



Encontro de
segurança
viária
para Iberoamérica
e O Caribe



The Road
safety
forum for
Ibero-America
and The Caribbean



Encuentro de
seguridad
vial
para Iberoamérica
y El Caribe



PROTEGIENDO VIDAS PROTEGIENDO VIDAS SAVING LIVES PROTEGIENDO VIDAS PROTEGIENDO VIDAS SAVING LIVES

SEGURIDAD VIAL
SEGURANÇA VIÁRIA
ROAD SAFETY



IBEROAMÉRICA Y EL CARIBE
IBERO-AMÉRICA E O CARIBE
IBERO-AMERICA AND THE CARIBBEAN



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1. Introduction



Dear friends,

I am pleased to present you with this written and audio-visual report on the First High-Level Road Safety Forum for Ibero-America and the Caribbean (EISEVI), held in Madrid on February 23 and 24, 2009.

This first EISEVI Forum was organized by the Ibero-American General Secretariat (SEGIB), in cooperation with the Spanish Directorate General for Traffic (DGT), the World Bank's Global Road Safety Facility (GRSF), the FIA Foundation and the MAPFRE Foundation; and with the support of the Regional Commission for Road Safety in Latin America and the Caribbean, the Ministry of Foreign Affairs and Cooperation of Spain, and the Royal Automobile Club of Catalonia (RACC). The Forum was held in fulfillment of the mandate of the Ibero-American Heads of State and Government, contained in Point 31 of the Action Plan established at their XVIII Summit held in San Salvador in October of last year.

As we enter the "Decade of Action for Road Safety," it is essential to take advantage of the push being made at all levels to reduce the number of victims that are directly or indirectly linked to traffic accidents. In Ibero-America and the Caribbean, road accidents annually cause around 120,000 deaths and leave more than 2 million people injured, giving the region one of the highest rates of highway fatalities. These alarming figures can and must be reduced because of the very high cost these catastrophes entail for our countries and their struggle to bring development and a better way of life to their citizens.

The cost is also too high in terms of the countless personal and family tragedies, the untenable loss of lives on our highways and streets, the long trail of pain, and the resulting economic hardships. We can reduce

these ill effects by developing practical measures to which all citizens would readily adhere.

In recent years, road safety has become one of the most important policy issues not only nationally and regionally but also on a global scale, as evidenced by the upcoming First Global Ministerial Conference on Road Safety sponsored by the United Nations, to be held in Moscow in November of this year.

This executive summary seeks to help build consensus around principles, criteria, and good practices regarding road safety in our countries, by reflecting the most prominent arguments and most important ideas expressed during the meeting. The EISEVI Forum was attended by Ministers, government authorities, leaders of international organizations, renowned experts, and representatives of civil society organizations connected to road safety. I sincerely believe that the diversity of the participants enriched the discussion and enhanced the results of the Forum.

I believe that with this publication we are taking a decisive step towards establishing a space for road safety for Ibero-America and the Caribbean. The next stage in the journey comes in 2011 when the second EISEVI meeting will be held in Mexico. At that meeting we will take stock of the progress made in the improvement of road accident figures and statistics, using our slogan "Saving Lives" as a banner for our identity and our shared future.

Enrique V. Iglesias
Ibero-American Secretary General

2. Agenda

	SUNDAY February 22
7-9 pm	REGISTRATION-WELCOME COCKTAIL
	MONDAY February 23
8-9:30 am	REGISTRATION
9:45-11am	OPENING CEREMONY Mr. Enrique V. Iglesias. <i>Ibero-American Secretary General, SEGIB</i> Mrs. Pamela Cox. <i>Vice President, The World Bank</i> Mr. Oscar Arias Sánchez. <i>President, Republic of Costa Rica (Videoconference)</i> Mr. José Manuel Martínez. <i>President of MAPFRE S.A and Chairman of MAPFRE Foundation</i> Mr. Carlos Macaya. <i>Chairman, International Automobile Federation (FIA) Foundation</i> Mrs. María Teresa Fernández de la Vega. <i>First Vice-President, Spain</i> <i>MESSAGE: "Victims' Voices"</i> Mrs. Mar Cogollos. <i>President of the Association for the Study of Spinal Cord Injury (AESLEME), Spain</i> Movie "Make Roads Safe"
11-11:30 am	COFFEE BREAK-PRESS CONFERENCE
11:30 am-1:30 pm	PLENARY SESSION I: PRESENT SITUATION AND PROSPECTS FOR ROAD SAFETY IN IBERO-AMERICA AND THE CARIBBEAN: THE GLOBAL CHALLENGES MODERATOR: Mr. Justo Zambrana. <i>Undersecretary, Ministry of the Interior, Spain</i>
	1. THE GREAT ROAD SAFETY CHALLENGES IN OUR COUNTRIES a. Infrastructure Mrs. Karla González. <i>Minister of Public Works and Transportation, Costa Rica</i> b. Collaboration through a Lead Agency Mr. Gerardo Barrios. <i>President, National Road Safety Unit, Uruguay</i> c. The International Organizations' Perspective Mrs. Eugênia Maria Silveira Rodrigues. <i>Regional Advisor on Road Safety, Pan American Health Organization (PAHO)</i>
	2. SUCCESS STORIES IN ROAD SAFETY a. Mortality Reduction Mr. Pere Navarro. <i>Director General of Traffic, Spain</i> b. Law Enforcement Mr. Hugo Adalberto Suazo Ortiz. <i>Deputy Minister of Security, Honduras</i> Mr. Mario Hernando Torres Merchán. <i>Assistant Director for Traffic and Transportation, National Police of Colombia</i> c. Prevention Mr. José A. Córdova Villalobos. <i>Minister of Health, Mexico</i>
1:30-2 pm	DEBATE. QUESTIONS AND ANSWERS
2-3:30 pm	LUNCH. Offered by the Ibero-American Secretary General

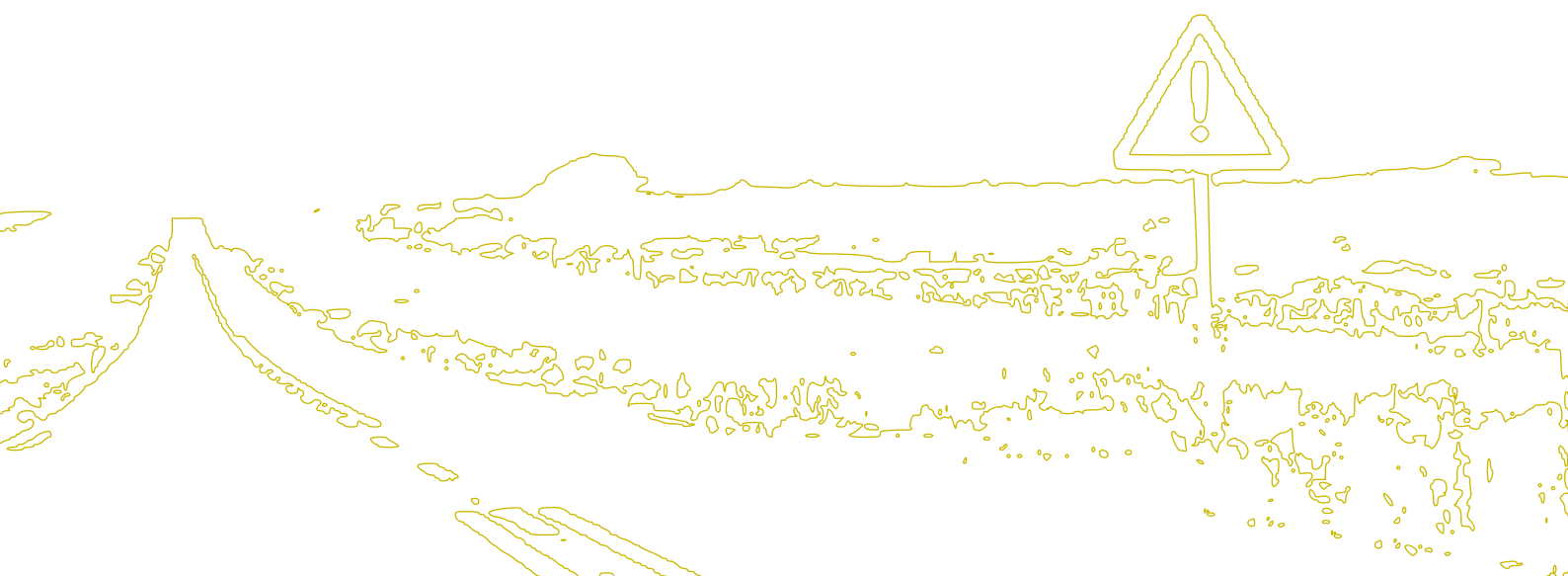
	MONDAY February 23
3:30-5:30 pm	PLENARY SESSION II: IMPLEMENTING THE RECOMMENDATIONS OF THE WORLD REPORT ON ROAD TRAFFIC INJURY PREVENTION OF THE WORLD HEALTH ORGANIZATION (WHO) AND THE WORLD BANK (WB) IN IBERO-AMERICA AND THE CARIBBEAN MODERATOR: Mr. Anthony Bliss. <i>Lead road safety specialist, World Bank</i>
	1. ASSESSING AND STRENGTHENING ROAD SAFETY MANAGEMENT CAPACITY a. Management Capacity Reviews: Diagnostic Toolkits Mrs. Hilda Gómez. <i>Infrastructure Specialist, Inter-American Development Bank (IADB)</i> b. Diagnostics for Action: Ibero-American Case Studies Mr. Alfredo Peres da Silva. <i>Director, National Department of Transport, Brazil</i> Mr. Guillermo T. Montenegro. <i>Minister of Justice and Security, Ministry of Justice and Security of Buenos Aires, Argentina</i> Mr. Miquel Nadal. <i>Director, Royal Automobile Club of Catalonia (RACC) Foundation. Spain</i>
	2. THE ROLE OF THE LEAD AGENCY a. Results-Based Approach Mr. Emilio Oñate. <i>Executive Secretary, National Commission for Traffic Safety (CONASET), Chile</i> b. Coordinating Policies and Resources Mr. Felipe Rodríguez Laguens. <i>Executive Director, National Road Safety Agency, Argentina</i> c. Data and Information Needs Mr. Roy Rojas. <i>Pan American Health Organization (PAHO), Mexico</i>
5:30-5:45 pm	COFFEE BREAK
5:45-7:30 pm	PLENARY SESSION II (Cont.): IMPLEMENTING THE RECOMMENDATIONS OF THE WORLD REPORT ON ROAD TRAFFIC INJURY PREVENTION OF THE WORLD HEALTH ORGANIZATION (WHO) AND THE WORLD BANK (WB) IN IBERO-AMERICA AND THE CARIBBEAN MODERATOR: Mr. Miguel Muñoz. <i>Chairman, Road Safety Institute, MAPFRE Foundation</i>
	3. IMPLEMENTATION, STRATEGIES AND MULTI-SECTOR POLICIES a. National Multi-Sector Policies Mr. Julio Urzúa. <i>Executive Secretary, Regional Commission for Road Safety in Latin America and the Caribbean, Chile</i> b. Project Design Mr. Greg Speier. <i>Road Safety Specialist</i>
	4. EXECUTION AND RESULTS a. Infrastructure Planning and Implementation Mr. John Dawson. <i>International Road Assessment Programme (iRAP)</i> b. Health, Prevention, and Rehabilitation Mr. Arturo Cervantes Trejo. <i>Assistant Director General, National Center for Accident Prevention, Mexico</i> c. Promotion and Campaigns Mr. Lucien Jones. <i>Director, National Road Safety Council, Jamaica</i> Mr. Freddy Ponce. <i>Adviser, Ibero-American Youth Organization (OIJ)</i> d. Police Mr. Rogelio Martínez Masegosa. <i>Major General, Chief of the Civil Guard Transit Division, Spain</i>
8:30 pm	DINNER - RECEPTION. Offered by the Directorate General for Traffic and the MAPFRE Foundation

	TUESDAY February 24
9-11:30 am	PLENARY SESSION III: BUILDING A POLITICAL COMMITMENT TO THE ROAD SAFETY CHALLENGE
9-10:00 am	PANEL DISCUSSIONS
	<p>1. TARGETS AND MEASURABLE OBJECTIVES MODERATOR: Mr. Jorge Valdano. <i>Motivational speaker and former football player</i></p> <ul style="list-style-type: none"> - Goals for Greater Road Safety Mr. Fred Wegman. <i>President of IRTAD, Organisation for Economic Cooperation & Development (OECD)</i> - Accident Rate Indicators Mr. Lucas Facello. <i>Road Safety Consultant, Uruguay</i> - Results on the Zero Tendency Report Mr. Stephen Perkins. <i>Division Head, OECD International Transport Forum</i> - Setting targets Mr. Ricardo Sánchez. <i>Economic Commission for Latin America & the Caribbean (ECLAC)</i> - Target-oriented regulatory framework Mrs. Virginia Tanase. <i>Director, Road Safety Division, United Nations Economic Commission for Europe (UNECE)</i>
10-11:30 am	PANEL DISCUSSIONS (Cont)
	<p>2. IDENTIFYING REGIONAL CAPACITY PRIORITIES TO MAKE ROADS SAFER MODERATOR Mrs. Mar Cogollos. <i>President of the Association for the Study of Spinal Cord Injury (AESLEME), Spain</i></p> <ul style="list-style-type: none"> - Ibero-American Representatives Mr. Jorge Nieto Menéndez. <i>Minister of Public Works, El Salvador</i> Mr. Carlos E. Rubilar Ottone. <i>Director National Transport Authority, Ministry of Public Works, Chile</i> Mrs. Josefina Cruz Villalón. <i>Secretary of State for Infrastructure, Ministry of Development, Spain</i> - Caribbean Representative Mr. L. Michael Henry. <i>Minister of Transport and Public Works, Jamaica</i>
	<p>3. MOBILIZING RESOURCES FOR ROAD SAFETY – INTERNATIONAL FOCUS Mr. Agustín Aguerre. <i>Director of the Transport Division, Inter-American Development Bank (IDB)</i> Mr. Marc Shotten. <i>Road Safety Specialist, World Bank (WB)</i></p>
11:30-11:45 am	COFFEE BREAK
11:45 am-1 pm	<p>PLENARY SESSION IV: BUILDING A POLITICAL COMMITMENT TO THE ROAD SAFETY CHALLENGE AND PREPARING FOR THE GLOBAL MINISTERIAL CONFERENCE CHAIRMAN Mr. Enrique V. Iglesias. <i>Ibero-American Secretary General, SEGIB</i></p>
	<p>1. TOWARDS AN IBERO-AMERICAN SPACE Mr. Rui Carlos Pereira. <i>Minister of the Interior, Portugal</i> Mr. Fernando Valle Dávila. <i>Deputy Minister for Transportation and Infrastructure, Nicaragua</i></p>
	<p>2. PREPARING FOR THE GLOBAL MINISTERIAL CONFERENCE General Viktor Kiryanov. <i>Deputy Minister of the Interior, Russian Federation</i> Mr. David Ward. <i>Director of the FIA Foundation</i> Mr. Mario Holguín. <i>Deputy Minister of Public Works and Transportation, Dominican Republic</i></p>
1-1:30 pm	<p>FORUM'S CONCLUSIONS AND RECOMMENDATIONS Mr. Fernando García Casas. <i>Chief of Staff, Ibero-American General Secretariat, SEGIB</i> Mr. Mark Rosenberg. <i>The Task Force for Child Survival and Development</i></p> <p>MESSAGE: "VICTIMS' VOICES" Mrs. Alejandra Forlán. <i>Director of the Alejandra Forlán Foundation, Uruguay</i></p>
1:30-2 pm	<p>CLOSING CEREMONY Mrs. Karla González. <i>Minister of Public Works and Transportation, Costa Rica</i> Mr. José A. Córdova Villalobos. <i>Minister of Health, Mexico</i> Mr. Alfredo Pérez Rubalcaba. <i>Minister of the Interior, Spain</i> Mr. Enrique V. Iglesias. <i>Ibero-American Secretary General, SEGIB</i></p> <p>FAREWELL TOAST</p>

OPENING CEREMONY

Speakers:

- Mr. Enrique V. Iglesias. *Ibero-American Secretary General, SEGIB*
- Mrs. Pamela Cox. *Vice President, The World Bank*
- Mr. Oscar Arias Sánchez. *President, Republic of Costa Rica (Videoconference)*
- Mr. José Manuel Martínez. *President of MAPFRE S.A and Chairman of MAPFRE Foundation*
- Mr. Carlos Macaya. *Chairman, International Automobile Federation (FIA) Foundation*
- Mrs. María Teresa Fernández de la Vega. *First Vice-President, Spain*
- Mrs. Mar Cogollos. *President of the Association for the Study of Spinal Cord Injury (AESLEME), Spain*

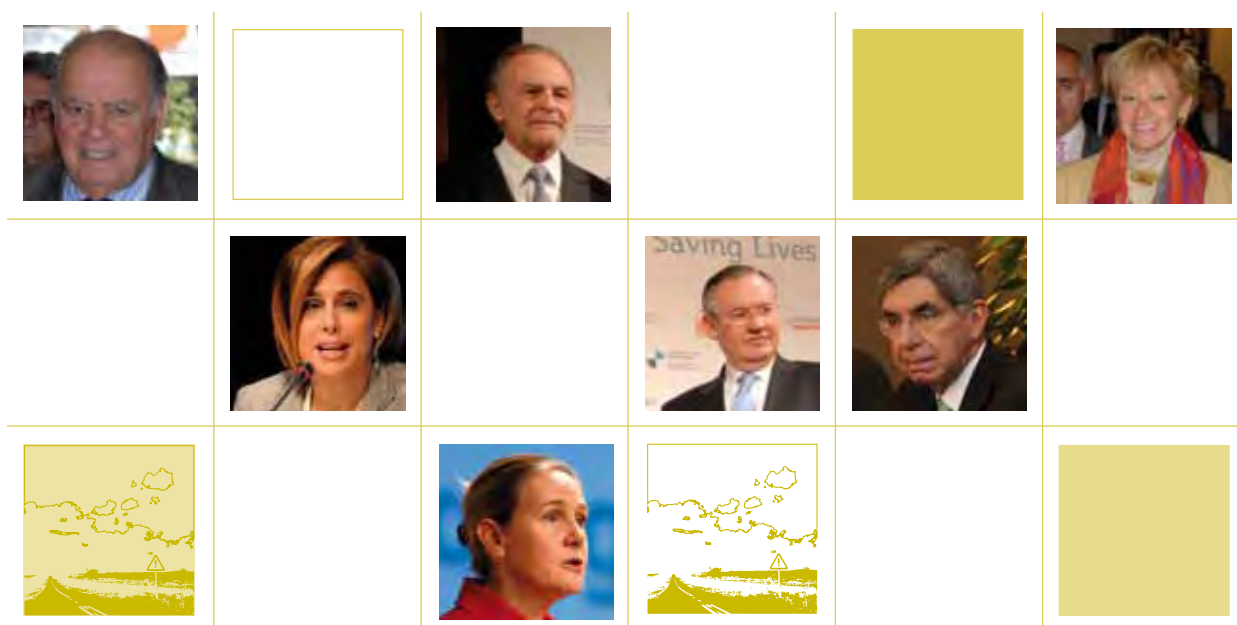


3. Executive Summary

OPENING CEREMONY

“Why focus on this issue now in the midst of the worst global economic crisis in a century?”

Pamela Cox



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“The answer is that the cost of this catastrophe to the developing world is too high given that, unlike many other challenges we face, road accidents are preventable. And the status quo—death and disability—is not acceptable.”

With these words, Pamela Cox, Vice President for Latin America and the Caribbean at the World Bank, began her speech at the opening session of the First High-Level Road Safety Forum for Latin America and the Caribbean (EISEVI), held in Madrid on 23rd and 24th February 2009.

The presentations at this Forum provided figures, data, statistics, forecasts, and other indicators to highlight the urgency to bring under control a problem causing the death of some 120,000 people each year in the

region, and leaving more than 2 million survivors who are scarred for life by the consequences of traffic accidents in Ibero-America and the Caribbean.

In recent years, road safety has become one of the main areas of concern, not only in the Ibero-American and Caribbean region, but in the entire world, as evidenced by the agreement to hold the First Global Ministerial Conference on Road Safety in Moscow in November 2009. This Conference is in keeping with the action and the momentum given by the United Nations to address the challenges posed by road safety. As mentioned by Carlos Macaya, Chairman of the FIA Foundation, the importance of holding this Conference started to crystallize when the Commission for Global Road Safety launched the “Make Roads Safe” campaign.

There is no doubt the Ibero-American and Caribbean region faces a number of challenging issues requiring urgent attention.

The first direct challenge is to gather data to create a database for use not only by governments, but also by the private sector, in order to develop effective road safety measures. Jose Manuel Martinez, President of MAPFRE S.A.¹ and Chairman of Fundacion MAPFRE, underscored the need for accurate indices and an understanding of the basic magnitude of traffic accidents. He indicated that the lack of a shared database and the discrepancy in figures obtained through different sources, only serve as impediments for any attempt to boost the potential positive effects from a road safety measure.

The First Vice President of Spain, Maria Teresa Fernández de la Vega, said that “We cannot obtain different results without a change of attitude.” To that end, she proposed measures be adopted primarily aimed at improving knowledge of road safety through the drafting and implementation of common policies, the unification of criteria, and through strategic planning. In addition, she noted the importance of having an Ibero-American

“Our main tool for road safety will always be respect for life, and that respect must be fostered by our governments”

Oscar Arias

Road Safety Observatory, of giving support and care to victims, and improving communication. The latter can be accomplished by launching a website in which road accident victims associations, such as those headed by Mar Cogollos and Alejandra Forlán, can share ideas and establish, in the not-too-distant future, a broad Ibero-American victims association.

In the same vein, insurance companies are well placed to play an important role to improve road safety given the long case history they manage, and their key role concerning the repair of damages. Capitalizing on their strengths, insurers could provide training and education, or back awareness-raising activities that, in conjunction with technical studies on infrastructure and vehicles, would be a step towards the objective of preventing accidents and minimizing their consequences.

Secondly, we must embrace the idea of “Shared Responsibility.” Governments must necessarily take the lead when it comes to implementing road safety measures; however they have limited capacity for action, and cannot go beyond a certain point. This is

“... the purpose of this forum is also to acknowledge that road accidents are a global epidemic for which there is a cure, but we can only end it by working together”

Carlos Macaya

¹- MAPFRE S.A. is a Spain-based holding company principally engaged in the insurance, financial and real estate sectors.





precisely where civil society and the private sector come into play. The Spanish Directorate General for Traffic used the slogan “*We cannot drive for you*” in one of the most important and aggressive public campaigns rolled out in recent years to raise awareness among drivers. This slogan clearly reflects the need for road safety coordination between the public and the private sectors. A responsibility shared by two actors that need to coordinate and synchronize their positions in order to achieve the desired road safety objectives.

This segues into the next two challenges. To consider the third challenge let us recall the importance of what Oscar Arias, President of Costa Rica, did not hesitate to call “a change of mind-set.” President Arias used the Dr. Jeckyll and Mr. Hyde image to explain the change that comes over people as soon as they sit behind the steering wheel of an automobile, indicating that these “... *peaceful and tolerant people change into scofflaws, unconcerned about their actions and indifferent to the lives of others.*”

Yet a change in mind-set is fundamental to avoid falling into the attitude described by the Costa Rican President. The government has the authority and wherewithal to promote this change. Public awareness-raising campaigns, preventive actions, measures to act as a deterrent such as fines or even imprisonment have become the most effective instruments to achieve the desired objective. A case in point is Spain, where highway fatalities dropped 20% in 2008 and almost 50% in the past 5 years.

“... there must be cooperation between the public and private sectors, particularly with insurance companies...”

José Manuel Martínez

A fourth challenge the region must address are improvements to the transport sector and economic investment in infrastructure to enhance road safety.

Improving this sector throughout the region will not only boost logistics and trade, but will also put greater road efficiency and safety within reach. The problem facing the Latin America region is an overall drop in transportation investments spanning the past twenty years, causing our countries to lag behind developed countries and emerging economies, that are far more competitive in this domain.

Hence the need to adopt measures and roll out action plans to boost a sector that has lost so much ground in recent years. In her presentation, Pamela Cox listed some examples of actions that could help improve the transport sector: boost expenditure in high-impact areas, reduce congestion and pollution in urban areas, support innovative approaches to encourage private sector participation through public/private partnerships, promote greater public spending efficiency, or develop innovative financial products such as partial risk guarantees.

“In the long journey of life, we are all pedestrians, passengers and drivers”

Enrique Iglesias

Last but not least, we must not forget the importance of international interventions such as: the United Nations General Assembly directives (58/289 and 60/5); the “World Report on Road Traffic Injury Prevention” issued jointly by the WHO and the World Bank in 2004; the ECLAC report “Road Safety in Latin America and the Caribbean. Current situation and challenges” published in 2005; and the first and second “Latin American and Caribbean Road Safety Stakeholder’s Forum,” held in 2006 and 2007 in Costa Rica and Puerto Rico, respectively.



“It is a crucial issue in which the quality of life of our societies is at stake”

M^a Teresa Fernández de la Vega



"In the long journey of life, we are all pedestrians, passengers and drivers." With these words, the Ibero-American Secretary General, Enrique V. Iglesias, indicated that this meeting had the double objective of becoming a forum to forge a consensus on plans and priorities among players with different perspectives, and of issuing an appeal for countries, development banks, or international organizations not to let the current very deep international financial and economic crisis, whose magnitude is still unknown, cause a cut back on resources devoted to road safety. These actions, together with Road Safety mandates arising from the Ibero-American Summits of Santiago de Chile in 2007, and San Salvador in 2008, are conducive to developing a shared regional framework to champion road safety with the ultimate objective of saving lives.

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“We are going to protect lives, and we are going to convey the message that together, we can”

Mar Cogollos

PLENARY SESSION I

Speakers:

- Mr. Justo Zambrana. *Undersecretary, Ministry of the Interior, Spain*
- Mrs. Karla González. *Minister of Public Works and Transportation, Costa Rica*
- Mr. Gerardo Barrios. *President, National Road Safety Unit, Uruguay*
- Mrs. Eugênia Maria Silveira Rodrigues. *Regional Advisor on Road Safety, Pan American Health Organization (PAHO)*
- Mr. Pere Navarro. *Director General of Traffic, Spain*
- Mr. Hugo Adalberto Suazo Ortiz. *Deputy Minister of Security, Honduras*
- Mr. Mario Hernando Torres Merchán. *Assistant Director for Traffic and Transportation, National Police of Colombia*
- Mr. José A. Córdova Villalobos. *Minister of Health, Mexico*



PLENARY SESSION I: PRESENT SITUATION AND PROSPECTS FOR ROAD SAFETY IN IBERO-AMERICA AND THE CARIBBEAN. THE GLOBAL CHALLENGES

1.- The great road safety challenges in our countries

The need to tackle road safety in the present context, requires a first diagnostic of the current situation in the Ibero-American and Caribbean region, so as to have a starting point and a baseline for future reference when assessing the progress made in this ambit.

The starting point are the figures shown above: 120,000 deaths a year in the region, or an average of 26 deaths per 100,000 inhabitants, and over 2 million injured in traffic accidents. These figures are compounded by problems caused by inadequate infrastructure, where the absence or deficient maintenance of infrastructure increase the risk for pedestrians and drivers alike. Yet another problem are the shortcomings of the policy and legal framework, an issue that countries started to remedy just a few years ago, and the slow roll out of public awareness-raising campaigns—with varying degrees of effectiveness—given the difficulty to plan with limited budget allocations. To tackle problems of this magnitude, budget appropriations for road safety will necessarily have to be increased, and finding alternate sources of funding becomes the linchpin, and a very complicated one. This presents an excellent opportunity for private sector involvement to help build a solid road safety system.

Ultimately, problems in organization, coordination, strategy, and attitude concerning accident rates are obstacles to be overcome today to achieve tomorrow's goal of turning road safety not merely into a national or regional objective of shared interest, but a universal goal.

"Let us not be content with what we can do, but what we must do." With these words, Karla Gonzalez, the Minister for Public Works and Transport of Costa Rica, began her presentation referring to the need for governments not to be condescending about their performance, and to work towards achieving the objective of creating a

comprehensive road safety proposal. Developing a suitable policy and legal framework is fundamental to embark on the journey towards consolidating a road safety system

Along this same line, many countries have enacted, reformed and toughened legislation to strengthen road safety. This is the case in countries such as Uruguay, where a road safety national unity law and a law on road traffic regulations were enacted; or Costa Rica where legislative reforms impose hefty fines or imprisonment on people driving under the influence of alcohol, and where they have also committed to implementing the driver license point system in 2009, having noted the success of this system in Spain.

Moreover, the policy and legal framework must be comprehensive, covering not only drivers, but all the other parties directly involved in road safety, such as pedestrians and cyclists.

Once the required legal actions have been identified and steps taken to resolve them, it is crucial to focus on infrastructure, an often neglected aspect despite the fact it is of fundamental importance to road safety.

“Let us not be content with what we can do, but what we must do”

Planning for infrastructure reform or construction work must be done with two major objectives in mind: safety and inclusion. Although the need for road safety may seem obvious, the point needs to be brought home repeatedly to ensure that financing for infrastructure works always factors in long-term durability, only achievable with safe structures. Inclusion, however, is much less obvious and much more novel because it is based on the premise that infrastructures are there for all users. Unquestionably, inclusive infrastructures connote safe infrastructures.

The issue of infrastructure leads directly into another area that deserves to be treated as vital for road safety: financing. To try and change citizens' mind set (which also requires funding) will not suffice in and of itself unless the relevant public agencies, whether national, regional or local, work in the same direction.

Having defined these objectives, we need to consider targeted financing so as to emphasize the importance of providing economic support that directly addresses road safety, without being diluted in a broader budget package where it may go unnoticed. A case in point is the road safety initiative launched by the Inter-American Development Bank (IDB) allowing countries in the region to directly negotiate financial assistance with the IDB, intended solely and exclusively for road safety.

Lastly, raising public awareness of all interested parties is another essential piece in this road safety construct. *"On the road ... you are part of the solution."* This slogan launched a major communication and public awareness campaign in Uruguay aiming, according to Gerardo Barrios, President of the Uruguayan National Road Safety Unit, to reach out to the population focusing on four key objectives: lights, helmets, seatbelts, and alcohol.

However, support from within is not sufficient. The role of external entities, such as international organizations, independent agencies or non-governmental organizations, among others, is equally important when it comes to universalizing the interest in raising road safety awareness.

Based on these arguments, Dr. Eugenia Maria Silveira Rodrigues, Regional Advisor on Road Safety at the Pan-American Health Organization (PAHO), stated that *"to promote traffic safety is to promote health and social justice."* These words convey the very essence and objective sought by international actors grappling with

issues such as road safety.

Coordinating actions between states, drawing up regional action plans, conducting specific studies and drafting documents on the issue, or training human resources, are just some examples of the capacity these international actors have to promote universal awareness of road safety. PAHO is deeply involved in the matter, having drafted the Global Road Traffic Safety Report, published a road safety manual for use by decision-makers and professionals, and sponsored the first Global Road Safety Week in 2007. Other noteworthy efforts by international agencies include documents that serve as road safety background material, such as the World Health Organization (WHO) report on prevention of traffic injuries, the report on road safety in Latin America and the Caribbean by the Economic Commission for Latin America and the Caribbean (ECLAC), and the United Nations General Assembly Resolutions concerning road safety.

Some recommendations are particularly worth mentioning as they contribute to boost actions that national and international actors may have engaged. These include implementing inter-sectoral public policies, decentralizing responsibilities between local, regional and national agencies, evaluating the impact of public interventions or empowering and encouraging civil society to participate, perhaps through the creation of a network of NGOs for traffic injury victims, or a large regional association of road traffic accident survivors and their families.

“To promote traffic safety is to promote health and social justice”

2.- Success stories in road safety

The common ground for all road safety policies is the need to reduce the number of road traffic fatalities, whether drivers, passengers or pedestrians, and the importance of fostering a road safety citizen culture.

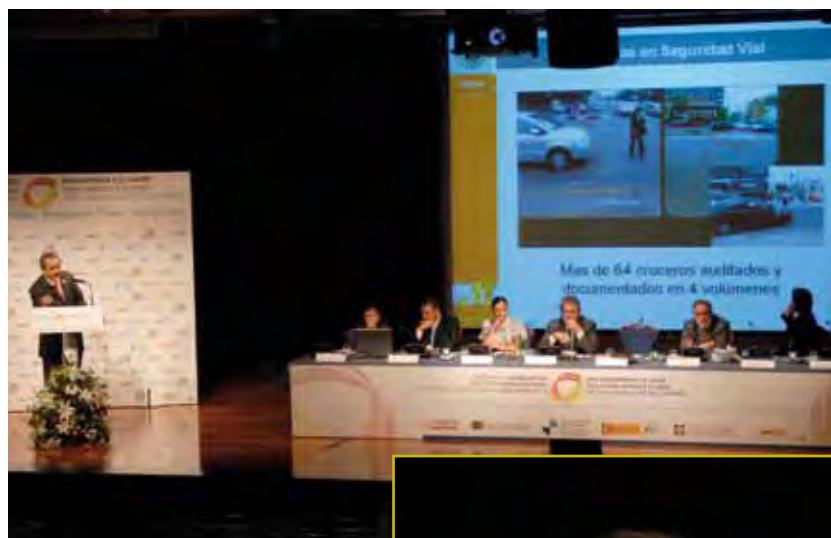
Strict enforcement of laws, coordinated actions by

the public and private sectors, preventive controls, multi year and multi-sector plans, or public awareness campaigns, among others, are but a sample of everything that has been, is being and can be done to advance road safety and provide continuing training for any public road safety policy adopted by our countries.

Mr. Justo Zambrana, the Spanish Minister of the Interior, said *"The advantage of a common European policy is that everyone copies from everyone else."* The existence of a common policy resulted in approval of what is today known as the EU Directive on driving licenses, after agreeing on the categories of driving licenses, the requirements for each one, and the different renewal periods. The ultimate objective remains the reduction of road traffic mortality.

This is a clear example of the power of public and private action, fundamental when considering positive road safety experiences.

With respect to public sector action, not only are the supra-national institutions such as the European Union important, but domestic agreements are equally relevant hence the need for governments and Parliaments to act in concert to forge a consensus; for road safety to incorporate the multi-sector responsibility dimension (traffic, health, infrastructures ...); and for the creation of institutions to advance the cause, such



“The advantage of a common European policy is that everyone copies from everyone else”

as the National Road Safety Observatory.

The private sector could make a different kind of contribution to road safety, such as organizing entities or groups for social consultation and participation, whose members are given a legal mandate by all sectors and are not merely acting as volunteers; encouraging a strong presence of survivor associations; creating road traffic accident databases; or even involving the media without whose collaboration the millions invested in publicity

campaigns would never achieve the desired impact. On the strength of this joint action involving the public and the private sectors, one could realistically consider developing a road safety policy requiring seamless coordination with the transport and mobility policies. *"If transport and mobility policies prosper, so will road safety policies"* said Pere Navarro, Director General of the Spanish Department of Traffic. But how do we go about guaranteeing the success of road

safety policies?

A number of elements must be taken into account when attempting to determine the success of road safety policies. First, road safety must be recognized as a political priority (multiyear plans, more traffic police, reforming the criminal code); next, it requires a public-awareness component, and an increase in preventive controls for blood alcohol level; equally important, continue working to achieve full compliance



in the use of seatbelts (presently 95% in Spain), because practically one quarter of road traffic fatalities in 2008 in Spain were due to failure to use seatbelts. Lastly, distraction is arguably the number one cause of traffic accidents (40%), speed continues to be a major problem despite a drop in mortality rates thanks to the use of speed radars; and recidivism has become a strategic topic because although there are few cases, the resulting damage is enormous.

Adoption of these measures enabled all EU countries to significantly lower their road traffic mortality rates. Spain is among the top five, with Portugal, France, Latvia and Luxembourg, having achieved a reduction ranging between 40% and 60% from 2003 to 2008.

So, what needs to be done as we look ahead?

First and foremost, we must continue the work in the above-mentioned areas, while at the same time stressing the importance of preparing municipal plans, the advantages of involving corporations in road safety (as was done with quality, occupational hazards, or the environment), and keeping aging vehicles off the road. Notwithstanding all these issues, including recidivism, motorcycles remain *the leading problem* for road safety because a growing number of people drive this type of vehicle, especially in urban areas. This is undoubtedly

one of the major challenges to the future construction of a solid environment for road safety.

Although all the factors mentioned thus far were instrumental in tangibly reducing traffic accident mortality rates, it is no less true that other elements such as strict enforcement of laws and preventive measures were determinant factors in attaining this objective.

There has been a concerted and continuing effort by all parties involved in road safety, both public and private, to create a legal framework that is effective both as to its regulations and their enforcement. In order for this to happen, each country must first identify the principal fracture points for road safety. The next step is to draft regulations with built-in prevention, control and punishment measures. Lastly, the state institutions (essentially the judiciary and police force) are responsible for ensuring effective compliance with these measures.


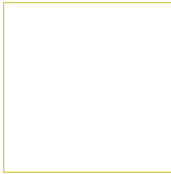











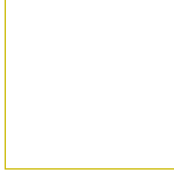
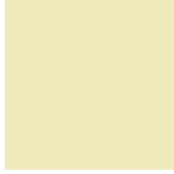

However, as pointed out by the Deputy Director for Transit and Transport of the National Police of Colombia, Mario H. Torres Merchan, *"Stricter legal rules will not have a resounding effect unless the agenda includes fostering citizen culture."* And it is precisely here where preventive policies become particularly relevant. Prevention in an effort to reduce percentages that, among others, rank road traffic accidents as the second

cause for orphaning children in Mexico, costing the government more than 7 billion US dollars in 2008.

Mexico's current Minister of Health, José A. Córdova Villalobos, said that "for [road safety] campaigns to be successful, civil society needs to be involved." There is no doubt that emphasizing training and education does add force to the preventive efforts carried out by States. Experience has shown that positive results can indeed be achieved by training experts in the matter, and transmitting messages through publicity campaigns. At any rate, work must continue in this area, because to build a world with safe roads will require more actions such as coordinating the national driver education and evaluation system, including road safety education in the curriculum at national schools, or creating public/private institutions (e.g., the Mexican road safety parliament) to achieve the shared vision of safer roads.

“Stricter legal rules will not have a resounding effect unless the agenda includes fostering citizen culture”

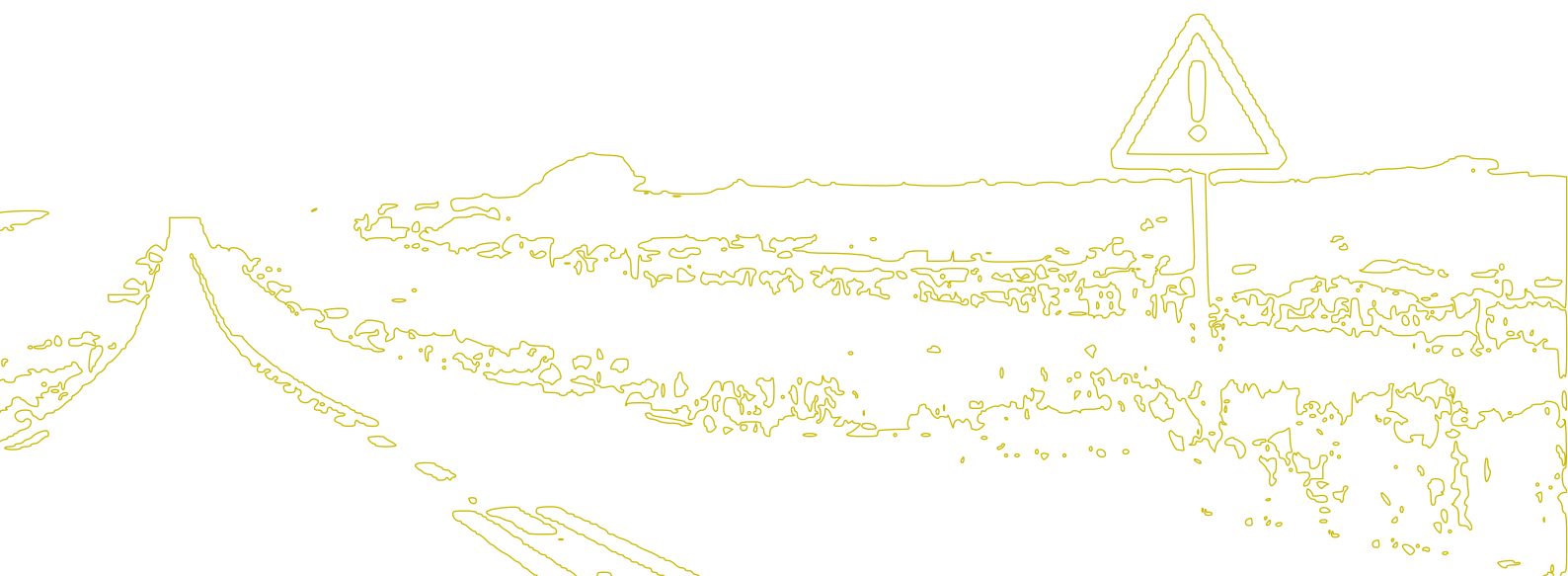


PLENARY SESSION II

Speakers:

- Mr. Anthony Bliss. *Lead road safety specialist, World Bank*
- Mrs. Hilda Gómez. *Infrastructure Specialist, Inter-American Development Bank (IADB)*
- Mr. Alfredo Peres da Silva. *Director, National Department of Transport, Brazil*
- Mr. Guillermo T. Montenegro. *Minister of Justice and Security, Ministry of Justice and Security of Buenos Aires, Argentina*
- Mr. Miquel Nadal. *Director, Royal Automobile Club of Catalonia (RACC) Foundation, Spain*
- Mr. Emilio Oñate. *Executive Secretary, National Commission for Traffic Safety (CONASET), Chile*
- Mr. Felipe Rodríguez Laguens. *Executive Director, National Road Safety Agency, Argentina*
- Mr. Roy Rojas. *Pan American Health Organization (PAHO), Mexico*
- Mr. Miguel Muñoz. *Chairman, Road Safety Institute, MAPFRE Foundation*
- Mr. Julio Urzúa. *Executive Secretary, Regional Commission for Road Safety in Latin America and the Caribbean, Chile*
- Mr. Greg Speier. *Road Safety Specialist*
- Mr. John Dawson. *International Road Assessment Programme (iRAP)*
- Mr. Arturo Cervantes Trejo. *Assistant Director General, National Center for Accident Prevention, Mexico*
- Mr. Lucien Jones. *Director, National Road Safety Council, Jamaica*
- Mr. Freddy Ponce. *Adviser, Ibero-American Youth Organization (OIJ)*
- Mr. Rogelio Martínez Masegosa. *Major General, Chief of the Civil Guard Transit Division, Spain*



PLENARY SESSION II: IMPLEMENTING THE RECOMMENDATIONS OF THE WORLD REPORT ON ROAD TRAFFIC INJURY PREVENTION OF THE WORLD HEALTH ORGANIZATION (WHO) AND THE WORLD BANK (WB) IN IBERO-AMERICA AND THE CARIBBEAN

1.- Strengthening road safety management capacity

"It is not just that traffic accidents happen, but how little we know about why they happen and how little we do to prevent them," said Albert Einstein. "Fortunately that is no longer true," retorted Hilda Gomez, Specialist in Infrastructure at the Inter-American Development Bank (IDB).

This next section is devoted precisely to these elements, especially the diagnostic tools and the positive experience of several initiatives carried out by a number of government institutions. Lastly, we will discuss the important role of the Lead Agency to guide the efforts undertaken by each country with respect to road safety.

The first element to be considered for building road safety management capacity is the diagnostic assessment, and the tools needed for this exercise. It is unrealistic to embark on road safety actions without first conducting a study to identify the main shortcomings and risks to road safety, then perform a diagnosis and develop the appropriate actions and measures.

Diagnostic tools have two main purposes: first, determine the status of road safety in each country so that the actions to be taken are aligned with the national reality. Second, they will serve to identify which measures were successfully implemented in each territory.

Diagnostic tools resort to many different sources to perform the work, such as a country's relevant institutions, existing legislation, available data about the vehicles on the road, or driver records and accident reports, among many others. The objective is manifold, but always centered on promoting an institutional framework conducive to road safety, protecting drivers, passengers and pedestrians, the continuing struggle to increase vehicle safety, and improving infrastructures,

thereby reducing the risk for all users of the public thoroughfares.

In the specific case of the Ibero-American and Caribbean region, the IDB launched a very important Road Safety initiative. An initiative that is providing support to the region with a significant economic investment aiming, among other things, to help prepare a diagnostic assessment of road safety in the region. This diagnostic will then serve to draft the IDB guide and plan of action so as to support road safety projects, either by conducting pilot evaluations, or through a program to share successful experiences, or by any other means deemed useful.

However, theory is not sufficient to engage in any form of road safety action. Guillermo T. Montenegro, Minister of Justice and Security for the City of Buenos Aires, said that *"everything has been written; it now needs doing."* Each country's experiences and initiatives and their outcomes are essential elements to formulate road safety actions and recommend their adoption. Countries such as Brazil, Argentina or Spain, among others, are quite representative of the contributions that can be made through the public and private sectors, for better road safety management.

When conducting a study of the road safety situation in each country, its evolution in recent years, the measures adopted or the policy used with beneficial results, it can be said that in general they converge in a number of common lines of action to solve similar problems in all nations.

The first general line refers to existing legislation. All countries have realized how important it is to have a solid body of rules to underpin any other form of action relating to road safety. Many efforts are underway not only to develop codes governing the rules of the road, but also

to reform existing laws, increase their strictness, impose harsher penalties on violators. One clear example is Law 11705 restricting the sale of alcoholic beverages on Brazilian roads, the law referred to by Alfredo Peres da Silva, Director of the National Department of Transport of Brazil.

Another common thread is the realization that databases and electronic records are fundamental. The importance of having accurate information about people entitled to drive, about their violations or penalties, is crucial to improve any road safety statistics. Many countries now employ electronic systems to keep records of drivers or traffic citations at the local, regional or national level. Along these lines, the driver license point system is very appealing; a system that, as pointed out by Miquel Nadal, Director of the Royal Automobile Club of Catalonia has given excellent results in Spain, Brazil and Argentina, and is due to be implemented in Costa Rica sometime this year.

There is also the growing importance and value of human resources. Training people specifically dedicated to road safety is one of the outstanding issues that many countries have attempted to address, some through training traffic professionals if the country was devoid of such a corps, others by increasing the road safety workforce.

When identifying common lines of action adopted to resolve the challenges posed by road safety, another factor of great consequence is the existence of an effective administration. Firm enforcement action by the State sends a very clear message about road safety to the users of public thoroughfares. If fines are levied but then not tracked to ensure they are paid, there is a double negative effect: the offender does not get the message, and the case opened when the violation was



reported cannot be closed due to lack of follow-up. States have therefore resorted to measures such as immobilizing vehicles, setting up electronic coordination systems to track fines until paid, or even out-sourcing services to locate the offenders. Yet another solution envisaged is for the road safety administration to be self-financed through the collection of fines.

Publicity campaigns have also played a decisive role in road safety. Raising awareness of drivers, travel companions and pedestrians has proven a very effective method, encouraging countries to give added impetus to road safety publicity campaigns. “Belt up for love’s sake;” “Viva o trânsito!” or “We can’t drive for you” are some of the slogans with greater impact and effectiveness. The unanimous fight against drunk driving is a close runner up to these campaigns.

Lastly, among the common threads for diagnostics to identify areas of action, speed is the one factor forcing States to make an all out effort. For the time being, radars have proven to be the best performing tool to fight speed, and practically all countries use this method and this technology to detect offenders.

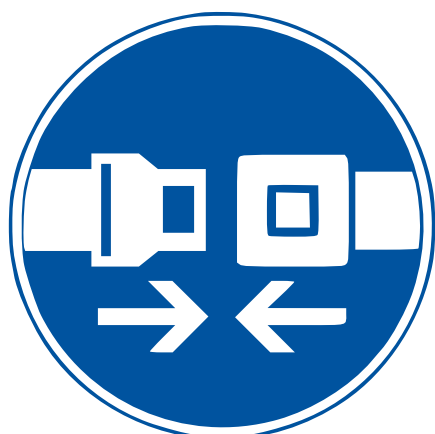
“Belt up for love’s sake;”
“Viva o trânsito!”
or “We can’t drive for you”

2.- The role of the Lead Agency

Inter-agency coordination is one of the areas of gravest concern when it comes to designing a road safety policy. Whether for

the establishment of an effective regulatory framework, the collection of fines, publicity campaigns, or the creation of databases, at every step and for each action there must be order and coordination, only achievable if underpinned by an effective and efficient administrative structure. This explains why the role of the Lead Agency is of such great importance.

Anthony Bliss, Lead Road Safety Specialist at the World Bank, recommended countries *“Identify a lead agency in government, with sufficient authority and independence to guide the national road safety effort.”* National agencies, relying on existing data, will therefore be responsible for coordinating road safety policy, to give it meaning and to achieve tangible results.



“Datocracy” was the term used by Roy Rojas, the road safety adviser at the Pan-American Health Organization (PAHO), when referring to what he called “the power of data.” The importance of data is unquestionable; the problem arises when trying to share data. Unless data are shared, there can be no clear vision of road safety trends and realities. Unless data are used, a basic building block in the road safety construct will go to waste.

Important measures are already being enacted by the legislative branch of several countries. One example

“Identify a lead agency in government, with sufficient authority and independence to guide the national road safety effort”

is Costa Rica, where the Traffic Code provides, in its Articles 216 and 218, the resolve to create a statistics system on traffic accidents and road safety investigation. It further stipulates that *“... those in charge will have free access to statistics relating to a variety of factors associated with traffic accidents”* This ensures that information will be shared by a wide range of institutions.

Not only will this resolve the problem of accessing data, but will also facilitate decision-making based on reliable data that all can share. Therefore, it is on this foundation stone where the lead agency should focus its efforts so as to articulate effective policies, because data represent a tangible support upon which to start building a solid and reliable road safety system. The insight into road safety problems—which we have already discussed—is therefore rooted in data and the information that can be elicited from data.

After gathering the data and distilling the information, the process will move to the next step: coordinating policies and resources. The policy-makers will have to decide what to do, what direction to take, what they want to achieve, and what resources are available to reach the goal.

Felipe Rodríguez Laguens, Executive Director of the National Road Safety Agency of Argentina, said that for this coordination to be practicable, road safety must first be recognized as State policy. Three fundamental factors are required before that can happen: first, acknowledge the existence of a public need – in this case, saving lives; second, accept the importance of acting accordingly; and third, implement appropriate policies.

So, having acknowledged the existence of a public need – saving lives – the authorities must act accordingly, for which they will require resources. Rodríguez Laguens used the example of Argentina to explain that funds



came from three different sources: a contribution equivalent to 1% of insurance policy premiums, used to finance the National Road Safety Agency; an allocation from the National Treasury; and the last, and largest tranche, a contribution from the World Bank.

After creating the road safety policy and recognizing it as State policy, and once the necessary resources are secured, the final step is to coordinate these two components. Several types of committees are usually involved in this process: political committees (national jurisdictions), executive committees (police, competent authorities), and consultative committees (survivor organizations, civil society), culminating in the implementation of the road safety policy.

The third and last layer involved in designing the role the national agency will play, is decided by the results-based approach. In other words, the activity of the national agency, derived from the coordination of policies and resources, must strive to achieve well defined objectives and results or it would be meaningless to consider road safety policies.

Emilio Oñate, Executive Secretary of the National Commission for Transport Safety (CONASET) of Chile,

said that the mission of this institution is to “reduce the high rate of traffic accidents in the country, making the most of all existing capacities, through a series of public and/or private inter-agency actions, for the benefit of transport system users (transportation companies, drivers, pedestrians, cyclists and other users), as well as intermediary users, meaning institutions, municipalities, town halls and regional governments, among others.”

With this clear mission, CONASET has garnered very positive medium and long term results, achieving effective institutional coordination, developing a strict regulatory system, and generating reliable statistics on accident rates showing that the mortality rate stands at 10.7% per 100,000 inhabitants, and the traffic safety index has increased 5% in recent years.

Thus, the role of national agencies is clear: their ultimate and fundamental objective is to reduce traffic accident fatalities. The path to achieving this goal is through the coordination of road safety policies and the resources that can be allocated to this effort, using reliable data shared by all as benchmark. This is the only way countries may continue striving to build a road safety system for Ibero-America and the Caribbean.

“the development of a national road safety policy must be tackled from a multi-sectoral perspective, also involving active participation by many key actors in the country”



3.- Implementation, strategy, and multi-sector policies

Experience shows that preparation of a road safety policy must be preceded by advance programming and strategic planning. Experience further confirms the advisability for a multi-sector approach. Throughout this Road Safety Forum, many speakers have referred to the need and importance for an inclusive approach to developing road safety, inviting many sectors to collaborate and contribute in this effort so as to have a wealth of perspectives, bringing together diverse sectors such as health and education, among others.

The importance of multi-sectoral policies is precisely the point that Julio Urzúa, Executive Secretary of the Transitional Commission for Road Safety in Latin America and the Caribbean, made in his presentation when he said that *"the development of a national road safety policy must be tackled from a multi-sectoral perspective, also involving active participation by many key actors in the country."*

Projected estimates for 2010 would indicate a fatality rate of 26.2 persons per 100,000 inhabitants for the Ibero-American and Caribbean region, increasing to 31 deaths per 100,000 inhabitants by 2020, making this the region with the highest traffic accident death toll in the world.

The National Commission for Transport Safety (CONASET) of Chile decided to adopt a multi-sectoral approach to policy-setting in the early 1990s, a decision that paid off as the country reached a turning point in traffic crash fatalities in 1999, and since then has registered positive results. We can extrapolate several principles from the Chilean experience that may help

develop best practices for the implementation of multi-sector strategies and policies.

Road safety must undoubtedly be viewed as a complex problem where the assistance of diverse sectors and many professionals is required to develop the right solutions. Public awareness campaigns, education at schools, or the work of health sector practitioners are just some of the factors that help find solutions to this very complex problem.

Moreover, this effort not only calls for the active participation of a wide range of key public and private actors in the country (ministries, parliament, courts, driving schools, hospitals, schools), but also for an increase in the social capital with the capacity to implement projects while generating synergies, supporting private initiatives, or encouraging the continuing improvement of all road safety-related aspects.

In addition, road safety programs and projects must be quantifiable and measurable so as to draw a general picture of the traffic situation on the roads. Without tangible elements, it is scarcely possible to develop a strategy or a policy, let alone on a multi-sector basis. What is more, such programs and projects must be viable.

Finally, resources will have to come from different sectors, and must not be limited to financial or infrastructure resources, but also include human and other types of resources.

Once the foundations for multi-sector strategies and policies are in place, project design becomes the key element for good coordination and articulation of the road safety policy. A poorly designed project may result in the loss of resources, time, and the capacity to act. Road safety must be front and foremost in the pre-design phase, not just something to be corrected when problems arise.

Greg Speier, a road safety specialist, believes there are three critical elements to consider when designing a project: speed on our roadways; the need for safer routes for pedestrians, cyclists, and the handicapped; and crash protective roadsides. He also maintains that roadways require a modernization of standards and collective knowledge, and roads should be classified, setting speed limits by road function, and enforcing vigorously.



planning and operation; health, prevention and rehabilitation; awareness-raising campaigns and promotion; and last but not least, monitoring and control.

"Let's get on with this decade of action and fix the damn roads!" These were the words used by John Dawson, Chairman of the International Road Assessment Programme (IRAP) when talking about the importance of good planning and operation of infrastructure to promote road safety.

Although we explicitly heard about the importance and value of infrastructure, there is no doubt that good planning is a determining factor for its proper functioning. In recent years, audits of everything

Several recommendations will clearly help improve the capacity of public and private actors to design projects for a solid, safe and reliable road safety system. Audits, increased budget appropriations (to improve infrastructure, train professionals, or fund research studies), shorter lead times for approving regulations, development of multiyear medium and long term plans, or spending resources with a global vision of all road safety related elements, are the chief recommendations to consider when designing a road safety project.

However, none of this makes sense unless we consider the empirical data showing that the human factor is the cause of most traffic accidents, with factors relating to roads and road conditions coming in as a distant second, and factors directly linked to mechanical failure of vehicles trailing third, with a very low percentage. A reality reflected with little variance throughout practically the whole world.

4.- Delivery and results

Whenever any kind of safety policy is implemented, verifying the results once it has gone into effect is instrumental to generating substantial and tangible data about the real impact of the new measures. In the specific case of the execution and results of a road safety policy, it becomes extremely valuable to look at the new policy's contribution to safety from four different perspectives, which are: infrastructure

relating to traffic on our roads have proven to be one of the most effective measures. Audits cover inspection of carriageways, risk measurement and assessment, generating options, approving new designs, implementing recommended changes, analyzing results and improving the least effective factors.

Measuring risk as a function of road conditions and proposing solutions to improve such conditions are decisive contributions to reducing the number and severity of traffic accidents. This was made patently clear in the review of data gathered by the International Road Assessment Programme (IRAP) in the pilot audit conducted in Costa Rica. Implementation of the Programme's recommendations are expected to consistently reduce the accident rate, significantly trim costs, and noticeably improve the quality of road safety in Costa Rica.

With these objectives in mind, countries need a comprehensive understanding of safety on the roads, because it is pointless to concentrate only and exclusively on one aspect to improve accident rates without taking into account all the other actions needed to improve security for all users of the road system.

Health, prevention and rehabilitation is another area that deserves special attention when implementing a road safety policy.

"One out of five disability cases in Mexico is caused by a traffic accident, and this affects 2% of our population." In recent years, traffic accidents have become one of the leading causes for the loss of healthy life years, accounting for 5% of total years, affecting men more than women.

These statistics were presented by Arturo Cervantes Trejo, Deputy Director General for the Mexican National Centre for Traffic Injuries Prevention, as he illustrated the impact of accidents in our countries, and how important health, prevention and rehabilitation efforts are to promote the speedy recovery of accident victims.

He spoke about establishing rehabilitation centers and the increasing relevance of effective coordination with rehabilitation services to achieve a double objective: on the one hand, guarantee comprehensive treatment for victims and, on the other, provide high quality recovery and rehabilitation services.

Quality is precisely one of the factors of greater concern. Not all traffic accident fatalities are due to life threatening injuries; some of these deaths could have been prevented. We need to find universal

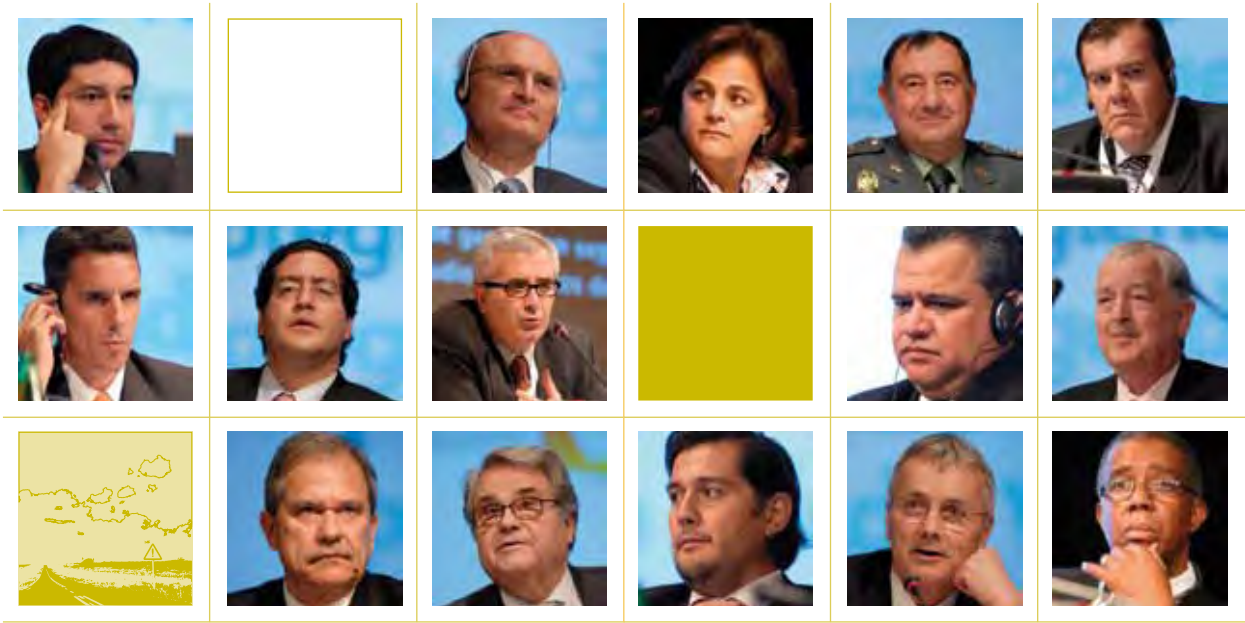
“One out of five disability cases in Mexico is caused by a traffic accident, and this affects 2% of our population”

standards to provide quality emergency response and care for patients, because reducing mortality also translates into providing quality.

When looking to build safe roads, we must not forget the impact public awareness campaigns and the promotion of road education have on the population, nor the crucial role played by the media in disseminating these messages.

Lucien Jones, Deputy Chairman of the National Road Safety Council of Jamaica, spoke about the good results from two campaigns, one to fight drinking when driving, using the slogan “Don’t drink and drive,” and the other against speeding on roads, “Cut your Speed.” For the latter, the campaign used an image of the Jamaican Usain Bolt, the fastest man at the last Olympic Games in Beijing in 2008.





The power of the media today is indisputable, and therefore we must harness this force to broadcast the road safety message wide and far. People are not immune to publicity campaigns, and spreading road education is no exception to this rule. However, one of the complaints most often heard in regards to these campaigns is that they should primarily target young people.

Freddy Ponce, Adviser to the Ibero-American Youth Organization (OIJ), listed several reasons why youth should be considered the principal target of these road education campaigns. The first reason he gave, is that young people are the least experienced to travel on the roads. Second, they are about to become the next generation of drivers, or maybe have just started to sit behind the wheel of a vehicle. Third, statistics show that young people have the highest proportion of people involved in traffic accidents. At the turn of the century, the traffic accident rate for Ibero-American youths aged 15 to 29 was 31.2 persons for each 100,000 inhabitants – too high a price for any country to pay.

Neither are youths immune to actions spreading the word about safety. The declaration adopted by delegates representing more than 100 countries at the *World Youth Assembly for Road Safety* in Geneva in 2007, was a great step forward in this direction as it urged manufacturers of alcoholic beverages to gear their campaigns towards responsible drinking and to refrain from primarily targeting young people. Insurance companies were also urged to publicize the

benefits of prudent behavior on roads and highways. Finally, celebrities with a large media image were invited to be role models for young people.

One final aspect to take into consideration in the execution and pursuit of results, is vigilance and control. The existence of a system capable of detecting violations, of identifying offenders, and repressing such behavior with the double intent of punishing while educating, is a determining factor for the creation of safe roads. But how can we actually carry out this vigilance and control?

First of all, we must be clear that the primary objective is to save lives by reducing traffic casualties and avoiding accidents. Actions taken to achieve this objective will be preventive, repressive, and emergency assistance for accident victims. Preventive through permanent reinforcement of the obligation to obey rules; repressive through the enforcement of administrative and criminal rules to correct abnormal and risk-taking behavior, and communicating the need for a change in behavior on the part of the offender; and emergency assistance through the permanent presence on the field of properly trained professionals, with the capacity to provide immediate assistance and also to alert other agencies and facilitate the work of the emergency services.

These duties cannot be properly fulfilled without the coordinated convergence of four elements: the existence of administrative and criminal rules, a well



deployed police force, availability of equipment and well trained professionals, and strategic planning (multiyear plans, achievable goals, involved stakeholders) and operational planning (campaigns, selective actions, research studies). These elements seek to achieve integral safety, encompassing road safety and citizen safety alike.

PLENARY SESSION III

Speakers:

- Mr. Jorge Valdano. *Motivational speaker and former football player*
- Mr. Fred Wegman. *President of IRTAD, Organisation for Economic Cooperation & Development (OECD)*
- Mr. Lucas Facello. *Road Safety Consultant, Uruguay*
- Mr. Stephen Perkins. *Division Head, OECD International Transport Forum*
- Mr. Ricardo Sánchez. *Economic Commission for Latin America & the Caribbean (ECLAC)*
- Mrs. Virginia Tanase. *Director, Road Safety Division, United Nations Economic Commission for Europe (UNECE)*
- Sra. Mar Cogollos. *President of the Association for the Study of Spinal Cord Injury (AESLEME), Spain*
- Mr. Jorge Nieto Menéndez. *Minister of Public Works, El Salvador*
- Mr. Carlos E. Rubilar Ottone. *Director National Transport Authority, Ministry of Public Works, Chile*
- Mrs. Josefina Cruz Villalón. *Secretary of State for Infrastructure, Ministry of Development, Spain*
- Mr. L. Michael Henry. *Minister of Transport and Public Works, Jamaica*
- Mr. Agustín Aguerre. *Director of the Transport Division, Inter-American Development Bank (IDB)*
- Mr. Marc Shotten. *Road Safety Specialist, World Bank (WB)*



PLENARY SESSION III: BUILDING A POLITICAL COMMITMENT TO THE ROAD SAFETY CHALLENGE

1.- Targets and measurable objectives

Building a space for road safety requires a political will and political commitment able to withstand the ups and downs of the world. It must be grounded on measurable goals and objectives, identify the road safety priorities of each region, and mobilize the resources needed to perform the requisite actions.

There is one key element without which it is practically impossible to identify and set measurable targets and objectives to serve as the underpinning for a road safety policy: a database. Fred Wagman, Chairman of the International Road Traffic and Accident Database (IRTAD), of the OECD, said that in addition to preparing special reports and weaving a network of road safety professionals, one of the most important missions undertaken by his institution was to create an extensive global road safety database.

This database will then be used to set achievable targets, design effective road safety strategies, determine intervention priorities, assess the social costs of traffic accidents, and monitor program effectiveness by means of reliable indicators. The database must be of high quality and credibility. There is no other way to realistically set targets to achieve the objective of greater road safety.

Another element to consider as we discuss measurable targets and objectives, is the role of accident rate indicators. *"With few exceptions, the numbers appearing in Ibero-American statistics do not reflect reality,"* said Lucas Facello, a road safety consultant. The need for reliable data, and the difficulties to harmonize the different national systems used in the Ibero-American and Caribbean region, make it very hard to develop and compare accident rate indicators.

There are three major kinds of obstacles to harmonization: instructional, institutional, and regulatory. The instructional deficiencies affect

national administrations and are due to lack of training for human resources and in relation to infrastructure; institutional obstacles arise because the concept of a single authority responsible for recording and monitoring data is only just catching on; and regulatory, because there is no harmonization of indicators: for example, some countries will record accidents within 24 hours, others wait 30 days, or some systems count public transport accidents, whereas others omit them.

Uniform standards throughout the region are essential if we are to generate reliable indicators for use by all countries. This is the only way to advance road safety and improve conditions in the Ibero-American and Caribbean region.

One initiative directly related to setting targets and traffic accident indicators, is the *Towards Zero* report published in 2008 by the OECD and the International Transport Forum (ITF), on setting ambitious safety targets to improve road safety performance. This document maintains that a safe road system strategy must strive to attain the *Vision Zero* target in traffic accidents.

Stephen Perkins, Head of the ITF, pointed out that the *Vision Zero* concept not only contributes to raising the level of ambition in countries that adopted a safe system strategy, but also encourages the adoption of new interventions, conducting research studies, and setting achievable targets, as evidenced by the fact that only one pedestrian and zero child cyclists were killed in Sweden in 2008. However, none of these *Vision Zero* strategy outcomes will be effective without internal interventions.

Moreover, despite perceived benefits, the *Vision Zero* strategy is still questioned whereas the *Towards Zero* vision is gaining more acceptance. The key to success lies in the research-assessment binomial. Selecting

“The transport sector is the most dynamic and most regulated economic sector, but also the cause of the present road safety crisis”

and designing targets, knowledge transfer, and keeping road safety on the public agenda is the only way to strive for success and create a truly robust road safety strategy.

In relation to setting objectives, we have recently seen an increase in road safety interventions by governments, supported by social pressure and the media. Nonetheless, *“few Latin American countries have road safety policies with clear targets to reduce traffic accident fatalities,”* declared Ricardo Sanchez of the Economic Commission for Latin-America and the Caribbean (ECLAC).

Although most countries in the region have not set fatality reduction targets, they typically do have other targets, but with few exceptions they are not qualitative. Some countries set very ambitious targets although with little technical support to comply with the timeframe or the programs. Others are the exact opposite, setting situational or diffuse targets, achievable though not ambitious. ECLAC emphasizes the importance of aiming for ambitious accident reduction targets that are technically and economically feasible within the set timeframe, leaving out emotional, unattainable or diffuse targets.

A number of issues must be taken into account when setting objectives. In order for targets to be effective, they must be supported by a monitoring, control and adjustment process. What is more, targets must be part of a national political commitment which, as already mentioned, must be independent of any political swings. The creation of partnerships with and between national technical entities, the dissemination of best practices, preparation of studies relating to the issue, and drawing on the synergies from initiatives launched by ECLAC and other agencies, are of crucial importance.

Lastly, as we discuss targets and objectives, we should not fail to reflect on the importance of a favorable

regulatory framework, as we heard during the first plenary session. *“The transport sector is the most dynamic and most regulated economic sector, but also the cause of the present road safety crisis,”* said Virginia Tanase, Director of the Road Safety Division of the United Nations Economic Commission for Europe (UNECE). This situation is so serious that even the United Nations General Assembly was forced to adopt several measures

and publish declarations to help improve road safety.

Since the mid-twentieth century, the United Nations Organization has elaborated a number of multilateral legal instruments relating to road safety, notably the Convention on Road Traffic of 1949, and its protocol that same year, or the Conventions on Road Traffic and on Road Signs and Signals, respectively, of 1968. These instruments did generate a number of benefits, such as achieving some uniformity in standards, identifying basic best practices, reaching agreement on more than 200 international road signs and signals, and harmonizing road safety interventions.

When fully implemented by the competent national authorities, these multilateral legal instruments may achieve substantial and tangible benefits for both the public and private sectors. Moreover, when the adoption of such regulatory instruments occurs in a favorable legal and institutional environment, with harmonized practices, strong, consistent and engaged political will, and the establishment of public/private partnerships, creation of a regional road safety system becomes a definite possibility.

2.- Identifying Regional Capacity Priorities to Make Roads Safer

“Global deaths from road accidents are estimated to be some 3,000 people a day. This is equivalent to 10 plane crashes a day, with 300 passengers on board. If this were to happen, there would be an immediate global outcry and response. Road accident fatalities and injuries deserve the same attention and corrective measures as those caused by airplane accidents.” With these resounding words, L. Michael Henry, Minister of Transport and Public Works of Jamaica described the present panorama of road accidents.

However, the Minister went on to say, *“... fortunately, we are seeing a downward trend in traffic accidents, a situation*



we should maintain over time ...” This is only possible with the combined and increasing effort of society and our authorities to adopt measures to continue the trend. One of the most noteworthy interventions has been defining the regional priorities to build safer roads, thus creating a road safety system.

Although we presume each country has its specific needs for road safety, it is no less true that when defining priorities several general lines are applicable to all the countries in a given region because of their shared characteristics. Before we start considering those properties, we should recall the background that generated these shared elements for interventions that now make it possible to establish common priorities for the entire Latin American and Caribbean region.

We have already heard about the global efforts undertaken by the United Nations by means of the 1949 and 1968 Conventions on Road Traffic, and Road Signs and Signals, respectively, and the regional efforts carried out by ECLAC and the Secretariat for Central American Economic Integration (SIECA), among others, as the first attempt to harmonize and modernize standards; or publication of the yellow book on road, bridges, drainage and sewer maintenance; or the more recent creation in 1997 of institutions more

“Global deaths from road accidents are estimated to be some 3,000 people a day. This is equivalent to 10 plane crashes a day, with 300 passengers on board. If this were to happen, there would be an immediate global outcry and response. Road accident fatalities and injuries deserve the same attention and corrective measures as those caused by airplane accidents”

directly linked to road safety, such as the Sectoral Council of Ministers of Transport for Central America (COMITRAN).

With this background, several common priorities for the Latin American and Caribbean region may be identified, and classified into the following main groups: agreements and documents, training, harmonization of standards, planning, partnering, and multi-sectoral coordination.

“... fortunately, we are seeing a downward trend in traffic accidents, a situation we should maintain over time...”

The importance of recognizing agreements and documents as a priority for regional road safety capacity was clearly illustrated through the initiatives described by Jorge Nieto, Minister for Public Works of El Salvador, which received broad support and achieved excellent results in his country. He spoke about the Agreement on uniform road signs, the manual on vehicle mechanical inspection, the road safety manual pinpointing black spots and providing accident data collection methods, or the agreement on specifications for road design and construction. These are just some examples showing the value of road safety priority agreements and documents, especially when they allow for free access and information sharing.

Then again, training must remain high on the list of priorities. One of the most effective and best performing interventions is training for road safety professionals. Creation of road and vehicular safety enforcement bodies, or organizing workshops to train small and medium size ground transportation companies, thereby helping improve their efficiency, productivity and professionalism, are two clear examples of the benefits to be gained from training to create a safer road system.

Legislative harmonization is another relevant priority-setting consideration. The importance of a general understanding of traffic rules, behavior behind the wheel, and road signals, are essential for the future of road safety. The most effective and accessible path within reach of all nations is through harmonization of standards. However, in order to achieve such harmonization, the countries in the region must first reach agreement, taking us right back to the first priority mentioned.



Planning is one of the most basic elements for road safety. Without planning, little or nothing can be done, because coordination of the objectives, and of human and financial resources revolves around this axis. In addition, planning affords a medium and long term horizon as plans generally set multiyear targets. Josefina Cruz Villalón, Spain's Secretary of State for Infrastructure, illustrated this point when she referred to plans covering the more than 400 tunnels dotting the Spanish landscape, or particularly accident-prone sections of roadway, known as black spots, for which there is already a preliminary list with more than 700 sites.

The fifth factor to be stressed is the weight of public-private relations with civil society. The value added inherent to such partnerships and the resultant synergies translate into essential elements to obtain a global vision of the possibilities to improve road safety

Lastly, there is a strong argument to be made for the work carried out by a national agency, as it pulls together sectoral collaboration and cooperation, affording not only a global vision, but an integral panorama of existing needs to establish a comprehensive road safety system for the region. This collaboration/cooperation will facilitate multi-sectoral coordination, not only at the national, but also the regional level, to





develop road safety policies or reinforce regulatory frameworks, among others.

Sounding a more cautionary note, the Director of the National Transit Authority of the Ministry of Public Works of Chile, Carlos Rubilar Ottone, explained there are still many challenges on the road ahead to build a road safety system. Rubilar Ottone referred to three in particular: to develop traffic management, to conduct road safety audits for

projects, and the need for an exponential leap in risk control. Any advances made will be of little use unless accompanied by a concerted effort in the region to achieve these objectives.

3.- Mobilizing Resources for Road Safety – International Focus

Actions carried out by international organizations through contributions in economic resources are key to developing an effective road safety policy. This was the message conveyed in the intervention by Agustín Aguerre, Division Head of the Transport Division at the Inter-American Development Bank (IDB) when referring to the mobilization of resources for road safety in the international realm.

Several arguments support an affirmative reply to the question whether or not interventions by multilateral agencies are beneficial to building road safety systems.



Road safety demands investments, decisions and constancy of economic contributions. Moreover, it is legitimate for these agencies to want to be involved in long term projects, especially if these entail benefits for future generations. Lastly, it is worth noting that multilateral agencies, especially loan institutions, are not chimeras – they belong to all the member countries and are naturally expected to be involved in the challenges facing their member states.

Road safety-related fields of action are quite varied, and of different types. They include: information; institutional framework, involving both public and private sector actors, whether or not there is a lead agency; technology transfer, both from the rich countries to the countries of the Ibero-American and Caribbean region, or between countries of the region; major investments; political commitment; legislation and law enforcement; and monitoring and measuring results.

But what value added can be gained from the actions of these multilateral institutions? These institutions share five very important qualities. Their presence in many countries means they can often resolve common problems. They provide continuity for the start-up operations of any intervention, regardless of the government in office. They have solid technical teams, recruited from among the administrations themselves. They are able to contribute nonreimbursable cooperation resources. And they have the capacity to finance investment programs with long-term resources.

Knowing why interventions by multilateral institutions are viewed so positively, we should look at their specific contributions, and what better way to do so than through the experience of two world renowned institutions with a strong presence in the Ibero-American and the Caribbean region: the Inter-American Development Bank (IDB) and the World Bank Global Road Safety Facility (GRSF).

The IDB interventions include technical assistance for road safety programs and projects, frequently in the form of nonreimbursable financial resources. Its contributions also include help in the transfer of successful experiences between countries in the region; support for the restructuring of national agencies; financing for road safety system components in transport and road infrastructure operations, such as in Paraguay; or cooperation with strategic partners such as the IRAP, ECLAC, IRF or the World Bank,



among others. However, the star in the IDB's road safety interventions is without a doubt the Risk Assessment Program for road transport and infrastructure projects, based on a collaboration agreement with the IRAP, a program that has proven its worth as demonstrated by the case of Costa Rica.

In the words of Marc Shotten, a Specialist in Road Safety at the World Bank, the GRSF was "established to mobilize and allocate the necessary resources to implement the World Report's findings and recommendations." Furthermore, it was recognized in 2008 as being the best global financing platform of its type.


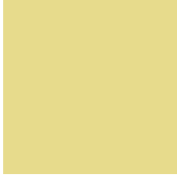







“... seeks to mobilize and allocate the necessary resources to implement the World Report's findings and recommendations”

Global Road Safety Facility, (GRSF)

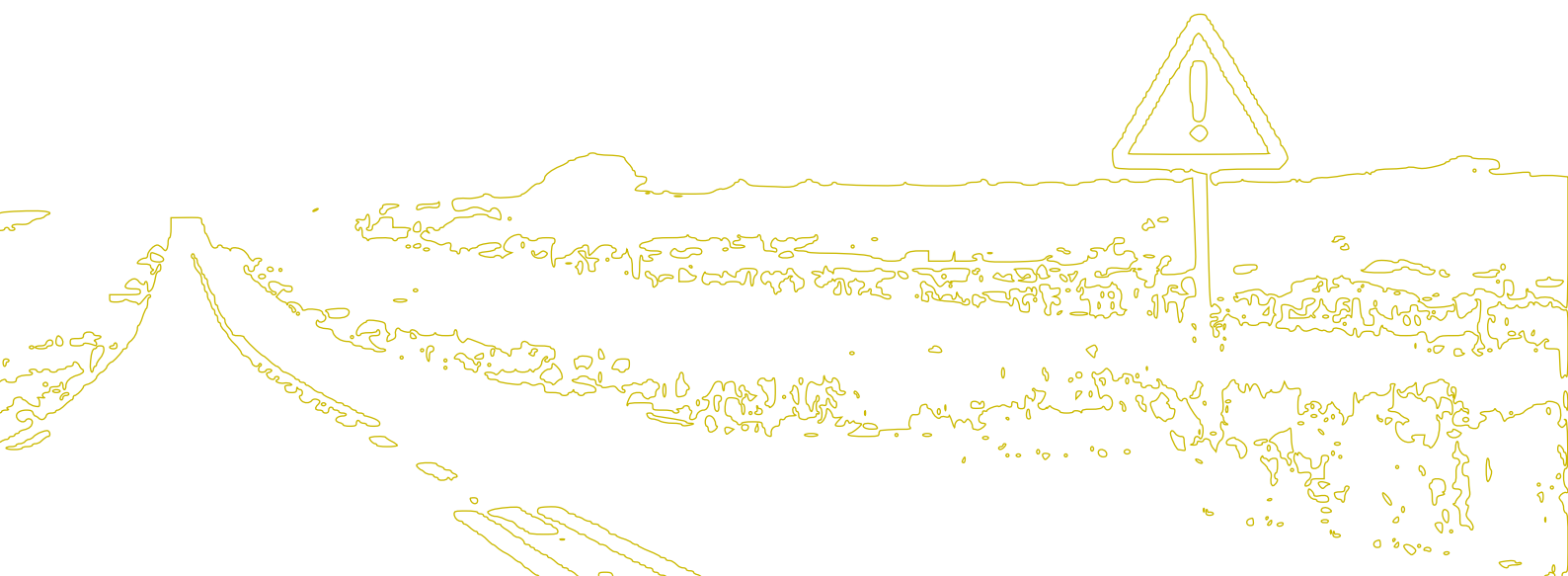
Some of the GRSF activities worth noting include the allocation of economic and human resources, institutional capacity building at the national level, advisory services to develop national strategies and action plans, and implementation of preventive measures. These actions are carried out in a framework where the objective must be aligned with sustainable outcomes, moving from individual actions to actions performed in a common working framework. The “products” targeted by the GRSF activities are equally important, such as institutional capacity building, preparing country-guides, legal initiatives, safe infrastructure and R&D, in addition to organizing training workshops.

Nonetheless, many challenges lie on the road ahead to mobilize international resources for road safety. These include the need to improve the dialogue with the donor community, promoting and supporting management capacity building for the national road safety system, and strengthening global and regional initiatives to support these management capacities.

Speakers:

- Mr. Enrique V. Iglesias. *Ibero-American Secretary General, SEGIB*
- Mr. Rui Carlos Pereira. *Minister of the Interior, Portugal*
- Mr. Fernando Valle Dávila. *Deputy Minister for Transportation and Infrastructure, Nicaragua*
- General Viktor Kiryanov. *Deputy Minister of the Interior, Russian Federation*
- Mr. David Ward. *Director of the FIA Foundation*
- Mr. Mario Holguín. *Deputy Minister of Public Works and Transportation, Dominican Republic*
- Mr. Fernando García Casas. *Chief of Staff, Ibero-American General Secretariat, SEGIB*
- Mr. Mark Rosenberg. *The Task Force for Child Survival and Development*
- Mrs. Alejandra Forlán. *Director of the Alejandra Forlán Foundation, Uruguay*



PLENARY SESSION IV: BUILDING A POLITICAL COMMITMENT TO THE ROAD SAFETY CHALLENGE AND PREPARING FOR THE GLOBAL MINISTERIAL CONFERENCE

1.- Towards an Ibero-American Space

“Building a common road space between countries on different continents may sound, a priori, a paradox. However, contrary to what happened years ago, the idea of a common space is not limited today to geographic continuity, nor contiguous physical borders. In today’s globalized world ... the challenges we face and the solutions we advocate are very similar.”

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With these words, the Minister of the Interior of Portugal, Rui Carlos Pereira, made it perfectly clear that building a common road safety space for Ibero-America and the Caribbean is definitely possible because current circumstances favor this process, although it does call for immediate action.

The increase in traffic entails greater freedom of movement, which in turn helps shorten distances. Although this truly drives economic and social development, it also adds another layer of risk factors that must be kept under control. We heard that traffic accidents pose a complex problem involving several areas, such as public health, safety, freedom of movement, economic rationality or social development.

Given this complexity and the existence of common elements in all the countries of a region, Rui Carlos Pereira proposed the adoption of a common strategy based on three main pillars: uniformity of road safety rules and control processes; training drivers and instructors; and assistance for traffic casualties. Three

pillars around which the other elements making up the road safety policy would revolve.

This vision was also shared by Jorge Nieto, Minister for Public Works in El Salvador, who believes national policies are best viewed as regional policies, because there are so many common issues that it is advantageous to internationalize a problem and seek solutions. Although there have been some successful intervention-sharing experiences, such a regionalization is only possible if supported by a political commitment, a commitment achievable provided everyone participates in this reality, road safety policies and infrastructures are improved, regional regulations are adopted and enforced, and there is a decided effort to enhance road education and generate reliable regional road safety indicators.

In the commitment preceding the San Salvador Summit, adopted by the Ibero-American Ministers of Transport in September 2008, the decision was taken to create an Ibero-American Road Safety Association

and Observatory, yet another building block in the construction of the road safety space. However, there is no doubt that to advance at the regional level, there must be a political will, and the only way to achieve it is “... through public awareness-raising and informing the citizenry about the level of responsibility they must assume ...,” Nieto declared.

When considering a regional policy, one cannot disregard the fact that not all countries have reached the same level of development, and their road safety needs may be at different steps, despite the fact they face common issues. Fernando Valle Dávila, Deputy Minister for Transport and Infrastructure of Nicaragua, wondered if it would be possible to set common targets for the region so as to advance in the building of the road safety space.

Developing countries in the region face a series of problems relating to the obsolescence of the fleet of vehicles, scant police presence on the streets, precarious health systems, the concessionality of credit, or high indebtedness that makes it difficult to finance appropriate infrastructure. In addition, citizen participation processes are at the very early stages.

Nonetheless, we have heard that this regional road

safety space can only be achieved with true political will on the part of governments. In addition, countries will have to ensure they can forge a consensus in several sectors; mobilize public opinion; perform audits to obtain a clear understanding of the road safety status in each one of the countries in the region; advance the road safety agenda regardless of the political party in power; cover the road safety financing needs, and last but by no means least, ensure they can obtain the needed support from multilateral agencies as well as from private institutions and NGOs.

With this fabric, the construction of a road safety space for the Ibero-American and Caribbean region appears much closer and much more feasible than it was a few decades ago. However, this space calls for the commitment not only of the authorities, but the entire citizenry.

2.- Preparing for the Global Ministerial Conference

Over the past decades, several sectors have been involved in the effort to change the notion that accidents are caused by the victims, while trying to instill a roadway culture with an integral vision of road safety that includes users, vehicles and road infrastructure. A

“If it is avoidable, it is no accident”



well known slogan used in Argentina declared that “*If avoidable, it is no accident.*” As we will see, many road safety initiatives have been launched at the national, regional and global level.

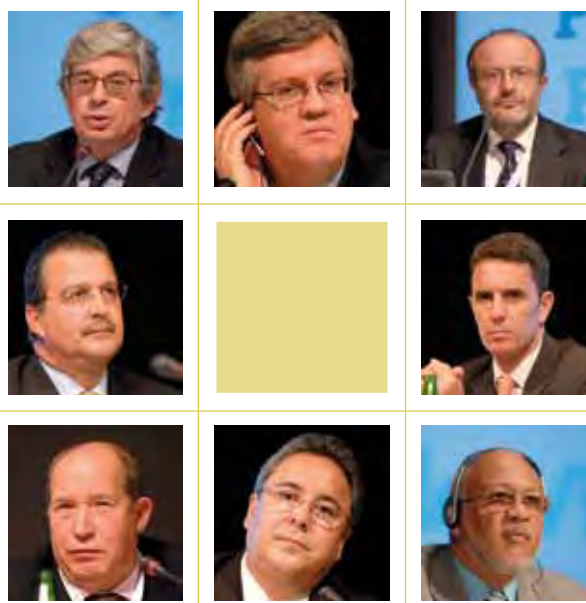
The UN began to address road safety issues in the mid-twentieth century, as evidenced by the 1949 and 1968 Conventions on Road Traffic and Road Signs and Signals, respectively, and General Assembly Directives 58/289 and 60/5. The first UN meeting on Road Safety in Moscow this coming November is a further demonstration of the United Nations’ clear and decisive effort to combat traffic accidents which, in 2002, ranked tenth in the leading causes of mortality globally, overshadowing other causes such as malaria.

The Russian Federation used the slogan “*Time for Action*” when presenting its credentials to the United Nations in 2007, offering to host the first UN Ministerial Conference on Global Road Safety. This is indeed a major commitment for a country with the worst road safety performance, whose fatality rate from traffic accidents is 240 people per 100,000 inhabitants.

Once the United Nations accepted and approved the proposal, the Russian Federation launched a campaign to promote the meeting. According to General Viktor Kiryanov, Deputy Minister for the Interior, this first high level meeting to be held at the World Trade Center in Moscow on 17 to 20 November 2009, is expected to attract over 1,000 participants.

The Deputy Minister for Public Works and Transportation of the Dominican Republic, Mario Holguin, said that “*the Ministerial Conference in Moscow presents the ideal opportunity to discuss a topic with multiple causes, that requires multi-sectorial solutions and is directly linked to social inequity.*” The present juncture in the road safety crisis should not be clouded by the discussion about other global crises as it is intrinsically bound to them, and the Moscow Conference serves to underscore the importance given to road safety in recent years.

The fundamental goal for the decade 2010-2020 will be to reduce road fatalities throughout the world by 50%. The European Union already achieved this reduction in the first decade of the XXI Century, and hopes to repeat this performance in the next decade; the Asia-Pacific region committed to cut deaths by 600,000 persons by 2015, and in Africa, the Ministers of Health and Transport agreed to reduce the number of road fatalities by 50% by 2015. As yet, there is no such commitment from the Ibero-American region. Unless urgent action is taken,



the region will continue to bear the dubious honor of being the region with the worst road casualty record in the entire world.

So, what can be done at Moscow?

Four of the topics on the agenda for the Ministerial Conference in November deserve special attention, according to David Ward, Director General of the FIA Foundation. First, review the implementation status of the 2004 World Report. Next, reach agreement on common definitions for key road safety issues. In addition, it is advisable to revise the United Nations Conventions of 1949 and 1968. Last, in order to make further advances, it is essential to agree to declare 2010-2020 the *Decade of Action for Road Safety*.

Given the afore-mentioned, the Ministerial Conference on Global Road Safety to be held in Moscow in late 2009 represents the perfect opportunity to protect lives by furthering the initiatives taken in the mid-twentieth century, rekindling the interest in road safety, while garnering national, regional and global commitment from all the agents and participants at the meeting.

CLOSING CEREMONY

Speakers:

- Mrs. Karla González. *Minister of Public Works and Transportation, Costa Rica*
- Mr. José A. Córdova Villalobos. *Minister of Health, Mexico*
- Mr. Alfredo Pérez Rubalcaba. *Minister of the Interior, Spain*
- Mr. Enrique V. Iglesias. *Ibero-American Secretary General, SEGIB*



CLOSING CEREMONY

“In the end, citizens make a difference by being more responsible every time they get behind the wheel.”

This statement by the Minister of the Interior of Spain, Alfredo Pérez Rubalcaba, illustrates an increasingly apparent situation on roads, not only in Ibero-America and the Caribbean, but throughout the world. As was observed during the Forum, road safety policy must take a comprehensive approach, addressing not only the users of roadways but also the roads themselves and the vehicles.

Having recalled the history, analyzed the current situation, and proposed some measures, what is the next step?

For Karla González, Minister of Public Works and Transportation of Costa Rica, the answer is clear: The time has come for each country to take the information provided by the speakers at the Forum, extract the most important points, and adapt them to their local road safety needs. There is no doubt that each territory has its unique features, but that should not stop us from identifying certain guidelines and common measures applicable to the whole region.

Minister Karla González identified three such areas which can serve as the basis to develop a regional road safety policy for Ibero-America and the Caribbean. First, she referred to the fundamental importance of the Ibero-American Road Safety Observatory; establishing a large and reliable database will help the region move towards the standardization of data collecting criteria. Secondly, she noted the need to strengthen transit and judicial institutions; education must be underpinned by strong law enforcement bodies. Finally, she mentioned the important role played by victims, whose testimony can help forge a new mentality and raise awareness about road safety.



The role of the victims is precisely what the Secretary of Health of Mexico, José A. Córdova Villalobos, emphasized in his closing remarks. The Secretary noted the direct impact that road safety ultimately has on the health sector because, as he said, The victims are living testimony of the darker side of road traffic accidents. They tell us how everything changes after an accident. For this reason, victims must be at the center of good road safety policy. They need to share and repeat, time and again, their heart-wrenching – but inspirational – stories such as those told by Mar Cogollos, President of the Association for the Study of Spinal Cord Injury in Spain (AESLEME), or Alejandra Forlán, Director of the Alejandra Forlán Foundation. Such testimony focuses attention not only on facts and figures but also on the saving of lives

“this is where every day we learn about the stories of personal suffering and the loss of lives which, in most cases, were preventable. This is where we find ourselves, those of us given the opportunity to serve patients in need of prolonged care with the hope of returning them to stable lives and the individual fulfillment to which we are all entitled”

through prevention.

Other issues pointed out by the Minister of the Interior of Spain touch on the importance for all players involved in road safety to work together, because everyone is needed and no one can be left out. He also pointed out the importance of citizen education in the short, medium and long-term, because the teaching of road safety does not just involve learning about road signs and traffic rules. It also entails instilling values because

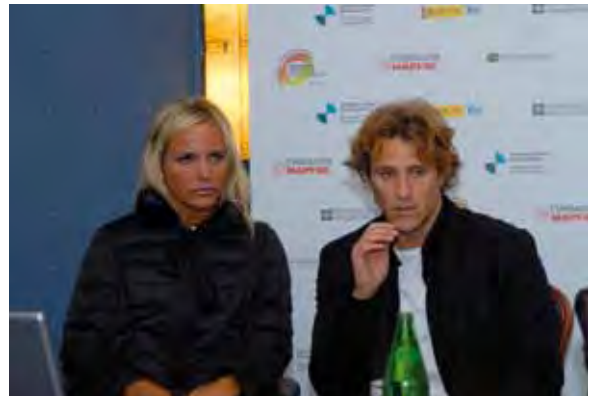
On balance, there remain challenges and objectives to be met in the future, such as harmonization of driver's licenses, standardization of databases and data gathering criteria, and the establishment of an Ibero-American federation of associations of traffic accident victims to provide a more powerful forum for the voices of victims.

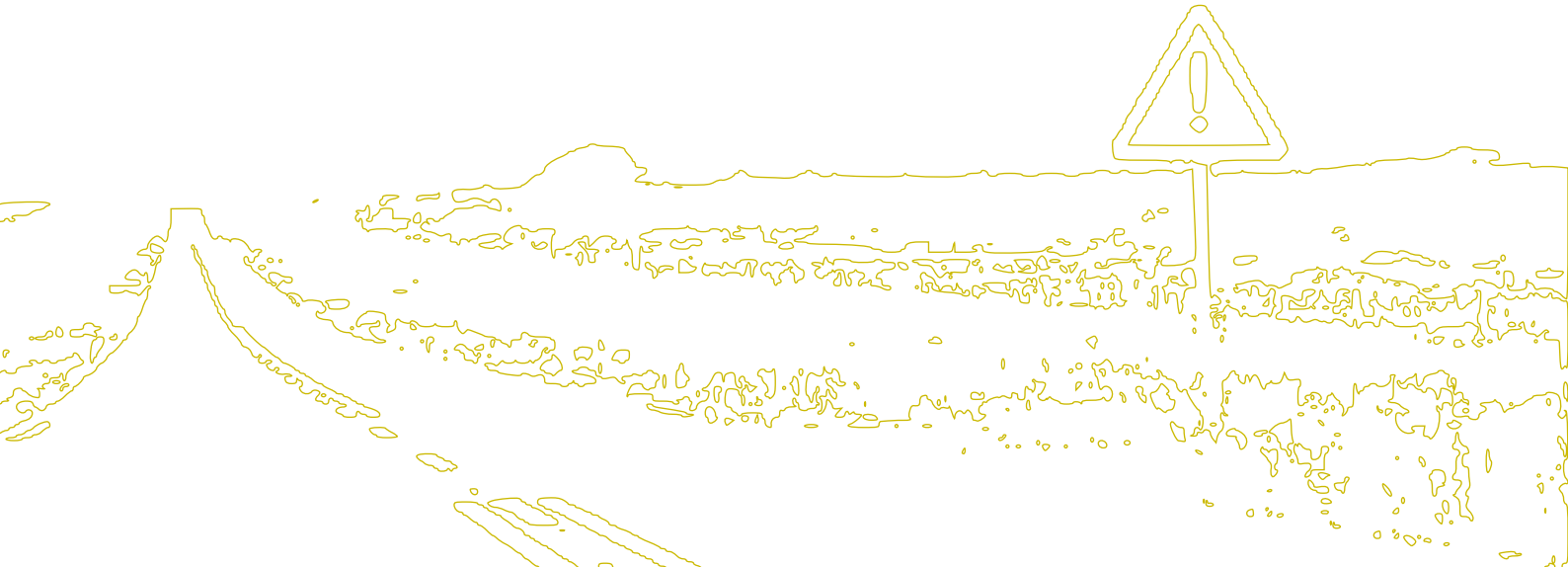
Finally, we must recall the proposal made by Health Secretary Córdova Villalobos, for Mexico to host the second Road Safety Forum for Ibero-America and the Caribbean, to be held in early 2011. This proposal was welcomed by the organizers of the Forum, as was stated by the Ibero-American Secretary General, Enrique V. Iglesias.



“We can all do something. I am doing this for myself, for all traffic victims, and for those who are no longer with us. We must all be concerned, because one of you or a loved one could be the next victim. Together, we can change things; it’s a matter of wanting, only wanting. Thank you”

Alejandra Forlán





4. The Madrid Principles

Road accidents claim more than one hundred and twenty-thousand lives annually and are the main cause of death among young people in Latin America and the Caribbean. This is a problem of the first magnitude and its solution requires a commensurate effort with a high level of commitment at both the national and international level, particularly for the Ibero-American and Caribbean community.

In this context, and in compliance with the mandate of Point 31 in the Action Plan of the Ibero-American Summit of Heads of State and Government held in San Salvador in October of 2008, the Ibero-American General Secretariat (SEGIB) hosted the First Road Safety Forum for Ibero-America and the Caribbean: "Saving Lives" (EISEVI). The meeting was organized by SEGIB together with the Spanish Directorate General for Traffic (DGT), the World Bank's Global Road Safety Facility (GRSF), the International Automobile Foundation (FIA), and the MAPFRE Foundation; and with the support of the Transitional Commission for Road Safety in Latin America and the Caribbean, the Ministry of Foreign Affairs and Cooperation of Spain, and the Royal Automobile Club of Catalonia (RACC).

The meeting was attended by over 700 participants including 14 Ministers or Deputy Ministers, 48 speakers and moderators, representatives from 12 international organizations, and more than 60 accredited members of the media. There were participants from 35 countries, primarily from Ibero-America and the Caribbean. In addition to representatives of the 22 member countries of the Ibero-American Community, we wish to thank the professionals from Haiti, Jamaica, Morocco, Belgium, France, Italy, United Kingdom, Slovakia, Estonia, Poland, Russia, Ukraine, and the United States for their attendance.

The Road Safety Forum for Ibero-America and the Caribbean: "Saving Lives" has worked in close

collaboration with national and international organizations and with civil society to forge a consensus on principles, criteria, and good practices for road safety in our countries, developing strategic plans to implement the recommendations of the World Health Organization and World Bank's World Report on Road Traffic Injury Prevention.

In all modesty, but with the deepest conviction, I believe that the 15 "Madrid Principles" presented below mark another step towards establishing a space for Road Safety for Ibero-America and the Caribbean. The second Road Safety Forum to be held in early 2011 in Mexico, will provide yet another opportunity, along with so many other actions already underway, to continue protecting our citizens from one of the most serious causes of mortality and of the deepest social and personal tragedies of our day.

Our efforts are driven by the desire to monitor progress in applying these principles and implementing new road safety measures. We sincerely thank those who have joined this effort from their own spheres of activity, their experience or their hope.



THE MADRID PRINCIPLES

1. Road Safety should be a matter of national policy, involving the three branches of government—legislative, executive, and judicial—and it should be formulated with the participation and consensus of the political forces in each country.

2. Forum participants expressed the desire to move towards the establishment of a Common Ibero-American and Caribbean Space for Road Safety.

3. Countries are responsible for building their road safety capacity, for which they require:

- A lead government agency
- A reliable and objective data collection and processing system
- A strategy and an action plan
- Adequate resources
- Multisectoral targeted interventions to address safe infrastructure, the use of helmets and seat belts, prevention of driving under the influence of drugs or alcohol, and prevention of speeding
- To strengthen national capacity and international cooperation

Several success stories in these areas were presented during the meeting.

4. Countries should approach road safety from the perspective of “safe systems” encompassing users, roadways, and vehicles in an attempt to minimize harm, even in the event of human error. A chief component of this method is to systematically evaluate and improve road capacity. Road safety should be a primary factor in the planning, design, construction, and maintenance of roads.

5. Declare 2010-2020 as the Decade of Action for Road Safety. Activities carried out during this period should aim to substantially reduce the forecasted mortality rate. Countries are urged to implement these activities to achieve the goal of a 50% reduction in the expected increase in road accident fatalities by 2020. Additionally, as proposed by the United Nations, countries are encouraged to establish attainable goals for the medium-term.

6. International and regional multilateral organizations should acknowledge that road safety is a critical component for development in the region and therefore must be included as a priority issue on their regional agendas. To further this goal, it is important to ensure that the Global Road Safety Facility has the necessary resources.

7. In order to provide sufficient resources for road safety, countries should heed the call made by the Commission for Global Road Safety to invest a minimum of 10% of all transportation infrastructure costs in road safety.

8. Road safety is a multisectoral issue that should be addressed by national governments and local, regional, and federal authorities, with civil society and private sector participation.

9. Effective government authority is an essential component of road safety policies. Factors of vital importance to gain citizens’ acceptance include the perception that sanctions are logical and reasonable, that all are equal before the law, and the prevention of feelings that the system offers impunity or lack of transparency.

10. The media play a critical role in raising awareness and garnering political will for greater road safety. In recognition of this, the media should be encouraged to play a more active and effective role to offer responsible reporting on this epidemic to the citizens and to government.

11. Traffic accident victims play an essential role in road safety. We support the initiative aiming to create an Ibero-American and Caribbean federation of associations of traffic accident victims, and to hold a meeting for that purpose this year.

12. Considering that road accidents are a major and urgent threat to the countries of the region, governments, international organizations, civil society, and the private sector should be encouraged to



support and actively participate in the development of ways to collaborate with and facilitate the joint work of the Ibero-American Road Safety Association and the Transitional Commission for Road Safety in Latin America and the Caribbean, and to bolster national and regional capacities to reduce traffic accident rates. This is an important step for our region, thus we urge all the aforementioned actors to fully participate.

13. Encourage the countries of the region to actively participate at the First Global Ministerial Conference on Road Safety being organized by the United Nations in Moscow, and to implement any recommendations

that may emanate from the conference. Furthermore, urge the Ibero-American and Caribbean countries to coordinate their positions.

14. Ensure that the current international financial and economic crisis does not divert resources from road safety.

15. Participants congratulated the Ibero-American General Secretariat and the Organizing Committee for the excellent arrangements and conduction of the meeting. They proposed that a second Forum be held in 2011, in order to continue Saving Lives.





5. Participants

OFFICIAL EISEVI FIGURES

Countries represented: Andorra, Argentina, Belgium, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Estonia, France, Guatemala, Haiti, Honduras, Italy, Jamaica, Morocco, Mexico, Nicaragua, New Zealand, Panama, Paraguay, Peru, Poland, Portugal, Russia, Slovakia, Spain, Ukraine, United Kingdom, United States, Uruguay, Venezuela.

International Organizations: World Tourism Organization (**WTO**), Ibero-American Youth Organization (**OIJ**), Ibero-American Safety Organization (**OIS**), **IDB**, **OECD**, **PAHO**, **ECLAC**, **UNECE**

Number of participants:

757 – Total Accreditations

49 – Speakers/Moderators

69 – Accredited members of the Press