

Road Safety in 10 Countries - Road Safety Advocacy Project

Supported by Global Road Safety Partnership and Bloomberg Philanthropies

I. Background

Every day around 3,000 healthy people around the world lose their lives due to road crashes, and tens of thousands are seriously injured. Over 90 per cent of fatalities occur in low and middle income countries.

In recognition of this growing crisis, the United Nations General Assembly, in March 2010, passed a resolution calling for a **Decade of Action for Road Safety (2011-2020)**¹. Importantly, the resolution highlights the important role that National Red Cross and Red Crescent Societies have, as auxiliaries to the public authorities, to address road safety in order to contribute to improving the situation for all road users.

In its 1998 World Disasters Report, the International Federation of Red Cross and Red Crescent Societies was one of the first organizations to highlight the catastrophic number of traffic deaths and injuries at the global level, and their dramatic consequences on people and livelihoods.

The importance of road safety is now recognized in the **IFRC's Strategy 2020**, which puts enabling healthy and safe living as a Red Cross Red Crescent strategic aim and specifically recognises road safety as a component of this aim. Importantly, the Strategy defines Red Cross focus not only on programmes, but also on **Humanitarian Diplomacy and advocacy** at all levels to push for positive change on issues such as road safety.

In November 2011 at the IFRC General Assembly, the 187 Red Cross and Red Crescent National Societies officially endorsed a common global agreement that recognized road safety as a man-made crisis. The Assembly also noted that the National Red Cross and Red Crescent Societies, as auxiliaries to the public authorities, have a humanitarian imperative to address road safety in order to contribute to improving the situation.

To support effective road safety actions and advocacy, the Red Cross Movement is able to draw on the expertise of the **Global Road Safety Partnership**, who was appointed the official IFRC global reference centre for road safety in January 2011.

II. Project Overview - Road Safety in 10 Countries Advocacy Component

In 2010, a consortium of partners² received funding from Bloomberg Philanthropies to improve road safety in 10 low- and middle-income countries³. This year, an advocacy component has been added to the RS10 project. This component in part targets National Societies, leveraging their auxiliary role with the government, to advocate for stronger road safety legislation to better protect road users from fatal and serious injuries.

The road safety advocacy project is managed by GRSP and guided by the IFRC Humanitarian Diplomacy Policy⁴.

The decision to engage in Humanitarian Diplomacy is not a choice, but a responsibility. It is a responsibility that flows from the privileged access enjoyed by National Societies as auxiliaries to the public authorities in the humanitarian field – IFRC Humanitarian Diplomacy Policy

¹ Improving Global Road Safety A/RES/64/255 <http://www.who.int/roadsafety/about/resolutions/download/en/index.html>

² Global Road Safety Partnership, World Health Organisation, The Johns Hopkins University School of Public Health, World Bank Global Road Safety Facility, Association of Safe International Travel, World Resources Institute-EMBARQ.

³ The countries are: Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russia, Turkey, Vietnam

⁴ IFRC Humanitarian Diplomacy Policy <http://www.ifrc.org/en/who-we-are/governance/policies/>

The project timeframe is 2 years (2012-2013) and the **overall objective** is:

To support National Societies to use humanitarian diplomacy and advocacy skills to influence decision makers and opinion-leaders to contribute to a reduction in death and injury on the roads

The specific country plan is based on recommendations from a Legislation Review, undertaken by the World Health Organisation.

The expected **outcome** of the road safety advocacy project is that, due in part to the National Society's humanitarian diplomacy efforts, the authorities have adopted or strengthened road safety legislation or policies which address key gaps in road safety

The advocacy strategies employed reflect the strengths the Red Cross and Red Crescent Movement bring to road safety advocacy through their auxiliary status and tradition of humanitarian diplomacy. Strategies include:

- Quiet diplomacy with government authorities and decision-makers
- Participation and contribution to legislative bodies and process
- Raising profile of advocacy issue through media
- Building and mobilizing advocacy network

III. Project Support and Human Resources

The Global Road Safety Partnership provides technical advice, financial support and required capacity building to the Red Cross and Red Crescent National Societies to undertake the road safety advocacy work. Funds are also allocated to appoint road safety advocacy staff to manage the project.

GRSP also conducts political mapping exercises to support the Red Cross and Red Crescent advocacy efforts

The road safety advocacy project is aligned to the IFRC Humanitarian Diplomacy Policy. The IFRC Communications and Humanitarian Diplomacy units provide ongoing technical advice to GRSP and to the National Societies, including collaboration on developing project training materials.

IV. Advocacy project activities:

The table below lists planned activities for 2012. The activities seek to contribute towards achieving legislative change in the identified risk factor(s).

Country	Risk Factors	Activities
Cambodia	Motorcycle Passenger Helmets	<ul style="list-style-type: none"> - Participating on government legislative bodies - Seminars for government officials, civil society and media - Coalition-building to push advocacy issue - Earned media campaigns
Egypt	Speed	<ul style="list-style-type: none"> - Seminars with police and other government authorities - Quiet diplomacy with key government decision-makers - Coalition building with non-state actors, unions
Kenya	Speed and Helmets	<ul style="list-style-type: none"> - Breakfast meeting with Parliamentarians and authorities - Social media campaigns, earned media - Using local celebrities and personalities - Coalition-building with road safety organizations
Russia	Seat belts and Child restraints	<ul style="list-style-type: none"> - Seminars and meetings with government authorities - Participation in high level road safety legislative meetings - Expert Roundtable discussions on impact of road injuries - Coalition building with road safety partners
Vietnam	Motorcycle Helmets	<ul style="list-style-type: none"> - Seminars and quiet diplomacy with key government officials - Media campaign and press conferences - Internal Red Cross advocacy