



ROAD SAFETY  
GRANT PROGRAMME

2017

# OUR CHALLENGE: TO HALVE GLOBAL ROAD FATALITIES BY 2020



Dear Reader,

Today's road safety challenge is one of the world's greatest health and development issues. Every year, 1.25 million lives are lost on the roads and a further 50 million people are seriously injured, leaving families, friends, and loved ones devastated. In this context, the United Nations have set the ambitious objective of halving the number of global deaths and injuries from road traffic accidents by 2020, and this requires everyone's efforts and commitment. We all have an obligation to take action, whether it be politicians introducing new legislations or drivers taking responsibility for their behaviour. Indeed, unlike others health crises, we know how to make roads safe.

It is encouraging to see that FIA Member Clubs, with the support from the FIA, are at the forefront of the effort to achieve this goal. The FIA, as representative of automobile clubs and their 80 million members worldwide, has the mission of advocating that road safety is a fundamental human right which is worth fighting for. All the more promising is the increasing number of FIA Member Clubs getting involved to ensure everyone has the right to a safe journey, whether it be to school or to work.

It is with great pride that I present this review of the outstanding work done by FIA Member Clubs since the inception of the FIA Road Safety Grant Programme in 2012.

The scope of the initiatives undertaken by our Clubs is ambitious both in terms of content and reach. From training sessions for motorcycle taxis and anti-multi-tasking campaigns, to road safety education programmes for school children, FIA Clubs have developed truly innovative safety campaigns. Together with the FIA, Member Clubs succeed in mobilising people and resources to shape a better future.

Over the past five years, the FIA Road Safety Grant Programme has supported many innovative projects that have broken new ground in the mission to make our roads safer, and I look forward to seeing even more come to fruition in the future. With determination, dedication and vision, I know we can succeed in saving lives.

With best wishes,  
Jean Todt  
FIA President  
UN Secretary General's  
Special Envoy for Road Safety

A handwritten signature in black ink, which appears to be 'Jean Todt'. The signature is written in a cursive, flowing style.

# AN AMBITIOUS AGENDA OVER THE NEXT THREE YEARS



Jean Todt and the Mayor of the Mexico City, Miguel Ángel Mancera

Currently, the network of cities includes Amsterdam\*, Auckland, Barcelona, Berlin\*, Bogotá, Brussels-Capital Region\*, Buenos Aires, Copenhagen\*, Dublin, London, Melbourne, Mexico City\*, New York City\*, Paris\*, Rome, São Paulo\*, Stockholm\*, Warsaw, and it is set to grow in the upcoming years.

\* Contributing, pending formal commitment

## ROAD SAFETY CHALLENGES

To enhance global advocacy and better strengthen the support to the Clubs, the Programme will continue to call for actions promoting advocacy campaigns and global initiatives. More than ever, Clubs will be urged to identify national key issues and sustainable solutions.

## THE NEED FOR ALL ROAD USERS TO BE SAFE

By bringing this message to the top of the international agenda, FIA Clubs raise awareness among policymakers on the importance of reaching the UN Sustainable Development Goals.

## A NEW SUSTAINABLE MOBILITY PROGRAMME

The FIA Sustainable Mobility Programme will introduce a global approach for emission testing: in the context of recently revealed non-compliance with existing emission standards, there is a need for a continuous independent programme to test the environmental performance of a vehicle and inform consumers about the issue of pollution and emissions in an objective manner.



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# WHAT IS THE ROAD SAFETY GRANT PROGRAMME?



EVERY YEAR  
**1.25**  
MILLION FATALITIES  
ON THE WORLD'S  
ROADS



EVERY YEAR UP TO  
**50**  
MILLION PEOPLE  
ARE SERIOUSLY  
INJURED



EVERY DAY  
**500**  
CHILDREN  
ARE KILLED

## **THE FIA ROAD SAFETY GRANT PROGRAMME WAS FOUNDED IN 2012,**

with an endowment from the FIA Foundation. Since then, it has awarded over €4,800,000 in support of FIA Clubs' road safety projects all over the world. Over 300 innovative road safety initiatives have been started in more than 75 countries: awareness campaigns, educational programmes and trainings, vulnerable road users' protection, events and workshops, road infrastructure safety information and vehicle inspection programmes.

**BUILDING  
CAPACITIES**



**MOBILISING  
LOCAL ACTIONS**



**GLOBAL  
ADVOCACY EFFORTS**

## OUTREACH & IMPACTS



6  
years



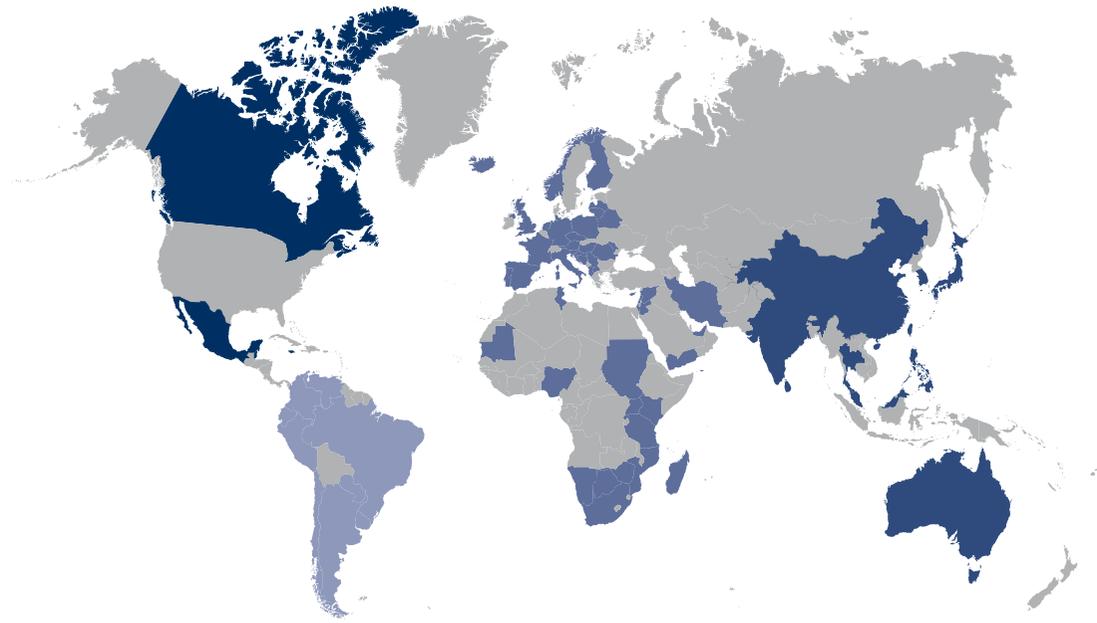
Over  
308  
projects



€4.8  
million



In over  
75  
countries



Region I  
188  
projects

Europe  
Middle East  
Africa

Region II  
60  
projects

Asia  
Oceania

Region III  
18  
projects

North and  
Central America

Region IV  
42  
projects

South America

# WHAT THE FIA ROAD SAFETY GRANT PROGRAMME IS ABOUT

## THE FIA ROAD SAFETY GRANT PROGRAMME WAS DEVELOPED AROUND FOUR THEMES:

Protecting risk groups, promoting safer behaviour, improving post-crash care, and assessing vehicle safety and road infrastructure.

Together, these topics cover all the key challenges of road safety.

Only by addressing all these issues, can the situation be changed lastingly.

**148** awareness campaigns

**61** educational programmes

**49** events

**41** trainings

**9**  
research projects



## ADVOCACY AND ACTION ON THE GROUND

**Supporting and creating opportunities for Clubs** to promote the interests of all road users through road safety improvements is core to the programme.

# ADVOCACY AND ACTION ON THE GROUND

186

projects

72

countries

## PROTECTING RISK GROUPS

Vulnerable road users:  
children, pedestrians,  
cyclists, motorcyclists,  
senior and novice drivers



72

projects

49

countries

## PROMOTING SAFER BEHAVIOUR

Distraction, alcohol, fatigue,  
speeding



26

projects

21

countries

## IMPROVING POST-CRASH CARE



24

projects

20

countries

## ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE

Law enforcement, vehicle  
inspection, road infrastructure



## **PROTECTING RISK GROUPS**

Projects which develop comprehensive programmes to protect vulnerable road users such as children, pedestrians, cyclists, motorcycle users and elderly people.

## **PROMOTING SAFE BEHAVIOUR**

Projects which develop comprehensive programmes to improve road user behaviour, including campaigns, educational programmes and trainings to discourage such unsafe behaviours as speeding, drink driving, distraction, and other risky activities.

## **IMPROVING POST-CRASH CARE**

Projects which increase responsiveness to post-crash emergencies and improve the ability for emergency treatment and longer-term rehabilitation.

## **ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE**

Projects which encourage the deployment of improved vehicle safety technologies – both active and passive as well as projects which help to increase the safety of road networks for all users, including those most vulnerable – pedestrians, bicyclists and motorcyclists.

## **FIA AIMS**

By providing support to over 235 Club projects on the ground in more than 75 countries, the FIA aims to:

- address the road safety challenge at a local level,
- ensure local initiatives are as effective as possible through financial and logistical support,
- provide Clubs with the means to promote road safety at a national level, giving them the tools for institutional and corporate lobbying,
- give innovative initiatives the exposure they deserve,
- support long-term actions, making them accessible to as many Clubs as possible,
- connect FIA Clubs, in order to expand and scale up successful initiatives for maximum impact.

With these clear objectives, the FIA Road Safety Grant Programme will not only help Clubs fight road fatalities at a local level, but also build a vast network of road safety initiatives suitable for all countries and situations.



# PROTECTING RISK GROUPS

**Projects which develop comprehensive programmes to protect vulnerable road users such as children, pedestrians, cyclists, motorcycle users and elderly people.**

**186**  
projects  
including  
**92**  
for child  
safety in  
**72**  
countries

## EUROPE, MIDDLE-EAST, AFRICA

Albania, Austria, Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, Botswana, Croatia, Cyprus, Czech Republic, Finland, France, Hungary, Iran, Israel, Italy, Kenya, Latvia, Lebanon, Lithuania, Macedonia, Mauritania, Moldova, Mozambique, Namibia, Netherlands, Nigeria, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, South Africa, Spain, Sudan, Syria, Tanzania, Tunisia, Uganda, United Arab Emirates, United Kingdom, Zimbabwe

## ASIA, OCEANIA

Australia, China, Hong Kong, India, Japan, Malaysia, Nepal, Philippines, Singapore, Sri Lanka, Thailand

## NORTH AND CENTRAL AMERICA

Bahamas, Belize, Canada, Dominican Republic, Jamaica, Mexico

## SOUTH AMERICA

Belize, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Nicaragua, Paraguay, Peru, Uruguay, Venezuela



## CHILD SAFETY

Children make up an overwhelming part of roads' victims. It is encouraging to see that FIA Member Clubs, with the support from the FIA, are mobilised to reduce childrens' fatalities on roads by carrying out initiatives that aim to protect their lives.

**WHAT? EXPLAINING the dangers and rules of traffic to children** 

**HOW?** Children aged 5 to 6 were taught proper road traffic behaviour (how to cross a street, how to act when on a sidewalk, how to be safe in a car/bus, etc.) in a playful manner through demonstrations of everyday traffic situations.

**WHO? AUSTRIA - Österreichischer Automobil Motorrad und Touring Club (ÖAMTC) / Kleines Straßen 1x1 (2015)**



**WHAT? TEACHING children to become ambassadors for road safety**

**HOW?** Children were taught about road safety as drivers, passengers and pedestrians, covering topics such as seat belts, child seats, ascent and descent, the opposite side of the traffic flow and safety locks. At the end of the activity they were awarded an "FIA Pequeño Guardián" diploma.

**WHO? MEXICO - Organizacion Mexicana del Deporte Automovilistico Internacional (OMDAI) / Circuito Pequeno Guardian de la Seguridad Vial FIA (2013)**



***Around 54,500 visitors** attended the exhibition. Parents said that their children reminded them when they were driving or walking of the importance of respecting road rules. The FIA greatly helped us to implement this initiative. The simple use of the FIA name helped us open doors to achieve this project's goals.*



# PROTECTING RISK GROUPS

## CHILD SAFETY

**WHAT?** ALERTING children to the dangers of the road **#SaveKidsLives**

**HOW?** Project in 10 schools located in highly vulnerable areas of the city of Asunción, where 100 teachers were trained in road safety, passing their learnings on to more than 4,000 students. A one-day event with all the students from the 10 schools capped off the initiative.

**WHO?** **PARAGUAY - Touring y Automóvil Club Paraguayo (TACP)** / Road Safety for Vulnerable Children Schools (2015)



**WHAT?** TRAINING school bus drivers to minimise road crashes **#SaveKidsLives**

**HOW?** Training programme for 90 school bus drivers, which reinforced their roles and responsibilities, and raised awareness of stress and fatigue and how best to manage them. As part of this initiative, 300 children received helmets.

**WHO?** **PHILIPPINES - Automobile Association Philippines (AAP)** / School service drivers' training programme (2015)

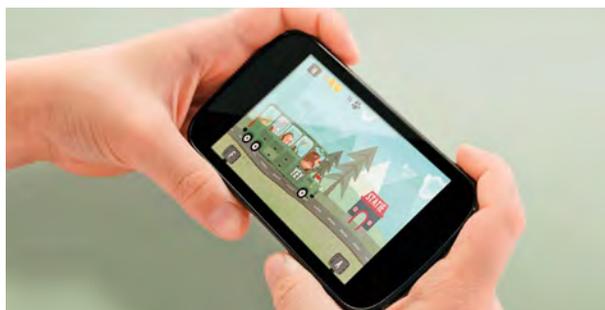




**WHAT? SENSITISING children with a junior co-pilot game mobile app**

**HOW?** Project to promote road safety by inviting kids travelling with their parents to become co-pilots via the Junior Co-Pilot Game. The game uses GPS technologies, is fully synced with the car, sending warnings whenever the driver is speeding and when STOP signs or a dangerous curve approach.

**WHO? ROMANIA - Automobil Clubul Roman (ACR) / Junior Co-Pilot (2016)**



*The app produced a large amount of public interest: **58 written articles** in Romania, **6 prime-time news broadcasts**, and **23,177 downloads**. The FIA was always available to support the project's development. The valuable information provided helped us to implement the project in good conditions.*

**WHAT? CREATING road safety clubs in schools**

**HOW?** Project which assists schools in starting road safety clubs and improving existing clubs. Running in three states, 600 students of varying grades from 40 public and private schools were trained on road safety, with the top 10 schools given prizes.

**WHO? NIGERIA - Automobile and Touring Club of Nigeria (ATCN) / The Children Traffic Club 2014 (2014)**



*The initiative, supported by the FIA, led to the establishment of **road safety clubs** in both government and private schools. During the implementation of the project the FIA assisted us by providing us with the main ideas in order to successfully carry out the project.*

# PROTECTING RISK GROUPS

## SENIOR DRIVERS

Older people encounter physical and psychological changes which can affect their conduct as drivers and pedestrians. It is therefore essential to help them through these changes while remaining safe road users.

### WHAT? EDUCATING seniors on road safety

**HOW?** Nationwide awareness campaign on preventive road safety education for seniors, as well as special road safety education to drivers above the age of 65 in Budapest and in 30 big cities, each lasting one week. A total of 39,000 people were trained over the course of 30 weeks.

**WHO? HUNGARY - Magyar Autoklub (MAK)**  
/ Education of Senior Drivers & Awareness Campaign (2013)



## TWO-WHEELERS

Two-wheelers are considered to be vulnerable road users due to the fact that their vehicles provide less protection than those of cars. However, it is paramount to ensure that motorcyclists and cyclists can travel safely by improving their visibility and training them to be responsible road users.

### WHAT? IMPROVING cyclists' visibility

**HOW?** Cyclist helmet usage awareness and education campaign during which more than 3,000 bicycle commuters in and around the greater Johannesburg & Pretoria Metropolitan area were given kits and road safety instruction in an effort to improve behaviour, and reduce accidents and injury.

**WHO? SOUTH AFRICA - The Automobile Association of South Africa (AASA)** / Cycling safety campaign (2013)



*3,000 cycle safety kits were distributed, meaning that **3,000 people are now safer.** Two years on, cyclists can still be seen wearing the branded high visibility vests and helmets. The FIA provided access to best practices and key road safety information and made the grant system process painless, monitoring the progress and offering sufficient support throughout.*



**WHAT? ENHANCING the relationship between drivers and cyclists**

**HOW?** Campaign to maintain and improve the low number of road accidents involving cyclists through training and education. This initiative also included an awareness campaign with drivers, urging them to treat cyclists with respect.

**WHO? MACEDONIA - Avto-Moto Sojuz na Makedonija (AMSM) / Smart city cycling (2015)**



**WHAT? IMPROVING motorcyclists' visibility at night**

**HOW?** Continuation of a proven successful project to train a further 1,000 motorcyclists and three wheeler drivers as well as distribute 10,000 fluorescent stickers to improve night visibility. In total, the AAT trained 5,024 motorcyclists in several regions of the country.

**WHO? TANZANIA - Automobile Association of Tanzania (AAT) / Boda Boda 4.0 (2015)**



*Thanks to the project, the accident rate has decreased for Boda Boda riders in Dar es Salaam by **36 per cent**. The AAT, with the FIA's support, trained more than **5,000 riders**. This campaign enabled widespread awareness-raising; now it is compulsory for Boda Boda riders to attend classes and take driving lessons.*

## PEDESTRIANS

Pedestrians are road users along with drivers therefore they should also be protected and behave in a safe way while on roads.

**WHAT? STUDYING texting while walking, and why it can be risky**

**HOW?** Study to scientifically analyse the risks behind texting while walking and cycling, with the results distributed to Clubs globally. Tests were conducted on pedestrians at a crowded intersection in Shibuya, Tokyo and on cyclists on a driving school practice course.

**WHO? JAPAN - Japan Automobile Federation (JAF) / Don't text and walk! (2015)**





# PROMOTING SAFE BEHAVIOUR



**Projects which develop comprehensive programmes to improve road user behaviour, including campaigns, educational programmes and trainings to discourage such unsafe behaviours as speeding, drink driving, distraction, and other risky activities.**

**72**  
projects  
**49**  
countries

## **EUROPE, MIDDLE-EAST, AFRICA**

Albania, Belarus, Bosnia and Herzegovina, Botswana, Croatia, Cyprus, Czech Republic, Egypt, Georgia, Hungary, Iran, Israel, Italy, Jordan, Latvia, Lebanon, Lithuania, Mauritania, Moldova, Mozambique, Nigeria, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Syria, Tanzania, United Kingdom

## **ASIA, OCEANIA**

Bangladesh, China, Hong Kong, India, Japan, Korea, Nepal, Singapore, Sri Lanka

## **NORTH AND CENTRAL AMERICA**

Bahamas, Canada

## **SOUTH AMERICA**

Argentina, Colombia, Costa Rica, El Salvador, Guatemala, Paraguay, Peru

# PROMOTING SAFE BEHAVIOUR

## RISKS FACTORS

The idea is to sensitise road users to everything that can affect their behaviour while on roads and thus to limit the number of factors that can lead to accidents.



### **WHAT?** RAISING awareness during the high seasons of accidents

**HOW?** Awareness campaign through media, leading up to Easter Week (holiday season), which is the most dangerous in terms of accidents. A key radio host spearheaded the campaign. The road safety campaign on TV, in magazines and in newspapers was activated in January.

**WHO?** **GUATEMALA - Automovil Club de Guatemala (ACG)** / Radio road safety competition (2015)

*The Easter week promotion took place in April 2015 and was very successful, and the road safety radio talk show began in March 2015. The show was so successful that local companies have been sponsoring it. The support of the FIA has been appreciated as it helped start the project and enabled us to get sponsorship from other organisations.*

### **WHAT?** CHANGING unsafe driver habits with behavioural simulation

**HOW?** Strategic marketing campaign, using mass media and a device to monitor the behaviour of motor vehicle users. Results showed positive outcomes both in terms of changing bad driving habits and raising the awareness of users with regard to their weaknesses and unsafe driving habits.

**WHO?** **SOUTH KOREA - Korea Automobile Racing Association (KARA)** / Attention and Action Programme for Action for Road Safety (2012)





## DRINK & DRIVING

The FIA intends to change drivers' behaviours by teaching them that drinking is not compatible with driving, and thereby significantly reduce the number of car accidents caused by drink driving in the world.

### WHAT? STAYING sober to reduce serious crashes

**HOW?** Project addressing drink driving, one of the main causes of serious crashes in Moldova. The project extended the area of risk factor pilot interventions initiated in the previous project funded by the FIA and GRSP/TRACECA in 2015.

**WHO?** MOLDOVA - Automobil Club din Moldova (ACM) / Sober and safe villages in Moldova (2016)



## SPEEDING

Speed has been identified as a key risk factor in road traffic accidents. The aim is to make people aware that by respecting the speed limits, they can spare their own lives and those of other road users.

### WHAT? EXPLAINING why indulgent roads can reduce accidents



**HOW?** Distribution of flyers for the public explaining the concept of indulgent roads (infrastructure taking human error into account and ensuring accidents don't systematically result in fatalities) and showing why it can considerably reduce accidents. Flyers included the MyWorld link in support of better roads and transport.

**WHO?** ARGENTINA - Automovil Club Argentino (ACA) / Suitable Behaviour + Indulgent Roads = Less Accidents (2014)



# PROMOTING SAFE BEHAVIOUR



## DISTRACTED DRIVING

The use of electronic devices, especially mobile phones, while driving, walking or cycling can be very dangerous and has become one of the FIA's top concerns with regard to risky behaviour on roads.

**WHAT? ADVOCATING** against the use of mobile phones while driving

**HOW?** Detailed study of the behaviour of drivers, a competition for the creation of short films, and a media campaign against the use of mobile phones while driving were all rolled out as part of this initiative. Recording and traffic counting was conducted at 45 locations in 27 cities.

**WHO? CROATIA - Hrvatski Autoklub (HAK)** / Rule 7 (2016)



## FATIGUE

Sleepiness and driving is a dangerous combination and most people do not realise that drowsy driving can be fatal. Therefore, the FIA urges drivers to stop when they are tired.

**WHAT? PREVENTING** bus drivers from driving while drowsy

**HOW?** Training programme for bus driver and public transport company training staff. The companies were also sensitised to choosing professional drivers, and learned the importance of monitoring driver health before trips.

**WHO? IRAN - Touring and Automobile Club of the Islamic Republic of Iran (TACI)** / Don't drive when drowsy (2015)



*The driving knowledge of **384 drivers** was measured before and after the training sessions using a specific test. The training had **a positive impact**; after the training, the participants were able to improve their scores. In the implementation of this project, we are greatly indebted to the FIA for following up on the project's execution.*



# IMPROVING POST-CRASH CARE



**Projects which increase responsiveness to post-crash emergencies and improve the ability for emergency treatment and longer-term rehabilitation.**

**In 2014, a number of initiatives on first aid training for road safety and post-crash recovery were undertaken in cooperation with the Red Cross and Red Crescent National Societies.**

26

projects

21

countries

Bosnia and Herzegovina, Croatia, Czech Republic, Ecuador, Germany, Hungary, India, Israel, Jamaica, Japan, Kenya, Madagascar, Paraguay, Poland, Rwanda, Slovenia, Sri Lanka, Syria, Tanzania, UAE, Uruguay



## POST-CRASH PREVENTION

The FIA intends to raise people's knowledge of first aid to give them the opportunity to become life-savers.

### WHAT? RAISING awareness of post-crash care with the Red Cross

**HOW?** Collaboration with the Red Cross to raise awareness of post-crash care and general road safety. The project took place during the World Endurance Championship stage in Japan, the 6 hours of Fuji.

**WHO?** **JAPAN - Japan Automobile Federation (JAF)** / First Aid Training course at "6 hours of Fuji" (2014)



### WHAT? ADDRESSING post-crash care in partnership with the Kenyan Red Cross

**HOW?** Project to address post-crash care through the drivers of Public Services Vehicles (PSV) who are often the first to arrive at an accident scene. 500 drivers trained in 5 key cities, supported by the Kenya Red Cross Society which led the sessions.

**WHO?** **KENYA - Automobile Association of Kenya (AAK)** / First Aid Training for Public Service Vehicles Drivers (2016)



*The project raised awareness with regard to road crash management and **changed drivers' attitudes** towards road crash victims. The FIA's involvement in this local project greatly enhanced the public's goodwill towards the Automobile Association of Kenya.*

# IMPROVING POST-CRASH CARE



## POST-CRASH PREVENTION



**WHAT?** PROVIDING effective post-crash care through global action

**HOW?** Project to provide effective post-crash care in collaboration with the JN Foundation and the Ministry of Health. A comprehensive crash mapping assessment was completed to identify fatal crash zones.

**WHO?** JAMAICA - Jamaica Automobile Association (JAA) / Post-crash response (2015)



**WHAT?** INFORMING on vehicle first aid kits in collaboration with the Red Cross

**HOW?** First aid training and production of a promotional brochure to present vital information on vehicle first aid kits, backed by a media event in conjunction with the Red CrossProject.

**WHO?** SLOVENIA - Avto-Moto Zveza Slovenije (AMZS) / AMZS and the Slovenian Red Cross Event (2014)

AMZS





## ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE

**Projects which encourage the deployment of improved vehicle safety technologies – both active and passive – as well as projects which help to increase the safety of road networks for all users, including those most vulnerable pedestrians, bicyclists and motorcyclists.**

**24**  
projects  
**20**  
countries

Australia, Germany, Iceland, Israel, Jamaica, Latvia, Lithuania, Macedonia, Nepal, Nicaragua, Nigeria, Peru, Romania, Serbia, Singapore, Slovakia, Spain, Tanzania, United Arab Emirates, Yemen

## ROAD INFRASTRUCTURE

The FIA's goal is to improve transport and roads worldwide to provide all individuals with an equal right to mobility.

**WHAT? INCREASING the mobility of the local indigenous community with special training**

**HOW?** Major AANT commitment, in collaboration with the indigenous communities to improve road infrastructure on the Grootte Eylandt area and provide more than 40 participants with lessons and training, with 36 taking their provisional license test with a 100% success rate.

**WHO?** **AUSTRALIA - Automobile Association of the Northern Territory (AANT)** / Grootte Eylandt Road and Driver Development Project (2012)



**WHAT? USING the media to make people vote for better roads and transport**

**HOW?** Communication through printed and electronic media to reach users of the current web and Facebook page of TACP as well as those of strategic partners. Specifically, a webpage was created with links to encourage the votes.

**WHO?** **PERU - Touring y Automovil Club del Peru (TACP)** / UN MyWorld 2015 Campaign (2014)



## VEHICLE INSPECTION

The objective is to keep vehicles roadworthy to reduce road accidents related to mechanical failure and thus ensure all passengers a safe journey.

**WHAT? KEEPING cars in good condition with information and technical inspections**

**HOW?** Campaign focusing on the importance of keeping a car in good mechanical condition, as well as paying attention to such basics as tyre pressure and working lights. In conjunction with the campaign, free technical inspections were conducted in major cities.

**WHO?** **LATVIA - Auto-Moto Society of Latvia (LAMB)** / Safer cars for safer roads (2014)



# ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE



## VEHICLE INSPECTION

**WHAT?** SPREADING the word about the benefits of emergency braking systems (EMS/AEBS)

**HOW?** Regional press events, trade shows and customer demonstrations on the benefits of emergency braking system (EBS/AEBS). Targets were decision makers, opinion leaders, and media for maximum coverage.

**WHO?** GERMANY - Allgemeiner Deutscher Automobil-Club E.V. (ADAC) / The brakes are on - AEBS Experience (2014)

ADAC



**WHAT?** STANDARDISING training to enhance vehicle safety and proper driving instructions

**HOW?** Training of 100 instructors and the production of a manual to standardise training in auto workshops and garages. This campaign succeeded in establishing vehicle safety as a major pillar of road safety.

**WHO?** NEPAL - Nepal Automobiles' Association (NASA) / Safer Vehicles for Nepal (2014)



*Our project succeeded in establishing vehicle safety as a major pillar for road safety. The media coverage was high and raised people's awareness of road and vehicle safety. The continuous communication, guidance and support of the FIA were essential to its success.*



**WHAT?** HIGHLIGHTING the risks of old or unsafe vehicles

**HOW?** Campaign to raise general public awareness of the dangers of unsafe vehicles – cars over 14 years old and cars that have been damaged in accidents in other European countries – on Lithuania's roads.

**WHO?** LITHUANIA - Association of Lithuanian Automobilists (LAS) / Dangers of Unsafe Repaired Vehicle (2013)





II. ENSZ Global  
Közlekedésbiztonsági Hét

**Családi napok**  
Fókuszban a gyalogosok  
védelme

2013. május 7-12. Szeged (Tesco parkoló)
- Támogatók:
- Ügyességi vetélkedők
  - Részes szemüveg
  - Gyalogosokra leselkedő veszélyek
  - Kezdő magad program



## BUILDING CAPACITY

**Offering guidance on good practices in advocacy** and increasing the quality of the work in road safety is key to help designing and implementing initiatives that significantly reduce the risk of injury and fatality on the roads.

## The FIA Road Safety Grant Programme enables the development of innovative injury prevention programmes and pilot projects.

### TWO INITIATIVES ARE CURRENTLY IN PROGRESS:

#### CHILD SAFETY IN CARS

The Child Safety in Cars Toolkit is a practical manual on how to reduce child mortalities on the road calling for more robust legislation on Child Restraint Systems (CRS) and promoting awareness on the correct use of CRS.



#### ROAD SAFETY INDICATORS

Run in cooperation with International Transport Federation (ITF), this project aims at developing universal road safety indicators contributing to a better understanding of road safety and comparing road traffic safety policies.



# CHILD SAFETY IN CARS



EVERY YEAR, MORE THAN  
**65,000**  
CHILDREN UNDER  
THE AGE OF 18 DIE  
IN ROAD TRAFFIC ACCIDENTS  
WHILE TRAVELLING A CAR



WORLDWIDE, A CHILD  
DIES IN A CAR EVERY  
**8**  
MINUTES



DID YOU KNOW THAT CHILD  
RESTRAINT SYSTEMS REDUCE  
THE RISK OF A CHILD DYING IN  
A CAR ACCIDENT BY MORE THAN  
**80%**



BUT ONLY  
**32%**  
OF THE POPULATION  
WORLDWIDE ACTUALLY BENEFITS  
FROM LEGISLATION  
ON CHILD SEATS

**To reduce road traffic fatalities,  
the FIA has created the Toolkit  
for Child Safety in Cars**



**7** pilot  
projects

Chile, United Arab Emirates,  
Belarus, Mexico, Paraguay,  
Uruguay, Japan.

Regional training programmes promoted for Russian speaking Clubs, for the Middle East and for Latin America.

## ONLINE GUIDELINES



5 levels adapted to the situation in each country and focusing on various objectives, such as legislation related to the mandatory user of seat belts for countries willing to enforce a new law, or consumer demand for specialised Child Restraint Systems (CRS) information.

### WHAT'S INSIDE?

- up-to-date road safety data in all countries worldwide,
- basic information related to CRS use,
- methodology to conduct surveys, focus groups and observational studies,
- practical manual and model letters to seek support from key audiences,
- various publications, users campaigns and information regarding legislation.

Level <b>5</b>	<b>Consumer demand product information</b> Consumer testing & information
Level <b>4</b>	<b>Good child restraint usage, but frequent misuse</b> Awareness & information
Level <b>3</b>	<b>Child restraint law, but low usage</b> Enforcement & awareness
Level <b>2</b>	<b>Seat belt law, but no child restraint law</b> Lobby for child restraint law
Level <b>1</b>	<b>No seat belt law</b> Lobby for seat belt law

# CHILD SAFETY IN CARS

## A TOOLKIT TO DEVELOP YOUR LOCAL CAMPAIGN

The toolkit helps automobile Clubs to carry out communication actions for child safety in cars:

- up-to-date information,
- pre-designed downloadable materials (logo, poster, brochure or responsive design website) to develop local communication actions,
- various documentations free to use (campaign use, evaluation manuals, sample presentations for the initiative, videos).

To access the toolkit, please visit our website  
<http://roadsafety.fia-grants.com/projects>



IN ANY COUNTRY IN  
THE WORLD, WE CAN  
ALL WORK TOWARDS  
ENSURING THAT  
CHILDREN TRAVEL MORE  
SAFELY IN CARS.



# ROAD SAFETY INDICATORS

## BENCHMARKING ROAD SAFETY IN LATIN AMERICA



Countries may learn to improve road safety from their own experiences and analyses, but also from systematic comparison with other countries of both their safety performance and their safety interventions and policies.

The expected outcome is to offer policy makers in Latin America a tool to assess the weaknesses and strengths of each country and identify areas deserving policy attention and where the experience of other countries could usefully be used.

**10 countries are part of the project:** Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, Mexico, Paraguay, and Uruguay.

1. DEVELOPMENT OF A METHODOLOGICAL FRAMEWORK
2. COLLECTION OF DATA AND INFORMATION
3. BENCHMARKING ANALYSIS
4. PROMOTION OF THE RESULTS AND POLICY RECOMMENDATIONS

The final benchmarking report should be finalised by the end of 2016.



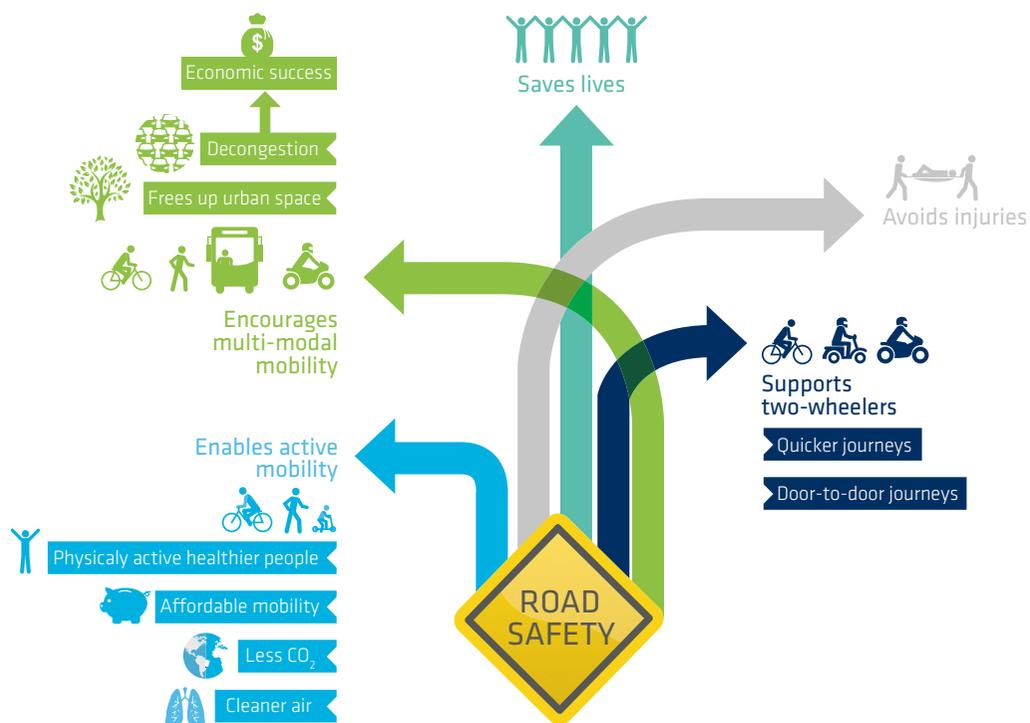
Jean Todt and ITF Secretary-General, José Viegas



The road safety benchmarking cycle (Shen et al., 2015; F. Wegman et al., 2008)

# ROAD SAFETY INDICATORS

## SAFER CITY STREETS PROJECT



**Every minute, a person dies in city traffic. Millions are killed or injured every year causing great human suffering and significant economic losses.**

Crashes also nurture a feeling of insecurity. Among people killed on city streets, 8 out of 10 are pedestrians, cyclists and other vulnerable road users.

Dynamic and liveable cities rely on efficient mobility systems, and road safety plays a large part in this.

### NETWORKING FOR EFFECTIVE URBAN ROAD SAFETY

Safer City Streets is the global traffic safety networks for liveable cities. Safer city streets helps cities to improve their urban road safety performance by sharing data, experiences and knowledge.

## **WEBSITE AND CONTACT**

For more information, please visit the Road Safety Grant Programme

**<http://roadsafety.fia-grants.com>**

If you have any queries, please contact:

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## **TOOLKIT FOR CHILD SAFETY IN CARS**

To request the toolkit and for information, please contact **[crstoolkit@fia.com](mailto:crstoolkit@fia.com)**

