



HALVE ROAD DEATHS & SERIOUS INJURIES BY 2030

MEMORANDUM TO THE 3RD GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY, AND THE 74TH SESSION OF THE UNITED NATIONS GENERAL ASSEMBLY



Every day 3,700 people are killed in road crashes and many more suffer serious injuries. Shockingly traffic injuries are now the leading cause of death for children and young adults aged 5-29 years. The current United Nations Decade of Action for Road Safety (2011-2020), despite growth in population and motorisation, has helped slow the increase in road deaths. But in far too many countries the number of people dying or seriously injured in traffic crashes is rising rather than falling. With road safety now included in the UN's Sustainable Development Goals (SDGs) much more must be done to stop the carnage on the world's roads that kills 1.35 million every year.

Road deaths and serious injuries are not just unfortunate accidents. They are predictable, preventable, and unacceptable. Evidence shows that setting a road safety target is an effective way to reduce the number of people killed and seriously injured in traffic crashes. That is why the Towards Zero Foundation's is calling for a new target to halve road deaths and serious injuries in a new decade

of SDG action for road safety to 2030. A new decade target will help to save 675,000 lives a year, accelerate progress in global road injury prevention, and work towards a world eventually free from road fatalities and serious injuries.

2020 is a very significant year for global road safety. The current UN Decade of Action will come to an end and a new global mandate must be decided for road injury prevention. The 3rd Global Ministerial Conference on Road Safety to be held on February 19th & 20th in Stockholm¹ will review the outcome of the Decade of Action and set new objectives for 2030. This will be followed by a debate in the current 74th session of the UN General Assembly that will adopt a new resolution on 'Improving Global Road Safety'. These important events will establish a new framework for road injury prevention for the decade ahead. The Towards Zero Foundation is, therefore, calling on the 3rd Ministerial Conference and the UN General assembly to adopt a new global road safety casualty reduction target #50by30.

WHY AMBITIOUS ROAD SAFETY TARGETS MATTER

1 See: https://www.roadsafetysweden.com/

2 Improving Global Road Safety: Setting Regional and National Road Traffic Casualty Reduction Targets - Report and Recommendations.

- Report and Recommendations.
UNECE http://www.unece.org/index.
php?id=17593

3 Towards Zero – Ambitious Road Safety Targets and the Safe System Approach. ITF 2008, http://www. itf-oecd.org/road-safety-achievingambitious-road-safety-targets, 4 Zero Road Deaths and Serious Injuries. ITF 2016 http://www.itf-oecd org/zero-road-deaths

Setting ambitious casualty reduction targets has long been recognized as an effective policy to improve road safety. A growing body of research from the early 1990s and 2000s showed that countries with targets have generally performed better than those without. This evidence is well summarized in the United Nations (UN) report 'Improving Global Road Safety – Setting Regional and National Road Traffic Casualty Reduction Targets' published by the UN Regional Commissions in 2010². The UN identified several reasons why road safety targets have proved to be beneficial:

- Setting targets communicates the importance of road safety.
- Targets motivate stakeholders and increase accountability for achieving results.
- Targets convey the message that the Government is serious about reducing road casualties.
- Sub-national targets widen the sense of ownership by creating greater accountability, establishing more partnerships and generating more action.
- Targets raise media and public awareness and motivate politicians to support policy changes and to provide resources.

Target setting has also become increasingly viewed as an essential element of the safe system approach to road injury prevention. This was a major message of the OECD/ITF report 'Towards Zero: ambitious road safety targets and the safe system approach' published in 2008³. Its recommendations were:

- Adopt a highly ambitious vision for road safety.
- Set interim targets to move systematically towards the vision
- Develop a safe system approach, essential for achieving ambitious targets.

- Exploit proven interventions for early gains.
- Conduct sufficient data collection and analysis to understand crash risks and current performance.
- Strengthen road safety management systems.
- Accelerate knowledge transfer
- Invest in road safety
- Foster commitment at the highest levels of government.

Then in 2016⁴ the OECD/ITF published a further report 'Zero Road Deaths and Serious Injuries: Leading A Paradigm Shift to a Safe System' which called for 'Vision Zero' goals to be underpinned with concrete operational targets. This combination of aspirational 'top down' and empirical 'bottom up' target setting, encourages the use safety performance indicators to track intermediate outcomes in support of the overall casualty reduction goal. It is associated with 'Management by Objectives' model of public policy decision making and the expectation that targets should be SMART: specific, measurable, achievable, realistic and time limited. As the OECD/ITF's 2016 report strongly emphasized "for short interim targets to be effective in demonstrating the legitimacy of a larger vision it is critical that they are realistic and achievable".

These recommendations have proved influential and it is striking that in the last ten to fifteen years target setting and variants of the safe system approach have been applied by many of the high-income countries with the most successful road safety performance in the world. It is more challenging, however, to find strong examples of their application among low-and-middle income countries.

GLOBAL ROAD SAFETY PERFORMANCE TARGETS





Target 1: By 2020, all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.



Target 2: By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.



Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.



Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.



Target 5: By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority **UN Regulations, Global** Technical Regulations, or equivalent recognized national performance requirements.



Target 6: By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speedrelated injuries and fatalities.

10

2030

Target 10: By 2030, all

countries have national

laws to restrict or prohibit

the use of mobile phones

while driving.



Target 7: By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.



Target 8: By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.



Target 9: By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.

■ PILLAR 1: Road safety management

PILLAR 2: Safer roads and mobility

PILLAR 3: Safe vehicles

PILLAR 4: Safe road users

PILLAR 5: Post-crash response



Target 11: By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional

regulation in this area.

11

± 2030





Target 12: By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency

Following the request of the United Nations General Assembly, on November 22, 2017 Member States reached consensus on 12 global road safety performance targets. For more information: http://www.who.int/violence_ injury_prevention/road_traffic/road-safety-targets/en/

THE UNITED **NATION'S ROAD SAFETY VISION & TARGETS**

Over the last decade the United Nations has adopted voluntary aspirational targets for injury prevention as part of an unprecedented effort to improve global road safety. The first global ministerial conference on road safety was held in Moscow 19-20 November 2009⁵ and the following year a Decade of Action was proclaimed by the UN General Assembly with the goal to "stabilize and then reduce" the predicted increase in road traffic fatalities⁶. This was supported by a Global Plan⁷ developed by the United Nation's Road Safety Collaboration (UNRSC), which proposed five policy pillars of road safety management, safer roads and mobility, safer vehicles, safer road users and post-crash response with recommended actions and performance

Road safety was then further recognized on the global agenda by its inclusion in the Sustainable Development Goals (SDGs) unanimously adopted in by Heads of Government in New York in September 20158. Road safety was included in Goal 3 for Health and Goal 11 for Cities. Within Goal 3 a target (3.6) was set aiming to halve the number of global traffic deaths and injuries by 2020. This was subsequently endorsed by the 2nd Global High-Level Conference on Road Safety held in Brasilia on 18-19 November 2015⁹ and by the UN General Assembly¹⁰ on 15 April 2016. The SDG 3.6 target was closely aligned with regional targets that had already been adopted at the beginning of the Decade of Action by, inter alia, the African Union¹¹, the Association of South East Asian

- 5 http://www.who.int/roadsafety/ministerial conference/en/
- 6 https://www.who.int/roadsafety/about/ resolutions/A-RES-62-244_EN.pdf?ua=1 7 http://www.who.int/roadsafety/decade_of action/plan/global_plan_decade.pdf 8 https://sustainabledevelopment.un.org/ post2015/transformingourworld 9 http://www.who.int/violence_injury
- prevention/road_traffic/Brasilia_Declaration/
- 10 http://www.un.org/en/ga/search/view_doc asp?symbol=A/RES/70/260
- 11 http://www.irfnet.ch/files-upload/pdf-fil es/272607e4561770e59c14f466a9bd0584_ The_2nd_African_Road_Safety_Conference
- 12 Brunei Action Plan (ASEAN Strategic Transport Plan) adopted in 2010 13 Towards a European Road Safety Area – Policy Orientations on Road Safety 2011-2020 14 Save Lives: A road safety technical package. Geneva, Switzerland, World Health Organization, 2017 (URL forthcoming) 15 https://www.who.int/
- violence_injury_prevention/road_ traffic/12GlobalRoadSafetyTargets.pdf?ua=1 16 https://www.un.org/en/ga/search/view_ doc.asp?symbol=A/RES/72/271&referer=/ english/&Lang=E

Nations (ASEAN)¹² and the European Union (EU)¹³. With the benefit of hindsight, it is evident that setting the SDG 3.6 target in 2015 with a 2020 timeline was over ambitious. Experience shows that five years is too short a period to mobilise effective policy action.

To encourage Member States to accelerate progress towards SDG 3.6 the World Health Organization (WHO) in 2017 issued a further set of recommendations: The Save Lives Technical Package. Its core components are Speed management, Leadership, Infrastructure design and improvement, Vehicle safety, Enforcement of traffic laws and post-crash Survival¹⁴. WHO's guidance includes 6 components and 22 evidence-based priority interventions which, if systematically applied by all UN Member States, would help close the policy and legislative gap that currently inhibits progress on improving road safety worldwide.

In 2017 the WHO also facilitated the adoption of 12 voluntary global performance targets for road safety risk factors¹⁵ which were then welcomed by the UN General Assembly in April 2018¹⁶. Aligned to the Global Plan's five pillars the targets and related indicators are intended to help Member States guide action and measurement of progress during the implementation period of the SDGs up to 2030. They provide a global framework of safety performance indicators that together could contribute to a substantial reduction in road deaths and serious injuries by 2030.





SETTING A NEW ROAD SAFETY TARGET FOR 2030

The WHO's Global Status Report on Road Safety 2018 shows that the number of road traffic deaths continues to climb, reaching 1.35 million in 2016¹⁷. It is clear, therefore, that the current road safety performance of UN Member States is not making enough progress for SDG 3.6 to be achieved by 2020. At best it can be said that the rates of death relative to the size of the world's population has stabilized in recent years. This does confirm, however, that the Decade of Action has so far at least accomplished 50% of its mission. Stabilising road traffic deaths in the context of rising levels of population and motorisation represents a significant achievement. Sadly, however, the reduction half of the Decade's task remains unfinished business.

Against this background it is surely unacceptable at the end of the Decade of Action to allow the SDG 3.6 target to expire. To do so would diminish road safety as a global priority in sustainable development and undermine ten years of significant efforts in road injury prevention. The absence of a road safety target would be harmful; making it harder to sustain political commitment, mobilize new resources, and action to save lives. Highlighting these concerns HRH Prince Michael of Kent, patron of the Towards Zero Foundation, speaking to the UN General Assembly in April 2018, warned that it was not enough to "just stabilise the level of road fatalities". The Prince called for a three-point plan for global road safety including a new UN road safety target, more resources to finance road injury prevention programmes, and much stronger political commitment to road safety.

"A new UN road safety target for 2030 to halve road deaths and serious injuries will reinvigorate the road safety ambition of the SDGs and provide a framework for accountability and action. Of course, our vision is for a world free from road traffic fatalities, but a target is intended as a benchmark for progress rather than the final destination. The **safety** risk is that, without a new casualty reduction target, the road safety performance of UN Member States will be weakly measured and consequently poorly managed".

HRH PRINCE MICHAEL OF KENT GCVO





Over the last year the Towards Zero Foundation has been building strong support for the #50by30 campaign. In April 2019 we co-hosted the Sixth Meeting of Global Alliance of NGOs held in Chania, Crete. This event brought together 270 delegates from 76 countries and resulted in the adoption of the Chania Declaration which supported #50by30 calling for the SDG target 3.6 to be extended to 2030¹⁸. Then in May 2019 during the 5th UN Global Road Safety Week, we hosted an International Roundtable 'Road Safety and the SDGs – What Target for 2030?' at the headquarters of the European Bank for Reconstruction & Development in London. The Roundtable attended by 40 leading road safety experts reviewed progress in the UN Decade of Action and strongly endorsed the call for a new UN #50by30 target.

Other influential voices have also supported the call for a new #50by30 target. In their Manifesto #4Road Safety¹9 the Global Network for Road Safety Legislators (which brings together parliamentarians active in road injury prevention from around the world) argued that "A realistic but ambitious target would be to halve road deaths and serious injuries by 2030" and recommended: "That Parliamentarians worldwide support at the end of the current UN decade of Action the adoption of a new SDG 3 target to halve road deaths and serious injuries by 2030 using 2020 as a baseline".

Then in August 2019, Antonio Guterres the UN Secretary General in a note 'On Improving Global Road Safety' submitted to the 74th Session of the General Assembly²⁰ invited Member States "to reflect on how best to respond to the fact that the deadline for achieving target 3.6 of the Sustainable Development Goals is 2020. Since the target will not be reached on the basis of current projections, it may be worth considering extending the target date to 2030 through the appropriate forum".

The Secretary General suggested "That deadline reflects a more realistic time frame in which to halve road traffic fatalities and injuries. It is aligned with regional targets that have been adopted or are currently being considered and takes into account the available knowledge and need for system-level changes".

Another very positive development at the UN was the adoption in September 2019 by the General Assembly of a Declaration from the High-Level Political Forum on Sustainable Development to launch an "ambitious and accelerated response to reach our common vision by 2030" with the additional commitment by UN Member States to "maintain the integrity of the 2030 Agenda, including by ensuring ambitious and continuous action on the targets of the Sustainable Development Goals with a 2020 timeline²¹". This provides a clear and unambiguous mandate for the 3rd Global Ministerial to support an extension of the UN global road safety target #50by30.

Finally, the Towards Zero Foundation was very pleased to see a strong recommendation in favour of a new #50by30 target made by the Academic Expert Group to the 3rd Global Ministerial Conference. In their report 'Saving Lives Beyond 2020' the Group has proposed new wording for SDG Target 3.6: as follows: "Between 2020 and 2030, halve the number of global deaths and serious injuries from road traffic crashes, achieving continuous progress through the application of the Safe System approach."²²

There is clearly now a wide body of support among road safety experts, NGOs and legislators that now support a new #50by30 target. The Towards Zero Foundation, therefore, looks forward to the inclusion of #50by30 as one of the major positive outcomes of the Stockholm conference.

SETTING REGIONAL #50BY30 TARGETS FOR DEATHS AND SERIOUS INJURIES

Alongside renewal of the global SDG target 3.6 there is also the 3rd Global Ministerial Conference should also encourage more effective application of regional road safety targets and action plans. This was a strong recommendation of the 2010 targets report published by the UN Regional Commissions in 2010.

The EU has the longest and most positive experience of using regional road safety targets. It first adopted a quantitative target to halve road fatalities in 2000 and has recommitted to this in successive ten-year action plans in each decade since. This strategic approach, in combination with related actions of Member States, have helped reduce traffic deaths across the EU from 54,900 in 2000 to 25,100 in 2018. And the EU has now adopted #50by30 for its own road safety action plan 2020 to 2030 and, for the first time, also included serious injuries. This was announced In May 2018 in a new Communication by the European Commission that included a package of new 'safe system' inspired policy measures relating to road users, infrastructure, and vehicles²³.

The challenge now is to replicate similar success in other world regions. An interesting example is the Regional Road Safety Strategy of the Central Asia Regional Cooperation Program which has also adopted a target to halve fatalities by 2030 on its major road networks²⁴. To achieve #50by30 over the next ten years will require much stronger regional partnerships that could better combine the efforts of the UN Regional Commissions, the WHO & its Regional Offices, the Multilateral

Development Banks, relevant intergovernmental bodies and other public and private stakeholders. Such improved regional co-ordination should also be harnessed to the growing number of road safety observatories that can provide vital benchmarking assessments of regional comparative casualty trends.

A significant challenge for effective road safety targeting is how to include serious injuries. Weakness in data collection systems and definitional issues have left the huge scale of serious injuries inadequately measured. The true societal costs of serious injuries are therefore underestimated and benefits from their reduction systematically overlooked, particularly in low-and-middle income countries where if the main bread-winner is injured and can no longer work, there can be a serious impact on the rest of the family unit. Moreover, while some deaths from crashes are now being prevented, for example, by improved vehicle safety and better post-crash care, there is a paradoxical risk that the occurrence of serious injury will be driven upwards as crashes no longer result in deaths but in serious injury.

A major step forward has been the EU's decision to include serious injuries in their new 2030 target that was agreed in the Valetta Declaration during the Maltese Presidency in 2017²⁵. This was motivated by EU Member States concern that serious injuries are five times higher than their number of fatalities. Tackling this issue by applying a Maximum Abbreviated Injury Scale (MAIS) of 3 or greater as the basis of the new serious injuries target will be challenging for the EU to implement but it is very welcome nonetheless. It is, however, not currently feasible for this measure to be widely applied in low-and-middle income countries. Nevertheless, serious injuries need to be given much more global attention and, with improved data collection, become commonly included in country, regional and global road safety targets.

- 18 http://www.roadsafetyngos.org/sh_events/press-release-ngos-call-life-saving-commitment-reduce-road-deaths-injuries/
- 19 https://www.who.int/violence_injury_prevention/road_traffic/
- rs_legislators_network/en/
- 20 https://www.who.int/roadsafety/about/resolutions/download/A-74-304-EN.pdf?ua=1
- 21 https://undocs.org/en/A/RES/74/4
- 22 https://www.roadsafetysweden.com/about-the-conference/news-on-road-safety-conference/2019/academic-expert-group-recommendations-for-2nd-decade-of-action-for-road-safety/
- 23 See: https://eur-lex.europa.eu/resource.html?uri=cellar:0e8b694e-59b5-11e8-ab41-01aa75ed71a1.0003.02/DOC_1&format=PDF 24 https://www.adb.org/news/carec-countries-advance-regional-road-
- 25 http://data.consilium.europa.eu/doc/document/ST-9994-2017-INIT/en/pdf





SUMMARY AND RECOMMENDATIONS

2020 is a year of decision for global road safety. The current UN Decade of Action will come to an end and a new global mandate must be decided for road injury prevention. The World Health Organization now forecasts that the original 3.6 target date to halve road deaths and injuries by 2020 will not be reached²⁶. The choice we face is clear: build on the positive experience of stabilizing global road deaths to achieve reductions every year of over 675,000 lives saved; or just carry on with business as usual in another decade with hundreds of millions killed or injured in road crashes and economic costs of between 2-2.5% of global GDP per annum, amounting to a \$1.85 trillion burden on the global economy each year.

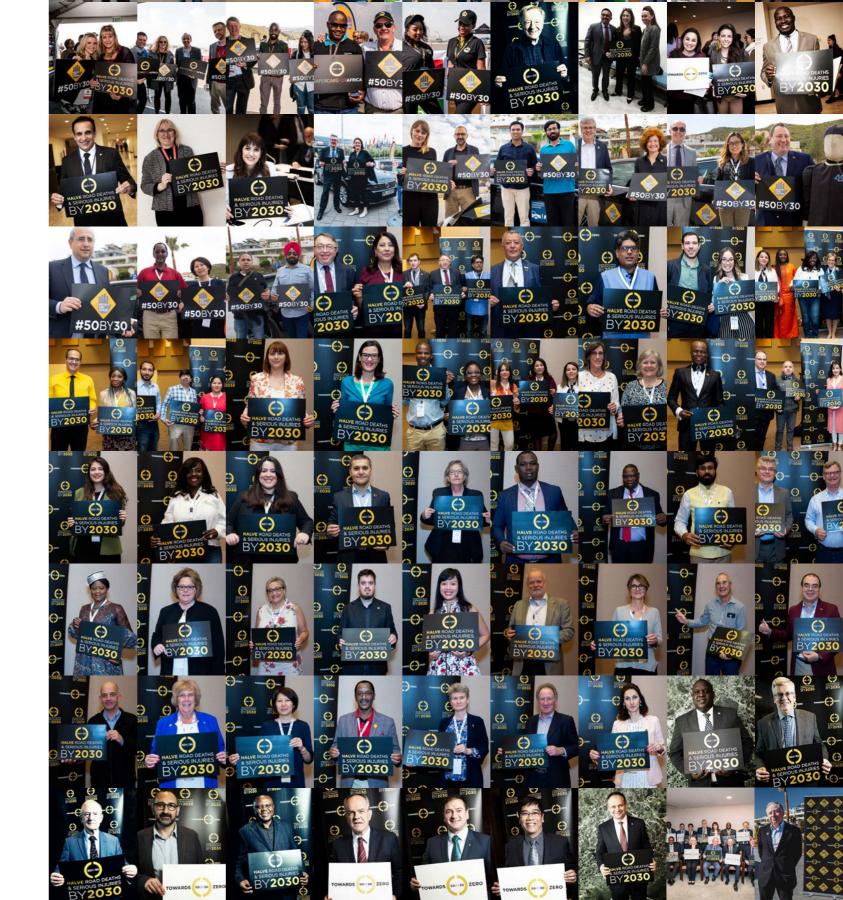
What is needed is a further ten-year period of SDG action to fully implement 'safe system' inspired regional and national road safety plans and policies. Global, regional and national #50by30 targets are a vital tool to maintain focus, measure progress and achieve success. That is why the Towards Zero Foundation supports accelerated action to achieve the road safety related SDGs to 2030. Adopting #50by30 is an ambitious but realistic objective for new decade of SDG action for road safety; a decade of progress towards a world eventually free from road traffic deaths and serious injuries

HALVE ROAD DEATHS & SERIOUS INJURIES

BY2030

THE TOWARDS ZERO FOUNDATION, THEREFORE, RECOMMENDS:

- MINISTERS ATTENDING THE 3RD GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY SUPPORT A TARGET #50BY30 TO HALVE ROAD DEATHS AND SERIOUS INJURIES BY 2030 IN A SECOND DECADE OF SDG ACTION FOR ROAD SAFETY 2020-2030.
- UN MEMBER STATES ADOPT A RESOLUTION DURING THE 74TH UN GENERAL ASSEMBLY DEBATE ON IMPROVING GLOBAL ROAD SAFETY THAT ENDORSES THE #50BY30 TARGET THROUGH ACCELERATED ACTION TO ACHIEVE THE ROAD SAFETY RELATED SDGS BY 2030.
- UN REGIONAL COMMISSIONS, THE WHO & ITS REGIONAL OFFICES, THE MULTILATERAL DEVELOPMENT BANKS, RELEVANT INTERGOVERNMENTAL BODIES AND OTHER PUBLIC AND PRIVATE STAKEHOLDERS DEVELOP PARTNERSHIPS IN SUPPORT OF REGIONAL #50BY30 TARGETS.
- UN MEMBER STATES ADOPT NATIONAL ROAD SAFETY STRATEGIES AND PLANS THAT ARE ALIGNED WITH BOTH REGIONAL AND GLOBAL #50BY30 TARGETS.





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