



GLOBAL
ROAD SAFETY
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Introduction: Good Practice Guide

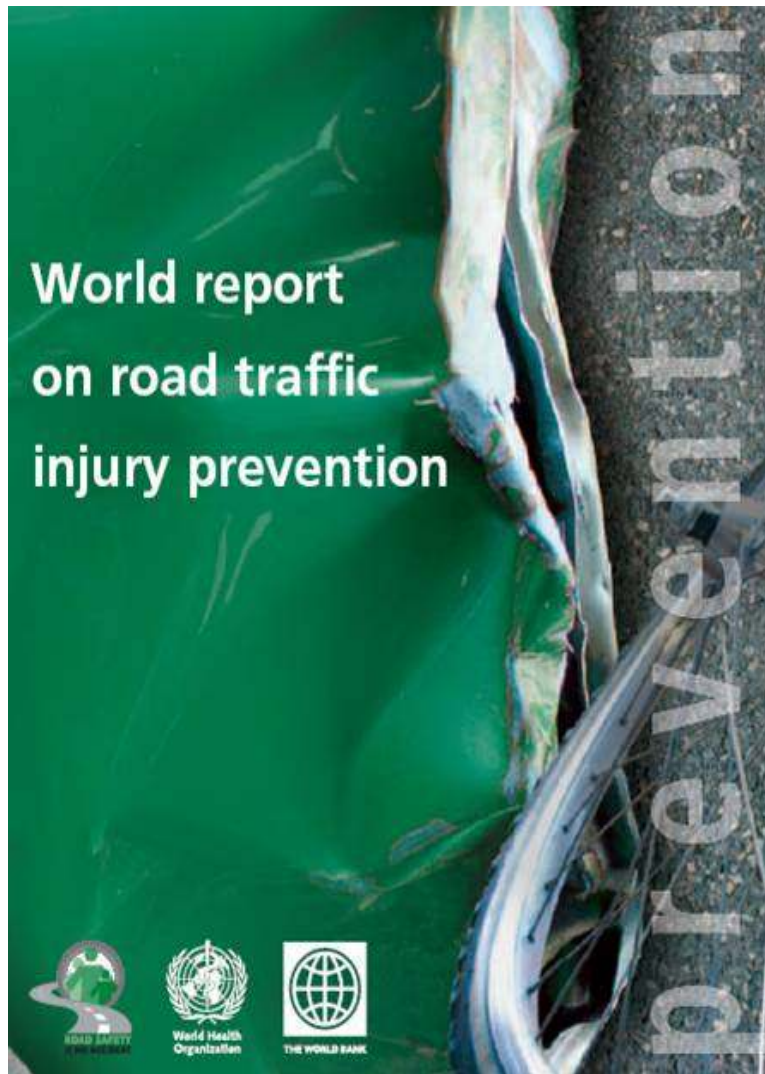
- reducing drinking
and driving

Rob Klein, Regional Director, GRSP

Sept 2007



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Main Messages and Recommendations

2004

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UN Road Safety Collaboration

- April 2004 - UN General Assembly resolution on “Improving global road safety” invited WHO to coordinate road safety issues across the UN system with Regional Commissions
- WHO established UN Road Safety Collaboration with representatives from more than 42 organizations (11 of which are United Nations agencies)
- Key activity is development of a series of manuals on road safety good practice based on recommendations of *Word report*

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Key factors in road crashes

- Speed
- Alcohol
- Seat-belts and child restraints
- Helmets
- Visibility
- Infrastructure for vulnerable road users



Also – mobile phone use, driver fatigue



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Good practice manuals

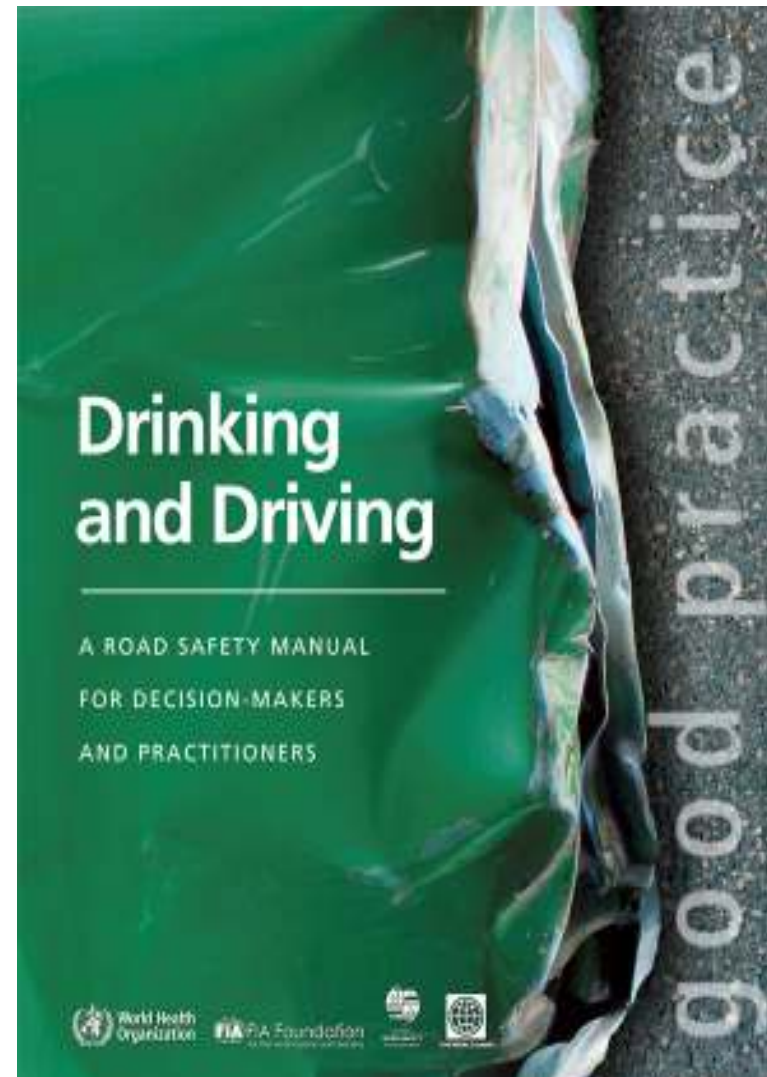
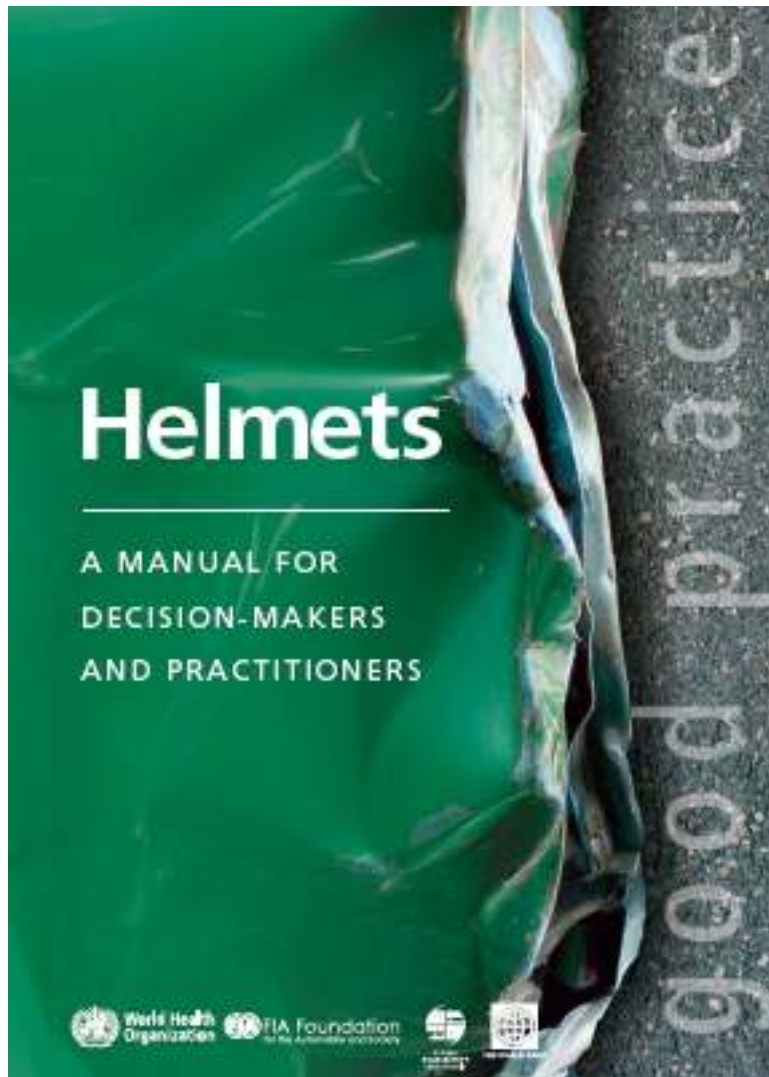
- Collaborative effort by GRSP, the FIA Foundation for the Automobile and Society, the World Health Organization and the World Bank
- Practical and user-friendly, providing step-by-step guidance on implementing specific, effective and cost-effective interventions.
- One agency takes the lead on producing each of the manuals.

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Road Safety manuals



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Good practice manuals

- Helmets (Sept 2006) *WHO lead*
- Drinking and driving (April 2007) *GRSP lead*
- Seat belts and child restraints (Autumn 2007) *FIA Foundation lead*
- Institutional arrangements for road safety management (Autumn 2007) *World Bank lead*
- Speed management (End 2007) *GRSP lead*
- Traffic and injury data collection (2008) *WHO lead*

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Drinking and Driving manual

Why was the manual developed?

- Programmes addressing drinking and driving are effective at preventing crashes involving alcohol
- The manual provides practical advice to road safety practitioners on how to conduct effective and cost-effective programmes to prevent road crashes and road crash injuries linked to alcohol

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Drinking and Driving manual

How was the manual developed?

- Drafted under contract to GRSP by a team from ARRB (Australia) and the TRL (UK)
- It underwent two international peer reviews with experts in the field of drinking and driving
- Subject to a workshop review with road safety practitioners in two cities in India – Bangalore and Kerala

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Drinking and Driving manual

How was the manual developed? (continued)

- Common, flexible, format shared by all manuals
- Advisory committee of experts from partner organisations oversaw development process
- Small editorial committee for each manual coordinated its technical content

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Drinking and Driving manual

Manual Content - Four sections

1. Need for a programme – information on crashes involving alcohol worldwide and rationale for preventative measures
2. Situation assessment – information on why a situation assessment is important, what kind of data to collect and how to prioritise actions



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Drinking and Driving manual

Manual Content - Four sections

3. Design and Implementation – action plans, legislation, enforcement, sanctions, social marketing, engineering, trauma care
4. Impact Assessment – how to evaluate the road safety impact of the programme



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Drinking and Driving manual

Target Audience

- Primarily low and middle-income countries
- Policy-makers and decision-makers
- Road safety professionals
- Members of the judiciary
- Traffic police
- Health professionals
- Employers
- NGOs
- Insurance industry
- Alcohol beverage manufacturers/sellers
- Others

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Using the manuals

Manuals are intended for practical use

Example Helmet manual in ASEAN countries

- Used as basis for conducting national workshops with decision-makers in 5 South East Asian countries
- Strategies drafted to increase helmet wearing using manual recommendations
- Projects identified and implementation in 2007

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