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## Reflect – A – Life

Saving life on roadways through  
community and school based road safety education



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## Major Public Health Issue

Road Accident Statistics in Developing Nations –  
WHO Statistics

- **In 1999, over 1.1 million deaths and 10 million injuries/year**  
**Equivalent to 3000 Jumbo jets carrying 400 passengers/year**
- **Many road accidents go unreported**
- **Disproportionately high incidence in developing nations**
- **32% of vehicles account for 75% of traffic fatalities**

## Reasons for High Incidence of Fatalities and Injury

- Traffic laws are often lacking or inadequately enforced.
- Roads are poorly constructed and maintained
- Road signs and lighting are inadequate or lacking
- Driver training is not required or not available.
- Poor driver habits.
- Mixing motorized vehicles with high numbers of animal-drawn vehicles, bicycles, motorcycles, and pedestrians.
- Emergency Medical Services are often lacking or inadequately trained and equipped.

## High Global Economic Cost

in addition to human cost

**According to the World Bank:**

**Road accidents cost the global economy about \$500 Billion dollars annually.**

**Road accidents can result in annual losses of between 1 to 3 percent of a nation's gross domestic product (GDP).**

## THIRD Leading Cause of Death

Road Accident Statistics in Developing Nations –  
WHO Statistics

**In the year 2020**

**Road accidents will become the third leading health burden world-wide.**

- according to “The Global Burden of Disease”, a study by The Harvard School of Public Health on behalf the World Health Organization and the World Bank

## WorldBank

### GRSP (Global Road Safety Partnership)

Concern over rising fatality and injury rates has prompted the World Bank and representatives from the private sector, governments, civil society, and bilateral and multi-lateral organizations to join forces to form the Global Road Safety Partnership (GRSP). Their purpose is to improve road safety conditions worldwide.

- Rochelle Sobel, Executive Director [[www.grsproadsafety.org](http://www.grsproadsafety.org)]

“Road safety is an issue of immense human proportions, it's an issue of economic proportions, it's an issue of social proportions and it's also an issue of equity. Road safety is an issue that very much effects poor people.”

- James D. Wolfensohn, President of the World Bank Group

## Safe People

- Road safety education programs
- Traffic safety centers for children
- Improved visibility for children
- Safety management training for transport operators
- Professional driver training
- Road safety awareness campaigns (Ford video clips)
- Speed campaigns and enforcement
- Drink driving enforcement
- Motorcycle rider training
- Safe transport for school children
- Newspaper series for school children
- Safe systems
- Road safety policy (expert) information system



## Safe Vehicles

- Child seat campaign
- Seat belt campaign
- Helmet campaign and introduction
- Reflective truck contour markings
- Reflective markings for non-motorized vehicles
- Improved visibility of emergency vehicles
- Vehicle inspection and roadworthiness campaigns
- Improved visibility of auto-rickshaws
- Improved maintenance of bus and truck fleets



## Organizations Acknowledged

- Safekids
- ICBC Road Sense
- Safe School Center
- Go for Green
- Greenest Cities Project
- UK Department of Environment
- NFPA International
- Centers for Disease Control
- U.S. Dept. of Transportation
- DTLR London
- U.S. NTSA  
National Traffic Safety
- 3M
- Reflectix
- Hella Lighting – Finland
- Firefly Reflective Signs
- Many others...



**Thank you!**

