

# **For Global Road Safety & Road Victim NGOs**

## **Advocacy plans & ideas for the Decade of Action for Road Safety, based on the NGO 'Brussels Declaration'**

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### **Pillar 1**

#### **Road safety management (we understand this to include policies)**

##### **Advocate for:-**

- a change to a transportation policy that accords top priority to safety and sustainable mobility
- recognition of the impact of traffic danger on people's quality of life through restriction of movement by fear, especially for children and the elderly
- taking account of all road traffic related diseases, i.e. the total toll from excessive and inappropriate motor vehicle use: in addition to road deaths and injuries, also of the impact of pollution and car-based sedentary life-styles
- the use of more correct and appropriate terminology – Crash, Collision or Casualty instead of "Accident", in order to change the public mind-set
- the adoption of a global vision statement to stimulate and drive change
- policies that will minimize road risk and enable use of safer travel modes through the reduction of road danger at source
- an evidence-based approach and linking NGOs with research institutions, since linking evidence with advocacy makes good sense
- the inclusion of the post crash areas, in particular crash investigation, into national road safety strategies
- monitoring of the country's enforcement and investigation capacity
- research into the impact, including economic, of bereavement and injury through a road crash
- establishment of a permanent sustainable financing mechanism for road safety (and for secure funding for NGOs)

### **Pillar 2**

#### **Safer road design**

##### **Advocate for:-**

- multi-functionality to be considered in the design of roads and public spaces, since apart from being a network to connect people – to each other, to activities and vital resources, the road as part of the public domain is for people to meet and interact and to enjoy nature, culture or urban complexity
- the urban road network to be shaped for the safe use of all transport modes, especially the benign and sustainable modes – for safety and comfort of the vulnerable and to encourage an increase in walking and cycling
- correction of all unsatisfactory road danger situations
- the application of lessons from best practice countries when building or improving road infrastructure, including best practice holistic training for town planners and road construction engineers, to ensure safety and sustainability are key objectives

- the design of roads and traffic systems to incorporate Vehicle and Road Assessment programmes

### **Pillar 3**

#### **Safer vehicle design**

##### **Advocate for:-**

- the adoption of safety technologies that address the major risk factors: speed, alcohol, non-helmet and seatbelt use, such as ISA, Alcolocks and Black boxes, across all modes of transport and road users, together with appropriate legislation for their timely application by the motor industry
- the reduction of danger at source through the use of active safety technologies (also of excessive power and size of cars)
- the reduction of lorry danger, especially to vulnerable road users in urban areas, including elimination of 'blind spots'

### **Pillar 4**

#### **Safer road users**

##### **Advocate for:-**

- the adoption of global standards for traffic police and driver training and for licensing, including for fleet transport
- the establishment of national training institutions for road safety specialists, and sharing of international knowledge and experience
- greater awareness of the burden of speed, the reduction of speed limits in urban areas, and strict enforcement of speed limits
- the need to address the adverse impact of publicity which entices to speeding
- legislation that enforces respect for life
- the promotion of courtesy, common sense and a lifelong learning programme on the use of roads for all road users – in order to raise their awareness of risk factors to risk takers and other road users

### **Pillar 5**

#### **Post crash response**

##### **Advocate for:-**

- the improvement of emergency services and the immediate post crash response including the adoption of a global emergency number
- early rehabilitation to minimize trauma and the provision of social, medical and legal care for injured and bereaved to satisfactory national standards
- thorough investigations of crashes, especially those involving deaths and injuries, using existing research and experiences from other countries
- fair and timely settlements to victims, based on effects suffered by them
- the reform of civil proceedings and adoption of strict liability legislation for collisions involving pedestrians and cyclists - to both protect vulnerable road users and take away from them the burden of proof
- the application of an effective, proportionate and deterrent legal response to road law violations and resulting deaths and injuries, with procedures and verdict delivering justice for road victims
- national situational reviews to monitor the road collision investigation capability, number of criminal prosecutions following road death and injury and standard of services for road crash victims

## **Joint initiatives and actions**

**In addition to the above, NGOs have pledged to collaborate with each other (this can be done through twinning, information and knowledge exchange, and various other agreements) as well as their governments and other stakeholders, offering them their expertise, hard work and passion - towards the common goal of:**

- **roads that can be used without fear or danger**
- **a minimum number of casualties and**
- **a serious response to all those deaths and injuries that could not be avoided, including support for the injured and bereaved**

**As an opportunity for this collaboration, NGOs have proposed several initiatives for the Decade of Action- for politicians, institutions and other stakeholders to participate in, and NGOs to connect with each other through shared events and activities:-**

- the establishment of national advocacy networks (consisting mainly of NGOs), to ensure nationwide advocacy for road safety and road victims
- official recognition and observance of the **World Day of Remembrance for Road Traffic Victims** (a Day held on the 3<sup>rd</sup> Sunday of November and adopted by the UN in 2005) by governments of every country –since this Day offers the opportunity to highlight the consequences and impact of road danger, acknowledge the suffering of families and communities, and give thanks to emergency personnel and others affected by road trauma
- the establishment of a national memorial to road crash victims in the capital city of every country – as a reminder of lives lost and a focal point for remembrance- and other gatherings or actions
- the establishment of a Global Road Safety Day or Week – to be held well apart from the World Day of Remembrance – to give a further opportunity for highlighting the consequences of road danger, but with a special focus on prevention, not remembrance
- the support for a National Coalition Against Road Trauma, involving national organizations and individuals working in the post crash areas, in particular members from the health community and this Coalition's participation in a worldwide network – International Coalition Against Road Trauma (ICART) – with the common aim of minimizing road trauma

***Change doesn't just happen, it is propelled by men and women whose spirits are provoked and inspired to make a difference***

**Olanrewaju Osho**, Safety Alliance, Nigeria, one of the many NGOs who signed the NGO 'Brussels Declaration'