

# INJURY PREVENTION AND ROAD SAFETY

## A HEALTH PROMOTION PRIORITY

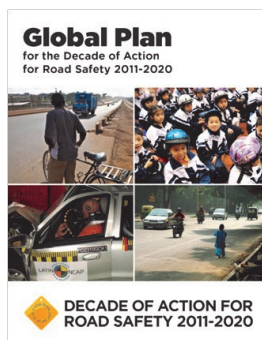
### BACKGROUND

Worldwide, 1.24 million people are killed and 20-50 million injured in road crashes every year, with almost half of them being pedestrians, motorcycles and bicyclists, and more than 90% of them in low and middle income countries. As a consequence, Injury prevention and road safety have become a growing public health priority, everywhere in the world and particularly in low- and middle-income countries.

Pedestrians and two-wheelers are at a greater risk than vehicle occupants and usually bear the greatest burden of injury and in many developing countries two-wheelers are the principle mode of transportation.

Improving global road safety can also support the achievement of other sustainable development goals and creates opportunities to capture the *co-benefits* of integrated initiatives. Safer infrastructure facilities promoting increased walking and cycling and lower vehicle speeds can also result in reduced greenhouse gas emissions and local air pollution, and improved physical and mental wellbeing, in turn improve the health and wellbeing of our populations. In this way effective road safety strategies can help address other global priorities by contributing to lower-carbon transport systems and reductions in non-communicable diseases (NCDs) through cleaner air and more physically active populations. Hence health promotion and equity efforts addressing road safety priorities should be strongly linked and integrated with related global initiatives addressing sustainable transport, NCDs and the social and environmental determinants of health.

In May 2011, the Decade of Action for Road Safety (2011 - 2020) was launched globally.



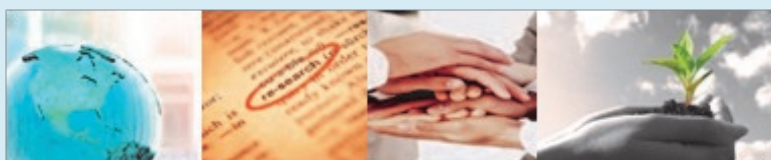
The International Union for Health Promotion and Education believes road safety forms integral part of an integrated health promotion approach and is dedicated to:

- ♦ advancing knowledge around and raising the profile of the field in a broader Health Promotion agenda;
- ♦ contributing to global road safety promotion with a special focus on road safety in low and middle-income countries;
- ♦ developing and building capacity for youth safety advocates to promote both violence prevention (e.g. child maltreatment), and unintentional injury prevention (e.g. fires, older adult falls, teen drivers, alcohol and road safety);
- ♦ Advocate for national policies on road safety that are equitable and sustainable.

### OBJECTIVES

- To build injury surveillance and evaluation capacity
- To collect and disseminate evidence of effectiveness of activities
- To support the evaluation and dissemination of best practices in Road Safety in Uruguay
- To build capacity for youth efforts towards Road Safety globally

Advancing health promotion & achieving equity in health globally



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UNION INTERNATIONALE DE PROMOTION DE LA SANTÉ ET D'ÉDUCATION POUR LA SANTÉ  
UNIÓN INTERNACIONAL DE PROMOCIÓN DE LA SALUD Y EDUCACIÓN PARA LA SALUD

## WORKING IN PARTNERSHIP

The aim is to strengthen the capacity of low and middle income countries through the development and implementation of health promotion strategies, collection, translation and dissemination of evidence-based knowledge and practice, capacity building, and infrastructure development.

The IUHPE works in partnership with numerous experts and key organisations to develop, implement and disseminate the work and efforts.

## Our main partners

US Centers for Disease Control and Prevention - **CDC**

Asia Injury Prevention Foundation - **AIP Foundation**

Handicap International - **HI**

Johns Hopkins School of Public Health - **JHSPH**

Injury Control Center – Uganda - **ICCU**

World Alliance for Risk Factor Surveillance (IUHPE Global Working Group on Surveillance) - **WARFS**

Fundación Gonzalo Rodríguez - **FGR**

Youth for Road Safety – **YOURS**

The World Bank – **World Bank**

Global Road Safety Facility – **GRSF**

Association for Safe International Road Travel – **ASIRT**



## ADVANCING EQUITABLE GLOBAL ROAD SAFETY—WHAT WE HAVE DONE CONTRIBUTING TO THE DECADE OF ACTION FOR ROAD SAFETY

- ➔ Contributing to the expansion of the Global Helmet Vaccine Initiative in Cambodia and Uganda and providing a unique health promotion expertise to the evaluation and surveillance dimension of the work. Activities focused on:
- ◆ Building partnerships internationally and locally in Cambodia and in Uganda
  - ◆ Developing and strengthening relationships between IUHPE, CDC and the various partners of the project (Asia Injury Prevention Foundation, Handicap International, Injury Control Center—Uganda)
  - ◆ Technical and expert support from CDC and IUHPE's Global Working Group on Surveillance (World Alliance for Risk Factor Surveillance—WARFS)
  - ◆ Building Capacity of local and field organisations to implement the work programme efficiently
  - ◆ Conducting Baseline data collection in Cambodia and Uganda to inform the Cambodia Helmet Vaccine Initiative (CHVI) and the Uganda Helmet Vaccine Initiative (UHVI) plans and campaigns
  - ◆ Launching and evaluating the Helmet Vaccine Initiative Campaigns in Cambodia and Uganda
  - ◆ Presented the successful evaluation of CHVI at the American Public Health Association Annual Meeting (2012) and at the World Conference on Injury Prevention and Safety Promotion (2012); and published a joint article on "Motorcycle Helmet Attitudes, Behaviors, and Beliefs Among Cambodians." in the International Journal of Injury Control and Safety Promotion (2013).
  - ◆ Capitalising on opportunities for networking, face-to-face meetings to move the work forward and for presenting the work so far:
    - \* In 2011 - 7th World Alliance for Risk Factor Surveillance (WARFS) Global Conference (Toronto, Canada - October 2011)



Efforts in Uganda as part of the UHVI

<http://www.youtube.com/watch?v=A9LzHHjGsY>

A video developed as part of the CHVI for the Decade of Action for Road Safety

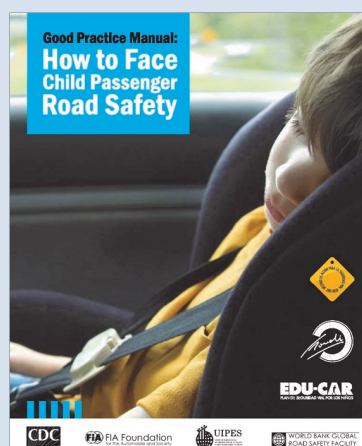


Efforts in Cambodia as part of the CHVI

- \* In 2012 - 5th IUHPE Latin-American Conference on Health Promotion and Education (Mexico - April 2012) **and** 2nd Asia-Pacific Conference on Health Promotion and Education: Empowerment for Healthy Settings - Healthy City and Community, Healthy School and University, Healthy Hospital and Healthy Workplace (Taipei, Taiwan - May 2012)
- \* In 2012 - American Public Health Association Conference (San Francisco, USA - October 2012)
  - A presentation on Evaluating the Success of School-Based Helmet Education in Cambodia (Roehler D., Kim P., Florian M., Sidik M., Campostrini S., Blanchard C., Ballesteros M.)
- \* In 2013 - 21st IUHPE World Conference on Health Promotion (Pattaya, Thailand - August 2013).

## ➡ Supporting the evaluation and dissemination of best practices in Road Safety in Uruguay

- ♦ Supporting the Road Safety Plan for Children - EDU-CAR, implemented by the Fundación Gonzalo Rodríguez (FGR), working for the protection of today's children and their education as tomorrow's drivers, promoting a cultural change that values and respects safe practices in traffic:
  - \* ongoing evaluation of the EDU-CAR campaign through data collection of the post-campaign as a way of evaluating and monitoring the impact of the public campaign
  - \* development of a Best Practices Manual, which can be distributed in Latin America and the Caribbean to assist in the diffusion of this pilot project conducted in Uruguay.



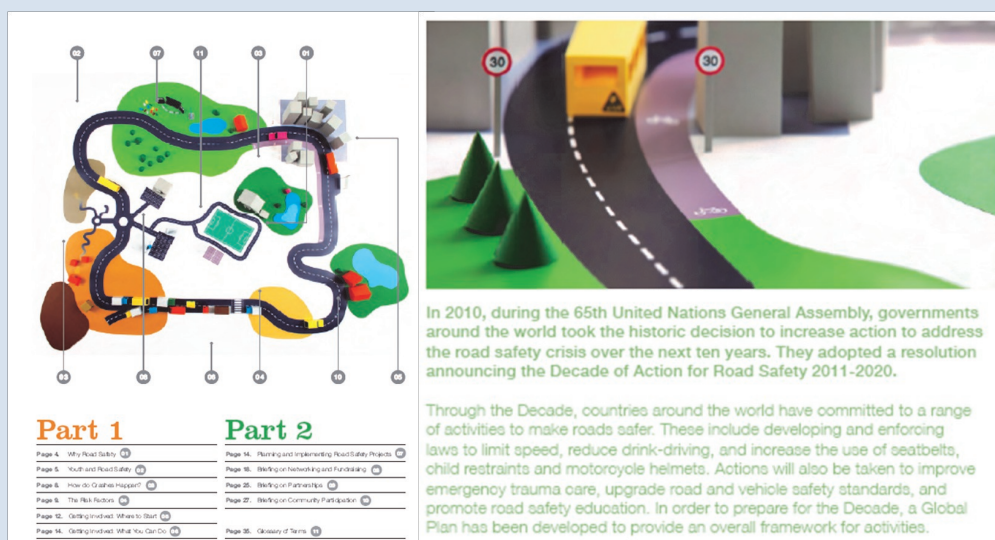
[www.gonzalorodriguez.org/pdf/FGR-manual-ingles.pdf](http://www.gonzalorodriguez.org/pdf/FGR-manual-ingles.pdf)



## WHAT HAVE WE DONE?

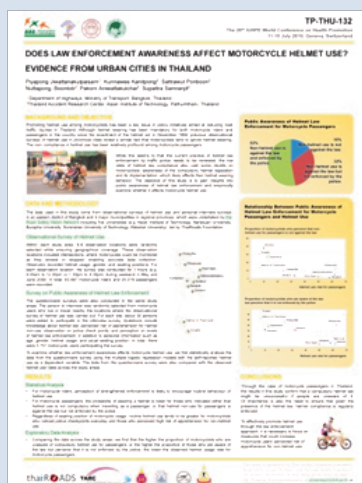
### ➡ Building capacity for youth efforts towards Road Safety globally - Contributing to building capacity for addressing road safety – a contribution to a Decade of Action for Road Safety (2011-2020)

- ◆ Supporting and contributing to the development of an action kit to introduce young individuals to the global road safety problem and potential avenues for action, supporting the efforts of young people working to prevent road traffic injuries among youth, and inspiring youth and encouraging them to become road safety activists - to be made available in various languages and broadly disseminated.



### ➡ Support young professionals attendance to key international events through the Bill Kane Health Equity Fellowship programme

- ◆ In 2010, a young professional from Thailand attended and contributed to the scientific programme of the 20th IUHPE World Conference on Health Promotion (Geneva, Switzerland - July 2010)



- ◆ In 2012, a young professional from the Youth for Road Safety network of Youth advocates at the IUHPE 5<sup>th</sup> Latin American and 4<sup>th</sup> Inter American Conference on Health Promotion and Education in Mexico in April 2012

### ➡ Writing a commentary to advance knowledge on the relationship and importance of the linkage between physical activity, urban sprawl and injury that has been submitted for publication in the IUHPE's official peer-reviewed journal *Global Health Promotion* (formerly *Promotion & Education*)

### **FACES in Latin America / Rostros en Iberoamérica 2013**

*FACES in Latin America* presents first-hand accounts of the impact of road traffic crashes on victims, their families and communities. This publication is inspired by a similar publication, *Faces behind the figures*, developed by ASIRT and the World Health Organization, and launched during Global Road Safety Week in 2007.

The publication can be used by road safety non-governmental organisations (NGOs) to:

- ♦ raise awareness of the social and economic magnitude and impact of road crashes in Latin America;
- ♦ raise awareness of key stakeholders, policy and decision makers on the need to address key risk factors;
- ♦ energise victims and civil society groups; and
- ♦ encourage the enactment of effective, proven interventions, including post-crash and disability support for injured survivors and their families.

Planned launch - Global Road Safety Week (6-13 May 2013)

This publication is available in Spanish only and can be accessed from the IUHPE dedicated web page - <http://www.iuhpe.org/index.html?page=514&lang=en>

*A publication by the Association for Safe International Road Travel (ASIRT), the Fundación Gonzalo Rodríguez, the Federación Iberoamericana de Asociaciones de Víctimas contra la Violencia Vial (FICVI), the International Union for Health Promotion and Education (IUHPE) and the National Center for Injury Prevention and Control (NCIPC) at the US Centers for Disease Control and Prevention.*

### **Good Practice Manual - How to Face Child Passenger Road Safety**

*Good Practice Manual - How to Face Child Passenger Road Safety* represents a systematization of a Work Plan adapted to the reality of a Latin American country, acknowledging the diversity of the Latin American region and its various countries. However, though very diverse, these countries do share a number of aspects that can allow for their treatment as a whole. The Manual contains a series of measures and suggestions contextualized in the region's reality, it intends to be a guide for all those actors that decide to start up a project of similar characteristics in any other Latin American country.

Ultimately, this Manual intends to disseminate information and raise adults' awareness on adults' responsibility for the protection of children's lives.

This publication is available in English and Spanish and can be accessed from the IUHPE dedicated web page - <http://www.iuhpe.org/index.html?page=514&lang=en>

*A publication by the Fundación Gonzalo Rodríguez (FGR) as part of the Road Safety Plan for Children - EDU-CAR efforts, with support from the International Union for Health Promotion and Education (IUHPE), the National Center for Injury Prevention and Control (NCIPC) at the US Centers for Disease Control and Prevention and the World Bank and the Global Road Safety Facility.*

### **Youth & Road Safety Action Kit**

The *Youth and Road Safety Action Kit* is a simple guide to inspire young people to get actively involved in road safety. It aims to introduce young individuals and organisations to road safety, particularly youth issues, and provide the knowledge they need to implement road safety activities.

The Kit consists of three parts. The first part provides information on the global road safety crisis with a particular focus on young people. The second is a guide on how young people can get involved with a focus on planning and implementing road safety projects. The third part consists of a set of briefings on key actions and processes that can make their projects successful: building partnerships; community participation; networking; and fundraising. Also featured in the Kit are examples of projects other young people have carried out for inspiration.

Access this publication at- [http://www.youthforroadsafety.org/uploads/tekstblok\\_bijlagen/printable\\_yours\\_youth\\_and\\_road\\_safety\\_action\\_kit\\_1.pdf](http://www.youthforroadsafety.org/uploads/tekstblok_bijlagen/printable_yours_youth_and_road_safety_action_kit_1.pdf)

*A publication by Youth for Road Safety (YOURS), Michelin, IUHPE and the NCIPC at CDC*



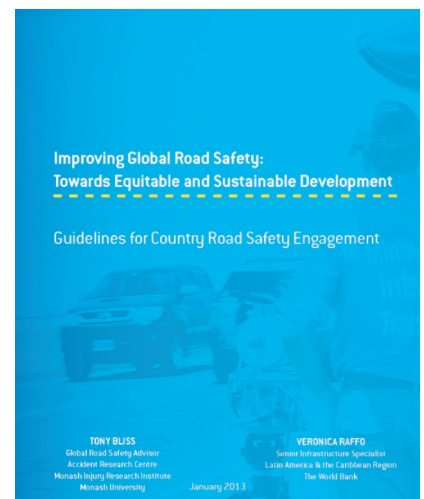
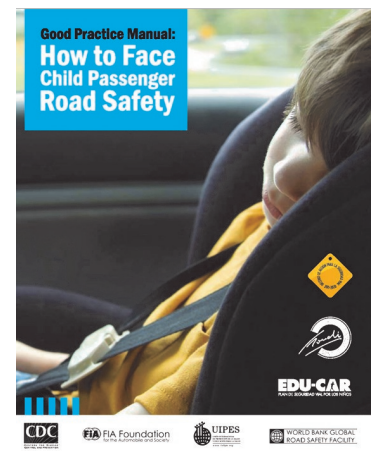
### **Improving Global Road Safety: Towards Equitable and Sustainable Development - Guidelines for Country Road Safety Engagement**

In rethinking how to best address road safety, it is evident that a focus on measurable results and longer-term sustainability is critical to success. The World Bank is now promoting *Safe System* road safety projects that aim to simultaneously strengthen institutional capacity and accountability whilst seeking rapid improvements in safety performance for all road users. These guidelines are designed to pragmatically address institutional capacity barriers to implementing the *World Report* recommendations. They emphasize managing for results and the pivotal role of the lead agency in ensuring effective and efficient program delivery.

They are a key tool to assist the identification, preparation and implementation of multilateral development bank investment projects designed to improve country road safety performance and to encourage stronger linkages between the health and transport sectors.

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*A publication by the World Bank, the Global Road Safety Facility, IUHPE and the NCIPC at CDC*





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