



Global Road Safety Facility

THE INTERNATIONAL
DONOR-FUNDED
PARTNERSHIP MAXIMIZING
ROAD SAFETY DELIVERY



Hosted By
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Road Traffic Injuries and Fatalities Hold Back Developing Countries



Bloomberg funded Report Launch at the World Bank Board Room, Jan 9, 2018

On January 9th 2018, the World Bank and GRSF hosted the launch of “**The High Toll of Road Traffic Injuries: Unacceptable and Preventable**,” funded by the Bloomberg Philanthropies. The event brought together about 100 representatives from leading international organizations including Bloomberg Philanthropies, UK Aid (DFID), the International Motor Vehicle Inspection Committee (CITA) and the World Resources Institute, road safety advocates, the media

and public and private sector officials, to discuss how this report can help policy-makers move forward the road safety agenda in developing countries, where more than 90 percent of road deaths and injuries occur.

The takeaway message of the report is that significant reduction in the number of **road traffic injuries** and fatalities in developing countries would not only increase **long-term income growth** but also generate substantial **welfare benefits**.



Jose Luis Irigoyen (left) and Timothy Evans holding the report



Sofia Salek de Braun

The meeting was chaired by two Senior Directors: **Jose Luis Irigoyen**, representing the Transport and ICT Global Practice (GP) and **Timothy Evans**, from the Health, Nutrition and Population GP. Having both Senior Directors underscored the key message that road safety is not a transport challenge but a **development challenge** that requires a **multi-sectoral approach**. Many of the institutional costs of dealing with road fatalities and injuries are directly absorbed by countries' health systems.

Mr. Evans noted that the study highlights three critical messages that are of interest to both Ministers of Health and Finance: i) the **cost of inaction** (huge); ii) the **cost of action** (enormously affordable); and iii) the **return on investment** (incredibly attractive). By examining both GDP per capita and societal welfare, the study provides clear evidence that investing in proven, cost effective, **road safety interventions** is not only a moral imperative but it also makes economic sense.

Keynote speaker **Sofia Salek de Braun**, Traffic Safety Ambassador for the PTV Group, moved the audience with her heartbreaking story of her son and parents-in-law being killed in a car crash in her home country, Bolivia, two years ago by an unlicensed 17 year old teenager going 170km/h in a 50km/h zone and how this horrific event led

her to pursue a road safety agenda in her home country. Her main message to the room filled with road safety advocates and public officials: ***"We must not wait for tragedies to happen in order to act, we must act before they happen. Road Safety is a collective commitment and can only be improve if we work together."***

Soames Job, Head of the GRSF, led a technical panel discussion involving **Kelly Larson** from Bloomberg Philanthropies, Sofia Salek de Braun, and the two co-authors of the report – **Dipan Bose**, Senior Transport Specialist, GRSF; and **Patricio Marquez**, Lead Health Specialist, at the World Bank.

The meeting was closed by **Jose Luis Irigoyen** stressing the need to bring road safety to the core of any definition of **sustainable mobility** and to integrate solutions that will contribute to reducing the number of road fatalities and injuries to meet the UN SDG targets of 50% reduction.

To download the report or watch the event, please visit:

www.worldbank.org/grsf

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