

Save LIVES

Every year an estimated 1.25 million people die because of road traffic crashes, and millions more are injured. The World Health Organization has synthesized evidence-based measures that can significantly reduce road traffic fatalities and injuries.

The result is **Save LIVES**: a package of 6 strategies to reduce injuries and deaths from road traffic crashes.



The components of the **Save LIVES** package are: **S**peed management, **L**eadership, **I**nfrastructure design, **V**ehicle safety standards, **E**nforcement of traffic laws and **S**urvival after a crash.

This flyer summarizes **LEADERSHIP ON ROAD SAFETY** – one of the six strategies of the Save LIVES road safety package.

LEADERSHIP ON ROAD SAFETY

LEADERSHIP

It takes effective leadership to mobilize action for the implementation of road safety policies and strategies. Leaders must ensure there is collaboration across a diverse group of actors including those from health, transport, finance, education and law enforcement agencies.

SOLUTIONS

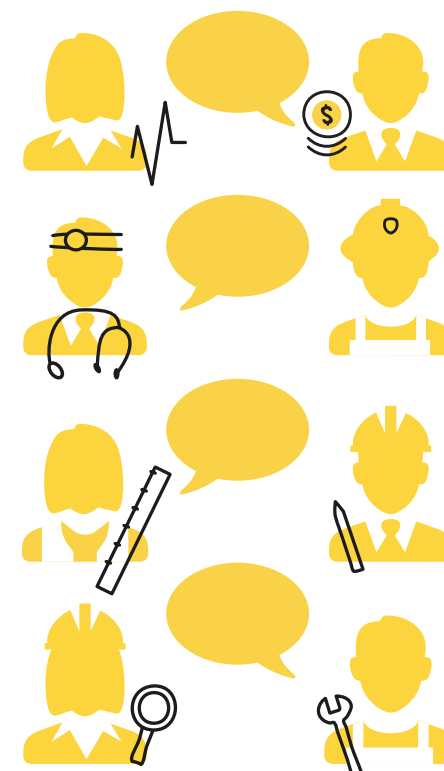
1 Create an agency to spearhead road safety

- This agency must:
- Have the authority and resources to coordinate the implementation of a national road safety strategy.
 - Work to develop legislation and policies and ensure their implementation.
 - Find ways to build the basis for action – for example, by signing major UN road safety-related agreements and conventions.
 - Work in partnership with communities.
 - Manage fleet safety and the people who drive for a living.
 - Create opportunities for action at local, national and international levels.



2 Develop and fund a road safety strategy

- Develop a strategy that is multi-sectoral and ensure the participation of multiple stakeholders.
- Ensure the strategy has time-bound targets.

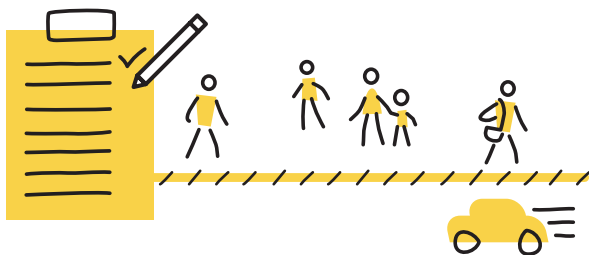


LEADERSHIP ON ROAD SAFETY

3

Evaluate the impact of road safety strategies

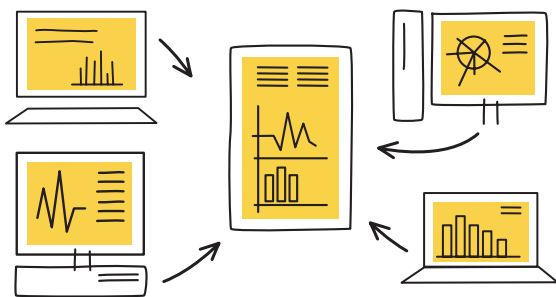
- Evaluate the implementation of overall road safety programmes to determine progress and impact.
- Conduct specific assessments as needed, such as new car assessments, road safety audits or inspections, safety ratings of roads, review of road design standards, review of investment levels in road traffic agencies and assessment of the national emergency care system.



4

Harmonize and improve road traffic injury data

- Adopt a standard definition of a road traffic death to be used by police.
- Link all relevant data sources such as vital registration, police and health data.
- Train police on assessment of injury severity.
- Take steps to reduce underreporting.
- Use available data to plan interventions.
- Improve data collection and analysis.

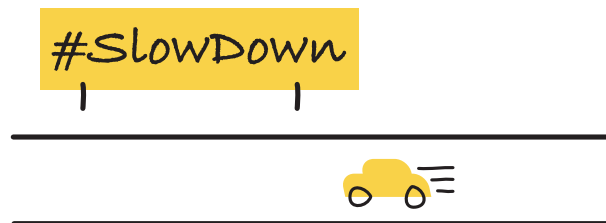


5

Raise awareness and public support

- Inform policy-makers and relevant professionals about the importance of addressing road traffic fatalities and injuries.
- Increase awareness of road safety risk factors and prevention measures among the public through mass media campaigns.

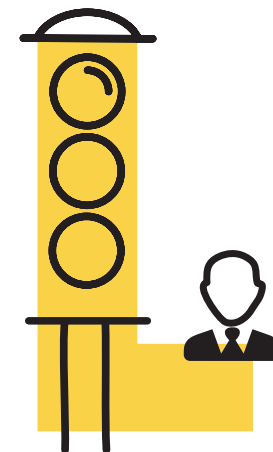
#SLOWDOWN



BENEFITS

- Leaders on road safety can trigger action and mobilize stakeholders for the development of a strong governance foundation, allocation of financial and human resources and effective coordination of road safety policies.

The 2030 Agenda for Sustainable Development includes a target to reduce road traffic deaths and injuries by 50% by 2020. This is an ambitious goal that can be achieved only if we work collaboratively to build a culture of road safety.



Can leadership on road safety improve in your country?

Assess your country's leadership on road safety with the tool provided in the appendix of the **Save LIVES** technical package.

