MODULE 1

ROAD SAFETY MANAGEMENT: PRACTICAL ACTIVITY WEBINAR

August 5, 2021

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Close



Over-arching themes



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 Strong knowledge of national road safety strategies and areas that need to be improved



- Clear links between proposed interventions and activities to implement these
- Good knowledge of SDGs
 - opportunity to include co-benefits

Over-arching themes



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- Strong focus on safer road infrastructure and education
 - opportunity to address other evidence-based approaches



- Further opportunity to integrate the role of quality data
- Over-emphasis on forcing pedestrians to change

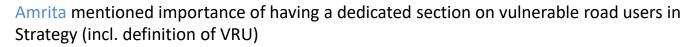




Homework Feedback – Section 1 Key Pedestrian Safety Issues

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- Some focused on interventions, rather than the current pedestrian safety issues needing to be addressed.
- Strong focus on infrastructure issues less on other pillars



Khaled mentioned:

- To understand pedestrian activities and behaviour, it is the basic step to start with <u>pedestrian surveys/safety audits</u> which could allow road infrastructure project designers to identify key pedestrian issues including safety and to integrate into the infrastructure project cases. The provision for conducting and applying pedestrian surveys is missing in the NRSAP of Bangladesh.
- Our NRSTAP missed outlining the definition, identification and categorisation of pedestrian zones according to their density and level of activities, based on which taking action plan to ensure pedestrian safety would be more fit for purpose and reliable.

More Information: iRAP and Road Safety Audits

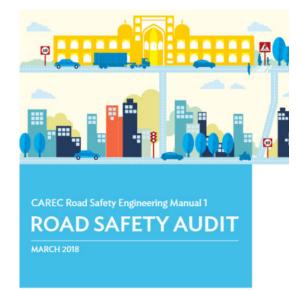


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For existing roads and designs



For designs





Homework Feedback – Section 2 Identifying current activities



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• Most people listed interventions, rather than how to identify what is happening currently to address pedestrian safety.



- Joy mentioned five key steps:
 - Interviewing enforcement agencies
 - Consultation with road safety practitioners
 - Observing major intersections and highways to understand road user behaviour
 - Involving policy makers to know about policy development
 - Interviewing drivers and pedestrians
- Patemosi mentioned that there is an over-demand on police services

GUIDE FOR

ROAD SAFETY OPPORTUNITIES AND CHALLENGES:

LOW-AND MIDDLE-INCOME COUNTRY PROFILES





More Information: Identifying Current Activities

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 Key Metrics for determining road safety activity, performance and monitoring

Guide for Road Safety Opportunities and Challenges: Low and Middle Income Country Profiles | GRSF (roadsafetyfacility.org)

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ROAD SAFETY OPPORTUNITIES AND CHALLENGES:

LOW-AND MIDDLE-INCOME COUNTRY PROFILES





More Information: Identifying Current Activities

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Information on:

- Status of the 5 Pillars
- Current status for each country & region
- Key risk factors, issues & opportunities

More Information: Voluntary National Reviews



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https://sustainabledevelopment.un.org/vnrs/index.php?str=road+safety#results_area

🛞 SUSTAINABLE DEVELOPMENT KNOWLEDGE PLATFORM



н	OME	HIGH-LEVEL POLITICAL FORUM	STATES	SIDS	SDGS	TOPICS	UN SYSTEM	STAKEHOLDER ENGAGEMENT	PARTNERSHIPS	RESOURCES	ABOUT	
	any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal statu of any country, territory or area, or of its authorities, or concerning its frontiers or boundaries.								 Secretariat Background Note: Voluntary National Reviews at the 			
	Voluntary National Reviews							2021 High-level political forum on sustainable development • Compilation of main messages for				

As part of its follow-up and review mechanisms, the 2030 Agenda for Sustainable Development encourages member states to "conduct regular and inclusive reviews of progress at the national and sub-national levels, which are country-led and country-driven" (paragraph 79). These national reviews are expected to serve as a basis for the regular reviews by the high-level political forum (HLPF), meeting under the auspices of ECOSOC. As stipulated in paragraph 84 of the 2030 Agenda, regular reviews by the HLPF are to be voluntary, state-led, undertaken by both developed and developing countries, and involve multiple stakeholders.

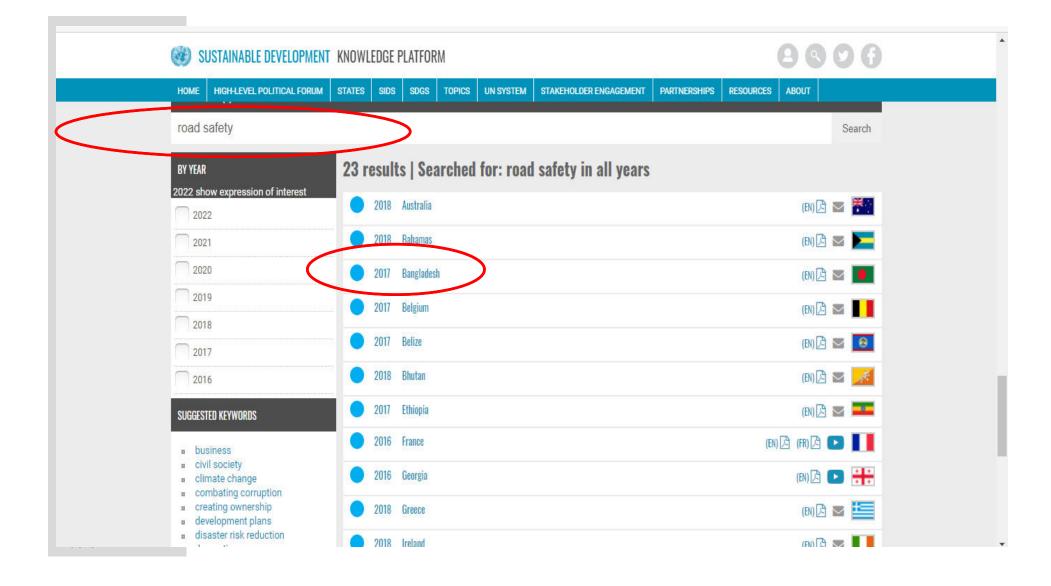
The voluntary national reviews (VNRs) aim to facilitate the sharing of experiences, including successes, challenges and lessons learned, with a view to accelerating the implementation of the 2030 Agenda. The VNRs also seek to strengthen policies and institutions of governments and to mobilize multi-stakeholder support and partnerships for the implementation of the Sustainable Development Goals.

This online review platform is dedicated to compiling information from countries participating in the voluntary national reviews of the High-level Political Forum on Sustainable Development.

To see the full list of countries conducting a VNR in 2021 or having conducted a VNR in the past, please scroll down to the bottom of the page. (scroll down)

- Compilation of main messages for the 2021 voluntary national reviews: Note by the Secretariat
- The 2020 VNRs: points for reflection in preparation for the 2021 Reviews by CDP
- Updated voluntary common reporting guidelines for voluntary national reviews at the HLPF
- 2020 VNR Synthesis Report





26302VNR 2020 Bangladesh Report.pdf (un.org)

3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol

According to the Department of Narcotics Control (DNC) of the Security Services Division coverage of treatment interventions (pharmacological, psychosocial and rehabilitation and aftercare services) for substance use disorders was 16, 416 in 2015, which has increased to 38,035 in 2018. Per capita alcohol consumption remains same as 0.083 litres in 2016 and 2018.

3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents

Bangladesh Road Transport Authority (BRTA) being the leading organization has been taking various measures for road safety according to National Road Safety Action Plan (NRSAP). The 8th NRSAP (2017-2020) has been prepared in line with achieving the target of SDGs. Other than BRTA, different government organizations are involved to implement the 8th NRSAP including Bangladesh Police, R&H Department, LGED, Dhaka Transport Coordination Authority, Dhaka City Corporation (North and South), Accident Research Institute, National Curriculum and Textbook Board, Non-Formal Education Department, District Administrations, etc. and NGOs like BRAC. The plan is organized in accordance with nine key safety themes matching the five road safety pillars of UN Decade of Road Safety (2011-2020): (i) planning, management, and coordination of road safety, (ii) road traffic accident data system, (iii) road safety engineering, (iv) road and traffic legislation, (v) traffic enforcement, (vi) driver training and testing, (vii) vehicle safety, (viii) road safety education and publicity, and (ix) medical services for road traffic accident victims. National Road Safety Council has given 111 recommendations to improve the road safety condition in Bangladesh. Furthermore, the new Road Transport Act 2018 has been approved in October 2018, which has introduced tougher punishments for traffic rule violations compared to the existing one, aiming to ensure safe movement on the roads of Bangladesh.



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More Information: Working Groups





- Bringing together people with different knowledge/data to develop an informed understanding:
 - People across the safe system inc. post crash
 - What are organisations already doing is it working
 - What barriers are people/organisations facing
 - Can you work together to develop a plan?
- Working groups around specific issues bringing together expertise eg drink & drug driving, vulnerable road users



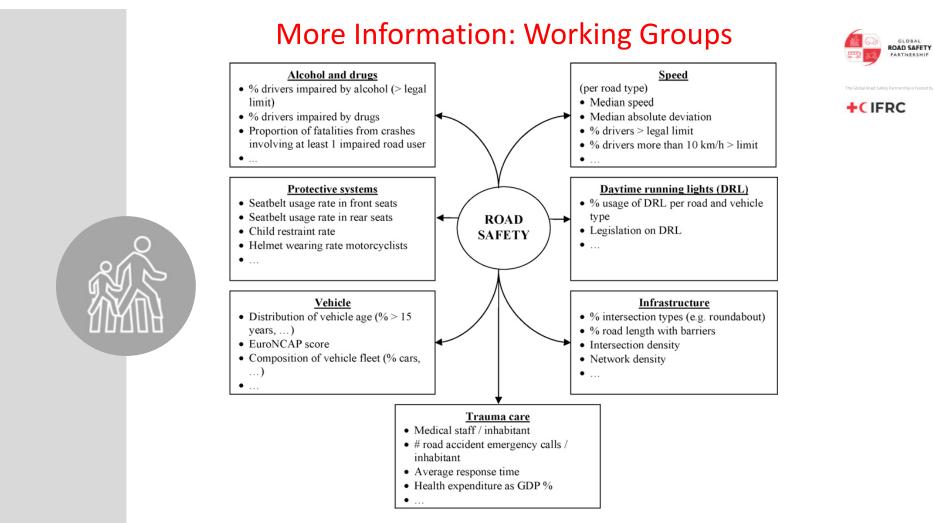


Fig. 1. Schematic overview of road safety indicators.

Homework Feedback – Section 3 Key Interventions to include in Strategy



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Very strong focus on infrastructure improvements



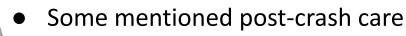
- education, awareness and some on enforcement
- Quite a strong focus on pedestrian visibility
 - reflective clothing/street lighting
- Some mentioned review and strengthening of laws

Homework Feedback – Section 3 Key Interventions to include in Strategy



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• Some mentioned strengthening data systems



- Some mentioned formation/strengthening of road safety committees/agencies
- Limited mention of safer vehicles

Homework Feedback – Section 3 Key Interventions to include in Strategy

Overarching



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- Stellah mentioned that completing a desk/systematic review on effective interventions would be important

Strengthening Laws

- Pitcha included strengthening the law on urban speed regulation and penalties. "The information from Royal Thai Police report the number of paid over speeding ticket is only 11% from all of the ticket delivered from automated speed camera."
- Participant from Bhutan Road Authority included restrictions on public intoxication and access to alcohol.

Road Safety Education

- Nguyen noted that outcomes from education were not as expected (less impact)
 Road Safety Data
- Gideon included an intervention to improve/update the use of Data for Road Incident Visualization Evaluation and Reporting (DRIVER) system
- Indika included establishment of an electronic database for post-crash care in hospitals <u>Road Safety Committees/Agencies</u>
- Patemosi included formation of road safety team comprising police, transport officials, education officials and other non-governmental organisations



More Information: Pedestrian Infrastructure – Bridges and underpasses



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1-star?

or

5-star?



Pedestrian Infrastructure – Example resources

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Pedestrian Infrastructure – Example resources









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Pedestrian crashes are a major road safety problem in developing countries. Footpaths or sidewalks can reduce crash risk by separating vehicles and pedestrians.

In urban areas, raised footpaths are often part of the road cross-section. In rural areas footpaths are often not provided, even where pedestrian volumes are high.

Rural footpaths

A footpath next to the road, or a wide flat road shoulder, can prevent pedestrian crashes. The safety benefits will be greatest if the footpath is separated from the road (for example, by a drain, a grass verge or a barrier).

A rural footpath can be made relatively cheaply by using a road grader to flatten and clear one side, or preferably, both sides of the road. Pedestrian crossings are needed where rural footpaths pass through communities or trading centres (see pedestrian grade separation, pedestrian refuge island, pedestrian crossing - unsignalised, pedestrian crossing - signalised).

Urban footpaths

In urban areas inadequate footpath space, street traders, parked cars or poor footpath surfaces can force pedestrians onto the road. In some areas the existing surface may be widened to improve access. Physical barriers to prevent parking on the footpath can be useful.

http://www.toolkit.irap.org/



gTKP

IRAP >>

Print this page

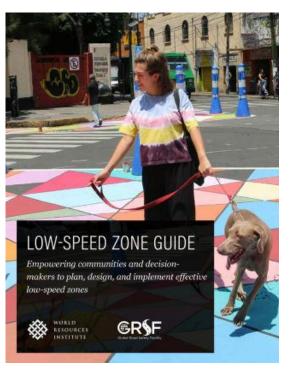


Pedestrian Infrastructure – Example resources



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https://www.roadsafetyfacili ty.org/publications/lowspeed-zone-guide

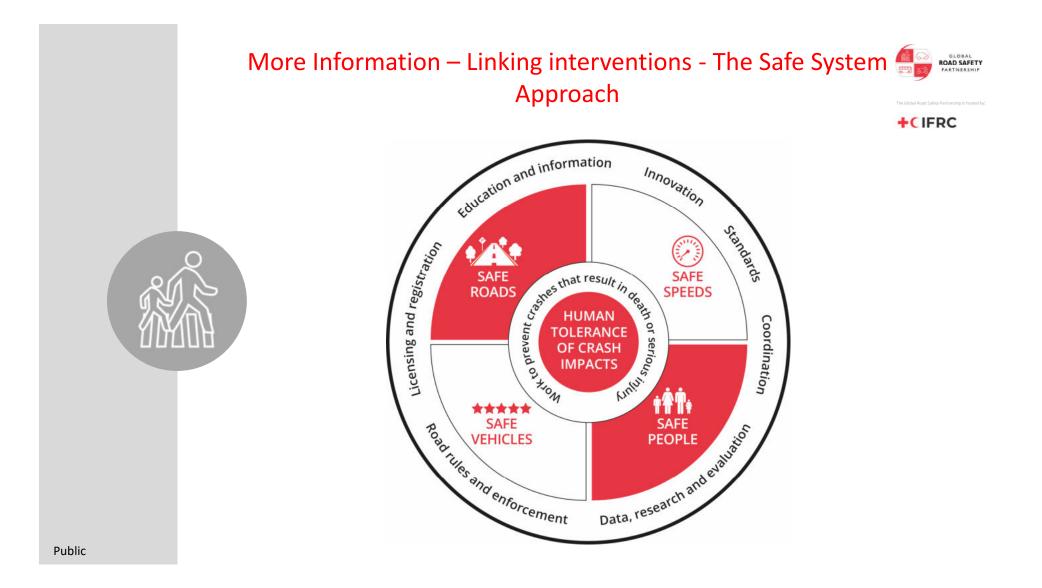
More Information: Data

- Some good use of data to understand
 - number of fatal and serious injuries
 - who/where & why age/gender, type of road/at intersection, speeding/crossing at wrong place/on way to school

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- Data is needed to
 - understand the problem
 - select the most appropriate interventions eg safe routes to school or separation on high speed roads
 - know whether you interventions are successful (evaluation)'
- Your data doesn't need to be perfect. Use what you have
- If you wait for perfect data you will never address the issue.



More Information – Linking interventions - Education (alone) is not the answer





- Yes, educating people about risks is important
- Should not be seen as a stand-alone intervention
- Evidence: Education combined with sustained enforcement can bring about desired behaviour change
 - Long term, well resourced
 - More on this in the next 2 modules



Homework Feedback – Section 4 Sustainable Development Goals

Most identified SDGs with a direct Road Safety link

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More Information: Putting Road Safety on the International Development Agenda



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Goal 3: Ensure healthy lives and promote well-being for all:

• 3.6. By 2020, halve the number of global deaths and injuries from road traffic accidents



Goal 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

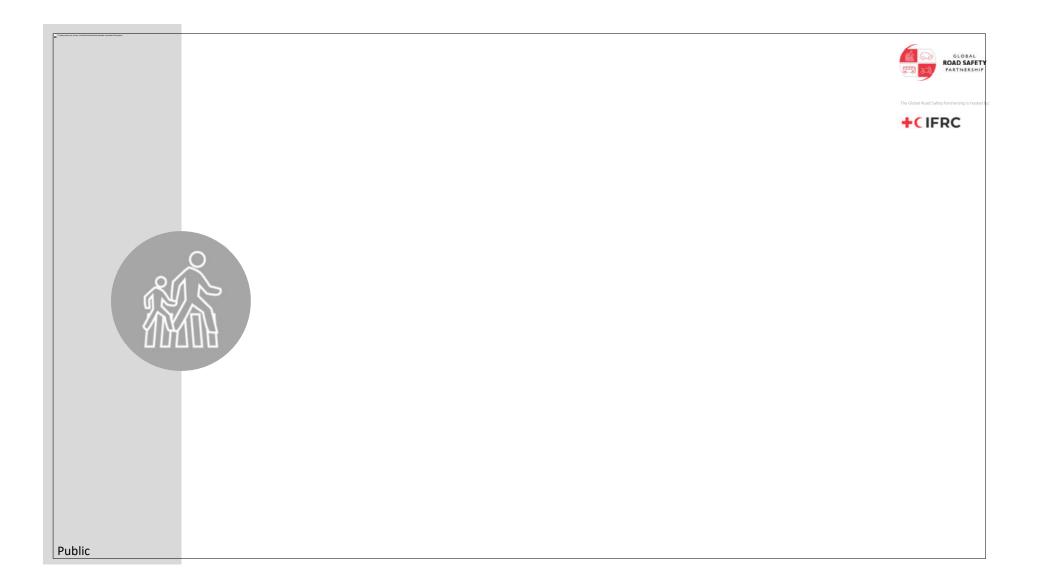


Homework Feedback – Section 4 Sustainable Development Goals

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- Some people included other SDGs with co-benefits:



- 3rd SDG- Good Health and Well being
- 8th SDG- Decent Work and Economic Growth
- 11th SDG- Sustainable Cities and Communities
- 13th SDG- Climate Action
- 14th SDG- Life on Land
- 16th SDG- Peace, Justice and Strong Institution





Homework Feedback – Section 5 Stakeholders

- Excellent identification of Government stakeholders
 - MoT, MoE, MoH, Police
 - More detail needed on what role each would play



- Some mentioned non-governmental
 - NGO, private sector, insurance, media
- Limited mention of road users
- Some mentioned role of academia in providing data to help convince decision-makers
- Very few mentioned international development partners

More Information: Engaging different levels of Govt

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- Important to know why you are going to engage your stakeholders especially government
 - Will a stakeholder benefit from few injuries Dept of Health
 - Do you need help to deliver your interventions Dept of Transport, roundabouts, foot paths, new speed limits
 - Do you need help with funding Dept of Treasury and Finance.
 - Developing a Governance structure might help
 - Create across government support for your strategy
 - Get people to the table to discuss issues
 - Secure funding for your strategy



More Information: Non-governmental stakeholders

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- Civil society has much to contribute
- GRSP collaborated with CSOs in many countries to advocate for stronger, evidence-based laws and their implementation
 - Drafting legislation
 - Raising community awareness
 - Media advocacy
 - Providing technical inputs to govt



Philippines: 'Slow Down To Save Lives' campaign



GRSP's Global Advocacy & Grants Programme, as part of the Bloomberg Initiative for Global Road Safety, provides financial and technical support to government agencies and civil society organizations advocating for strengthened road safety legislation in low- and middleincome countries.

In the Philippines, GRSP is supporting ImagineLaw—a non-governmental public interest law organization with the "Slow Down To Save Lives" campaign. Under this project, ImagineLaw is advocating with local government units (LGUs) to strengthen and improve speed management policies by enacting ordinances classifying roads, setting appropriate speed limits, and conducting susteined and highly visible enforcement activities.

ImagineLaw is focusing on local speed management following a 2017 Joint Memorandum Circular issued by three federal ministries which allows LGUs to enact strong speed policies. The Circular includes a template speed ordinance developed with technical assistance GLOBAL ROAD SAFETY PARTNERSHIP

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2018.10.05 Signpost Q3 FINAL.pdf (grsproadsafety.org)

Stakeholder Engagement in Gulu City, Uganda



Group photo with teachers and pupils of Gulu Primary School advocating for safer school zones in conjunction with the UN Road Safety Week, Streets For Life #Lave 30 Campaign. The school has some pupils with visual impairments and physical disabilities hence a need for safer school zones.

GRSP's grantee, Hope for Victims of Traffic Accidents school is next to a highway, it is unsafe for school (HOVITA), a non-governmental organisation based in children who commute daily. She noted that road Uganda commenced their project in February 2021 staffic crashes involving children have occurred and

Supported through the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), the project "Scaling Up Safer School Zone Advocacy in Uganda" focuses on speed management to reduce road traffic fatalities and injury among school children within Gulu City, Uganda.

The 18-month project includes elements of advocacy to initiate review of the Traffic and Road Safety Speed Limit Regulation (2004) and to include a provision for speed limits in school areas. It also focuses on strengthening the capacity of road safety stakeholders in Gulu City and on supporting the design and implementation of safe school zones around selected schools. To get things underway, HOVITA engaged several stakeholders to ensure formation of safe school zones in Gulu City. Among the stakeholders involved were the City

Mayor Mr. Labeja George, Resident City Commissioner Mr. Nsubuga Bewayo Stephen, the District Police Commander Mr. Bindeeba Dickens, Regional Traffic Officer SP Arinaitwe Godwin, Gulu Primary School headteacher Mrs Oryem Dolly, Mother Angioletta, Primary School headteacher Reverend Sister Acheng Corinna, a director from Responsive Driving (a local partner) Mr Joseph Komakech and the media.

Representing the city government, Mr. Nsubuga endorsed the project, noting its alignment with the government's efforts to reduce road traffic crashes particularly amongst school children and reiterated his commitment for its successful and sustainable implementation. Mrs Oryem Dolly, warmly welcomed the project, especially the efforts to establish a safe school zone after unsuccessful past attempts. As the school sin ext to a highway, it is unsafe for school children who commute daily. She noted that road traffic crashes involving children have occurred and echoes the importance of this project to protect and save lives. GRSP continues to work closely with HOVITA as the project evolves to achieve its objectives.



The Executive Director of HOVITA Mr Sam Bambanza with the Resident City Commissioner of Gulu City Mr Nsubuga Bewaya Stephen after a meeting advocating far safer roads.



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<u>GRSP-Signpost Q2 July2021 FINAL.pdf</u> (grsproadsafety.org)

10100

Homework Feedback – Section 6 Key Activities



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- Some mentioned tactics to engage road safety stakeholders
 - presenting new data, partnering with academia



- Some mentioned creating forums/committees/groups to get stakeholder support
- Some mentioned gathering road user surveys/interviews
- Some mentioned the importance of developing business case/cost-benefit analysis
- Minimal mention of using media to help raise profile of the issue

Homework Feedback – Section 6 Key Activities



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 Md Kaysar Hamid included: Stakeholders will be invited, express their opinions, understand the risks and promote the desire road safety outcomes through their respective representatives and publicity programs in various media electronics, print and social media



- Joy included: Approaching to the stakeholders with scientific-research based and specific set of data so they understand the importance of the pedestrian safety and come forward willingly to make the strategy successful.
- Ana included: Integration of objectives on road safety improvement with other objectives of local self-governments, namely ensuring road network performance, developing the local economy, increasing employment, improving the quality of living conditions, preservation of cultural heritage and environment



More Information: Using A Business Case

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- Provides justification for undertaking a project or programme
- Evaluates the benefits, cost and risks and provides a rationale for your preferred intervention.
- Provides times and scope of the project/programme
- Necessary for funding from Government or NGOs
- Some mentioned that they would develop a business case
 - Need some detail about what would be in your business
 - Who it would be for



More Information: The Role of Media Advocacy



Support the prioritisation of road safety issues through the media

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- Paid Media
 - Paid editorial
 - Advertisements
 - Social media advertising
 - Billboards

Earned Media

- Newspaper articles and opinion editorials
- TV/Radio talk shows
- Social media
- Owned Media
 - Social Media
 - Newsletter/blog
 - SMS



More Information: Media Advocacy Tactics





- Press conference
- Press release
- Opinion editorials
- Radio/tv talkshows
- Media roundtable
- Social media
- Media event
- SMS/Whatsapp campaign
- Paid advert



at Kargil Chowk in Patna from 7.00 AM to 8.30 AM on November 20, 2016 to mark Day of

Homework Feedback – Section 6 Convincing the NRSA



- Limited focus on the use of data (eg: FSI, economic, financial)
- Some included meetings, forums to talk through issues
- Limited focus on involving other stakeholders to help 'make the case'



- Amrita mentioned presenting a business case (cost benefit analysis) involving all the stakeholders to convince the NRSC and MoRTB to ensure their buy in for the investment
- Md Joynul Abadin included: Action 1: Prepare a comprehensive report including cost benefit ratio, analysis of crash reduction possibilities, stakeholder's view to the interventions, questionnaire of users and expert opinions, local or and foreign experiences regarding the interventions
- Stanley Naicker mentioned engaging community leaders to show their support
- Sagar Pokharel included: Getting views of different groups of road users, pedestrians and stakeholders by interviewing or taking a poll about safety issues and presenting the data to NRSA



Additional resources

NEW VICTIMS EVERY YEAR	HUMAN IMPACT	NEW COSTS EVERY YEAR
2,803	Lives Lost	\$ 249 million
24,393	Fractures - Limb	\$161 million
550	Severe Acquired Brain Injury	\$ 120 million
8,439	Internal Injuries	\$98 million
61	Quadriplegia	\$ 55 million
3,936	Brain Injury (Mild) / Head Injury	\$ 52 million
583	Other Spinal	\$ 22 million
3,631	Dislocations	\$ 20 million
3,869	Fractures - Other	\$ 18 million
6,412	Soft Tissue (Neck / Back) / Whiplash	\$ 15 million
51	Paraplegia	\$13 million
12,053	Contusion / Abrasion Laceration	\$ 12 million
848	Degloving	\$11 million
6,368	Other Injuries	\$ 10 million
3,931	Sprains / Strains	\$ 7 million
264	Amputations	\$ 5 million
221	Burns (Severe / Moderate)	\$ 2 million
1,424	Concussion	\$ 2 million
40	Nerve Damage	\$ 372,000
8	Lost Of Sight / Eyes	\$ 5,000
79,885	TOTAL	\$ 872 million



Estimated trauma -Cambodia

https://www.vaccinesforroads.org

Additional resources



Uzbekistan Annual number of fatalities (WHO, 2015)* 3,617 31.446.796 Population Fatalities per 100,000 population 12 39,787 Annual number of fatalities and serious injuries Annual cost of fatalities and serious injuries \$1,882,311,938 Annual cost of fatalities and serious injuries (% of GDP) 2.8% What can be achieved with >75% of travel on 3-star or better roads for all road users by 2030 Infrastructure and Speed Management Investment required \$1,686,672,000 Annual Investment as a % of GDP (2020-2030) 0.28% Reduction in fatalities per year 1.224 Reduction in fatalities and serious injuries (FSI) over 20 269,327 vears Economic Benefit \$6,719,508,155 Benefit Cost Ratio 4

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Business case for safer roads -Uzbekistan

https://www.vaccinesforroads.org

* Full assumptions and national snapshots are available at www.vaccinesforroads.org. All cost figures are expressed in US dollars. Global data that is

available and consistent has been used for the business case for safer roads. Where more accurate national or local data is available that should replace this analysis.

Additional resources



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- 1 Absence of Responsible and Accountable RS Leadership
- 2 Lack of Political Will and Weak Supporting Legislation
- 3 Ineffective Coordination & Fragmented Interventions
- 4 Ill-developed Monitoring and Evaluation Systems
- 5 Lack of Institutional and Management Capacity
- 6 Absence of a Clear Focus on Results
- 7 Poor RS Data Collection and Analysis System
- 8 Poorly Targeted Advocacy & Promotional Efforts
- 9 Focusing on "What to Do" rather than "How to Do"
- **10** Limited Knowledge Transfer (Global/Regional/National)
- 11 Insufficient Funding & Difficult to Scale-up Investment
- 12 'Paper' Action Plan Without a Designated Agency to Implement It

Barriers to Effective Road Safety Management Barriers to Road Safety Management – Bliss and Breen

https://www.sciencedirect.com/s cience/article/pii/S038611121100 0276



