



# Reducing road traffic injuries: global experience and lessons

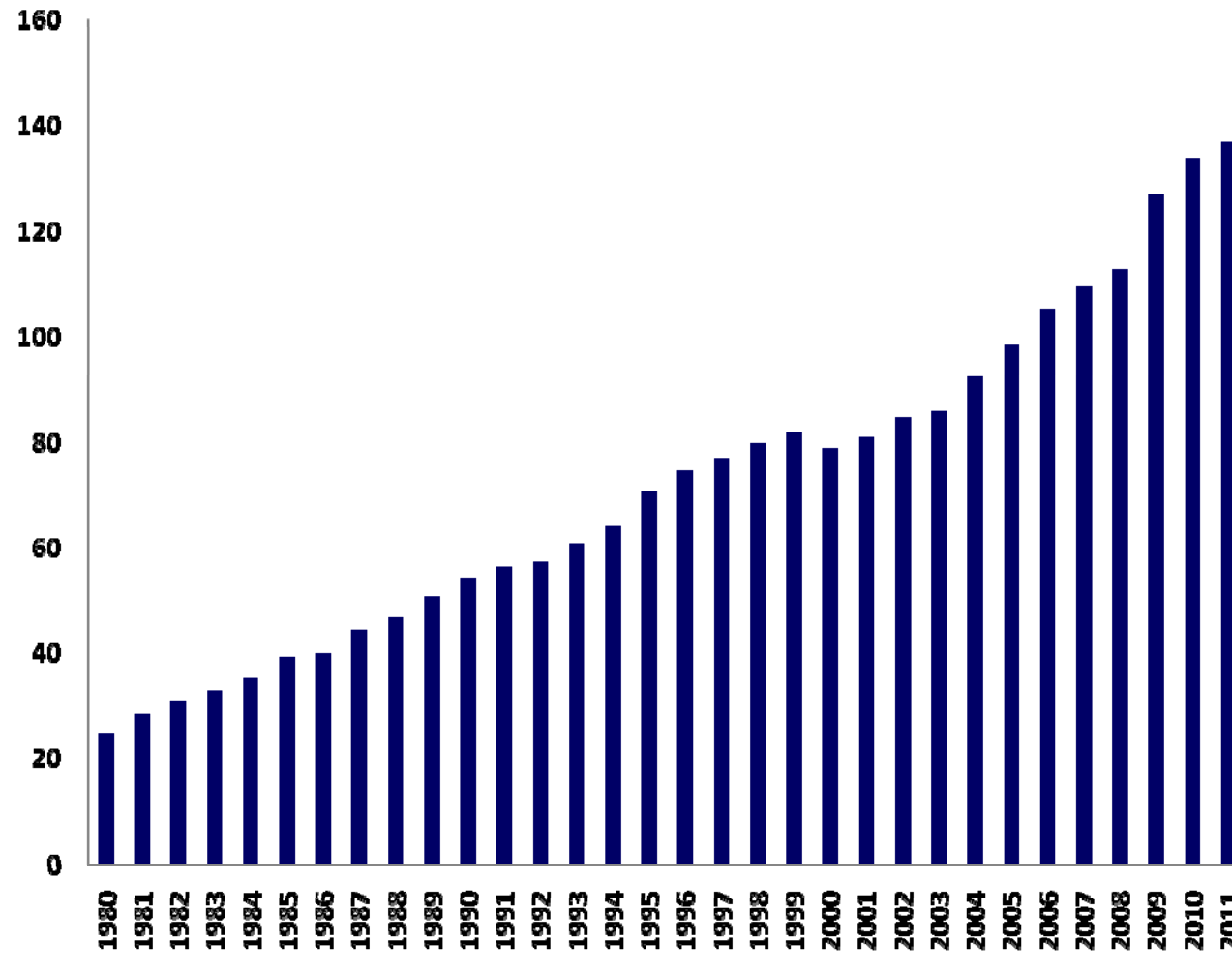
**Dr Etienne Krug**

**Director, Violence, Injury Prevention & Disability**

**World Health Organization, Switzerland**

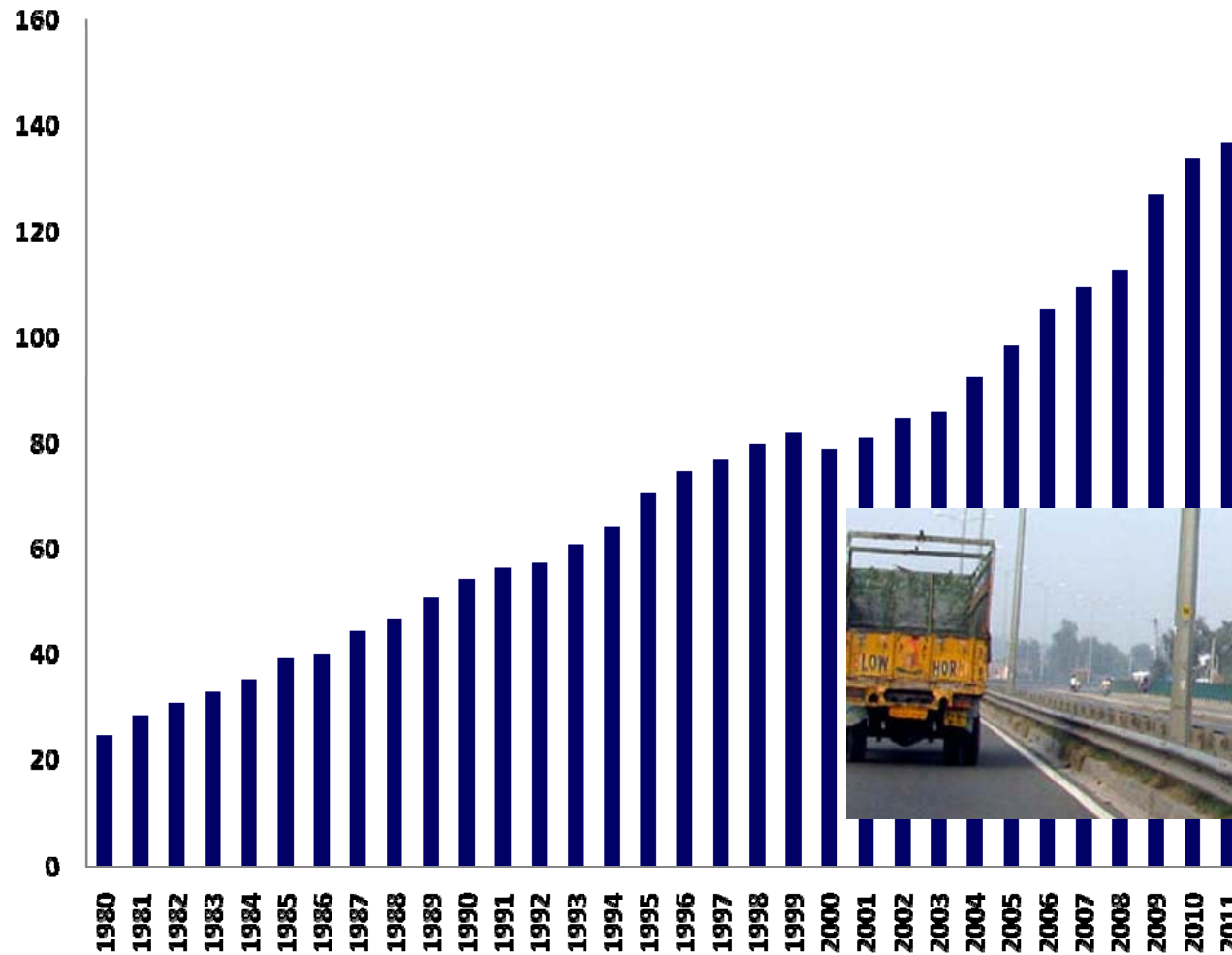


# India: increasing road traffic deaths





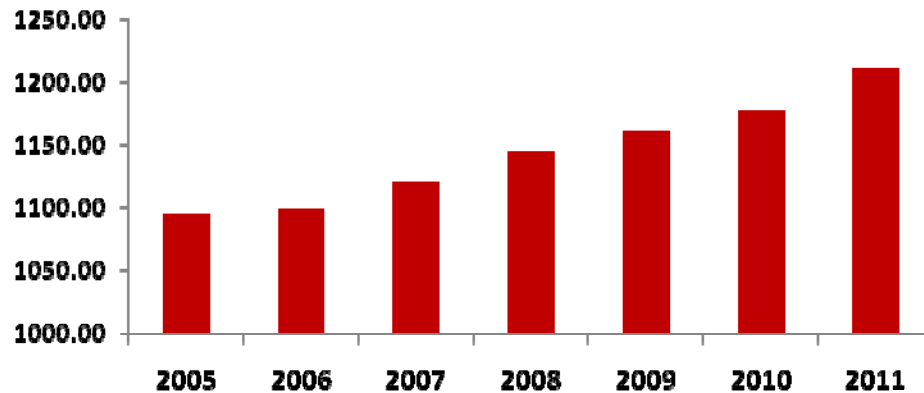
# India: increasing road traffic deaths



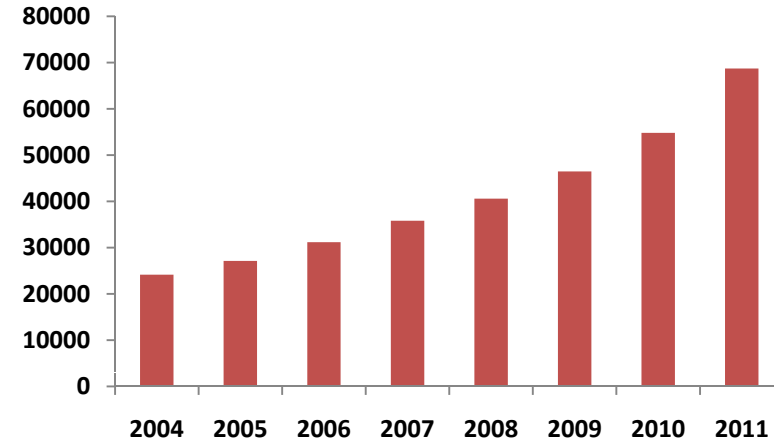
# An inevitable part of development?



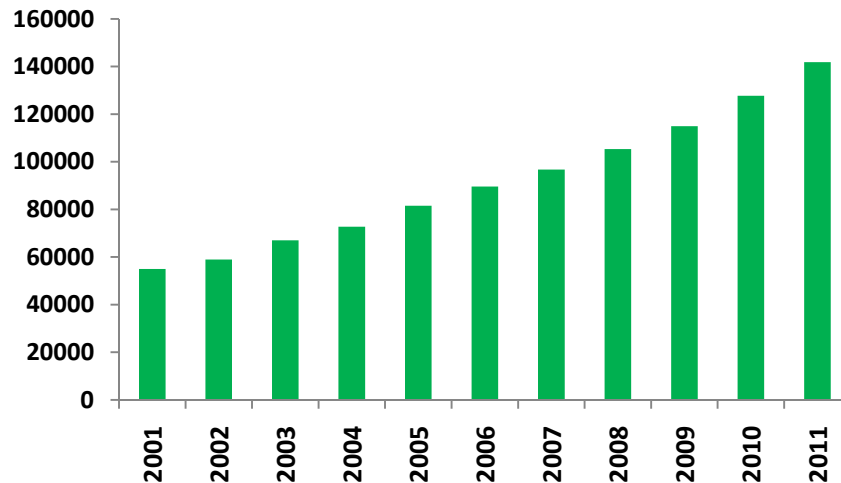
### Population in million



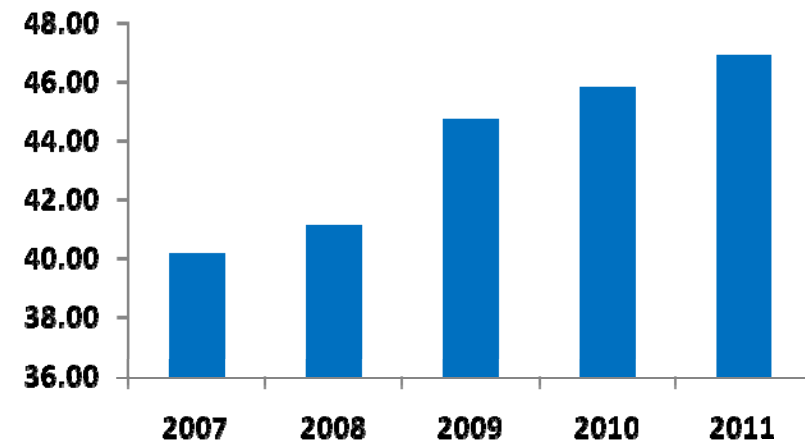
### Income levels (Rs)



### Motor vehicles (In Thousands)

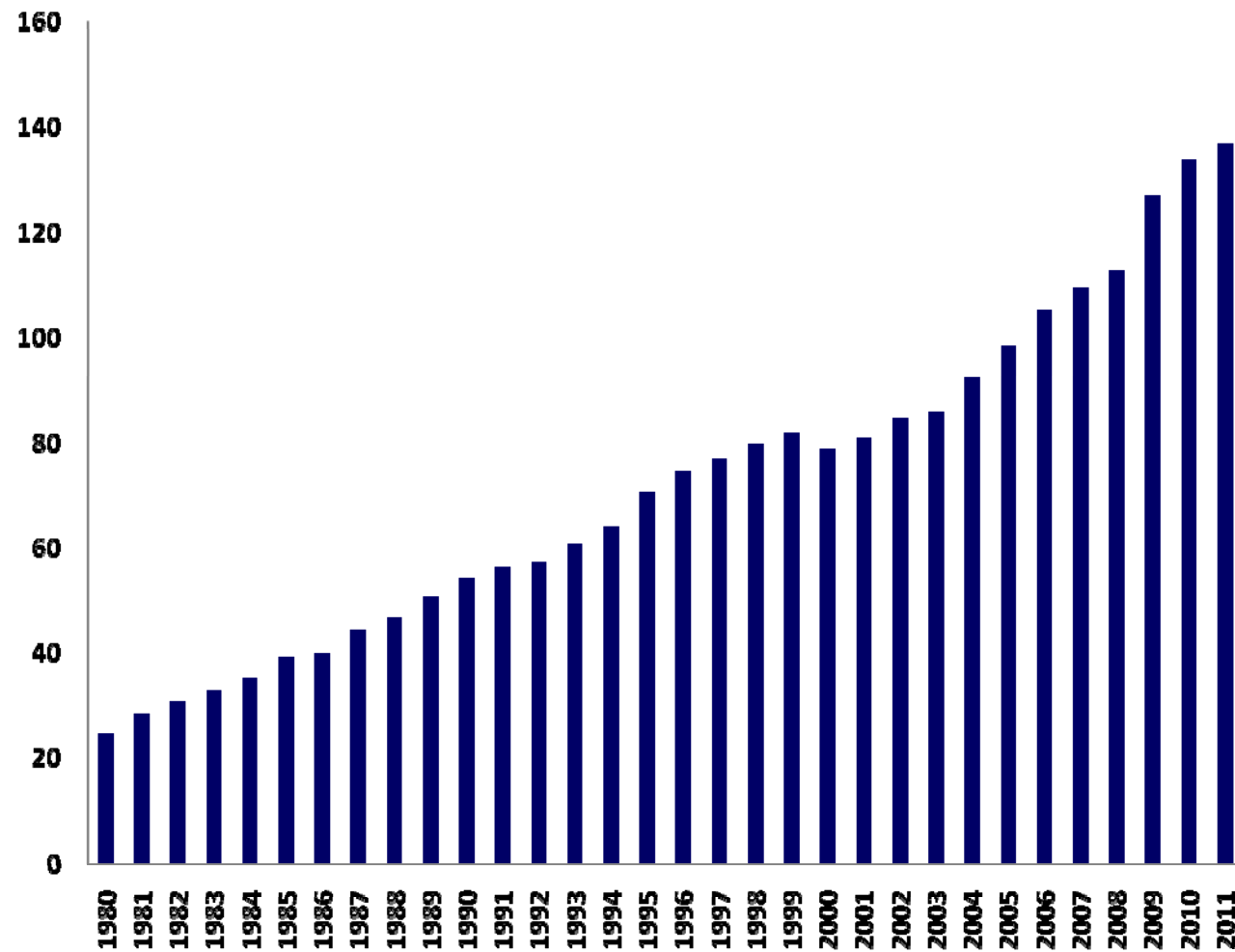


### Road Length

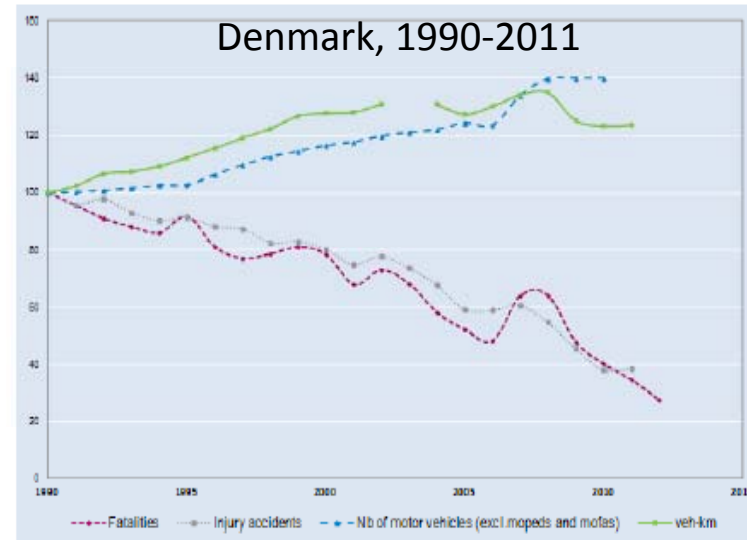
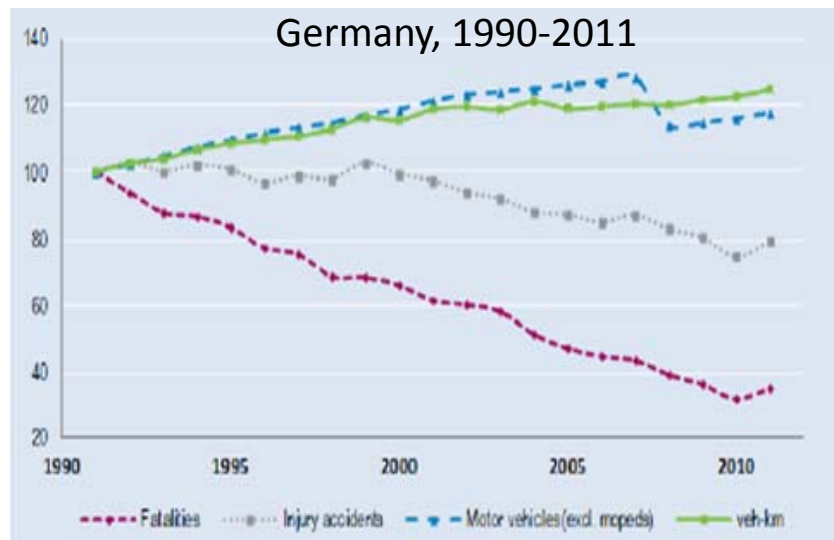
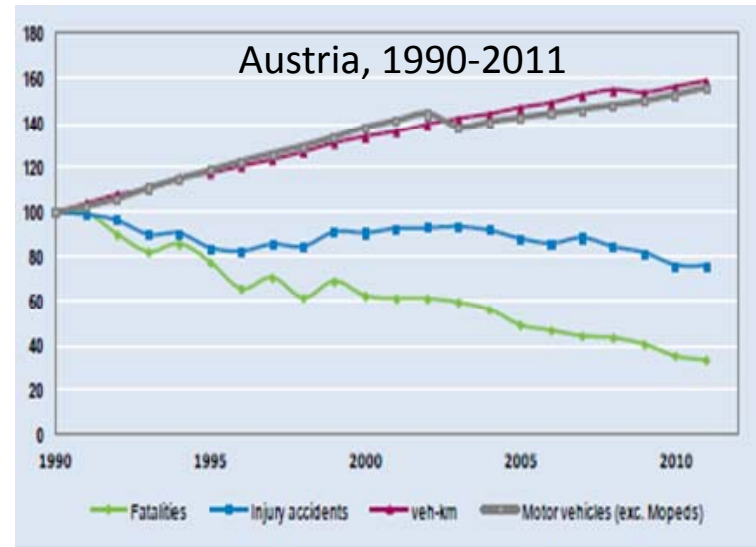
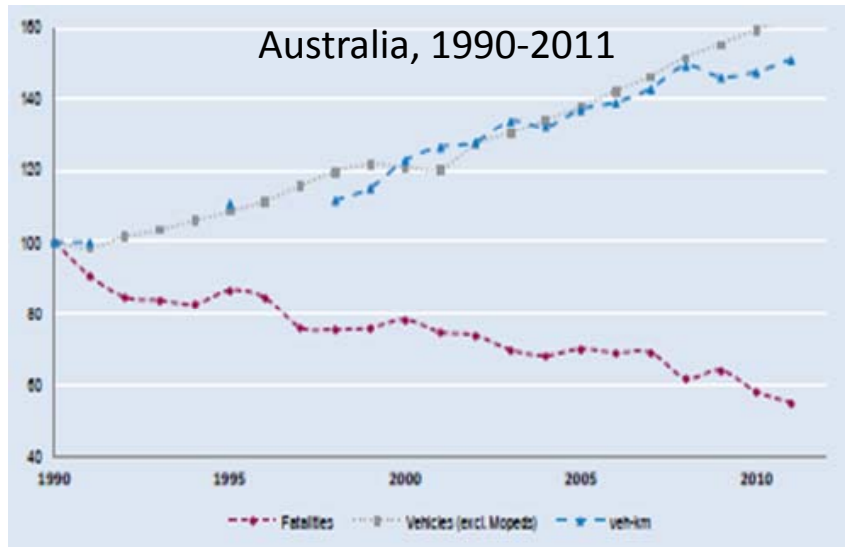




# India: increasing road traffic deaths



# Global experiences





# Ingredients for success

- A Safe System's approach to road safety
- Political will
- Lead agency for road safety
- Implementation of effective interventions
  - Legislation, enforcement, social marketing
  - Safe infrastructure





# Political will







# Lead agencies on road safety

- USA: National Highway Traffic Safety Authority
- France: Inter-ministerial Road Safety Committee (within Ministry of Transport)
- Sweden: Swedish Road Authority
- Spain: Inter-ministerial Road Safety Committee (within Ministry of Interior)
- Brazil: DENATRAN (within Ministry of Transport)
- New Zealand: Land Transport Authority

# Legislation



- Evidence based legislation
- Enforcement:
  - Visible policing
  - Appropriate penalties
  - High perceived levels of enforcement



- Social marketing



**Speed**



**Drink-driving**



**Motorcycle helmets**



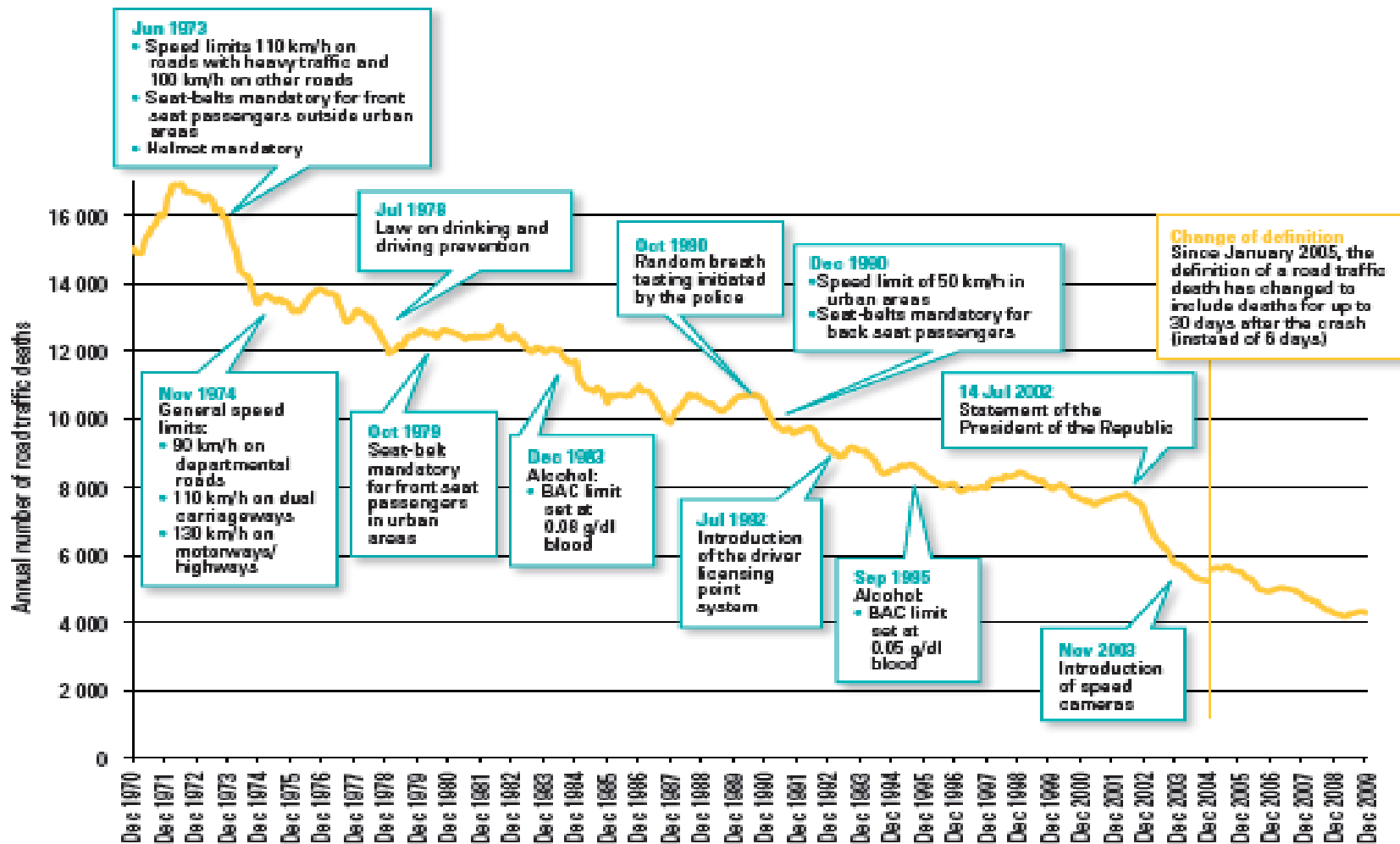
**Seat-belts**



**Child restraints**



# Road traffic deaths - France 1970-2010



Source: Graphique reproduit avec l'autorisation de l'Observatoire national interministériel de la sécurité routière (ONISR), France

# Costs and benefits



## Road traffic injuries cost countries approx 1 to 3% GDP

- Seatbelts (USA, Canada, Norway): 1 : 3-8
- Speed cameras (all EU): 1 : 5.9
- Motorcycle helmets (Norway, USA): 1 : 17
- Drinking and driving: 1 : 19-56
- Rumble strips (Norway): 1: 182



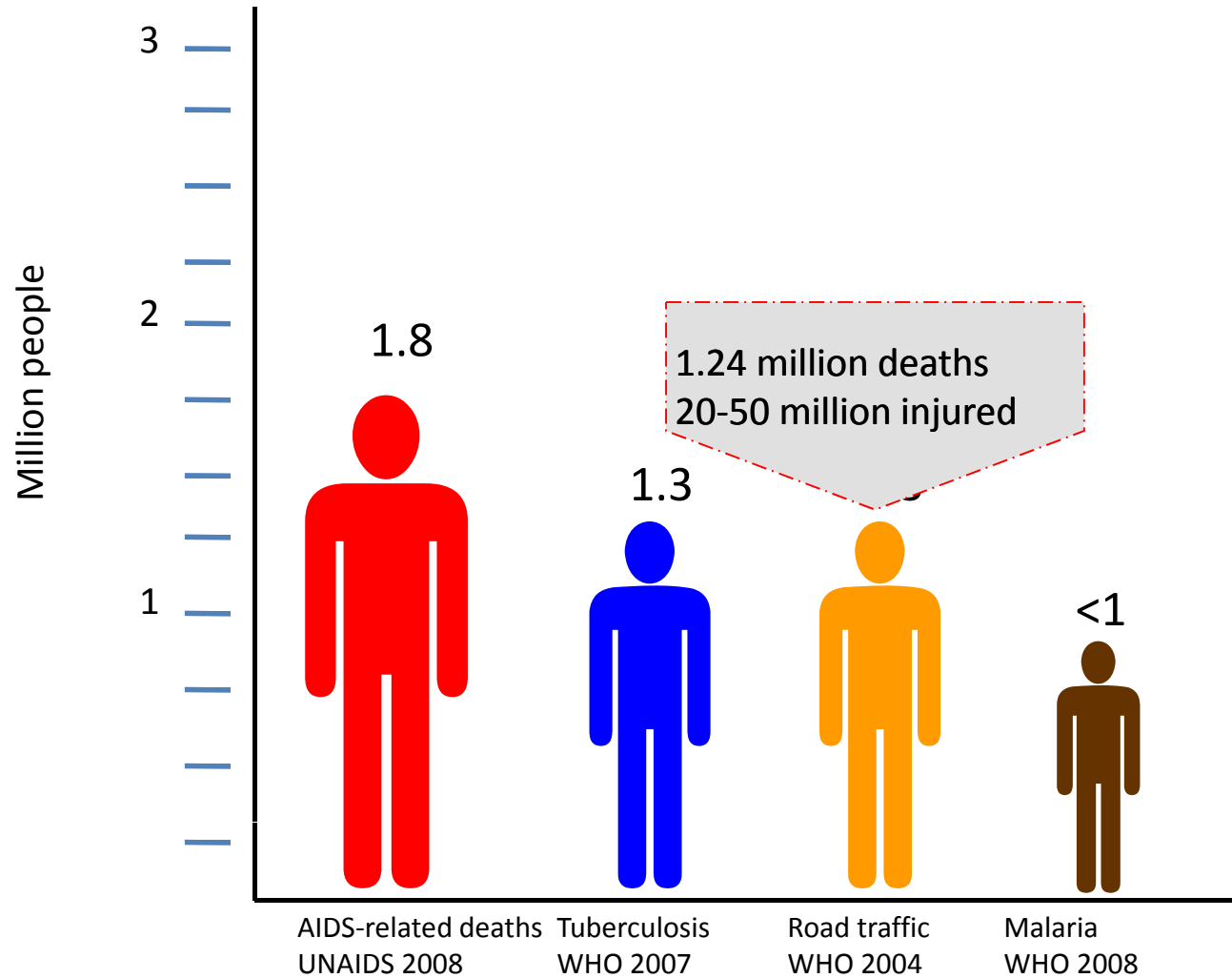
# Decade of Action for Road Safety 2011-2020



SAVING  
**MILLIONS**  
OF LIVES



# Road traffic deaths: the facts





# Global plan for the Decade



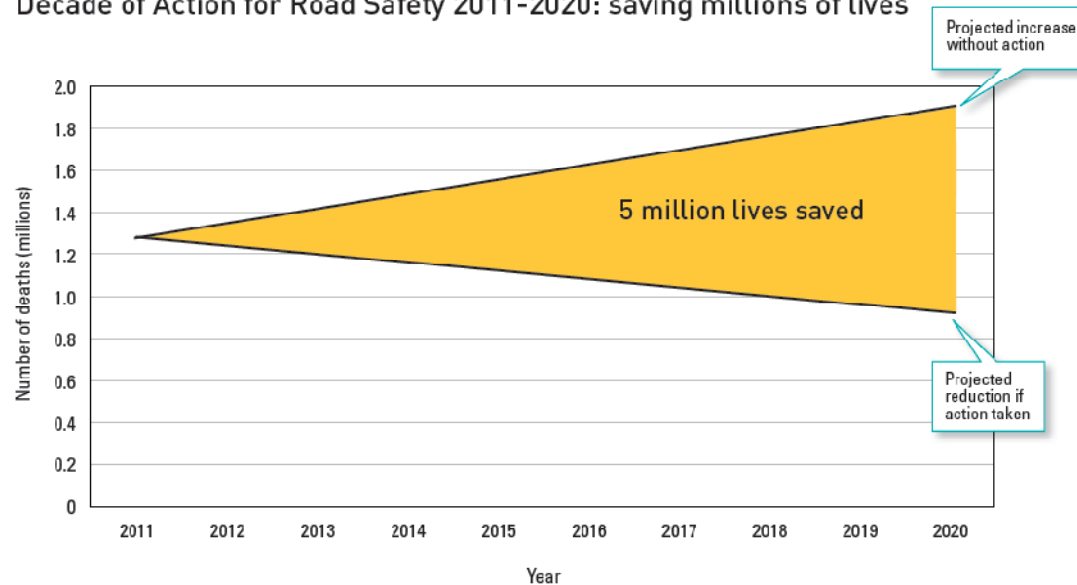
[http://www.who.int/roadsafety/decade\\_of\\_action/plan/en/index.html](http://www.who.int/roadsafety/decade_of_action/plan/en/index.html)



# Vision and goal of the Decade



Decade of Action for Road Safety 2011-2020: saving millions of lives



Goal: To halt or reverse the predicted increases in road traffic fatalities around the world.



# Conclusion



- Political will underpinning a Safe System approach
- Establishing a lead agency:
  - responsible
  - accountable
  - to coordinate across sectors
- Bringing legislation in line with best practice
- Vulnerable road users



# Road traffic fatalities, Australia 1925-2012

