

Save Kids Lives – a call for road safety in the world's new goals

In September 2015 all Governments meeting at the United Nations will launch a new set of global Goals for future development. The 'post-2015' Sustainable Development Goals will set the agenda for all work, worldwide on international development. They will replace the current 'Millennium Development Goals' (MDGs).

Road Safety was not included in the MDGs and as a consequence action to reduce road traffic injuries and fatalities has not been a priority for policy making globally. We now face a situation where road traffic injury is the number one killer of young people aged 15-29 worldwide. Road traffic injuries have a health burden on the scale of malaria and tuberculosis, and the death rate is increasing. The crisis is most severe in developing countries, which account for 90% of the 1.3 million road traffic fatalities each year.

The United Nations has recognised that road traffic injury represents a major public health and development crisis. In the first draft of the new 'Sustainable Development Goals', Governments have included a target to halve road traffic fatalities. The Save Kids' Lives campaign together with partners around the world is now calling on world leaders to ensure that this target is in the new Goals when they are launched in September 2015. The danger is that if road safety is not included in the Sustainable Development Goals, there will not be adequate support to ensure that road safety is a priority worldwide, and particularly in developing countries. The consequences will be catastrophic – millions of lives are at stake, with young people especially vulnerable.

Save Kids Lives calls upon our leaders to make road safety a priority. It is unacceptable that so many children and young people are killed on the roads. We want road safety for everyone. The Child Declaration launched by Save Kids Lives, and delivered during UN Global Road Safety Week, is a call for the actions needed to save lives on the roads. These measures are already well known but too often they are not put in place. They must become a priority for decision makers in their agenda for future development. This is why we are calling for a global target in a Post-2015 Health Goal to halve road deaths.

Click here for further information on advocacy for road safety, Post-2015.

<http://www.fiafoundation.org/our-work/make-roads-safe>

Road safety: an agenda for health, education and the eradication of poverty

Low- and middle-income countries account for the majority (90%) of the 1.24 million annual road traffic fatalities, which are the No.1 cause of death for young people, aged 15-29. The GBD 2010 Study and the WHO Global Status Report on Road Safety 2013 confirm the divide between developed and developing countries on road injury. Road deaths rose dramatically in SE Asia (66%), Central America (33%) and West Africa (112%) during the GBD period.

Road traffic injuries place an immense burden on healthcare systems, diverting resources from other priorities. In many low and middle income countries road traffic injury accounts for a large number of trauma admissions, as much as 60% in some countries. Road traffic injuries weaken economic growth and the costs are borne disproportionately by the poor. The World Bank has estimated the cost of road traffic injuries at US\$100bn, a figure representing 80% of OECD aid in 2009. Research has shown that a majority of urban and rural poor households with members suffering road traffic injury were not poor before the loss of a wage earner. And there is a devastating impact on education with hundreds of thousands of school-age children in low and middle-income countries losing their right to an education every year due to road traffic injury.