GLOBAL ROAD SAFETY PARTNERSHIP

Peter Elsenaar, GRSP Senior Advisor
Scope of the Problem

Fatality Trends 1980 – 1995

[Graph showing trends for different regions and globally motorized countries over the years from 1975 to 2000.]
Scope of the Problem

- More than 1,2 million deaths annually
- 30 - 50 million injuries
- 550 billion US$ damage/year
A new, broader approach to road safety

Business, Government, Civil Society

GRSP

Improved Road Safety
GRSI - Participating Companies

- Ford
- GM
- Honda
- Michelin
- Renault
- Toyota
- Shell
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

Year:
- 1950
- 1953
- 1956
- 1959
- 1962
- 1965
- 1968
- 1971
- 1974
- 1977
- 1980
- 1983
- 1986
- 1989
- 1992
- 1995
- 1998
- 2001

Number:
- 0
- 500
- 1000
- 1500
- 2000
- 2500
- 3000
- 3500
Developments in safety policy

Developments in safety policy approaches over the years

Contribution to safety
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
Activities

Voluntary Code of Conduct

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

Greater Accra
Ashanti Region
Central Region
Western Region
Eastern Region

Driver belted
Driver unbelted
Passenger belted
Passenger unbelted
Evaluation of Helmets

Regional compliance

M/C HELMETS

Greater Accra
Ashanti Region
Central Region
Western Region
Eastern Region

Rider helmeted
Rider NO helmet
Passenger helmeted
Passenger NO helmet
GRSP Annual Meeting – 2006 Moscow, Russia

GRSP Namibia
Safety issues

Driver indiscipline

Speed and loss of control

Safety standards

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

Vehicle condition

Pedestrians
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
A global partnership for sustainable improvement of road safety in developing and transition countries

New publications
GRSP News 52, May 2001
New report on impaired driving
Estimating crash costs
First Aid. It saves lives on the road

GRSP Links
World Health Day 2004: road safety
BBC World Service on road safety
Jürg Schleicher, GRSP Chairman
International Federation of Red Cross and Red Crescent Societies
Business Partners for Development
Bagging roads of Bangkok: take a trip!

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Merci pour vôtre attention

www.grsproadsafety.org

www.who.org

www.aicpr.org