key road safety-related conventions and legal instruments. • Contribute to drafting national frameworks for implementation of signed/accredited conventions.
1.6 Capacity development	• Integrate training on the Safe System approach in training across all levels of system designers. • Establish capacity development programmes for road safety professionals working for relevant stakeholders and organizations, including in government, the private sector, civil society and research institutions, on different aspects of road safety, such as road safety management and advocacy, safer roads, safer vehicles, road user behaviour and law enforcement, data systems, and post-crash response. • Integrate road safety into academic curricula in relevant disciplines such as public health, transport and urban planning. • Establish road safety as an accredited field of study, with academic institutions, programmes, training courses, continuing education, and so on. • Set up professional and community of practice networks at the national and regional level for knowledge and experience exchange and mutual support.	• Provide technical support and training. • Support adaptation of WHO training materials to local needs and context. • Identify and connect with experts and assist with training of trainers. • Share opportunities for scholarships and/or fellowships.	• Provide technical and financial support. • Fund capacity-building opportunities and study tours, including scholarships and fellowships.

Strategic objective 2. Implement evidence-based policies, measures and programmes in key action areas to achieve a safe system taking into consideration the needs of all user groups

Action area	Required actions	Role of WHO	Role of partners
2.1 Safe road users	• Enact/review road safety legislation and laws based on best practices and internationally endorsed standards. • Strengthen enforcement, drawing on international standards, through different modalities such as speed cameras and other modern equipment. • Establish mechanisms to ensure compliance and empower enforcement agencies with necessary training, tools and, as appropriate, automated means to enable them to effectively enforce laws. • Focus on road safety education and awareness raising of road users and establish normative behaviour that is reflective of traffic safety goals through different modalities such as school curricula, engagement of community leaders and media professionals. • Support the development of a communication and social marketing strategy, and generate and respond to media coverage. • Establish training curriculum and standards for technical teams in stakeholder organizations. • Develop curricula and materials for training programmes at different levels of the system, including licensing and testing for motorized vehicles and drivers.	• Facilitate the collection of country data on road safety laws through different modalities, including the series of global status reports on road safety. • Support the review of laws based on best practice criteria. • Share country experiences, best practices and lessons learnt on enhancing the safety of all road users. • Facilitate access to technical expertise in strengthening enforcement of laws.	• Provide financial and technical support. • Support awareness raising, advocacy and sharing information and best practices on road safety behavioural change. • Assist with raising funds and financial support. • Facilitate dialogue with stakeholders, including civil society and communities.
2.2 Multimodal transport and land-use planning	• Establish comprehensive land use plans that integrate road safety and mobility to meet international safety standards, accommodating users of all ages, genders and abilities by improving quality and access to non-motorized mobility options and mass transport. • Implement urban design that considers public use, including commuting to work, residential and commercial areas, and other factors such as green areas. • Invest in efficient and quality public transportation systems. • Establish measures and develop interventions to organize/discourage the use of private vehicles within high density urban cities/areas, coupled with facilitation of alternative transport options. • Adopt measures and incentives for marketing the uptake of public transport and use of non-motorized transport modes such as walking and cycling. • Apply transit-oriented development by appropriately planning residential, business and leisure spaces in a way that enables convenient access to transit services that are in high demand. • Mandate licensing for facilities based on the traffic impact of provided services on surrounding roads.	• Facilitate the collection of country data on multimodal transport such as interventions in land use planning and encouraging walking and cycling through different modalities, including for the global status reports on road safety. • Facilitate sharing of country experiences, best practices and lessons learnt. • Share and disseminate the evidence-based benefits of multimodal transport for population and environmental health. • Advocate for increasing the use of sustainable mobility options by national road safety agencies.	• Advocate for developing national specifications and standards for multimodal transport and land-use planning that enhance road safety. • Support through advocacy, sharing information and best practices. • Assist with raising funds and provide financial support. • Advocate for private sector investment in multimodal transport models.

Action area	Required actions	Role of WHO	Role of partners
2.3 Safe road infrastructure	• Establish/review legislative frameworks, design standards and operational manuals to ensure the safety performance of roads serving different functions (such as highways, distributor roads, local roads, specific zones) and to address the needs of all road users. • Design forgiving and self-explaining roads to ensure survivability and separation of vulnerable road users and drivers. • Mandate independent audits, assessments and inspections for infrastructure projects by qualified teams, with measurable metrics and performance targets for each type of road user. • Carry out crash-risk mapping and proactive safety assessments and inspection of roads, with implementation of black spot management and a focus on the needs of relevant road users as appropriate	• Facilitate the collection of country data on the safety of road infrastructure through different modalities, including the global status reports on road safety series. • Facilitate sharing of country experiences, best practices and lessons learnt on the safety of roads. • Support capacity-building on the safety of roads. • Provide technical support through sharing of global and regional best practices and lessons learnt on the safety of roads. • Facilitate sharing of country experiences, best practices and lessons learnt on the safety of roads. • Advocate for and facilitate uptake of crash risk- mapping tools.	• Advocate for the prioritization of safer road infrastructure and for developing national specifications and standards. • Support through advocacy, sharing information and best practices on the safety of roads. • Assist with raising funds and provide financial support.
2.4 Safer vehicles	• Require high-quality harmonized safety standards for new and used motor vehicles (including locally manufactured and imported vehicles), safety belts, child-restraint systems and motorcycle helmets, including supportive technology, equipment and compliance reminders. • Establish assessment programmes for new vehicles that promote sound safety standards and fleet procurement practices for the adoption of safer vehicle types and standards. • Ensure regular certification and inspections by qualified inspectors in line with international vehicle safety standards. • Review rules and standards for commercial vehicle fleets and professional drivers, to establish management frameworks aligned to wider Safe System communication and behaviour change strategies. • Establish monitoring mechanisms for car maintenance centres and workshops, including the reliability of the spare parts used, and setting up a specific mechanism for their certification.	• Facilitate the collection of country data on the safety of vehicles through different modalities including the global status reports on road safety series. • Facilitate sharing of country experiences, best practices and lessons learnt on vehicle safety. • Promote driver risk management as an area for increased attention by decision-makers nationally. • Support countries in developing national safety standards for all vehicles.	• Advocate for developing national specifications and standards for vehicle safety. • Support through advocacy, sharing information and best practices on the safety of vehicles. • Assist with raising funds and provide financial support. • Adopt safety standards when renewing and introducing new fleets. • Provide technical guidance and support for vehicle safety standards and inspection procedures as well as specifications for certification of car maintenance centres.

Action area	Required actions	Role of WHO	Role of partners
2.5 Speed management	• Develop speed management plans at national and subnational levels and identify responsible agencies/stakeholders. • Apply integrated speed management interventions relating to road design and engineering solutions as well as vehicle-related and behaviour change interventions (through enforcement of law and public communications and educational awareness). • Ensure sustainable means of traffic calming and control, with a maximum speed limit of 30 km/hour where needed, such as where there is a mix of motorized and non-motorized traffic or road users, in residential areas and around schools.	• Provide technical guidance and access to expertise. • Facilitate the exposure of road safety agencies to official guidance on managing and implementing speed enforcement at the national level.	• Provide technical and financial support. • Advocate for and raise awareness of the dangers of speeding to all road users. • Contribute to the implementation of the required measures.
2.6 Technology	• Adopt new technologies that enhance road safety based on the country context and resources. • Apply harmonized legislative standards for vehicle design and technology to ensure a uniform and acceptable level of safety and to reduce congestion and emissions. • Apply e-commerce governance to connect people electronically and facilitate efficient and safe shipping of products and materials while reducing the need for travel. • Automate enforcement capacity and develop a geolocation and notification system to reach concerned authorities and entities in the event of road crashes. • Incorporate vehicle-to-vehicle and vehicle-to-infrastructure communications, as well as post-collision care technologies for safer and more sustainable mobility. • Ensure that the introduction of new technology in the road safety system is accompanied by updating of road traffic policies, regulations and laws as needed.	• Provide technical support and share evidence-based global and regional best practice. • Facilitate the review/update of road safety policies and legislative frameworks related to the introduction of new technology.	• Provide technical and financial support. • Advocate and facilitate the use of technology by concerned sectors to strengthen different aspects of road safety.
2.7 Gender	• Establish/strengthen transparent road safety age and sex disaggregated data collection and management efforts. • Modify vehicle design to accommodate the differences in ergonomics between women and men, as appropriate. • Review transport policy frameworks to ensure an enabling environment for both men and women to share safe, secure, accessible, reliable and sustainable mobility and non-discriminatory participation in transport, considering the diverse respective needs and preferences. • Develop standards for the protection of women while using roads by providing special measures and places, such as in public transportation. • Establish mechanisms that ensure the involvement of more women in the transport sector and its processes, including decision-making and operational aspects.	• Provide technical support for the inclusion of the specific needs of men and women in road safety strategic planning and capacity-building efforts. • Facilitate the generation of evidence on the benefits of gender-sensitive road safety action. • Support the development of road data systems that include gender analysis.	• Provide technical and financial support. • Advocate for consideration and prioritization of gender issues in all safe transport and mobility policies.

Action area	Required actions	Role of WHO	Role of partners
2.8 Post-crash response	• Establish multidisciplinary coordination for post-collision investigation and data sharing between different sectors. • Assess and improve emergency care systems while ensuring 24-hour free access to required emergency, critical and operative care and working to reduce response times. • Develop national policies and contingency plans for emergency preparedness and response within and outside cities, including on highways, and test them through regular simulations. • Ensure post-crash response is guided by emergency care research and data collection through establishing trauma registries in health-care facilities to gather information on the cause of injury and clinical interventions. • Establish/strengthen recovery and rehabilitation services. • Establish mandatory road user insurance schemes, as appropriate, to cover material damage of insured vehicles, personal deaths, injuries, disabilities and legal advice support. • Provide social, judicial and, where appropriate, financial support to survivors and families of victims, including for those who are not insured.	• Provide technical support, build capacity and share best practices in all components of health-related post-crash response. • Advise on roles, protocols, standards and terms of reference at each level. • Facilitate the collection of country data on post-crash response through different modalities, including the global status reports on road safety. • Encourage partnerships and shared responsibility.	• Provide technical and financial support. • Collaborate with government and other partners in expanding service coverage. • Provide inputs and feedback on roles, protocols, standards and terms of reference at each level. • Help in disseminating information on available post-crash services.

Strategic objective 3. Monitor performance, evaluate outcomes and feed back into the system for continual improvement and progressive reduction of fatalities and serious injuries

Action area	Required actions	Role of WHO	Role of partners
3.1 Targets and research	• Regularly monitor progress towards achieving set targets and indicators to track performance at the national and subnational levels. • Develop a national research agenda based on identified priorities, building capacity among research institutions and resource its implementation, including tapping national and international opportunities for road safety research. • Conduct an economic study to assess the cost–effectiveness of the road safety strategy as well as the investment undertaken. Encourage academic research on road safety, in particular operational and implementation research, through incentives and other modalities.	• Assist with developing indicators for short-, medium- and long-term plans. • Provide technical support and capacity-building for national research bodies to undertake road safety research. • Facilitate sharing of best practices and lessons learnt.	• Provide technical and financial support. • Conduct and participate in research. • Disseminate and share research findings.
3.2 Data collection and dissemination	• Establish/strengthen and maintain an integrated data system for collecting quality data on road traffic deaths, injuries and crashes drawing on all sources of road traffic data in health and beyond. • Develop and agree on a unified standardized definition of road traffic mortalities. • Ensure that road traffic data are disaggregated by age, sex, road users and other core data elements recommended by WHO. • Apply a systems approach towards understanding and analysing information on road traffic deaths and injuries by working across concerned sectors to map existing data systems and ensure harmonization and consistency of reported data. • Establish a system for measuring and reporting the severity of injuries caused by road traffic crashes. • Set up a mechanism for linking/integrating different sectors/systems involved in road traffic data collection, as needed. • Develop a dissemination plan for sharing information and reports among stakeholders at national and subnational levels. • Establish the required measures for data transparency and public access to data.	• Provide technical support to establish/strengthen national integrated road traffic data systems. • Share best practices, experiences and lessons learnt. • Assist in identifying data sources and developing systems to address serious gaps in reporting of non-fatal injury data. • Standardize definitions used for data management.	• Provide technical and financial support. • Conduct awareness-raising and advocacy for the importance of systematic data collection and use. • Collaborate with other partners to develop required datasets and case definitions. • Provide technical support and share feedback with government.
3.3. Monitoring and evaluation	• Develop and implement a monitoring and evaluation process and tools based on safety performance indicators to track and guide continued action. • Establish a plan for periodic reporting on the indicators to track progress made in implementing the interventions; modify applied processes as needed. • Engage and involve all concerned stakeholders, governmental and nongovernmental, in different stages of monitoring and evaluation.	• Provide technical support in developing a monitoring and evaluation mechanism and core set of indicators. • Share best practices and lessons learnt.	• Provide technical support, including in the collection and provision of data to feed into monitoring and evaluation process and tools. • Provide feedback, including from civil society and the community. • Provide financial support.