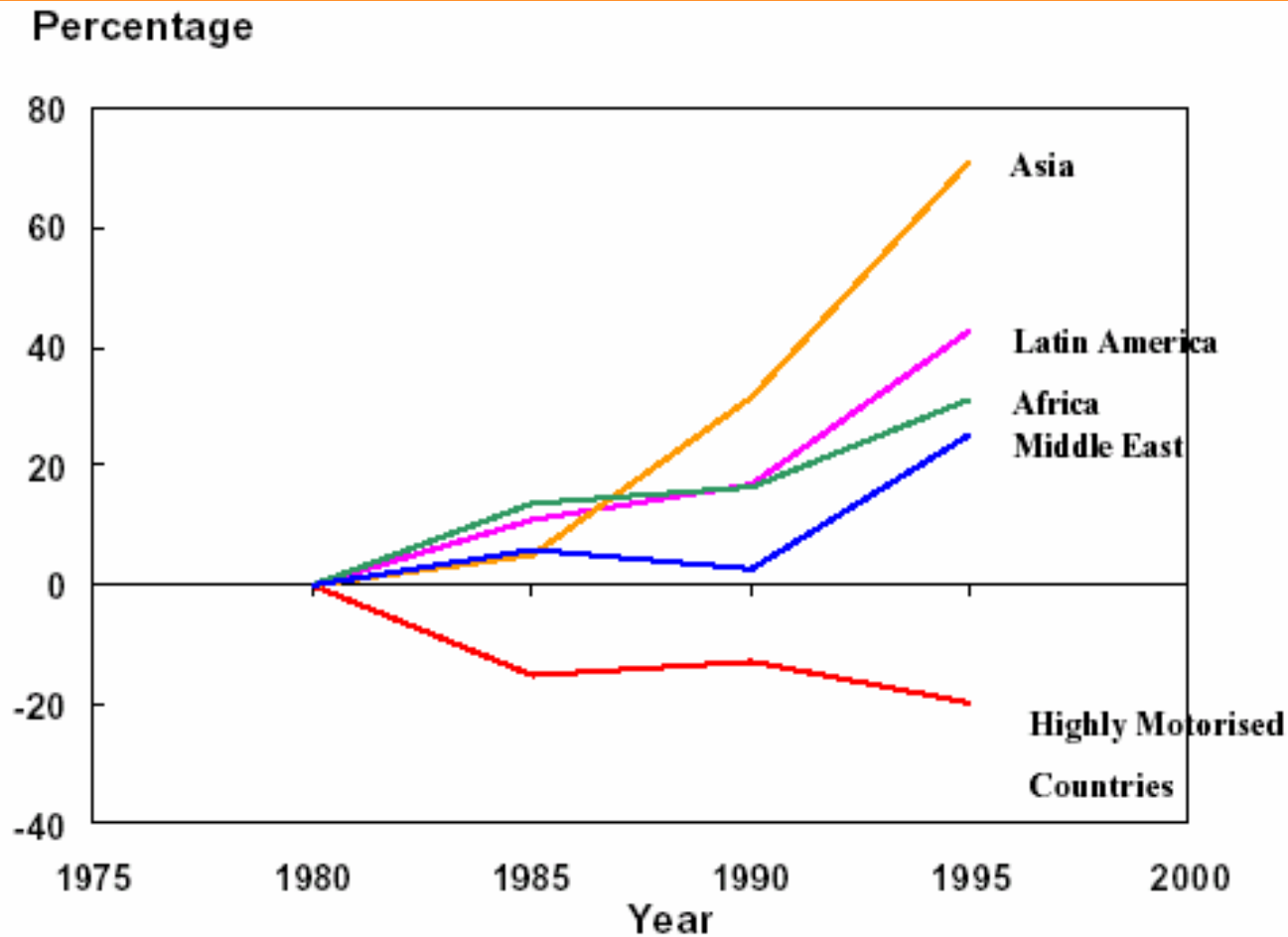




GLOBAL
ROAD SAFETY
PARTNERSHIP

Peter Elsenaar, GRSP Senior Advisor

Scope of the Problem



Fatality Trends
1980 – 1995

Scope of the Problem

- More than 1,2 million deaths annually
- 30 - 50 million injuries
- 550 billion US\$ damage/year

**World report
on road traffic
injury prevention**

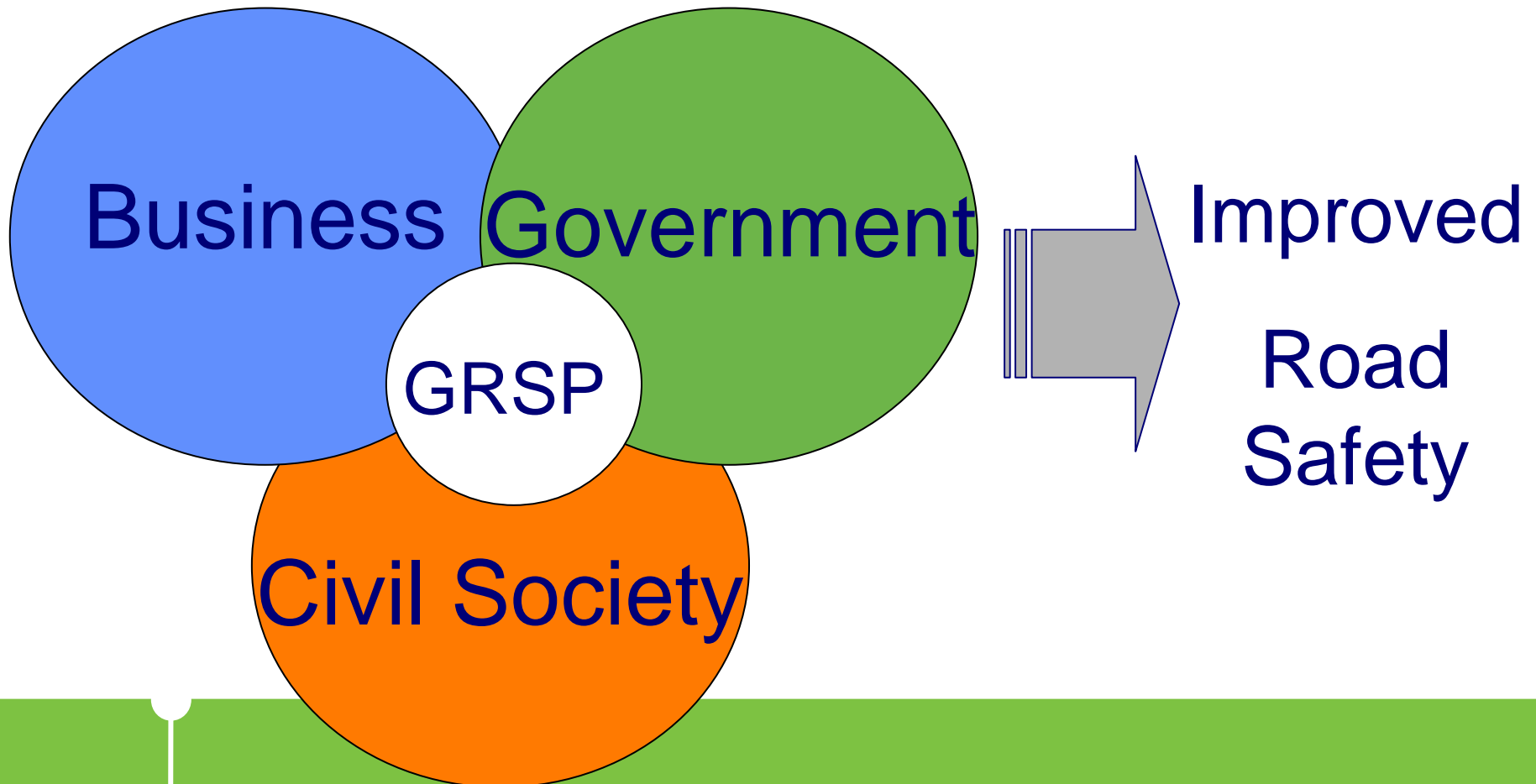
prevention



**Main
Messages
and Recommendations**

2004

A new, broader approach to road safety



GRSI - Participating Companies



HONDA



TOYOTA

Principal activities

- Focus Country programmes
- Global advocacy
- Developing good practice and Knowledge-sharing



Thailand Accident Research Centre Royal launch (February 2003)



Don't drink and drive: Bangalore, India

High profile launch by Home Minister

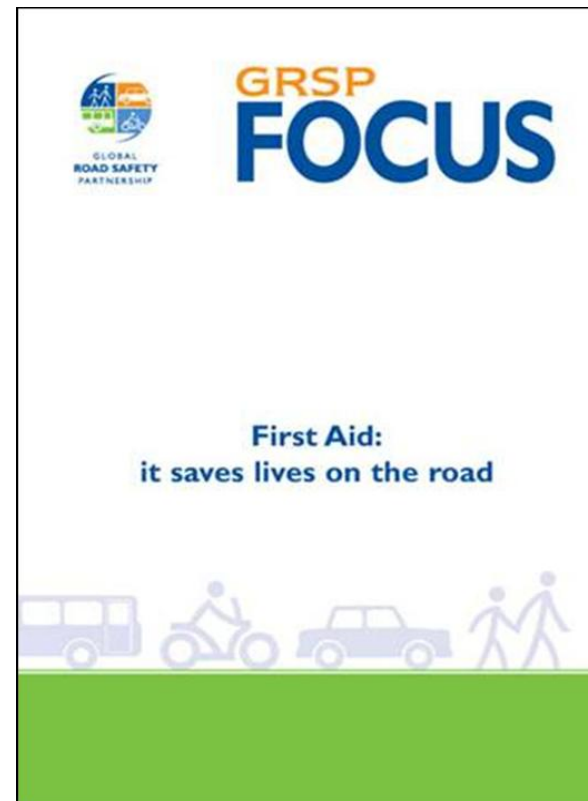


Black-spot visibility: Romania



Knowledge-sharing and good practice

- GRSP Focus Notes



UN Collaboration, WHO

Good Practice Guides

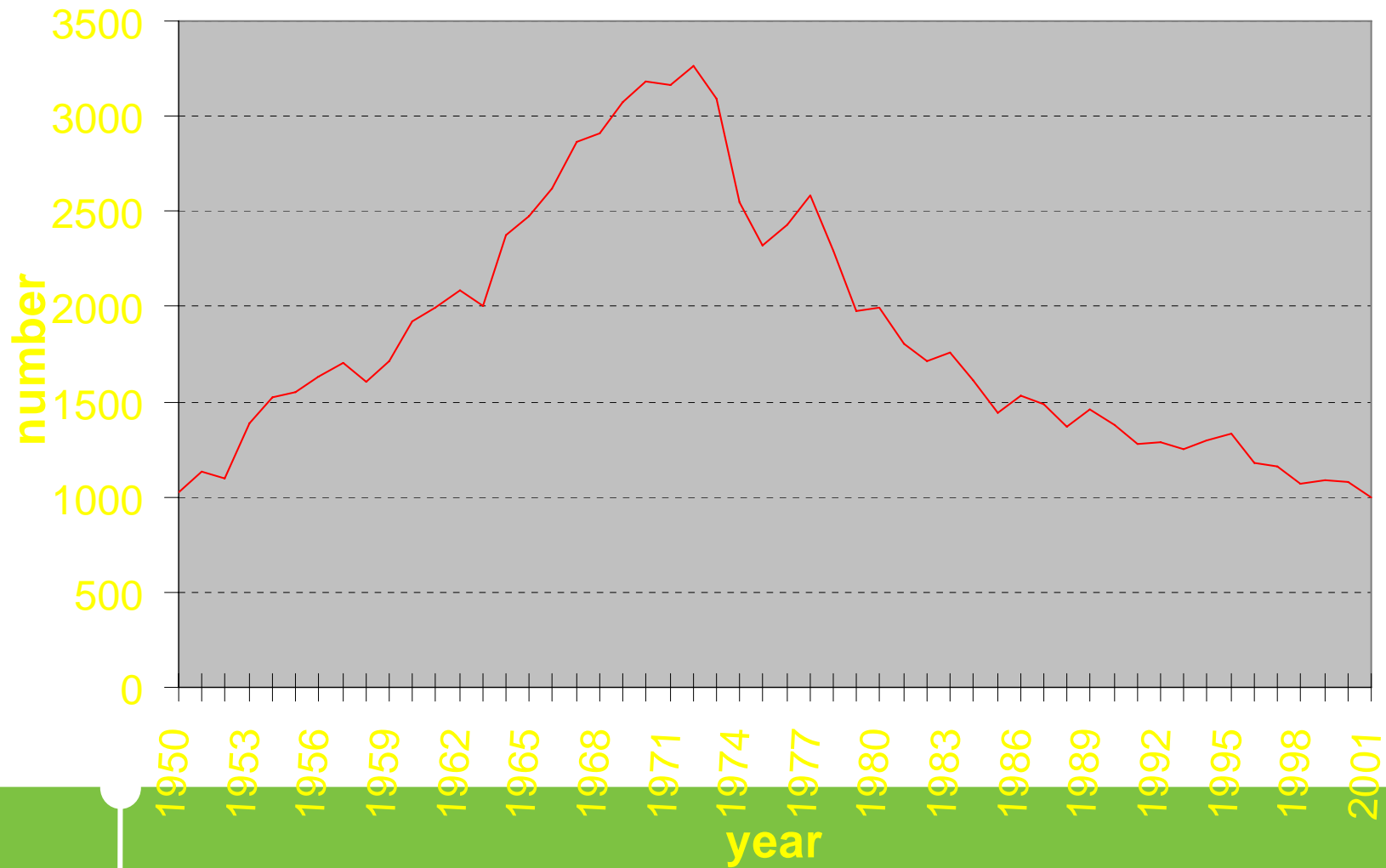
- Helmets – WHO
- Seat belts – FIA-F, with GRSP
- Alcohol – GRSP
- Management/lead agency – World Bank
- Data systems – WHO
- Speed Management - GRSP

Advocacy

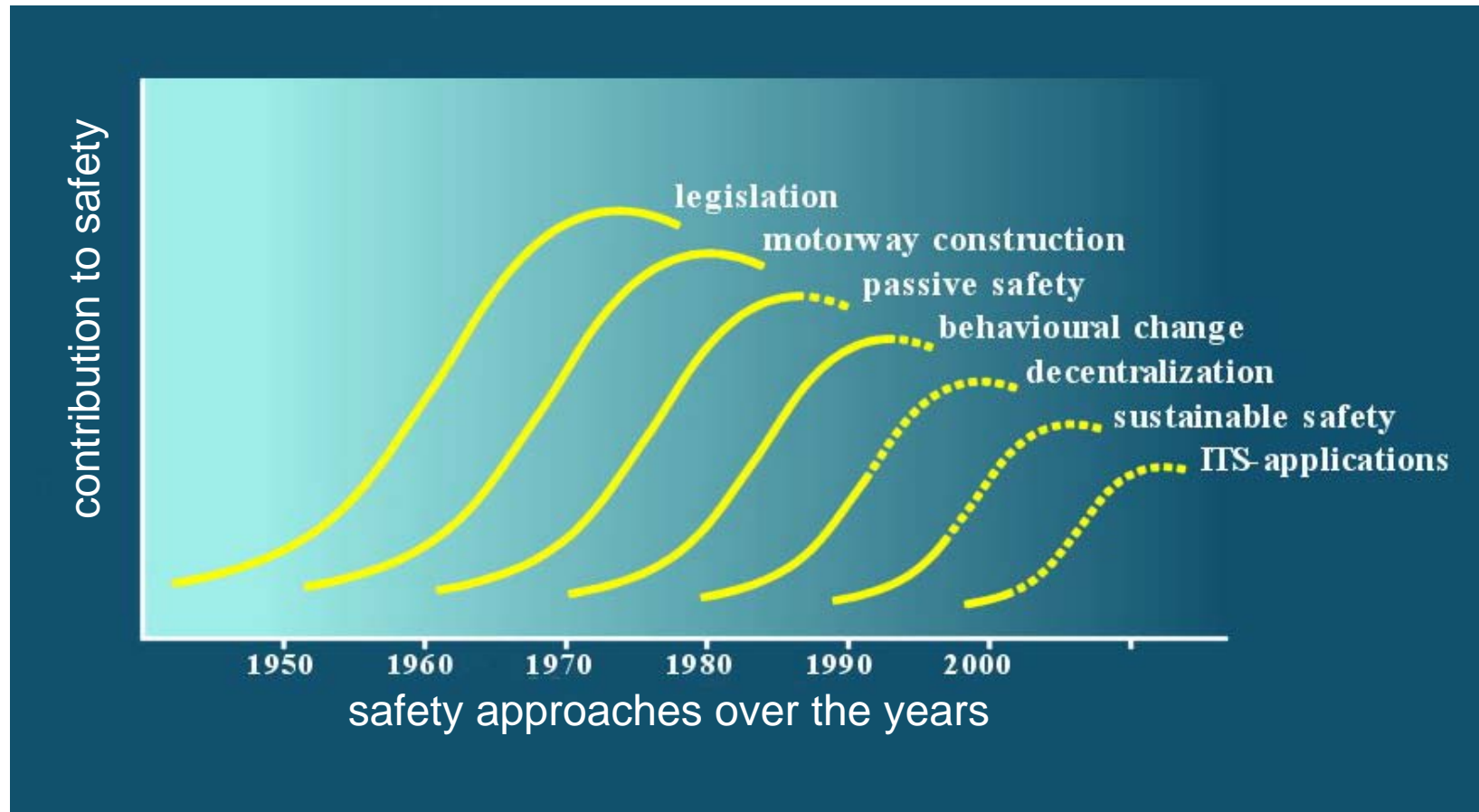
- Conferences and exhibitions



Fatal injury accidents



Developments in safety policy





ایستگاه حرم مطهر
ایستگاه شهدا
Haram.e.Motahar
Shohada Station

بہشت زہرا (س)
حرم مطهر
Beheshte Zahra
Holy Shrine

دانشگاه شاهد
Shahed University
500 m

One factor causes the accident and severity??

Princess Diana 's crash in Paris:

Factors involved:

- Alcohol, medicine?
- Speed
- Unprotected road side obstacle
- No wearing of safety belts
- Slow rescue operation

So do not look at the road alone



Ghana Activities

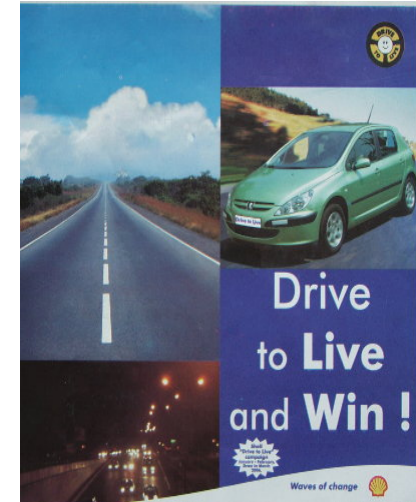


Activities

Voluntary Code of Conduct



- Corporate roll out
- Seat belt/Phone campaign
- Evaluation of campaign
- Media coverage



See and be seen.
•Not drink and drive.
•Overtake only when safe to do so.
•Not speed.
•Maintain a safe distance between my vehicle and the one in front.
•Avoid traveling at night outside metropolitan/urban areas.
•Drive and travel only in road worthy vehicles.
•Report all incidents.
•Drive Courteously

Subscribe to the Shell, "Drive to Live" campaign today and you could win a glittering new Peugeot 307 car!

The "Drive to Live" campaign, is a Shell Road Safety Initiative in Ghana.

ROAD SAFETY STARTS WITH ME

To avoid road accidents, I hereby pledge to:

•Drive with my seatbelt **ON**

•Drive with my mobile phone **OFF**.

•Stop at red lights.

Fill and submit the coupon below and stand a chance to win a brand new Peugeot 307 in the prize draw: March, 2006

Name

Address

Vehicle No.

Phone No.

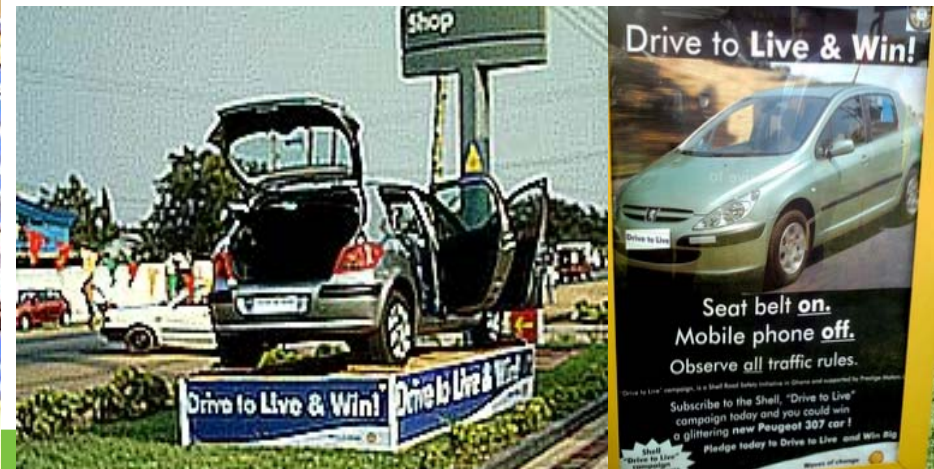
Signature

Waves of change

Shell/GRSP Safety Campaign

Drive to Live and Win

- Baseline data study of compliance.
- Campaign launch at Shell stations.
- Draw for winning entrant.
- Post campaign compliance assessment.

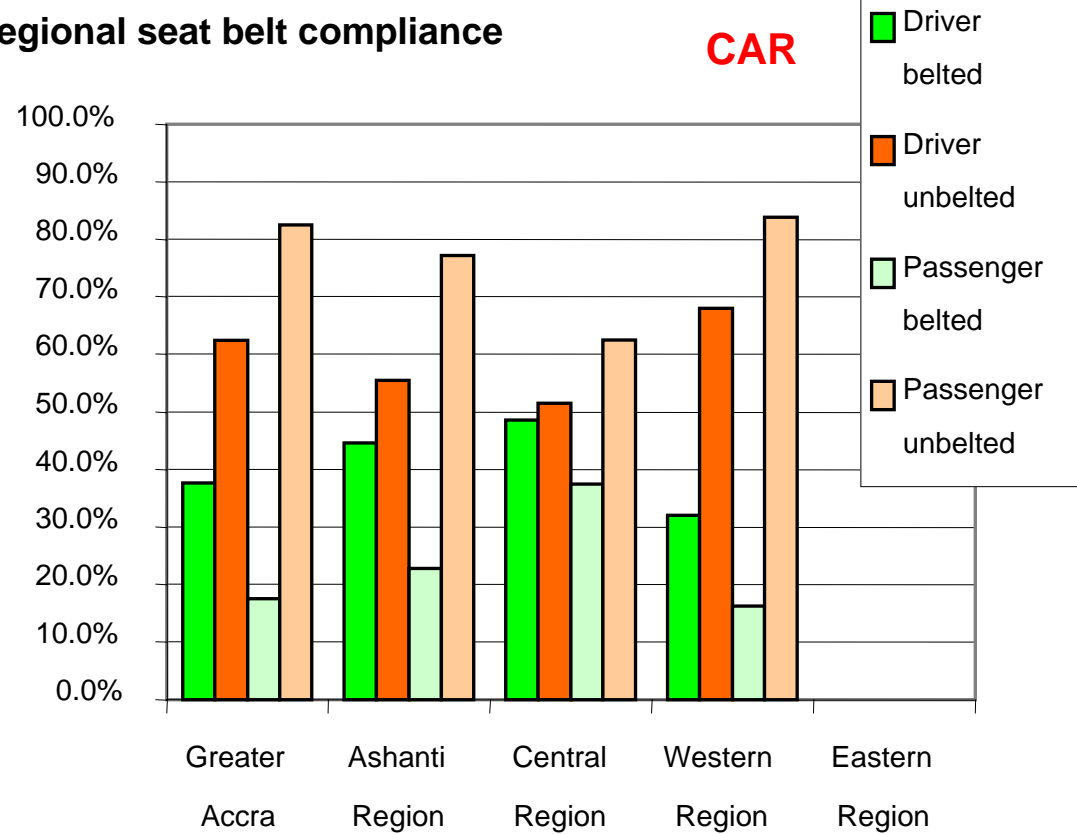


Evaluation of Seat Belts



Regional seat belt compliance

CAR

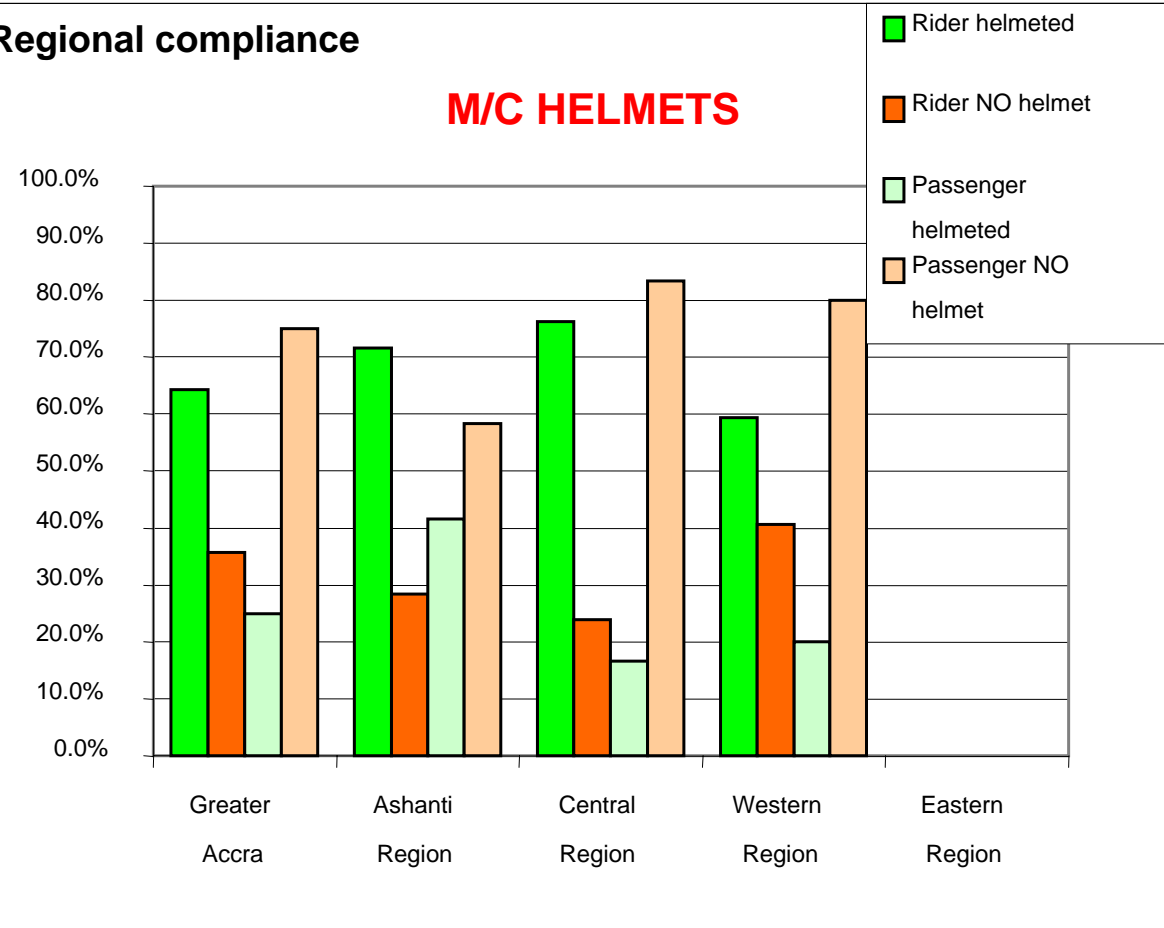


Evaluation of Helmets



Regional compliance

M/C HELMETS



GRSP Annual Meeting – 2006 Moscow, Russia



GRSP Namibia





Vehicle condition



Pedestrians



Speed and loss of control

Safety standards



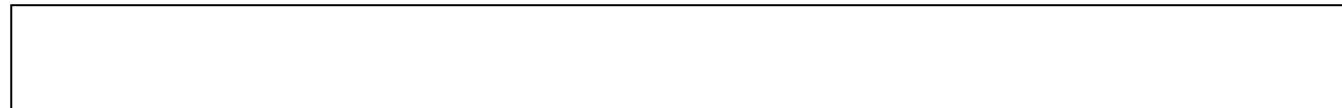
There is an immediate need to develop a contributory factor database to inform the programme





GLOBAL
ROAD SAFETY
PARTNERSHIP

GRSP SOUTH AFRICA





ACTIVITIES: ROAD SAFETY AWARENESS

- Community involvement: Transport Forum, community forums, private sector (e.g. mining companies)
- Teacher and learner involvement: choir, drama, art, poetry
- Pedestrian visibility: 4000 reflective school bags
- Assessment of road infrastructure needs



PRESENT PARTNERS

Partners presently assisting the RTMC through GRSP SA:

- SA National Roads Agency
- Wesbank (local bank)
- Chevron South Africa
- Daimler Chrysler SA
- BP SA
- Drive Alive (non-profit organisation)
- Automobile Association of SA
- 3M SA

www.GRSProadsafety.org

The screenshot shows the website for the Global Road Safety Partnership (GRSP) in a Microsoft Internet Explorer browser window. The address bar shows <http://www.GRSProadsafety.org>. The page features a purple header with the text "A global partnership for sustainable improvement of road safety in developing and transition countries". On the left, there is a green sidebar with the GRSP logo and a menu of links: "What is GRSP", "Organization", "News", "Activities and Publications", "Knowledge Base", "Links", "Search", and "Site Map". The main content area includes a photograph of a person on a bicycle carrying boxes, with the caption "@IFRC" below it. To the right of the photo are sections for "New publications" (listing "GRSP News 12, May 2004", "New report on Impaired driving", "Estimating crash costs", and "First Aid: it saves lives on the road") and "GRSP Links" (listing "World Health Day 2004: road safety", "BBC World Service on road safety", "Josef Schleicher, GRSP Chairman", "International Federation of Red Cross and Red Crescent Societies", "Business Partners for Development", and "Raging roads of Bangkok - take a trip!"). At the bottom of the main content area, there is a disclaimer: "The Global Road Safety Partnership is not responsible for the contents or reliability of the linked web sites and does not necessarily endorse the views expressed within them. Listing should not be taken as endorsement of any kind. We cannot guarantee that these links will work all of the time and we have no control over the availability of the linked pages." The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock at 12:06.

Merci pour votre attention

www.grsproadsafety.org

www.who.org

www.aicpr.org