



**Global Meeting of Nongovernmental Organizations
Advocating for Road Safety and Road Victims
7 and 8 May 2009, Brussels, Belgium**

DRAFT REPORT

Executive Summary

On 7-8 May 2009 WHO hosted the Global Meeting of NGOs Advocating for Road Safety and Road Victims in Brussels, with financial support from the Government of Flanders, Belgium, and the FIA Foundation for the Automobile and Society. More than 100 participants attended the meeting representing 70 NGOs in 40 countries. Many of the participating NGOs were created by people who have lost a child or loved one in a road traffic crash and who now campaign for safer roads and improved services for road crash victims and their families. The objectives of the meeting were to foster a greater understanding of the expertise and needs of road safety and road victim NGOs; share knowledge, experiences and approaches to advocating for road safety and road crash victims; and identify opportunities for greater collaboration among these NGOs and other organizations.

In plenary sessions participants heard about the work of organizations such as Relatives and Friends of the Victims of the Santa Fe Tragedy (Argentina), Mothers Against Drunk Driving (USA), Parents of Child Road Victims (Belgium), Securoute (Cameroun) and Handicap International; a presentation on the global impact of road crashes and what works to prevent them; and updates on upcoming opportunities for collaboration. In working groups, participants shared strategies for mobilizing policy makers, communicating the message and improving services for victims and their families. Some of the lessons drawn from these discussions include the value of:

- Involving NGOs in lobbying for policy change
- Targeting advocacy efforts towards the highest levels of government
- Sharing and communicating about good practice
- Engaging the media in a targeted fashion
- Highlighting the personal stories behind the road traffic statistics
- Tailoring advocacy materials for various audiences
- Garnering the support of celebrity spokespeople
- Improving trauma care and other services for victims and families
- Leveraging resources by joining forces with other NGOs
- Creating public private partnerships
- Taking advantage of pro bono services offered by other groups
- Evaluating efforts

Participants also took the opportunity of the meeting to discuss and define steps to finalize a statement from the NGOs to be presented to the First Global Ministerial Conference on Road Safety in Moscow in November 2009.

Outcomes of the meeting include an increased understanding of the expertise and needs of road safety and road victim NGOs; shared information and experiences of good and promising practice in approaches used by NGOs to raise awareness, encourage action, and provide services for victims; progress on a draft statement from the NGOs to be presented at the First Global Ministerial Conference on Road Safety; creation of an informal network of NGOs advocating for road safety and road victims; and plans for collaboration on a number of upcoming events, including the Ministerial Conference and the World Day of Remembrance for Road Traffic Victims. Although perhaps less tangible, a significant outcome from the meeting is collaboration between like-minded NGOs from various parts of the world on their general programmes of work.

Opening and adoption of agenda and election of chairpersons

Dr Etienne Krug, WHO Director, Department of Violence and Injury Prevention and Disability

On behalf of WHO, Dr Krug welcomed the more than 100 participants, representing 70 road safety and road victims NGOs from over 40 countries. Dr Krug noted that many of the NGOs participating in the conference were established by individuals personally touched by road crashes. The organizations are involved in different aspects of road safety, including support of victims, advocacy and policy. Often they struggle for adequate resources and capacity. The injured and bereaved must search for health, social, psychological and judicial services which are frequently inadequate or non-existent. Dr Krug described the current global road safety toll and stated that unless action is taken, the number of deaths and injuries will rise significantly. Governments often need NGOs to encourage greater action and to supplement support. Road safety and road victim NGOs can be instrumental in catalyzing the national and international response. They are an inspiration and a reminder that all societies and all of us as individuals need to step up our efforts. So many precious lives are at stake, and inaction is not an option.

Dr Krug then identified the meeting's objectives as follows:

- Foster a greater understanding of the expertise and needs of road safety and road victim NGOs
- Share knowledge, experiences and approaches to advocating for road safety and road crash victims
- Identify opportunities for greater collaboration among these NGOs and other organizations
- Discuss and approve a draft statement from the NGOs to be presented to the First Global Ministerial Conference on Road Safety in Moscow in November 2009

Dr Krug expressed the hope that the gathering will provide opportunities for cross fertilization of ideas, the establishment of new road safety partnerships, finalization of a statement for the Ministerial Conference in Moscow and greater international attention to the global issue of road crashes.

The agenda was adopted as proposed.

Mr Frank Vanden Bulcke, Deputy Chief of Cabinet, Flemish Ministry of Mobility, Social Economy and Equal Opportunities, Belgium

Mr Vanden Bulcke welcomed the participants on his own behalf and on behalf of Ms Kathleen Van Brempt, Flemish Minister for Mobility, Social Economy and Equal Opportunities, Belgium. He stated that NGOs are an important sector of society and expressed the hope that this meeting will be the beginning of a permanent collaboration across road safety NGOs throughout the world.

Ms Maria Cristina Marolda, Road Safety Policy Officer, European Commission

Ms Marolda expressed the European Commission's commitment to road safety and its target to reduce deaths by 50% by 2010. She stated that each Member State must perform to the best of its ability, and strive to perform at least as well as the best-performing countries. Road safety is a shared responsibility between public authorities, private companies and individual road users. The European Road Safety Charter, signed by over 1,200 signatories, is an extension of the shared responsibility. An integrated approach which includes the safety triangle of vehicle safety, infrastructure and user behaviors is necessary. The European Commission instruments include road accident data, financial support for research, best practices guidelines, and legislation. European Road Safety Days and European-wide campaigns have been instituted. Intelligent Transport Systems using information and communications technologies hold promise for the future in terms of improving road safety.

Brief introductions by participants

Participants briefly interviewed other participants they did not know previously, and then introduced interviewees and the organization that they represent to the group. PowerPoint slides describing the activities of each of the organizations were displayed on the screen, based on the template participants had been asked to complete prior to the meeting.

Plenary presentation by Dr Margie Peden, WHO Coordinator for Unintentional Injury Prevention and discussion with all participants

Dr Peden outlined the high social cost of road traffic injuries, the need for a "systems approach" and the sharing of responsibility by all sectors of society. She stressed the importance of infrastructure, vehicles and human behaviors in improving road safety. Dr Peden emphasized the need for data and data-driven programmes. She recommended that NGOs lobby for well funded lead agencies with authority, increased support for victims and their families and improved post-crash medical services. NGOs should focus upon "what works." Education as a stand-alone intervention, buddy programmes, alcohol server programmes, self testing and school instruction are less effective measures, while strong enforcement, helmets, seatbelts, separating traffic, speed reduction and infrastructural improvements are valuable strategies. NGOs should raise awareness through national advocacy events including those marking the annual World Day of Remembrance for Road Traffic Victims.

Moderated panel presentations by five NGO representatives on their key approaches, challenges, and successes

Mr. Hector H. D'Agostino, Familiares y Amigos de las Victimas de la Tragedia de Santa Fe, Argentina

Mr D'Agostino reported that Familiares y Amigos de las Victimas de la Tragedia de Santa Fe was founded following a bus crash caused by an intoxicated truck driver, in which a professor and nine students were killed. The victims' families organized commissions, petitioned the government, met with journalists and media specialists and developed strategies to make road safety a public security issue. They wrote articles, granted interviews and involved media. They obtained the patronage of local celebrities (actors, musicians, television journalists and others) who support their efforts by carrying the road safety message everywhere they reach. The Education Ministry declared 8 October an annual "Solidarity Student Day". The Organization successfully encouraged the creation of the National Agency for Road Safety and consults on behavioral changes in the community.

Ms Laura Dean-Mooney, Mothers Against Drunk Driving (MADD), USA

Ms Dean-Mooney, National President of MADD, reported that MADD was founded in 1980 by Candace Lightner, whose 13-year-old daughter was killed by a drunk driver. Since its inception, fatalities have dropped 44%. MADD believes that grieving families become the most vocal supporters of road safety efforts. They lobby state legislatures for better laws, attend court cases to ensure proper adjudication and help victims cope with loss. In 2006 MADD launched a Campaign to Eliminate Drunk Driving, which includes intensive law enforcement, mandatory use of ignition interlocks for convicted drunk drivers, encouragement of advanced vehicle-based technology and mobilization of grassroots efforts. MADD effectively turns statistics into stories.

Mr Francis Herbert, Ouders van Verongelukte Kinderen / Parents d'Enfants Victimes de la Route, Belgium

Mr Herbert described the organization's involvement in the Belgian Government's 2002 launch of a 50% fatality reduction target over 10 years and lauded the even more ambitious targets set for 2015. Following this success, the Organization encouraged the Government to improve victims' services. In response, 214 post crash recommendations were formulated and Rondpunt, a public private partnership dedicated to monitoring, coordinating and improving assistance to road victims, was established. Mr Herbert stated that police, justice, medical and insurance experts are aware of traffic system flaws. However, they are guilty of a "secondary victimization" by their lack understanding of the intensity and duration of pain following the death of a loved one.

Mr Martial Manfred Missimikim, Secouroute, Cameroun

Mr Missimikim reported that following the publication the 2004 *World report on road traffic injury prevention*, civil society urged the government of Cameroon to develop a national road safety strategy. The Department of Transportation convened a conference and ultimately adopted a road safety strategy with a 5-year action plan and created a multisectoral committee under the Ministry of Transportation to ensure that these measures are put into place. The plan includes the creation of a lead agency, road safety education in schools, an aging fleet retirement strategy, improvement of license renewal system, better media communication, stricter penalties for infractions, an emergency response system, development of a crash data bank, the extension of technological control of traffic to rural areas and the identification of new financial resources for road safety.

Mr Eric Remacle, Handicap International Belgium

Mr Remacle reported that Handicap International Belgium works to prevent and limit disabilities. Interest in road crashes arose from the realization that 80% of hospital patients receiving physiotherapy were road crash victims. Handicap International Belgium has road safety projects in Cambodia, Laos and Viet Nam. Activities include developing information systems to collect more accurate road crash data and providing first-aid training in the care of road crash victims for police, National Red Cross Societies, and ambulance personnel. The Organization supports Ministers of Education on road safety curriculum development, assists National Road Safety Committees, and helps in helmet, anti-speed and anti-drinking and driving awareness campaigns.

First Global Ministerial Conference on Road Safety, presentation of draft statement by NGOs and discussion

Introduction of Ministerial Conference by Dr Etienne Krug, Director, Department of Violence and Injury Prevention and Disability, WHO

Dr Krug informed the group that in March 2008, a UN General Assembly resolution calling for a "first global high-level (ministerial) conference on road safety" was introduced and adopted by Member States. General Victor Kiryanov, Chief State Road Safety Inspector of the Russian Federation, announced the Russian Federation's willingness to host the meeting in Moscow in November 2009. Dr Krug described the aims of this Ministerial Conference which will attract Ministers of Health, Transport, Interior, Education and others. The aims are to draw attention to the need for action to address the large and growing global impact of road traffic crashes, in particular in developing countries; review progress on implementation of the *World report on road traffic injury prevention* and the UN General Assembly resolutions; provide a high-level global multisectoral policy platform to share information and good practices on road safety; and propose a number of actions for the future. Dr Krug thanked Ms Brigitte Chaudhry who has lead a committee developing a Statement that the NGOs will present at the Ministerial Conference.

Presentation of Statement by Mr Marcello Mastrojeni, Associazione Italiana familiari e Vittime della Strada, Italy

Prior to the reading aloud of the draft Statement, Ms Chaudhry first described the challenges of drafting a Statement encompassing the views of the diverse NGO community. She discussed the need for the Statement to stress the post crash phase. Mr Mastrojeni then reviewed several salient points in the Statement, including: NGOs as instruments of change with first hand knowledge of the consequences of failed policies; the importance of a national and a global perspective; the need for a systems approach; the implementation of key interventions; justice as a means of prevention, not punishment; judiciary as a key part of the system; the danger of celebrating fatality reduction rather than demanding zero fatalities; the importance of a network of NGOs; the role of NGOs as consultants to government; and the importance of separating road safety days and weeks from the annual World Day of Remembrance for Road Traffic Victims. Based on the draft Statement, participants were requested to email comments and suggestions to Ms Chaudhry. The Statement will be amended and finalized prior to the Ministerial Conference.

Following the reading aloud of the draft Statement, some discussion was had on finding a creative way to present the Statement to Ministers, beyond reading it aloud during the opening ceremony of the Ministerial Conference. Linked with this was a discussion on ideas for a high-profile advocacy event or initiative that the NGOs could lead, such as a

memorial service or other similar type of ceremony commemorating victims. A small group of NGOs has committed to further reflecting on and taking steps towards planning such an event. It was recommended that all NGOs participating in this meeting, even those which would not send a representative to the Ministerial Conference, identify ways to mark the event at national level, including by working with the media.

Panel discussion on how the global road safety community can support NGOs advocating for road safety and road victims

Mr David Ward, Director General, FIA Foundation for the Automobile and Society

Mr Ward reported that on 5 May, the Commission for Global Road Safety launched "*Make roads safe report: a decade of action for road safety*" in Rome. This report builds upon recommendations of the *World report on road traffic injury prevention*, the previous report of the Commission for Global Road Safety "*Make roads safe: a new priority for sustainable development*" and the UN General Assembly resolutions. It calls for a 50% reduction in fatalities from their 2020 forecast level, which would save 5 million lives and avoid 50 million injuries. The plan for a Decade of Action for Road Safety, with its \$300 million budget, includes building management capacity, road and vehicle safety design, road user behavior, and improving post crash care. Mr Ward stated that recommendations for the upcoming Ministerial Conference include support for the Decade, the Action Plan and a commitment of 10% of road project finance to safe road assessment and design.

Mr Andrew Downing, Road Safety Adviser, Global Road Safety Partnership (GRSP)

Mr Downing stated that GRSP creates partnerships between governments, the private sector and NGOs. GRSP currently operates in 18 countries. The GRSP process includes establishing a committee, building partnership organizations, raising commitment, carrying out benchmark surveys, mobilizing resources, building capacity, running professional training courses, creating action plans, developing data-led pilot projects which focus on the key risk factors, utilizing the good practice manuals and carrying out assessments and evaluations. GRSP is currently developing a manual on fleet safety. Mr Downing invited interested NGOs to contact him for additional information.

Dr Etienne Krug, Chair, United Nations Road Safety Collaboration (UNRSC)

Dr Krug reported that the UNRSC membership consists of representatives of over 42 organizations, including UN agencies, governments, foundations and NGOs who meet bi-annually. The UNRSC was founded in response to an April 2004 UN General Assembly resolution on "Improving global road safety", inviting WHO, working in cooperation with the UN regional commissions, to act as coordinator on road safety issues across the UN system. UNRSC initiatives include the development of a series of good practice manuals, coordination of project groups on specific topics, and support to major global advocacy events such as the First Global Ministerial Conference on Road Safety, the UN Global Road Safety Weeks and the World Day of Remembrance for Road Traffic Victims. UNRSC also supports a number of global road safety networks, including this network of NGOs as well as a network of young advocates, a network of private companies and a road traffic injury research network.

Summary of presentations of the three working groups on 1. Strategies for mobilizing policy makers, 2. Communicating the message, and 3. Improving services for victims and their families

Working Group Topic 1: Three working groups on mobilizing policy makers in support of road safety: Moderator: Mr Andrew Downing, GRSP

Group A

Mr Fredrick Mbuya Elias, UWABA Cyclist Group, Tanzania

Mr Mbuya Elias stated that UWABA's aims include working with policy makers to achieve safe environments for cyclists in Dar es Salaam, increasing cyclists' rights and education, and encouraging cycling. UWABA mobilizes policy makers through petitions, meetings, invitations to events, and media. UWABA successfully encouraged TANROADS to repair roads to improve cyclist safety. Challenges include absence of crash data, government's unresponsiveness, and lack of "public information". Mr. Elias advised organizations to involve grassroots stakeholders and other NGOs, develop strong government and media relationships, publicly applaud positive actions of policy makers and remain persistent.

Ms Rochelle Sobel, Association for Safe International Road Safety, USA

Ms Sobel stated that ASIRT influences policy makers by lobbying, congressional briefings, conferences, and high visibility media events. ASIRT was instrumental in the creation of the US Congressional Global Road Safety Caucus which raises the profile of global road safety in the US and abroad. The Caucus focuses attention on the impact of the global road crisis on travelers, encourages US agency involvement in global road safety, passed resolutions recognizing the World Day of Remembrance for Road Traffic Victims and is sponsoring a resolution supporting the goals of a Decade of Action for Road Safety.

Group B: Moderator: Mr Floor Lieshout, WHO

Mr Ricardo Cantu Jauckens, No A Conducir Ebrío (NACE), Mexico

Mr Jauckens reported that NACE successfully advocated for the approval of a bill establishing a 0.08 legal blood alcohol concentration limit for driving, rehabilitation and community service for offenders, regulation of alcohol sales, high fines for drunk drivers and grounds to convict and prosecute drunk drivers for the death of one or more persons. Mr Jauckens attributed the success to approaching heads of government, strong media support, raising community awareness, pressure for legislation supported by a poll and billboard campaign, alliances with other NGOs and strong negotiation methods, including placing the future career of political leaders at risk.

Ms Ellen Townsend, European Transport Safety Council (ETSC)

Ms Ellen Townsend described the workings of ETSC, an umbrella organization comprised of 41 organizations from across Europe, promoting science-based transport safety measures at the European level. ETSC monitors European Union transport safety policy, ranks countries' performances (Road Safety PIN), promotes a speed reduction programme, works towards preventing drinking and driving and lobbies for infrastructure safety. The Infrastructure Safety Management Directive focuses on impact assessments, audits, network safety management and safety inspections. The European Union Directive, adopted in November 2008, is implemented in 27 Member States. ETSC has contributed to the European Union Road Safety Action Programme with targets for 2020.

Group C: Moderator : Mr Andrew Murie, Mothers Against Drunk Driving (MADD), Canada

Ms Diza Gonzaga, Vida Urgente, Brazil

Vida Urgente (Urgent Life) was launched by Diza Gonzaga in response to the death of her 18-year-old son, Thiago. The organization operates in 27 Brazilian states. Vida Urgente's strategies include meetings with government officials, petitions, mobilizing action groups, road safety theater productions and Buzoom - The Safe Ride. Accomplishments include: the passage of laws, including the "New Brazilian Traffic Code", legislation making alcohol consumption in gas stations and parking lots illegal, a Zero Tolerance Law, and the "Life Law" which reduced hospitalization by 30% and fatal accidents by 40% in the first 30 days. The Madrugada Viva (Alive Dawn) includes young volunteers who visit bars, nightclubs and other places where young people gather to raise awareness of the dangers of drinking and driving.

Mr Manuel Joao Ramos, Associacao de Cidadãos Auto-Mobilizados, Portugal

Mr Ramos described the activities of Estrada Viva – Liga contra o Trauma and the International Coalition Against Road Trauma (ICART). Estrada Viva, an informal network of Portuguese NGOs, raises awareness of the need for prevention and improved trauma care delivery and promotes trauma training. Activities include World Day of Remembrance for Road Traffic Victims, which gained government support and has produced country-wide programmes; an annual National Day of Courtesy at the Wheel, instituted by the President of the Republic; and Fifteen Commandments of Courtesy at the Wheel. ICART is a network of global organizations and national coalitions against road trauma. ICART has been suggested as a global initiative in support of the World Day of Remembrance for Road Traffic Victims. Mr Ramos invited participants to subscribe and to initiate a National Coalition Against Road Trauma in their countries.

Day Two

Brief presentations on upcoming opportunities for collaboration

Global status report on road safety

Dr Margie Peden, WHO Coordinator for Unintentional Injury Prevention

Dr Peden reported that in August 2007, WHO was given a grant by Bloomberg Philanthropies to assess the road safety status of Member States. Developed over two years, the WHO *Global status report on road safety* measures a core set of essential road safety indicators, using a comparable methodology. The Report also identifies road safety gaps and key priorities for intervention. Factors on which data were collected include institutional framework, fatal and non-fatal crashes, and legislation and enforcement on key risk factors. A total of 178 countries responded. The information has been compiled in a *Global status report on road safety* to be launched in New York by the WHO Director-General and New York City Mayor Michael Bloomberg on 15 June 2009.

Global network of youth for road safety

Mr Floor Lieshout, Technical Officer, WHO Department of Violence and Injury Prevention and Disability

Mr Lieshout reported that the Global Youth NGO for Road Safety presently being created is an outgrowth of the 2007 World Youth Assembly for Road Safety. Globally road crashes are the leading cause of death among young people aged 10-24 years. He stated the importance of young people establishing their own organization to advocate

for road safety on a global level, to share knowledge, build capacity and offer technical advice. A task force has been formed and a mission statement drafted for the nascent NGO. The Global Youth NGO for Road Safety will be launched in January 2010. Mr Lieshout asked participants at the meeting to encourage potential members of the Global Youth Network for Road Safety to contact him.

Second UN Global Road Safety Week

Laura Sminkey, Communications Officer, WHO Department of Violence and Injury Prevention and Disability

Ms Sminkey stated that the First UN Global Road Safety Week (April 23-29) requested by the UN General Assembly was a major global advocacy event. The week raised awareness of road crash injuries, particularly for young road users. Over 300 national events took place. The week was marked in countries around the world and many new road safety initiatives were launched. A Second UN Global Road Safety Week will likely be called for in 2011. Ms Sminkey invited comments and suggestions on the theme for the week, and ideas about global and national activities which might be considered.

World Day of Remembrance for Road Traffic Victims

Ms Brigitte Chaudhry, President, European Federation of Road Crash Victims (FEVR)

Ms Chaudhry provided a brief history of the World Day of Remembrance for Road Crash Victims, initiated in 1993 by RoadPeace and culminating in the official recognition by a UN resolution in October 2005. She highlighted programmes and observances of the Day in recent years in many countries. Ms Chaudhry stated that the World Day of Remembrance for Road Crash Victims provides an opportunity to highlight the devastation caused by road crashes, recognize victims and thank those who aid them. A related website www.worlddayofremembrance.org is an outstanding resource for organizers of events. Future global initiatives include recognition of the World Day of Remembrance for Road Crash Victims by all Member States, Light of Hope, a national memorial in every country, A Day of Peace, support for the Make Roads Safe Campaign, and the expansion of ICART.

Other global/regional activities and events

Ms Sobel noted that ASIRT is designing a Needs Assessment Tool for Road Safety NGOs to ascertain the challenges that NGOs face in fulfilling their respective missions. The Tool will be distributed widely and results will be publicized.

Working Group Topic 2: Three working groups on communicating the message through various media

Group A: Moderator: Mr George Kouvidis, You Are What U Do, Greece Ms Bernadette Bhacker, Al Mustadaama Sustainability, Oman

Ms Bhacker discussed the effectiveness of multimedia resources in campaigns by describing the activities of Salim and Salimah, the pioneer child occupant safety campaign in the Arab world. Salim and Salimah created a film entitled, "Doesn't your child deserve a safe ride?", a website, a newsletter, print materials, merchandise, and graphics illustrating the correct use of seat belts and booster chairs. The film was widely distributed in Oman and abroad and distributed to educational institutions, embassies, NGOs, mosques and associations. A brand partnership was established with McDonalds to distribute posters and leaflets. Ms Bhacker also utilizes media to raise awareness.

Mr Greig Craft, Asia Injury Prevention Foundation (AIPF), Viet Nam

Mr Craft reported that he established the AIPF to counteract the motorbike carnage in Viet Nam. The motorcycle helmet wearing campaign was a low-cost intervention with a high return in investment and an immediate impact. Raising public awareness and increasing helmet availability were key components. Through public-private partnerships, \$1.2 million dollars were raised in a year. Phase one of the campaign, “No Excuses” utilized high impact images. It targeted the excuses people give for not wearing helmets and the terrible consequences that result. The campaign increased wearing rates by 50% and influenced the government to accelerate creation of helmet legislation and enforcement. The national mandatory helmet use law was well communicated and the government committed itself to enforcement. Overnight there was a 95% helmet wearing rate, resulting in the saving of many lives. Mr. Craft asserted that the initiative is easily replicable in other countries.

Group B: Moderator - Mr Gerard Lautredou, International Federation of Red Cross and Red Crescent Societies

Mr Jeffrey Witte, Amend, USA

Amend is headquartered in New York City with regional offices in Ghana and Tanzania. Amend develops, evaluates, and implements programmes to reduce road traffic injury among children. Programmes include primary-school-based road safety education, the social marketing of reflector-enhanced book bags for school children, newspaper media road traffic injury workshops, and public service announcements. All Amend programmes are evaluated – for instance, media stories increased by 20% following a workshop and articles gained in accuracy. Mr Witte emphasized the importance of reaching out to the media that targets the intended audience; providing concise, utilizable information; taking advantage of pro bono services; and evaluating the effect of all work. He also stressed the value of utilizing videos, events and celebrity spokespersons.

Mr Harman Sidhu, ArriveSafe, India

Mr Sidhu reported that in 2003 he created an illustration and animation-based education website for Chandigarh. He subsequently developed multi-media lectures on safe and responsible driving, a computer-based License Testing System. The multi-media lectures and tests can be translated and replicated in different languages at a very low cost, hence extending the reach. He has developed a school resource entitled, “Your Child’s Road Safety Handbook” and two others “Safe & Responsible Driving” and “Roads Signs & Markings” are near completion. He established a road safety resource website, and developed posters and street plays. He regularly highlights the human face of road death statistics via the media. Campaign 2009, “Cause N Effect”, stressed the causative and preventable nature of crashes and the need for responsible road behavior. Mr Sidhu asserted that activism plus media leads to change. His materials are widely distributed and receive extensive media attention.

Group C: Moderator – Ms Albina Krasnodemska, Ukrainian Road Safety Association, Ukraine

Dr Alberto Silveira, Luchemos por la Vida, Argentina

Dr Silveira reported that Luchemos por la Vida utilizes a multiple-approach plan aimed at “the individual in the community” to generate an attitudinal change towards road safety. It seeks to influence public opinion through media, government and systematic traffic safety education. It conducts advertising campaigns through radio and television spots. It is the only campaign that has been on the air for more than seventeen years now. The

Organization proposes road safety legislation to government and collects road traffic fatality data. It provides traffic safety workshops for students and training courses for teachers, new drivers and those renewing licenses. Luchemos por la Vida produced educational materials such as the video, "Keys to safe driving" available free to driving license granting centers.

Ms Moira Winslow, Drive Alive, South Africa

Ms Winslow stated that her communication tools include the press, commercial and community radio, television, internet and the Buddyz System. The Buddyz System aims to instill responsibility within the community by older learners helping younger ones cross the road. It utilizes road safety road shows, pedestrian road rules, poster communication, and reflective clothing and backpacks. Road shows are highly interactive and focus on seatbelts, speed, peer group pressure, alcohol, drugs, pedestrians and the buddy system and are performed in children's native language. Effective posters are placed in each classroom in target areas from elementary through high school.

Working Group Topic 3: Three working groups on improving services for victims and their families

Group A: Moderator: Ms Amy Aeron-Thomas, RoadPeace, UK

Ms Teodora Beletic, Association of Families of Road Traffic Victims, Croatia

Ms Beletic reported that the Association of Families of Road Traffic Victims provides free legal and psychological services and support via free phone service. On the World Day of Remembrance for Road Traffic Victims many cities participate in memorial services and other activities. The Association organized many advocacy initiatives, including a campaign for responsible behavior, a press conference with the Mayor of Pula, a petition to the President of Parliament, and an open letter to the High Court. The Association participated in the committee developing a national plan to prevent child injuries. The "New Approach to Road Safety in Croatia" was presented to senior government officials. The Association aims to create a Centre for Traffic Safety.

Ms Katarina Blatnik, Safe Journey Institute, Slovenia

Ms Blatnik stated that the Safe Journey Institute programmes include individual, psychosocial, and legal support for road victims and their families. Safe Journey Institute also works with victims on prevention programmes such as "STOP is COOL". In the two years since its inception, the organization has publicized the problems that traffic crash victims face, provided assistance to many victims and received support from the Ministry of Health for prevention programmes and for events marking the World Day of Remembrance for Road Traffic Victims.

Group B: Moderator: Mr Tom Bishop, Amend, Ghana

Mr Wiebe de Boer, NAH Zorg Foundation for Non-Congenital Brain Injury Care, Netherlands

Mr Wiebe de Boer reported that NAH Zorg Foundation is a client service agency, providing expert personal aftercare to clients with traumatic brain injuries. NAH Zorg Foundation provides a care coach to victims and their families and utilizes a national network of professionals in medicine, trauma, justice, social security, finance, housing and employment. The Foundation rents hotels where clients are treated as guests as they share experiences with fellow sufferers and work towards reintegration and rehabilitation. Road victims often serve as guest speakers in schools. NAH Zorg Foundation also lobbies government for improved services and justice for victims.

Ms Casey Marengo, Chariots of Destiny, Kenya

Ms Marengo described the high road crash fatality and injury rate in Kenya. She also described the lack of available services for victims and their families. Chariots of Destiny advocates for a well-structured compensation programme, affordable health insurance and accessible, subsidized transportation for road crash victims. Services at the crash scene should be improved, including handling of victims, immediate police and medical response and on-scene investigations. Victims who become disabled as a result of a road crash need affordable equipment, subsidized physiotherapy, and counseling services for them and their families.

Group C:

Moderator: Mr Ziad Akl, Youth Association for Social Awareness, Lebanon

Dr Yukio Oguri, Traffic Accident Victims, Japan

Dr Yukio Oguri stated that a "vision and advocacy path" should follow the "despair and punishment path" to better serve victims. Dr Oguri developed his concept of a "soft car" whose maximum speed is controlled and indicated to those outside of the car. The Organization supports a move towards a less vehicle-centered society, as cars have been given a higher priority than pedestrians. Dr Oguri was given a research grant from the Japanese Government to fund the soft car project in 2000, and subsequently, soft cars have become a vision of many traffic safety advocates in Japan.

Mr Jeannot Mersch, National Association of Road Victims, Luxembourg

Mr Mersch reported that the National Association of Road Victims is an organization composed of victims and professionals providing services for victims and participating in road danger reduction activities. The Association established a 24-hour telephone helpline for victims and a Victims Service Center which is publicized through an extensive marketing campaign. The Association raises awareness of road safety issues through the media and lobbied for legislation to establish a 0.05 blood alcohol concentration limit.

Next steps in building a global network of NGOs advocating for road safety and road victims

Among the recommended next steps were finalizing the statement from the NGOs to the First Global Ministerial Conference on Road Safety, sharing and communicating about good practices in road safety through online and other fora, establishing mentoring or twinning programmes, and hosting annual meetings of NGOs. The importance of integrating the perspectives and expertise of NGOs into other policy processes addressing road safety was noted. Some discussion was had on the advantages of hosting a global meeting versus a series of regional meetings, and this would need further discussion. This discussion would also relate to creation of a global federation of road traffic victim associations, which could either be a new organization or an expanded version of FEVR. It was also noted that the NGOs could play a key role in ensuring ministerial level participation in the Ministerial Conference.

Open discussion on fundraising

Many NGOs acknowledged budget constraints. Suggestions for additional funding sources included government, foundations and private sector, particularly from those corporations which benefit most from road travel, including oil companies, vehicle manufacturers, and insurance companies. Public-private partnerships should be explored. The national lottery was also mentioned as a source of funding for road safety

projects in some countries as was direct fundraising on the street. Special events, such as celebrity concerts and marathons, and selling branded items could also raise funds. The group was reminded to make use of volunteers, as many people are willing to contribute to such good causes.

Summary of Meeting

Ms Sobel provided a brief summary of the meeting and thanked WHO, the Government of Flanders, Belgium and the FIA Foundation for the Automobile and Society for their support to the hosting, organizing and financing of the meeting (annex I).

Closing

In the absence of Ms Kathleen Van Brempt, Mr Frank Van Bulcke congratulated the participants on their successful and productive meeting and expressed his pleasure that the Flemish Government was able to serve as host of the meeting. Dr Etienne Krug congratulated the participants on a most productive meeting and on the impressive accomplishments of NGOs in advancing the global road safety agenda. He stated that WHO would be pleased to facilitate future coordination of the NGO network. He thanked his colleagues at WHO for their superb efforts in preparing the meeting. He also expressed his appreciation to the representatives of the NGOs who served on the preparatory committee, including the Association for Safe International Road Travel, USA; Drive Alive, South Africa; the European Federation of Road Traffic Victims; Fundación Gonzalo Rodriguez, Uruguay; and Ouders van Verongelukte Kinderen/Parents d'Enfants Victimes de la Route, Belgium. Prior to closing the meeting, Dr Krug again thanked the Government of Flanders, Belgium, and the FIA Foundation for the Automobile and Society for their financial contributions to the meeting.

**Summary of the Global Meeting of Nongovernmental Organizations
Advocating for Road Safety and Road Victims**

Ms Rochelle Sobel, Association for Safe International Road Travel

On 7-8 May 2009, WHO hosted a *Global meeting of nongovernmental organizations for road safety and road victims*. The objectives of the meeting were to foster a greater understanding of the expertise and needs of road safety and road victim NGOs; share knowledge, experiences and approaches to advocating for road safety and road crash victims; and identify opportunities for greater collaboration among these NGOs and other organizations. The following is a summary of the meeting prepared by Rochelle Sobel, President of the Association for Safe International Road Travel.

"We have come together at this *Global meeting of nongovernmental organizations advocating for road safety and road victims*, in the face of a grim reality. Currently, nearly 1.3 million people are killed each year, and an additional, 50 million are injured, in road crashes worldwide. If ten jumbo jets were to crash every day somewhere in the world with no survivors, everyone would be outraged and demand action. Yet the world passively accepts that number of deaths each day from road crashes. Most frequently, it is the young, those between 10 to 24 years of age, who perish. Unless action is taken, the number of dead and injured will escalate dramatically in the next several years. This has been a critical meeting.

The convening of an NGO meeting of this nature has been a long held dream of the World Health Organization and many of us along with it. We are over one hundred participants strong, citizens of forty countries, representing seventy NGOs from high, middle and low income countries. The youngest NGO in attendance was established two years ago, the oldest, one hundred fifty years ago. Collectively, we represent many years of expertise and tireless efforts, in local, regional, national, and international arenas. We include operational and advocacy NGOs, both working to prevent or at least dramatically mitigate the effects of what has been termed, 'uncontrolled kinetic energy'. We work in almost every area of road safety. This has been a groundbreaking meeting.

We are the primary stakeholders, the natural leaders, in the battle against road injuries and fatalities. Many of us, or our constituents, have experienced injury, loss and bereavement as a result of a crash. Some of us have shared our stories, either in formal sessions or during private conversations. We have been sensitized to the effects of crashes upon parents, upon siblings, upon spouses, upon friends. We have dedicated an eloquent moment of silence and many hours of discussions to events, strategies and interventions that honor the memories of loved ones. And if we are to be known as victims organizations, let it be understood, that we are victims organizations who refuse to be victimized, who have turned agony into action, and pain into power. We are deeply committed to preventing other individuals, other families, other communities from experiencing our anguish. We have heard accounts of enormously successful organizations, inspired by personal tragedy and incredible courage, which have been responsible for policy changes, new legislation, the formation of road safety agencies and improved post crash care. This has been a poignant meeting.

We are a force for change. Our stories are powerful; they mobilize public support, humanize statistics. We attract champions and media attention, form advocacy groups, demand increased police enforcement, spearhead targeted campaigns, and promote community participation. We are flexible, innovative and collaborative. We work both from the bottom up and the top down. We build coalitions. We have first-hand knowledge of the issues and of community needs and resources. We have an independent, sustained commitment to road safety. Recognizing that road safety is a shared responsibility, we interact with all sectors of society. We need the continued and increased support of the corporate world. We seek to form additional public-private partnerships. We work with governments to make road safety a political priority. Our relationship with government is complex. We lobby, petition, demonstrate the problem, and inform government. We are, at times, its conscience, its critic, its watchdog, its ally and its partner. We supplement governmental activities and encourage its continued involvement. We recognize the strong need for media involvement. Media are invaluable allies. They can build political will, teach the highway code, and publicize events. We have learned to craft clear messages, develop hard hitting campaigns. We appreciate the importance of utilizing media skillfully so that the effect is powerful and long term. This has been an informative meeting.

We are deeply involved in post crash treatment, in the care and rehabilitation of road crash victims and their families. We fight for the rights of victims, for rapid, improved emergency medical care and post crash response, better services for crash victims and their families, physical, emotional, psychological, rehabilitative, legal and financial support, accessible transportation, educational and job opportunities, wheel chairs and prosthetics, proper crash investigation and criminal prosecutions, fair and responsive judicial systems, and responsible insurance companies. Models, such as the “trained victim advocates”, “crime victims’ compensation” and “road accident funds” which exist in some countries, should be instituted in countries where they do not exist. This has been an empowering meeting.

We are limited by the lack of reliable data on morbidity and mortality of road crashes and their true economic cost as well as the efficacy of specific interventions. This is vital information for our arsenal, enabling us to maximize our effectiveness in the face of limited resources. Many of us are financially challenged, and while we are grateful to our colleagues for sharing their ideas for creative fund raising, we remain frustrated by the fact that so much of our energies must be channeled into seeking adequate resources to fulfill our mission.

We are heartened by the upcoming campaigns and events. We applaud the proposed Decade of Action on Road Safety and see it as a tremendous opportunity for increased road safety action. We look forward to the launching of the new *Global status report on road safety* and recognize the enormous effort that has gone into yet another significant study that will bring us one step closer to realizing our shared vision of a world without road deaths. We continue to hone the very important NGO message that will be presented at the First Global Ministerial Conference on Road Safety which will take place in Moscow in November 2009. We wish to thank those who have taken a leadership role in its crafting and continue to put much thought and effort into its formulation. We are energized by the energies of the creators of the Global Youth Network for Road Safety . We happily await its launching in January 2010 and offer our congratulations, support and encouragement. We look forward to the next UN Global Road Safety Week and the World Day of Remembrance for Road Traffic Victims, events

which enable us to join hands to forward our mutual agenda. This has been an exciting meeting.

If this gathering represents the first step in a permanent, ongoing collaboration of NGOs; if as a result of our actions of the past two days, NGOs will be recognized as equal partners in the struggle for road safety; if together we have begun what will become a continuous dialogue, where best practices are shared, joint projects are undertaken and the unique, persuasive voice of the road safety NGO echoes across the globe, informing policy and bringing about long awaited improvements, this will have been an historic meeting.

We extend our thanks to the World Health Organization, the Flemish Government, and the FIA Foundation for making the *Global meeting of nongovernmental organizations advocating for road safety and road victims* a reality".

RELATED LINKS

Network of NGOs for road safety

http://www.who.int/roadsafety/nongovernmental_network/en/index.html

Global status report on road safety

www.who.int/violence_injury_prevention/road_safety_status/2009

Network of youth for road safety

http://www.who.int/roadsafety/youth_network/en/index.html

First Global Ministerial Conference on Road Safety

<http://www.1300000.net/>

World Day of Remembrance for Road Traffic Victims

<http://www.worlddayofremembrance.org/>