

An illustration of a road intersection from a top-down perspective. The road is grey with white dashed lines for lanes and solid white lines for the curb. There are several vehicles: a yellow car in the top left, a green car in the middle left, a red car in the middle, a blue car in the bottom, and a motorcycle in the bottom left. Numerous pedestrians in various colors are scattered throughout the scene, some walking and some appearing to be in motion or falling. A large yellow circle is positioned on the left side of the road, partially overlapping the intersection.

Save **LIVES**

A road safety
technical
package



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S_{ave} **LIVES**

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Save LIVES - A road safety technical package

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Table of contents

Foreword	4
Acknowledgements	6
Overview of the Save LIVES package	7
1 Introduction	8
The road safety policy context	8
The opportunity	10
Assessing the evidence	12
2 Save LIVES priority components and interventions	14
Speed management	15
Leadership on road safety	19
Infrastructure design and improvement	23
Vehicle safety standards	28
Enforcement of traffic laws	31
Survival after a crash	35
3 Making the package work	40
Know where you are now	41
Establish where you want to be in the next five years and beyond	41
Establish how you will get to your target	45
Take practical steps to get where you want to be	45
Monitor and evaluate the implementation of your strategy	46
4 Conclusion	47
References	48
Appendix	50



Foreword

The 2030 Agenda for Sustainable Development includes an ambitious target to reduce road traffic deaths and injuries by 50% by 2020. It is my hope that this target will leverage renewed momentum for the Decade of Action for Road Safety 2011–2020. While much progress has been made by governments during the Decade of Action to adopt and enforce new road safety laws on risks such as speeding, to redesign roads with protective infrastructure such as sidewalks, and to ensure that vehicles are equipped with life-saving technologies, governments must rapidly accelerate their efforts to achieve Sustainable Development Goal target 3.6.

To do so will mean that governments fulfil the commitments they have repeatedly made through various policy instruments and overcome the challenges they have faced, particularly fatalism, the misconstrued notion that road traffic crashes are accidental and nothing can be done to prevent them. It will also mean surmounting a lack of prioritization for road safety generally and a focus on interventions that are not always the most effective.

This document, *Save LIVES: a road safety technical package*, details key evidence-based measures identified by many of the world's leading road safety experts and their agencies as those most likely to impact road traffic deaths and injuries in the short and long term. They relate to: speed management, infrastructure design, vehicle safety, laws and their enforcement, emergency post-crash care and leadership on road safety.

If still today some 1.25 million people die from road traffic crashes every year, and millions more are injured, it is because policy-makers – particularly those in low- and middle-income countries – continue to find these solutions out of reach. This document seeks to demonstrate otherwise, by identifying those measures which when implemented in combination, have saved hundreds of thousands of lives in recent decades in many high-income countries in Europe as well as in Australia, Canada, Israel, Japan and New Zealand, among others.

If put into practice in a strategic manner, this package of measures will go a long way towards proving that deaths and injuries on the roads need not be an inevitable by-product of our highly mobile societies, and that together we can indeed build a future in which a culture of road safety prevails.

Dr Etienne Krug
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A blurred photograph of a red car, likely a taxi, moving quickly. The car is the central focus, with its red body and black roof visible. The background is heavily blurred, showing streaks of light and color, suggesting a fast-paced urban environment. The text "Save LIVES" is overlaid in white, with "Save" in a smaller font and "LIVES" in a larger, bold font.

Save LIVES

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