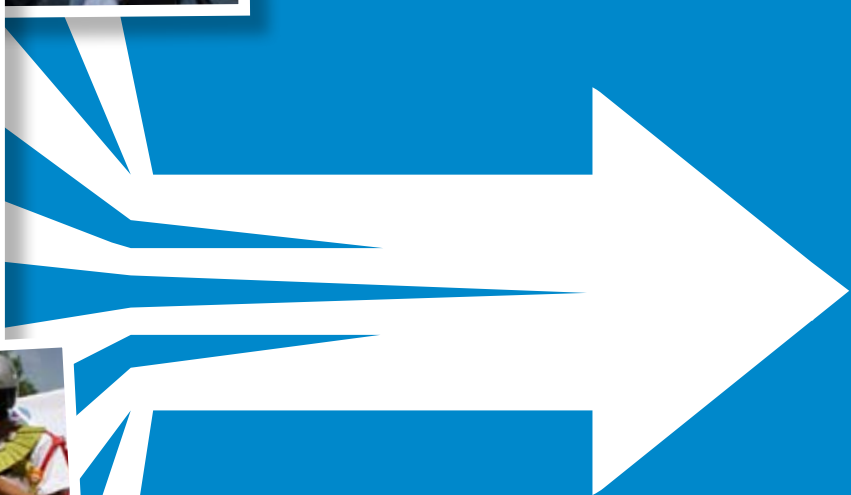




# Advocating for Road Safety and Road Traffic Injury Victims

## A Guide for Nongovernmental Organizations



World Health  
Organization



Global Alliance of  
NGOs for Road Safety

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*Safe Kids China commemorates the World Day of Remembrance for Road Traffic Victims in Shanghai*

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## Introduction

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A group of nongovernmental organizations representing road safety and road traffic injury victims and belonging to the United Nations Road Safety Collaboration suggested the development of this guide, with the aim of assisting nongovernmental organizations in their efforts to make the world's roads safer. It was agreed that advocacy is one area in which all nongovernmental organizations can work effectively, no matter what their resources.

This guide is an attempt to define more clearly the role of nongovernmental organizations in the advocacy arena. It is especially targeted towards organizations which operate with limited resources. It is hoped that the guide will be a useful tool for nongovernmental organizations in advocating on behalf of road safety and road traffic injury victims, in particular during the Decade of Action for Road Safety 2011–2020. The guide offers ideas for the types of initiatives nongovernmental organizations might conduct, with a series of related checklists, and case studies from around the world. It also offers links to a range of useful web sites.

## Background

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Road traffic crashes take the lives of nearly **1.3 million people** every year, and disable millions more. Around 90% of road traffic deaths and injuries take place in low-income and middle-income countries. Road traffic crashes have been acknowledged as a challenge by the United Nations and its Member States for many years. However, it has only been during the past decade that the issue has begun to gain the prominence it deserves among the world's most pressing international health and development concerns.

Following the release of the WHO/World Bank *World report on road traffic injury prevention* in 2004 (see “Related links” section below), a number of United Nations General Assembly and World Health Assembly resolutions have called on Member States to prioritize road safety and take measures that are known to be effective in reducing traffic-related fatalities. As evidence of this growing political support, a number of high-profile global events have been organized by the international community and taken up in a significant and visible way by nongovernmental organizations. Such initiatives have generated momentum in the efforts to save lives on the world's roads.



*Government and partners celebrate the launch of the Decade of Action for Road Safety 2011-2020 in Cambodia*

# Highlights of recent global efforts in road safety

## August 2003:

United Nations Secretary-General releases first report on *Global road safety crisis*



## April 2004:

World Health Day held on the theme "Road Safety is No Accident"; WHO/World Bank launch *World report on road traffic injury prevention*

## October 2005:

Sixtieth session of the United Nations General Assembly adopts resolution A/RES/60/5 inviting Member States to recognize an annual World Day of Remembrance for Road Traffic Victims



## June 2006:

Make Roads Safe Campaign launched in London (see Box 1)



# 2004

# 2006

# 2003

## November 2003:

Fifty-eighth session of the United Nations General Assembly adopts resolution A/RES/58/9 on *Global road safety crisis*



## May 2004:

Fifty-seventh World Health Assembly adopts resolution WHA57.10 on *Road safety and health*

## October 2004:

United Nations Road Safety Collaboration established in Geneva, with several nongovernmental organizations as founding members

# 2005



# Highlights



**May 2009:**  
First Global Meeting of NGOs Advocating for Road Safety and Road Victims hosted in Brussels; Nongovernmental organizations adopt Brussels Declaration



**March 2011:**  
Second Global Meeting of NGOs Advocating for Road Safety and Road Victims hosted in Washington, DC

**April 2007:**  
First United Nations Global Road Safety Week; WHO launches *Youth and road safety*



**March 2010:**  
Sixty-fourth session of the United Nations General Assembly adopts resolution A/RES/64/255 declaring the Decade of Action for Road Safety 2011–2020



2008

2010

2007

2009

2011

ights



**June 2009:**  
WHO launches *Global status report on road safety*



**November 2009:**  
First Global Ministerial Conference on Road Safety hosted in Moscow; Member States adopt Moscow Declaration



**11 May 2011:**  
Launch of the Decade of Action for Road Safety 2011–2020 celebrated worldwide (see Box 2).

## Nongovernmental organizations representing road safety and road traffic injury victims

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Nongovernmental organizations advocating on behalf of road safety and road traffic injury victims vary considerably in terms of their origins, scope and resources. Many were created by people who have been directly affected by a road traffic crash, either through the loss of a loved one or as a victim themselves. For them, road safety is a deeply personal issue, and they bring their passion and conviction to the cause. Their testimonies help to convey a sense of urgency. Other nongovernmental organizations are membership-based, promoting the rights of specific groups of road users, such as pedestrians, cyclists or motorcyclists. Still others are oriented towards road safety research or policy. Like the professional associations, they make their case based on scientific evidence and the prestige of their members. In terms of their scope, some

of the organizations focus particularly on the post-crash response, advocating for improved emergency services and national standards of social, medical and legal care for victims and their families. Others call for, or themselves implement, discrete road safety projects around key factors such as seat-belts, helmets or reflectors for increased visibility on the roads. Some address road safety as part of the broader issue of sustainable mobility. Given their disparate nature, capacities vary greatly in terms of human and financial resources and technical road safety knowledge. Regardless of their background, remit and assets, all nongovernmental organizations serve as advocates in one way or another, and suggestions for ways in which they might do this as strategically as possible can benefit the road safety cause.

### BOX 1

#### **“Make Roads Safe” campaign and nongovernmental organizations: achieving the Decade of Action for Road Safety 2011-2020**

The “Make Roads Safe” campaign, established by the FIA Foundation in 2006, has worked to place road safety firmly on the international agenda. Nongovernmental organizations have been an integral part of the campaign’s strategy to build a

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