Advocating for Road Safety Policies that Protect Children

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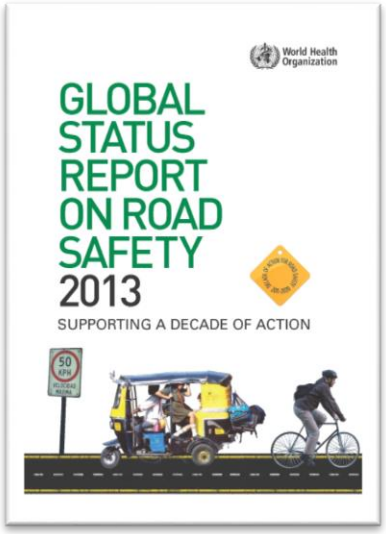
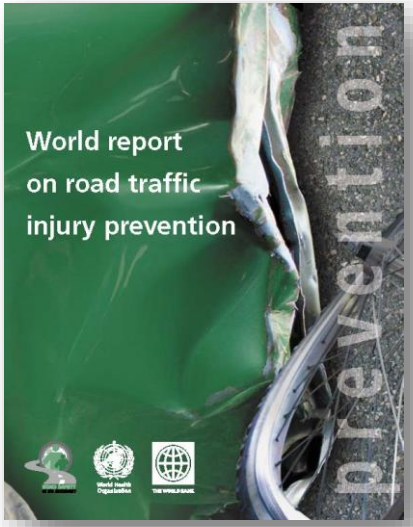
The Importance of Evidence-Based Road Safety Policies

- "Only 7% of the world's population is covered by adequate laws that address all behavioural risk factors"
- "Road safety policies are vital and must be evidence-based. . "
- "Adopting and enforcing legislation. . . has been shown to lead to reductions in road traffic injuries"





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What is Advocacy?

Organised action directed at influencing decision makers and opinion formers for change to policies, structures and systems in order to support vulnerable communities

"*Public Education is not Advocacy*"

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Advocacy Involves:

- **ASKING WHY**? until you get to the root of the problem
- **ENSURING POWER IS USED WELL**
- **EDUCATION** of the powerless and the powerful
- **SEEKING JUSTICE** for those treated unfairly or ignored
- **BRINGING CHANGE** for society through changing systems, structures and policies
- **BEING A VOICE** for those who need support

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Responsibility of Advocates

1. To **persuade decision makers**;
2. Persuade with the **appropriate tools and actions**;
3. Focus on **areas of knowledge and expertise**; and
4. Engage at **appropriate times with partners**

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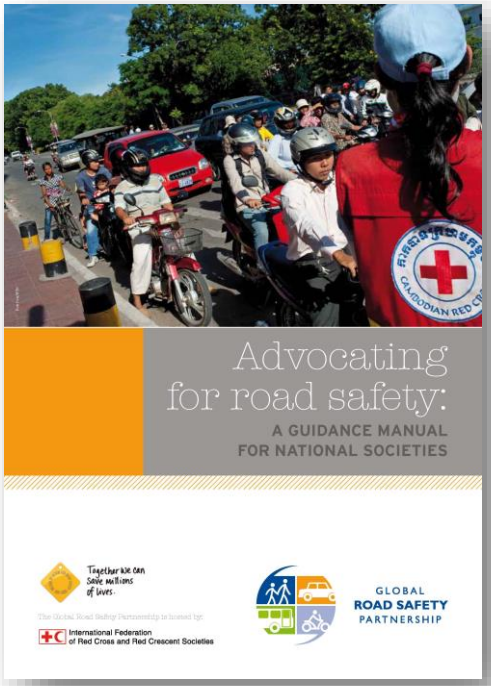
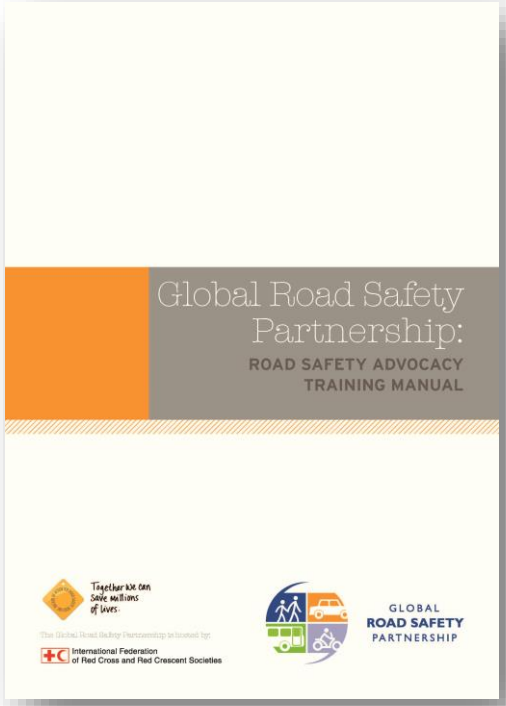
GRSP: Building a base of resources for advocates





GRANTS

to change or strengthen policy that impacts on road user safety

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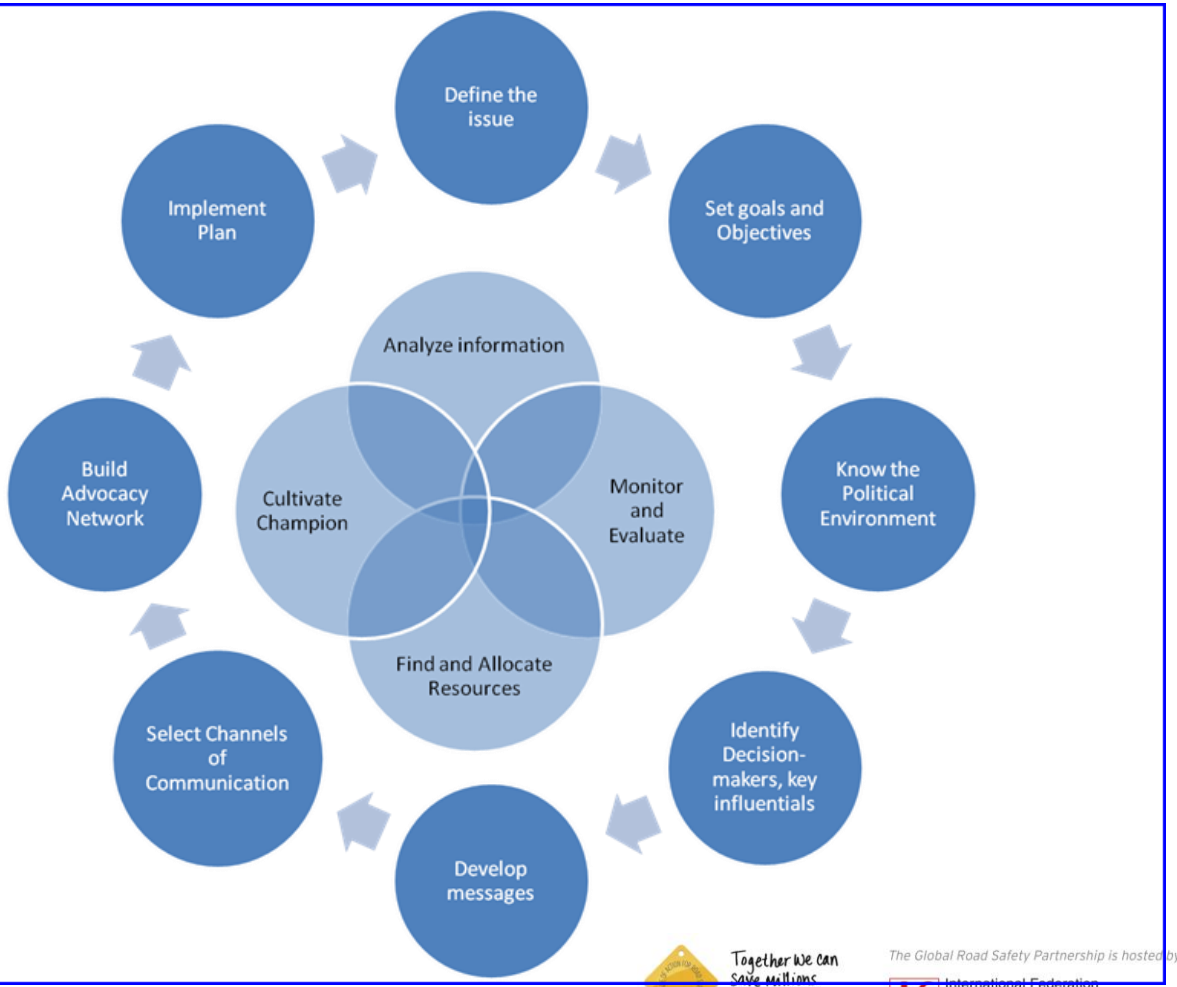
Advocacy Cycle



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Political Mapping

- Provides an analysis of the political and legal landscape in a country
- Identifies institutions/individuals involved in the legislative decision-making process
- Assesses levels of influence by institutions/individuals on the legislative decision-making process
- Charts the legislative process

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Affecting policy change on the international, national and sub-national levels

Putting road safety on the international agenda

United Nations A/RES/68/...

General Assembly

Distr.: General ... 2014

Sixty-eighth session
Agenda item 12

AGREED

Improving global road safety

The General Assembly,

PP1 Recalling its resolutions 57/309 of 22 May 2003, 58/9 of 5 November 2003, 58/289 of 14 April 2004, 60/5 of 26 October 2005, 62/244 of 31 March 2008, 64/255 of 2 March 2010 and 66/260 of 19 April 2012 on improving global road safety,

PP2 Recalling also the United Nations Conference on Sustainable Development, held in Rio de Janeiro, Brazil, from 20 to 22 June 2012, and its outcome document, entitled "The future we want", in which Member States took into account road safety as part of their efforts to achieve sustainable development,

PP3 Recalling further the special event to follow up efforts made towards achieving the Millennium Development Goals, convened by the President of the General Assembly on 25 September 2013, and its outcome document,

PP4 Having considered the note by the Secretary-General transmitting the report on improving global road safety[1] and the recommendations contained therein,

PP5 Noting that road traffic injuries are a major public health and development problem that has a broad range of social and economic consequences which, if unaddressed, may affect the sustainable development of countries and hinder progress towards the Millennium Development Goals,

PP6 Expressing its concern that the number of road traffic deaths still remains unacceptably high with an estimated 1.24 million lives lost in 2010[2], and that only 7% of the world's population is covered by adequate laws that address all behavioural risk factors, including the non-use of helmets, safety belts and child restraints, driving under the influence of alcohol and drugs, inappropriate and excessive speed, and inappropriate use of cell phones, including texting, while driving,

PP7 Also expressing its concern that worldwide half of all road traffic deaths involve pedestrians, motorcyclists and cyclists, and that in some developing countries there are inadequate infrastructure and insufficient policies in place to protect these vulnerable road users,

[1] A/68/368.
[2] A/68/368

What is happening?

Third UN Global Road Safety Week scheduled for **4-10 May 2015** on children and road safety

http://www.who.int/roadsafety/week/2015/en/

Calendar of events, toolkit, brochure, and other advocacy materials will become available.

National & Sub-national engagement:

- Passage of new policies or amendments to current policies
- Implementation of existing policies

Important to know the political process for policy change and to have realistic expectations of the time required.

Cambodia: Helmets for Passengers

Campaign components:

- Situation assessment
- Political mapping
- Quiet diplomacy through government bodies
- Champions
- Media campaign
- Coalitions

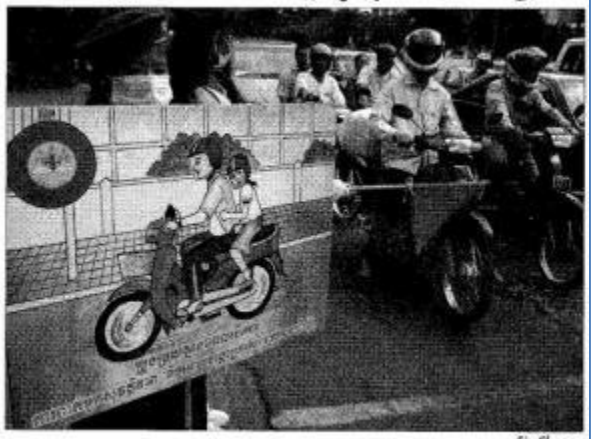
Law to Enforce Helmets for Motorcycle Passengers

By Khuon Narim and Simon Lewis
THE CAMBODIA DAILY

The government has released a draft of a new traffic law that will reduce speed limits, raise fines and make it compulsory for motorcycle passengers to wear helmets in an effort to cut the death toll on Cambodia's roads.

One of the draft's provisions limits the number of passengers on a motorcycle to two, even if one is a child, and says that both passengers must be wearing a helmet. It changes the maximum speed limit from 90 to 80 kph and cuts the speed limit in urban areas from 60 to 40 kph.

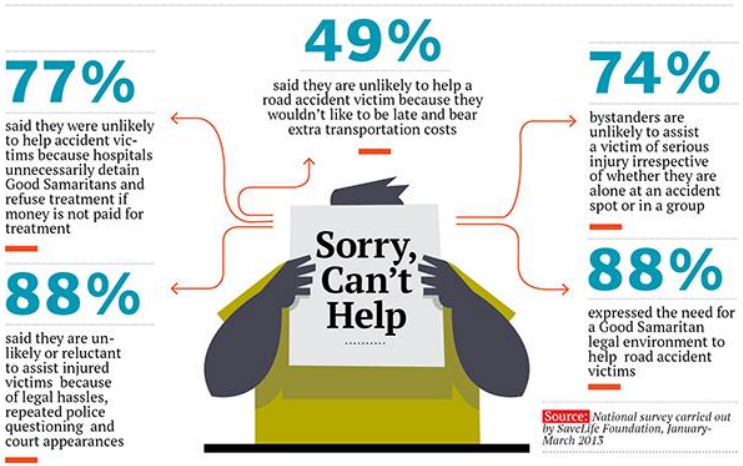
The draft also includes some significant increases in fines. The penalty for driving without a license



Siv Channa

Girl Scouts at a junction in Phnom Penh yesterday hold a sign encouraging motorcycle passengers to wear helmets.

India: Promoting the passage and implementation of a national Good Samaritan Law



Campaign Components

- Political mapping
- Public opinion survey
- Engaging with government and Parliament
- Identifying champions
- Providing technical expertise to Parliament
- Earned media activities

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Turkey: Amendment to Road Traffic Law (#2918), Article 78; Traffic Regulations, Article 150

Mandatory use of seatbelts and child restraints

Removal of seatbelt use exemptions for commercial drivers, police, and private security officers

Campaign components:

- Coalition building
- Political mapping
- Media campaign
- Inside parliament champion
- Direct lobbying

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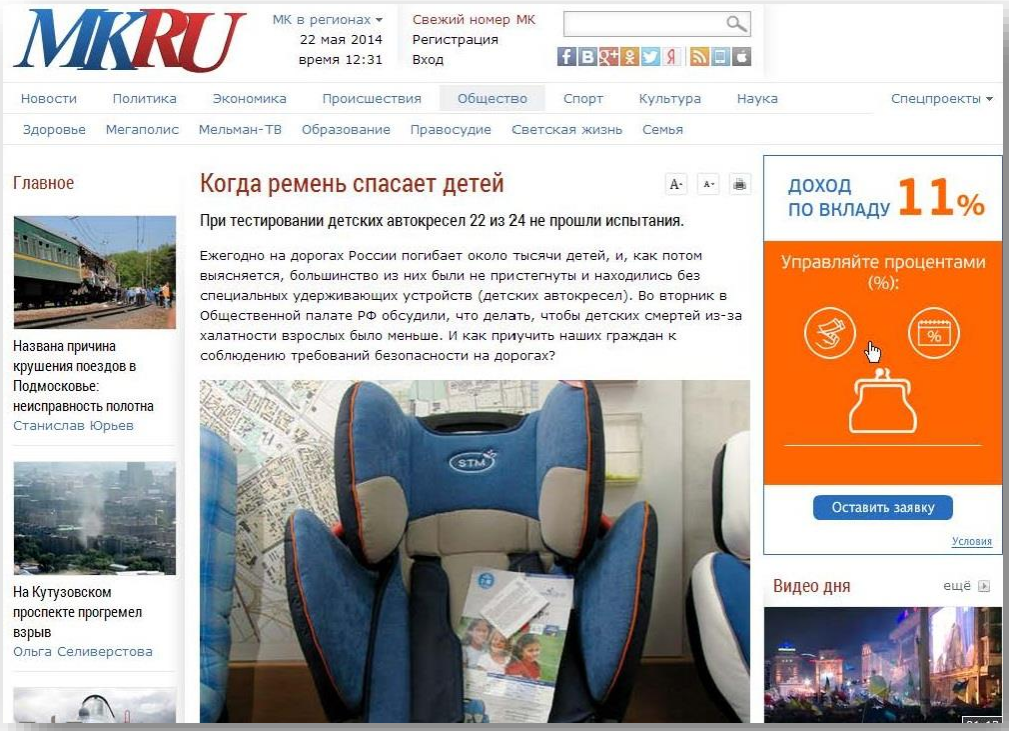
Russia: Promoting changes to Russian traffic regulations – child seats

Campaign components:

- Situation Assessment
- Stakeholder assessment
- Global comparisons
- Political Mapping
- Round tables in the Duma
  - Standards
  - Sales
  - Support required
- Media campaigns



Vietnam: Children's helmets

Campaign components:

- Situation & Stakeholder assessment
- Media campaign
- Political mapping
- Identify policy champions
- Assess the strength of the law
- Multi partner approach:
  - Supply & sales
  - Standards
  - Enforcement
  - Education

Keys to success in Advocacy "Campaigning"

- ✓ Objective Setting & Political Mapping
- ✓ Direct Engagement with Policy-Makers
- ✓ Building Coalitions, Working with "Champions"
- ✓ Media Engagement

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Global Road Safety Partnership Secretariat

c/o International Federation of
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