



# Road safety situation and developments in Asia and the Pacific



Improving Global Road Safety:  
Setting regional and national road traffic casualty reduction targets

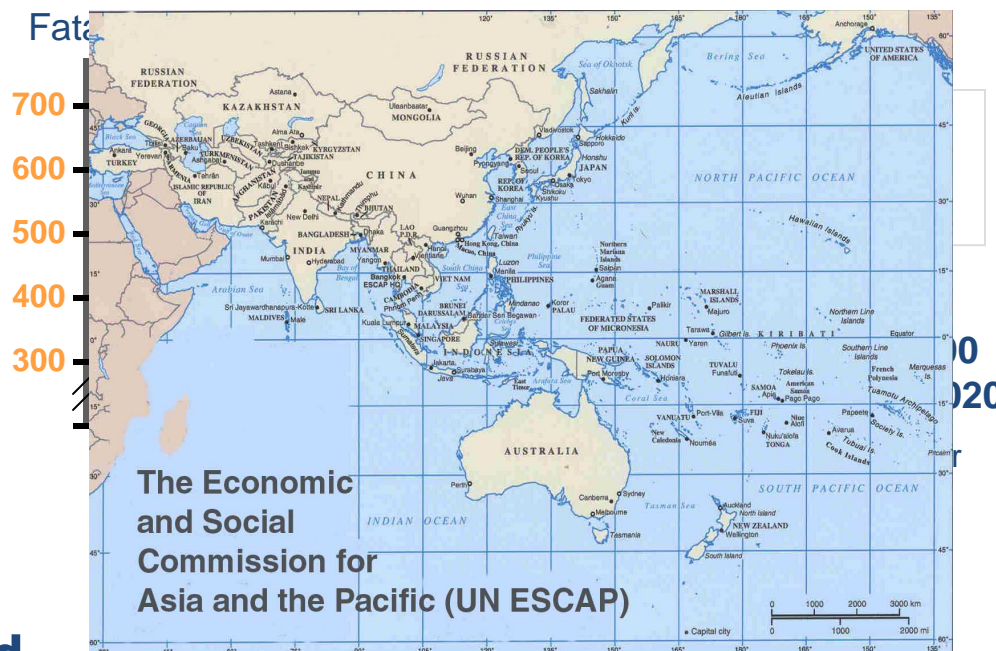
12-14 May 2009  
Minsk, Belarus





## UNESCAP at a glance: Facts and figures

- 4 billion people (62% of world population).
- 26% of world GDP.
- Engine of the world economy.
- 635 million people in absolute poverty with high concentration in hinterland areas.
- More than 1/2 of the world fatalities with only 1/5 of the world's motor vehicles registered in the region.
- Economic cost of road accidents, including indirect cost, is \$ 106 billion [  $\approx$  2.3% of GDP of developing and transition economies in the ESCAP region].



## Road Safety in Asia and the Pacific: **Attention and Action**

2003

General  
Assembly

Resolution 62/244 on improving global road safety has been adopted

2006

ESCAP  
Ministerial  
Conference  
on Transport

***ESCAP Ministerial Declaration on Improving Road Safety in Asia and the Pacific*** has been adopted

The Declaration includes the goal  
***“to save 600,000 lives and to prevent a commensurate number of serious injuries on the roads of Asia and the Pacific over the period 2007 to 2015”***

The Declaration also invite member countries to  
***“develop the Asian Highway as a model for Road Safety”***

2005

Intergovernmental  
agreement on  
Asian Highway  
Network

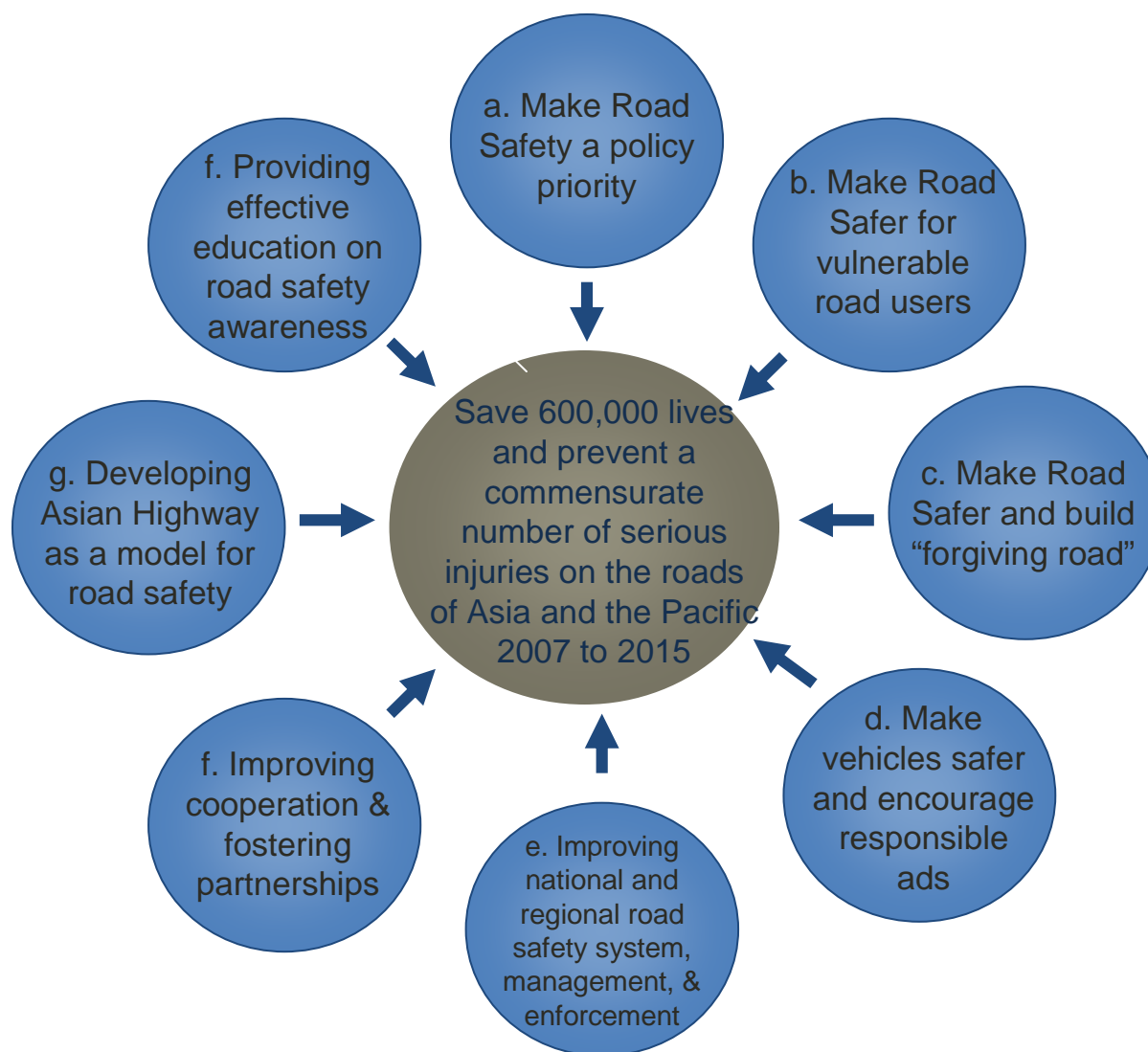
Parties to the Agreement have also made a formal commitment to give full consideration to issues of road safety.

## Road safety situation and development in ESCAP region

The Ministerial Declaration requests the development of a set of goals, targets and indicators to be achieved in 2015

### 8 ESCAP Goals

Goal and Target has been developed and defined at series of ESCAP meetings. They are expected to be finalized in September



## Road safety situation and development in **ESCAP** region

ESCAP member states	Overall goals and recent actions
Armenia	Decrease the number of accidents.
Australia	2001 - 2010: "The target of the strategy is to reduce the annual number of road fatalities per 100,000 population by 40%, from 9.3 in 1999 to no more than 5.6 in 2010."
Bangladesh	The National Road Safety Council was established in 1995 and National Road Safety Strategic Action Plan 2008- 2010 has been developed
Bhutan	Focus on education, awareness, habits and enforcement with the target to reduce 20% of accident case in line with the declaration
Brunei Darussalam	Save more than 56 lives in 5 year period of action plan (for 2008) [Reduction of 45 lives and 2028 injuries (2005-2010)].
Cambodia	Eliminate number of road fatality by educating peoples through illustrating posters, TV, spots and radio broadcasting on road safety program"; ADB-ASEAN target of saving 1,800 lives and prevent 36,000 injuries during 2005-2010.
France	Halving the number of road fatalities from 1997 to 2002 -13.9% in
India	Various targets of State Governments.
Indonesia	For 2005-2010: saving 20,411 lives, 3.4% deaths per 10,000 vehicles, increase seat-belt and helmet wearing to 90%; ADB-ASEAN target of saving 12,000 lives and preventing 996,000 injuries during 2005-2010.

## Road safety situation and development in **ESCAP** region

ESCAP member states	Overall goals and recent actions
Indonesia (Cont.d)	Indonesia Road Safety Plan for 2008-2012 were also developed with 8 strategies addressing 47 Action plans
Islamic Republic of Iran	Agreement signed with World Bank for \$104 millions to fund road's safety projects. In 2008, Iran Road Maintenance and Transportation Organization allocated about \$25 million and allocation of World Bank is in progress
Japan	2006-2010: a) "Safest roads in the world" (<5500 deaths); b) Less than 1 million injuries and deaths. Measurements have been taken and proved successful reduction in the accident rate e.g. implementation of hazardous spot projects.
Kazakhstan	Reduce the number and severity of accidents.
Lao People's Democratic	Saving 917 lives and 21,000 injuries by the year 2010 by halving the anticipated increase in deaths and injuries; increase helmet wearing to 90%.
Malaysia	By 2010, reduce the fatality rate to 2 per 10,000 vehicles, 10 per 100,000 people and 10 per billion vehicle-km; ADB-ASEAN target of saving 3,000 lives and preventing 21,900 injuries during 2005-2010. The 9th Malaysian Plan allocated MYR 200 million to improve hazardous locations along state and municipal roads

## Road safety situation and development in **ESCAP** region

ESCAP member states	Overall goals and recent actions
<b>Mongolia</b>	Road safety audit were taken in 2008 for part of the road network in the country
<b>Myanmar</b>	<p>ADB-ASEAN target of saving 940 lives and preventing 32,900 injuries during 2005-2010.</p> <p>National targeted safety index reported in 2008 aim to save more than 1000 lives over the (5)year period by halving the anticipated increase in deaths per year(to halve the present annual increase in deaths of 6.4% per year to 3.2% per year over the next 5 years.</p>
<b>Nepal</b>	Halve the number of road casualties in ten years (from 2006)
<b>Netherlands</b>	Reducing the number of road deaths by 25 percent during 1985-2000 and by 50 percent during 1986-2010.
<b>New Zealand</b>	To reduce the road toll to no more than 300 deaths and fewer than 4,500 hospitalisations per year by 2010 (from 404 fatalities in 6,670 hospitalisations in 2002).
<b>Pakistan</b>	Road safety is ensured through modern traffic policing activities. In 2008 reported reduction in accident and increase in awareness and discipline.
<b>Philippines</b>	<p>ADB-ASEAN target of saving 3,000 lives and prevent 258,000 injuries during 2005-2010.</p> <p>Many road safety initiatives have been taken place including the launch of Road Safety Design Manual by Department of Public Works and Highways.</p>

## Road safety situation and development in **ESCAP** region

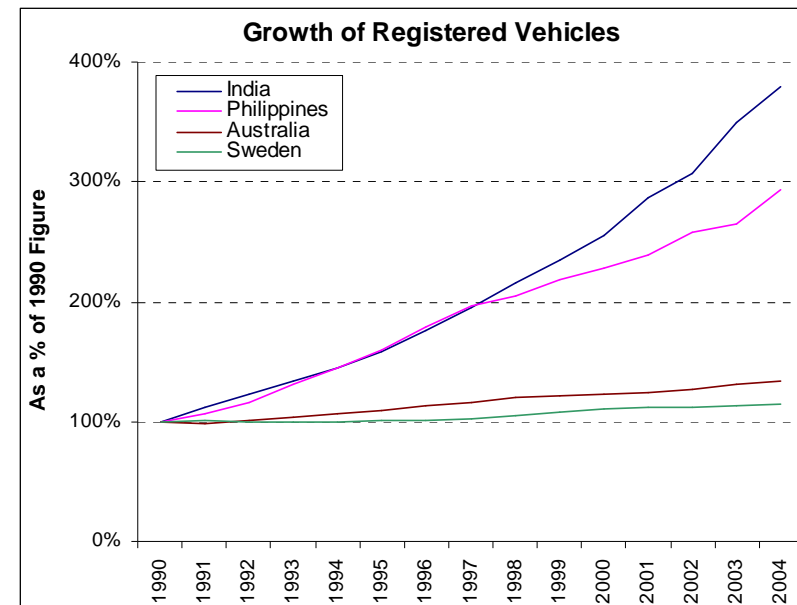
ESCAP member states	Overall goals and recent actions
Republic of Korea	National Transport Safety Master Plan (2007-2011) aims at 30% reduction of number of fatalities (2006 to 2011) with 2007 road safety budget of \$1.6 billions.
Russian Federation	Local target in Krasnoyarsk region "to decrease the accident rate by 10-15% and the number of victims of road accidents by 10-12% every year".
Singapore	ADB-ASEAN target of saving 100 lives and prevent 4,300 injuries during 2005-2010.
Thailand	ADB-ASEAN target of saving 13,000 lives and prevent 1,508,000 injuries during 2005-2010
Turkey	Reduce fatalities and injuries on highways by 40% within 5 years.(from 2006)
United Kingdom	Reducing the number of road deaths and serious injuries by 40 percent during 1998-2010
United States of America	To reduce the number of road deaths involving large trucks by 50 percent during 1998-2010.
Viet Nam	ADB-ASEAN target of saving 7,000 lives and prevent 16,100 injuries during 2005-2010. National safety target aim at reducing accidents by 5-7% per year, 4.5 deaths/10,000 vehicle, and 12.6-12.8 deaths/100,000 populations.

## Road Safety in Asia and the Pacific: **Issues on Action**

Following the 8 ESCAP goals, many road safety policies have been put into place and implemented in ESCAP member countries. However, different level of policy effectiveness causes variation of impact in term of actual reduction of road accidents, deaths and fatality.

Some common characteristics challenges that developing countries may face:

- Heterogeneous modes of transport sharing roads
- Rapid growth of motorization compared to those of developed countries
- Inadequate health and ambulance service for post-accident response to mitigate the severity of the injury



## Road Safety in Asia and the Pacific: **Issues on Action**

Experiences shared by ESCAP member countries show some issues and challenges that cause dilution of policy and require remedial actions. Those issues include:

- The lack of institutional capacity, knowledge and skill to support policy enforcement. (*Bhutan, Pakistan*) as well as technical knowledge in road design and maintenance (*DPRK*)
- The lack of financial resources to finance road safety program. (*Bhutan, Pakistan, Nepal*)
- Non-existence of full-fledge organization to implement and monitor road safety measures/policy. (*Myanmar, Pakistan*)
- The need for better collaboration between responsible agencies, including participation from private sector. (*Malaysia, Pakistan*)
- The lack of accurate accident data to evaluate policy performance. (*The Philippines, Bhutan, DPRK*)
- The low level of road safety education and unsafe behavior of the public road users (*Sri Lanka*)



## Country experiences: **Vietnam**

1. Revise Helmet Standards
2. Tackle Cost & Availability
  - Build a helmet factory in Vietnam
  - Distribute helmets for free to primary school children
3. Raise Safety Awareness
  - National Public Awareness Campaign - Concerts, website, billboards, television commercial
  - School Traffic Safety Curriculum - “Train the trainer”, Curriculum development for primary grades 1-5
4. National Helmet Law
  - Passed by National Assembly in June 2007
  - Enacted nationwide in Sept & Dec 2007
  - 99% Compliance on December 15, 2007





#### KESELAMATAN TRANSPORTASI DARAT

PRESIDEN Susilo Bambang Yudhoyono memberikan helm kepada siswa SD saat meresmikan Pekan Keselamatan Transportasi Darat di Sasono Langen Budoyo, Taman Mini Indonesia Indah (TMII), Jakarta Timur, kemarin. Acara tersebut bertujuan mempromosikan keselamatan di jalan raya, di antaranya penggunaan helm bagi pengendara sepeda motor, penggunaan sabuk pengaman untuk pengendara mobil, dan menyeberang di *zebra cross* bagi pejalan kaki.



### Helmet for Kids:

- Teach children to be aware to road safety
- Safer for children when they are traveling by motorcycles with parents

One thousand (1000) helmets for kids were directly given by president of Republic of Indonesia to some children on the National Road Safety Week event (23 April 2007 and 23 April 2008)

### Six President's instructions:

1. To develop Road Safety Board
2. To develop Safety Information System
3. To establish Road Safety Blue Print
4. To search road safety funding
5. To manage earlier education for children
6. To improve public awareness

### School Safety Zone (ZoSS)



### Safety Riding Trainings in some areas

#### - Trainings for public drivers :

- 1) Bus driver training
- 2) Taxi driver training
- 3) Dangerous Material Driver Training Program
- 4) Election of best driver model on National Level in 2008



## Country experiences: **Republic of Korea**

### **Speed:**

1997 Introduction of Speed Camera.  
=> Fatalities within 1km of cameras  
drop by 60% in first year.

### **Seat Belts:**

2001 Police target seat belt use in Jan 2001.  
Campaign requests use of seatbelts  
and 100% increase of fine for failure  
to use belt.  
=> Increase use from 23% to 98%  
by August 2001.

### **Traffic Violations:**

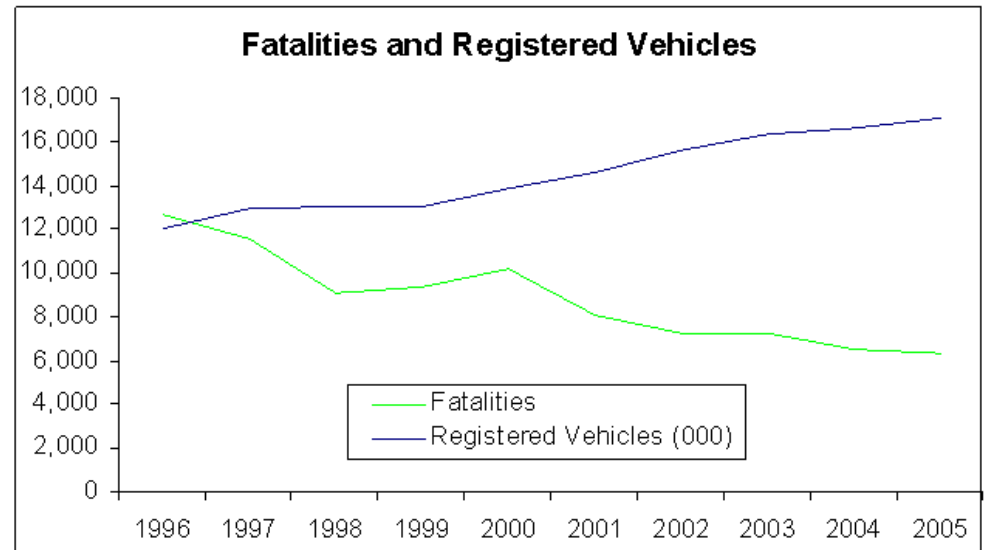
2001 Introduction of financial reward for citizens providing evidence (usually photographs or video)  
of traffic violations.  
=> Reduction of 35% of vehicle accidents at 100 spots studied where evidence was provided.

### **Road Design:**

2001 Road safety inspection system applied to all roads constructed since 2001.  
Other existing roads and spots analysed to improve design.

### **Education:**

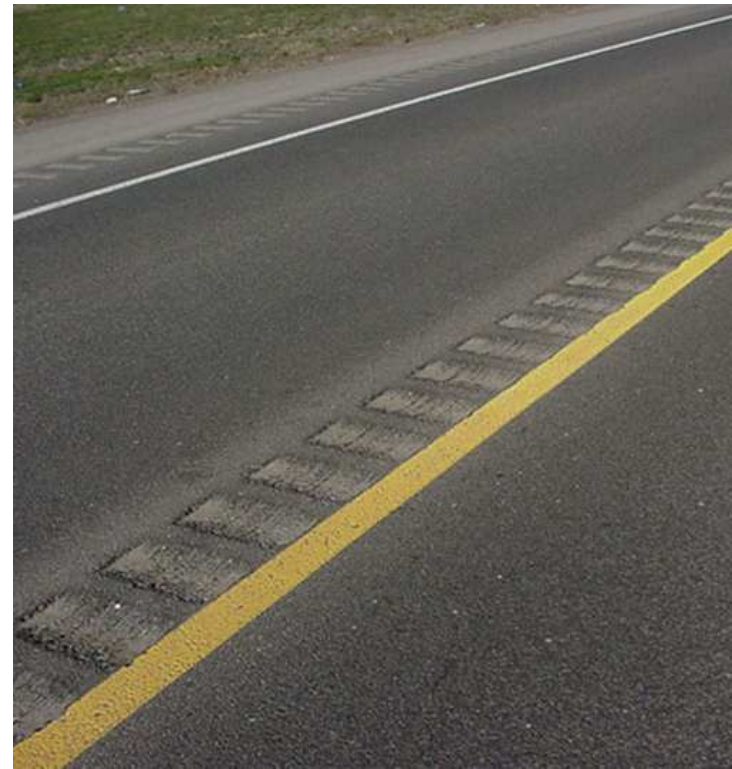
2001 5 Step program introduced to better educate the population about road safety.  
Steps aimed at preschool, elementary, junior high schools, as well as elderly  
and people who apply for a driver's license test.





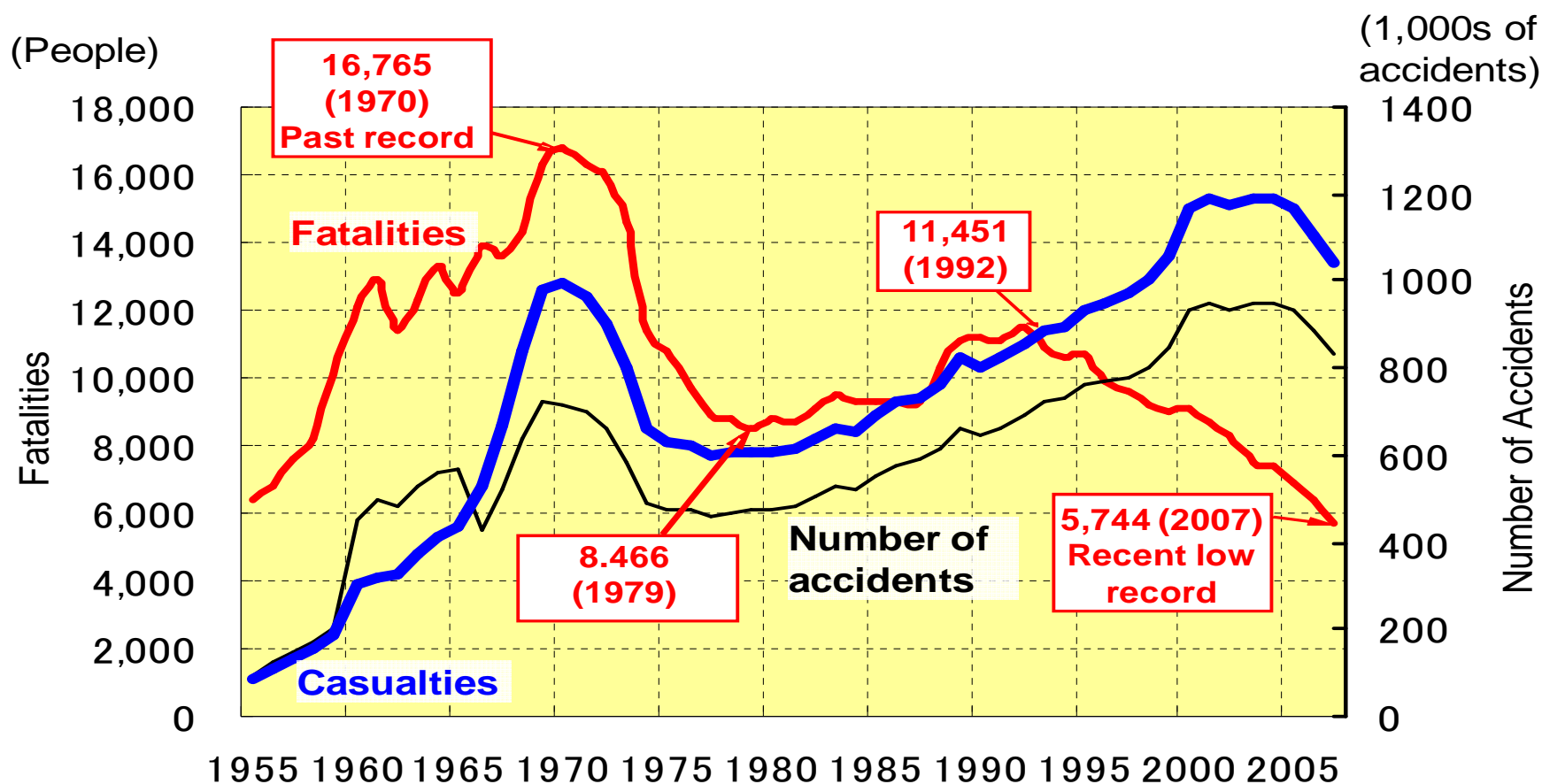
## Country experiences: **Republic of Korea**

- Shoulder and median rumble strips
  - Reduce run-off the-road crashes
  - Reduce head-on crashes





## Country experiences: Japan





## Country experiences: **Japan**

### Examples of traffic safety measures: Sidewalks





## Country experiences: **Japan**

### Examples of traffic safety measures: Shared pedestrian and bicycle tracks





## Country experiences: **Japan**

### Examples of traffic safety measures: Pedestrian overpass road crossings





## Country experiences: **Japan**

### Examples of traffic safety measures: Median strips





## Country experiences: **Japan**

### Examples of traffic safety measures: Road lighting





## Country experiences: **Japan**

### Examples of traffic safety measures: Colored pavement



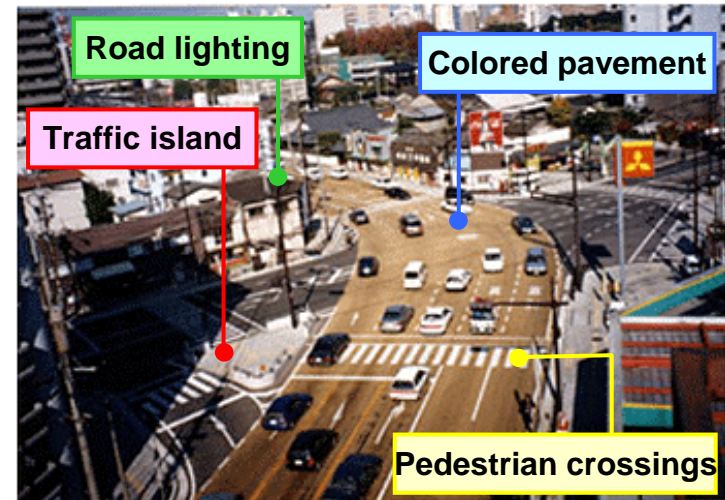
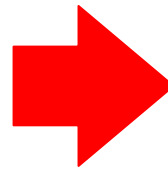


## Country experiences: **Japan**

### Example of measures taken at intersections: Implementation of Hazardous Spot Projects



Before



After

[Source: Ministry of Land, Infrastructure, Transport and Tourism]

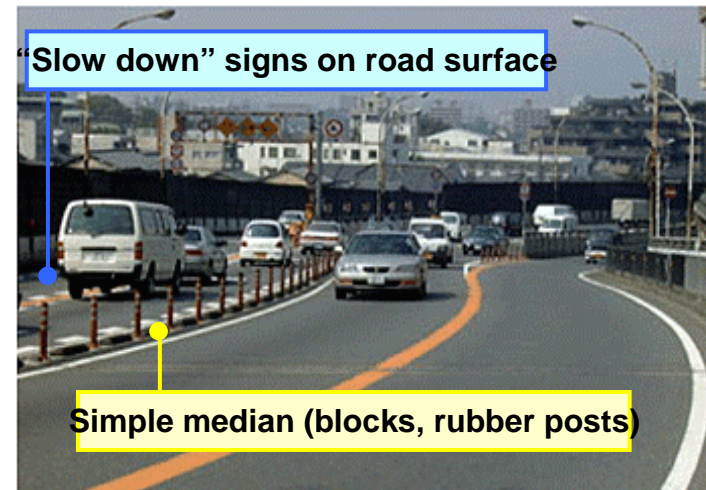
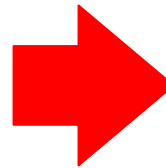


## Country experiences: **Japan**

### Example of measures taken at intersections: Implementation of Hazardous Spot Projects



Before



After

[Source: Ministry of Land, Infrastructure, Transport and Tourism]



## Country experiences: **Japan**

### For Restraining Through Traffic in Residential Areas



Tapers





## Country experiences: **Japan**

### For Restraining Through Traffic in Residential Areas



Humps



**Because road safety is not only about technical and economic issue.**

**Ultimately it is about saving precious human lives.**

**It could be your life, that of a loved one, or a dear friend.**

***It's time for commitment.***

***It's time for action.***

***Save 600,000 lives by 2015 with ESCAP***

**Thank you.**