



ACTION BRIEF

WALKING THE TALK

The Global Alliance of NGOs for Road Safety:
Driving action for the Sustainable Development Goals

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Cover photo: Schoolboy in Montevideo, Uruguay participating in a school-based speed reduction campaign (Fundación Gonzalo Rodríguez)

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Schoolboys in Montevideo, Uruguay participating in a speed reduction campaign

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Road safety challenges

Introduction

In September 2015, road safety was given equal footing with other global development goals when governments committed to specific road safety targets as part of the Sustainable Development Goals (SDGs).ⁱ These targets have captured the attention of global road safety actors who have the status and resources to influence national policy makers and international donors. But these targets are a shared responsibility, and nongovernmental organizations (NGOs) are essential to this work. They understand, in unique ways, the challenges and opportunities around road safety in their particular settings, and they refuse to accept road crash-related injury and death as inevitable.

In 2012, the World Health Organization (WHO), which had taken the lead in organizing the world's road safety NGOs and global road safety meetings, issued a challenge to NGO members of the United Nations Road Safety Collaboration: organize and govern yourselves. NGOs themselves recognized the need for a forum where they could join forces, share knowledge, take more effective action, and collectively advocate for road safety and the rights of victims of road crashes. In response to this challenge, and with support from WHO, the Global Road Safety Facility (hosted by the World Bank), and the FIA Foundation, the Global Alliance of NGOs for Road Safety (the Alliance) was established. The Alliance is making sure that NGOs—as the

ears, eyes, and voices of communities around the world—are prepared to lead the way toward the SDG targets.

The Alliance is an umbrella organization that currently represents more than 200 member NGOs from 90-plus countries, and it is growing. The Alliance is composed of a secretariat—responsible for overall leadership—and member NGOs that operate at the country, regional, or international level, depending on their expertise and resources. NGOs work at the frontlines of the road safety agenda, often with little support and few resources. The Alliance addresses some of those gaps by providing a platform for networking and experience sharing, advocacy, comprehensive capacity building, fundraising, and collective action.

In November 2015, the Alliance responded to the call to action represented by the SDG road safety targets and launched the Alliance Empowerment Program. A groundbreaking capacity-building initiative, the Alliance Empowerment Program is already showing results. This action brief offers a glimpse of what can be achieved with strategic investment in road safety NGOs. It tells stories of individuals gaining new skills and mindsets, and, as a result, NGOs becoming more visible and effective. They are taking small steps that can lead to big, measurable results, and they are helping to save lives around the world.

THE SDG ROAD SAFETY TARGETS



Goal 3: Ensure healthy lives and promote well-being for all at all ages

Target 3.6. By 2020, halve the number of global deaths and injuries from road traffic accidents



Goal 11: Make cities and human settlements inclusive, safe, resilient, and sustainable

Target 11.2. By 2030, provide access to safe, affordable, accessible, and sustainable transport systems for all

Fatalities and injuries resulting from road crashes are no longer dismissed as inevitable “accidents”, the collateral damage of modern technology—they are a public health crisis, and they are preventable. And yet, road crashes take more than 1.25 million lives every year and injure as many as 50 million people, and they are the leading cause of death in 15–29 year olds.ⁱⁱ



Vigil for 188 lives lost on the roads in the Republic of Ireland in 2016

A personal connection to these numbers and the heartbreaking stories behind them is the reason that many Alliance members are inspired to get involved. Their energy and passion have raised awareness and changed attitudes. They need partners to join them in their efforts to implement practical, evidence-based measures to reduce injuries and fatalities on the roads.

Road safety has only recently begun to attract attention and resources, and it is not enough. The dangers on the road do not concern just the people who are involved in or affected by road crashes. Road safety improves the quality of life for individuals and their families, and it supports social cohesion and national productivity. Viewed through this lens, all sectors of society can gain

by supporting this work. Efforts are underway to establish the UN Road Safety Fund to provide catalytic grant funding; it is estimated that an additional US\$770 million will be needed annually over the next decade to achieve the SDG road safety targets.ⁱⁱⁱ Work is needed at the global level to advocate for greater prioritization of road safety by governments, industry, donors, and the private sector.

The Alliance Empowerment Program is a success story. It is a story of the multiplier effect. It is a story of hard work. The Alliance Empowerment Program requires accountability to the Alliance and to the communities where NGOs work. The Alliance wants to keep the momentum going, and invites you to join us on this journey.

The Alliance Empowerment Program: strengthening NGO contributions to the SDGs



Speed kills: spreading the message in Uruguay

Viviam Perrone is a teacher in Argentina. In 2004, when she lost her son in a road crash caused by a speeding vehicle, Viviam decided to turn her personal devastation into positive action for justice. She founded an NGO, Madres del Dolor, as a platform for engaging with media and organizing events to demand that drivers who kill people with their vehicles be held accountable. Several years later, Viviam realized that she wanted to do more than advocate for justice; she wanted to do something to prevent injuries and deaths caused by crashes in the first place. She has turned her attention to school-based road safety education. But she has faced

many challenges owing to limited fundraising and programmatic skills. The Alliance has mentored Viviam on program design, as well as monitoring and evaluation, to strengthen her road safety education work in a school for children who are blind and deaf.

NGOs have a critical role to play in achieving the SDG targets. But gaps in capacities and resources limit the impact of most NGOs. The Alliance set out to understand the strengths and limitations of its members and to create a program to invigorate the role that NGOs can and must play in advancing the global road safety agenda.

Understanding the potential of Alliance members

The Alliance conducted a learning needs assessment in late 2015 to understand the specific needs and preferences of its members.^{iv} An online survey sent to all Alliance members and in-depth interviews with selected members produced data on program delivery experiences and training needs. An external consultant analyzed the findings to make recommendations on future capacity-building work.

Some Alliance members reported significant gaps in road safety knowledge and programmatic skills. Almost every NGO identified a lack of resources as the greatest constraint to their ability to deliver road safety programs. There was a clear preference for peer-led training over training led by outside experts.

Alliance members want to make meaningful contributions to road safety in their countries, but their aspirations often exceed the realities of their circumstances and capacities. Many NGOs struggle to demonstrate the effectiveness of their activities, which is critical for attracting the attention and support of partners and donors. A key recommendation of the learning needs assessment was that NGOs implement evidence-based programs, adopting a stronger results-oriented approach, a narrower focus, and improved monitoring and evaluation as a routine part of program activities.

Creating a responsive program

Based on the findings of the assessment and inputs from key stakeholders and global road safety experts, the Alliance developed the Alliance Empowerment Program. This multiyear initiative aims to build the capacity and confidence of road safety NGOs and to strengthen their impact. A focal point of the Alliance Empowerment Program has been the training of a core team of NGO advocates, implementers, and mentors—the Alliance Advocates—to lead the way as NGOs contribute to halving the number of injuries and deaths on roads by 2020.



Road safety education at a school in Tanzania

The beginning of a movement



Shane O'Connor of FedEx and Lotte Brondum of the Alliance announce the launch of the Alliance Empowerment Program

The Alliance Empowerment Program was launched in November 2015 at the 2nd Global High-Level Conference on Road Safety in Brasilia, Brazil. Grounded in an ethos of participation and ownership, the Alliance Empowerment Program was designed to respond directly to needs identified by the NGOs themselves and to be driven by in-house expertise. The Alliance Empowerment Program is fostering a sense of community and mutual support among members and ensuring optimal use of available resources.

The Empowerment Program offers a wide range of learning opportunities: seed grants for small demonstration projects that are accompanied by technical assistance on monitoring and evaluation; online tools, templates and guidelines; a series of webinars; a monthly newsletter; and numerous single-topic workshops that take place on the sidelines of global meetings. All learning opportunities are accompanied by mentoring as needed.

Capacity-building efforts have included improvements to the Alliance website and the monthly newsletter. The Alliance website received 24,550 page views from 1 February–10 May in 2017, an increase of 2,023 views over the same period in 2016; readership of monthly newsletters, which feature stories about individual NGO achievements, has doubled since 2016; 15 webinars, with 3,025 views from 62 countries have been conducted since 2016.

The Alliance Advocate training

One of the key recommendations of the learning needs assessment was the establishment of a core group of highly trained road safety advocates who could strengthen the impact of their own NGO at country level and serve as resources in broader regional and global capacity-building and mentoring activities. This recommendation led to the creation of the Alliance Advocate training as part of the Alliance Empowerment Program.

The first Alliance Advocate training took place in August 2016 at the FedEx World Headquarters facility in Memphis, Tennessee, USA. It was a resounding success: 15 Advocates, 15 countries, 15 action plans.

See stories about all the Alliance Advocates at <http://roadsafetyngos.org>.



Alliance Advocates in Memphis, August 2016

The Alliance Secretariat developed the main concept behind the Alliance Advocate training and is responsible for overall management of the training program. Member NGOs—Youth for Road Safety (YOURS), National Road Safety Council, Armenia, and Safe Kids Worldwide—assisted with design and facilitation, and YOURS led the overall planning and delivery of the training.



Traffic-calming interventions

The premise of the Alliance Advocate training is that the solutions to road safety challenges are known, but governments need to be convinced to support these solutions. The process of building political will on road safety can be accelerated when skilled professionals at the local level demonstrate the effectiveness of the known solutions through small-scale, evidence-based programs and activities. This in turn mobilizes communities, generating demand and pressure for safer roads that save lives.

Advocacy on road safety is at the heart of the work that NGOs are doing around the world. Alliance Advocates learn to approach it methodically: identifying and targeting movers and shakers to generate political will and forge influential partnerships; building coalitions to amplify advocacy messages and to support collective action; and using data to increase the persuasiveness of messages.

Alliance Advocate training package

Training modules emphasize a results-oriented approach and cover key program elements: advocacy, road safety risk areas, strategic planning, power mapping, coalition building, community mobilization, communication tools, presentation skills, facilitation skills, fundraising, action planning, and monitoring and evaluation.

During the first Alliance Advocate training in 2016, FedEx staff shared their world-class corporate expertise, presenting master classes in leadership, the FedEx approach to road safety, social media, writing a press release, brand journalism, and writing successful proposals for corporate sponsorships. Global NGO leaders led sessions on monitoring and evaluation, and mobilizing grassroots action. Facilitators delivered sessions in a way that recognized the different strengths that participants brought to the table, providing many opportunities for sharing experience and mutual support.

The impact of the first Alliance Advocate training extended beyond the technical content. Advocates returned home with more confidence, new ideas, and increased optimism about what they could achieve with stronger programmatic skills and an expanded network of colleagues. Bonds were forged among this group that are fueling a movement within the Alliance for greater coherence among members, more measurable impact at the country level, increased collaboration across countries, and higher visibility of NGOs on the global road safety agenda.

The Alliance Advocates in action: small steps toward big results



Alliance Advocates in action

While in Memphis, Advocates prepared action plans for new initiatives, guided by facilitators, and they committed to implementing these action plans within a specified timeline. Many Advocates are applying new skills on a daily basis and seeing results over short periods of time. They are also sharing this training, ensuring that skills and attitudes do not stop with them. Through staff meetings, short-course training sessions, on-the-job mentoring, conference presentations, and social media, Advocates are taking steps to expand the reach of the Alliance Advocate training to include NGO colleagues, implementing partners, and government stakeholders.

Early results

Advocates are connecting with key decision makers whose doors used to be closed; communicating their messages more effectively; gathering and analyzing data for evidence-based action; garnering coverage from top-tier media outlets, including TV, newspapers, and radio; using social media to raise awareness, increase the visibility of their NGOs, and expand the reach of their road safety interventions through information about events and progress; engaging in teamwork for stronger impact; and demonstrating a new understanding about incremental progress to achieve results and save lives.

These are a few of the many ways that the movement to strengthen NGO engagement on the road safety agenda is gaining traction and picking up speed.



20's Plenty
20
Where People Live
www.20splentyforus.org.uk
20's Plenty for Us - the national organisation supporting communities who want 20 mph as the default speed limit for their residential streets

Slow down. Heaven can wait... A mural painted during a school visit by Alliance members in Kuala Lumpur, Malaysia to mark the launch of the United Nations Global Road Safety Week 2017



Helmet distribution for schoolchildren at SM Mall of Asia in Manila, Philippines



In the past year, Amalia C. Rolloque and her colleagues at Safe Kids Worldwide Philippines have facilitated distribution of 900 child helmets at 17 schools in three cities.

Since returning from Memphis, Amy has been building a coalition to advance her NGO's campaign for standard child helmets. Amy feels that she is bolder, more confident and more vocal in her advocacy on standard child helmets since she was trained in Memphis.

According to the Online Electronic Injury Surveillance System in the Philippines, in the fourth quarter of 2015, there were a total of 6,489 transport/vehicular crash-related injuries: children (0–19 years) accounted for around 30% of these injuries and crashes on motorcycles accounted for 62.4% of the injury cases. Only 3.9% of the injured were wearing helmets.^v Furthermore, in the Philippines, it is common to see child passengers on motorcycles with no helmets while the adults are wearing helmets.

The Alliance Advocate training reinforced one of Amy's key objectives as she and her colleagues at Safe Kids Worldwide Philippines (SKWP) promote standard motorcycle helmets for children: building partnerships—with helmet manufacturers, to increase the affordability of standard child helmets, and with motorcycle dealers, to encourage corporate social responsibility initiatives for free distribution of standard helmets. With new confidence and fearlessness, Amy has forged an important relationship with a national chain of shopping malls where helmet promotion events attract high visibility and participation levels.

To complement this work, Amy is targeting decision makers in the newly elected government, particularly focusing on the Department of Trade and Industry and the Ministry of Transport. Strategic coalition building and stronger communication skills have led to productive relationships with Bloomberg Fellows, which linked her with the government office responsible for developing the Implementing Rules and Regulations section of the Children's Safety on Motorcycles Act of 2015 (R.A. 10666).^{vi} As a result, SKWP was invited to sit on the technical working committee and played an important advisory role in bringing these critical tools into force on 4 April 2017.



Schoolchildren in Addis Ababa, Ethiopia

After the sudden loss of his father who was hit by a bus in 2012, Mesganaw Bimrew founded Save the Nation Association with a mission to make school zones on busy roads safer.

With funding from the US Embassy, five primary schools in Addis Ababa were selected for improvements to light, traffic-calming infrastructure. All students at targeted schools receive road safety education. Mesganaw is working to improve monitoring and evaluation of the impact of these interventions; anecdotal evidence from teachers has indicated that there were fewer students injured at the schools over a six month post-intervention time period.

See Mesganaw's full story at <http://roadsafetyngos.org>.

Changing mindsets and behavior is Rajni Gandhi's core work with TRAX.

It is also slow work. Before she attended the Alliance Advocate training, Rajni says that she felt she should save the world—or at least India—through her work on road safety. But during technical sessions and discussions with other Advocates in Memphis, Rajni realized that she needed to set her sights on smaller successes with the aim of building on those for greater results.

See Rajni's full story at <http://roadsafetyngos.org>.



Using the media to amplify advocacy messages in New Delhi, India



*Road safety mural in
Accra, Ghana*

Simon Kalolo has met many parents whose children were injured or killed in road crashes, and their stories drive him forward.

Preventable crashes—caused by poor driving, inadequate infrastructure, and lack of knowledge among children about pedestrian safety—are central to Simon’s work with Amend. With a background in project management and a passion for education and working with children, Simon contributes to making school zones safer through infrastructure improvements, education, and research. Simon participated in the Advocate training to strengthen his theoretical grounding and practical skills. As an Advocate, Simon is now in a stronger position to advance the road safety agenda in Tanzania and in other African countries where Amend is working.

See Simon’s full story at
<http://roadsafetyngos.org>.

Daniel Mwamba has used “power mapping” to improve his approach to engaging with high-level decision makers and stakeholders such as the Ministries of Transport and Health, the police, the FIA Foundation, WHO and UNDP.

Daniel feels this has improved the visibility of the Zambia Road Safety Trust and helped him to establish relationships for future collaboration and financial support. He has also been using new approaches to fundraising to develop proposals for road safety education programs, and three of five proposals have been successful, for a 300% increase in funding.

See Daniel’s full story at
<http://roadsafetyngos.org>.



*Road safety education
in Lusaka, Zambia*



His Excellency, the Tunisian Minister of Transport, Mr. Anis Ghedira

Afef Ben Ghenia mapped out the decision makers who could help her to get officials to agree on enforcement of a seat belt law that had been in place since 2002 with no compliance. In the first two months that the law was in force in urban areas of Tunisia, there was a 35% reduction in road fatalities from the same period in 2016, and a 44% reduction from the same period in 2013.^{vii}

In Tunisia, a law was passed in 2002 requiring the use of seat belts by drivers and front seat passengers in urban areas. But that law was never enforced. In conversations with urban residents, Afef and her colleagues at Ambassadeurs de la Sécurité Routière (ASR) found that most people believed that seat belts are not needed in congested areas or on smaller roads where slower speeds are the norm. Afef set out to change this misunderstanding through advocacy and education. She was raising awareness about the risks on the roads, but Afef found that talking about the problem was not enough—government officials and the public needed to be convinced that buckling up would save lives.

Afef applied to be an Alliance Advocate because she wanted to improve her knowledge about road safety and to sharpen her strategies for saving lives. The training in Memphis inspired Afef to take a bolder, more strategic approach to her work, and she learned several approaches and skills to do this. She identified key decision makers and stakeholders, and she approached them with clear objectives. Because of her confidence and her persuasiveness, 15-minute scheduled meetings with Ministers of Transport and the Interior became hour-long discussions. She was able to craft effective messages about the importance of seat belts, even at slow speeds in urban areas, and she selected effective spokespersons and influential people to share and amplify those messages. She further expanded ASR's audience through social media. New approaches to fundraising and presentation helped to generate the additional resources Afef needed to expand the reach and impact of ASR's seat belt campaign: "Attachez-vous à la vie!"

By drawing more attention to their efforts, Afef and ASR built a coalition of partners and citizens who raised their voices to demand safer roads and enforcement of the 2002 seat belt law. The government of Tunisia heard these voices and supported this effort in a meaningful way—on 27 April 2017, enforcement of the law mandating seat belts for all drivers and front seat passengers was officially recognized and launched.

Once enforcement was underway, officials began monitoring compliance. They found that in 89% of cars at traffic control checkpoints in urban areas, drivers and front seat passengers were using seat belts. Based on evidence that fatalities were going down as a result of better compliance with the law, ASR is now working to achieve even greater results through a modification to the law that will also require seat belts for back seat passengers.



School-based education along the Nairobi-Mombasa Road, Kenya

Betty Omoro is using data collection to inform evidence-based action for road safety education along a rehabilitated transport corridor. Since returning from Memphis, Betty has conducted eight community awareness sessions; 10 school-based road safety sessions, with formation of road safety clubs at those schools, involving 400 students; and road safety training for 50 construction workers and 50 motorcycle drivers.

As a logistics specialist working for a company with a fleet of motorbikes, Betty knew firsthand the effects of road crashes on her drivers and their families, and on the productivity of the company. She decided to apply her experience and insights more directly to the work of improving road safety with Smart Drivers Organization (SDO).

Poor roads in many parts of the world create life-threatening hazards for road users, and they hamper medical evacuations and the movement of goods to market. But rehabilitation of roads can create other dangers when the smooth surfaces invite heavier traffic and facilitate excessive speed and reckless practices.

In the coastal region of Kenya, where an important international corridor is being rehabilitated—the Bachuma Gate–Maji ya Chumvi section of the Nairobi–Mombasa Road—SDO partners with local traffic police to educate public service vehicle and long-distance truck drivers on speed reduction and to encourage enforcement. They also advise World Bank contractors on placement of rumble strips near school zones. SDO works directly with communities and schools along the road, engaging with local chiefs to assemble community members, opinion leaders, teachers, and church leaders for road safety education sessions and activities. Those individuals then share information, education, and communication materials with their students and residents of their villages.

Because of what she learned in the Alliance Advocate training, Betty has approached her work with a greater appreciation of the power of data to strengthen project implementation and impact. She learned to approach road safety challenges more methodically by identifying specific objectives and planning evidence-based advocacy and action. She has built a coalition with two other road safety and education actors in Kenya, Association for Safe International Road Travel and Pamoja Road Safety Initiative. SDO and their partners then designed and carried out a knowledge, attitudes, and practices (KAP) study to develop the evidence on which to base their work. The KAP findings are integral to ongoing planning and project implementation.

Betty says that she no longer works on a project just because it is called “road safety”; there must be evidence that justifies investment of resources in a specific project. She uses data to help her identify key problem areas, formulate specific objectives, and select indicators that she uses to measure progress.

More effective reporting, another skill learned in Memphis, has drawn attention to SDO’s work and helped the organization to obtain two multiyear grants from the World Bank in two areas of the country where road rehabilitation projects are creating new challenges and opportunities for SDO as they work for safer roads in Kenya.

Advocating for standard child helmets during a radio interview in Kuala Lumpur, Malaysia



Kulanthayan KC Mani found that strategic use of social media, which he had never used before the Alliance Advocate training, created a groundswell of interest in the standard child helmet campaign, and media coverage has increased dramatically. Kulan's new presence on social media has resulted in 16 TV interviews, 14 radio interviews, more than 50 articles in the press, and 1350 "likes" on Facebook.

Kulan is the head of Safe Kids Worldwide Malaysia (SKWM). As a researcher, Kulan leads implementation-based studies related to child injury prevention, with road safety as one of five focus areas. In Kulan's view, one of the greatest challenges to road safety in Malaysia is that people generally feel safe on the roads, and they do not expect to be involved in a crash. This false sense of security is based on the low probability of a crash event occurring over one's driving years. And yet, when a crash does happen, the effects can be devastating for individuals and their families.

In the Alliance Advocate training, Kulan was fascinated by the introduction to social media. He had never used it before, and he did not appreciate the value of it. Now, strategic use of social media has created a groundswell of interest in the SKWM standard child helmet campaign, and media coverage and requests for interviews have increased dramatically as his organization is now viewed as a center of excellence on child injury prevention. Kulan is enthusiastic about this new experience—as an academic he had used only professional journals and conferences to share research findings and other information about his work. He now has a way to speak directly to the public to raise awareness and influence behavior change.

As a result of the helmet campaign, 1,500 children at 20 schools have received standard helmets and participated in education sessions. The evaluation of behavior change is still underway, but anecdotal evidence suggests a significant increase in standard helmet use by children, with some possible spillover effect expected in helmet use by adults.

Next steps for Kulan and his colleagues include fundraising, which will be critical to maintaining the momentum generated by helmet distribution and the publicity it receives; analysis and dissemination of the helmet study results; and expanded engagement with the media, a critical link to the behavior change that will contribute significantly to halving road crash injuries and fatalities in Malaysia by 2020.

Empowering NGOs to walk the talk on the SDGs

The talk is about saving lives; the walk is the hard work that it will take to meet the SDG targets. This is what investing in human potential looks like.



Safer roads: a role for everyone

The Alliance is advocating for safer roads and collective action. Since 2015, it has made a commitment to capacity building and supporting NGOs to implement stronger programs that are already saving lives. The Alliance and its members are showing how this is done. The Alliance Empowerment Program has broken new ground, providing information, training, resources, tools, encouragement, and mentoring. Alliance members are participating online, in the field, and in national, regional, and global forums.

Too many people are killed or injured every day on the roads. The solutions are known: road safety management, safer roads and mobility, safer vehicles, safer road users, and improved post-crash responses. NGOs have a strong role to play in achieving the SDG targets—as do governments, the private sector, civil society and academia—but they often lack skills and resources, and they need to be empowered to do their work. The Alliance is there to accompany them on this journey. The Alliance is walking the talk.

Alliance Advocates are demonstrating that with new skills, guidance, and recognition of their work, great things can happen. Decision makers can be convinced to enforce laws. Coalition building can produce results that could not be achieved by one person. Data-

driven programs produce measurable results and attract the attention and support of donors. Active engagement with mainstream and social media amplifies the voice of an NGO by building momentum on an issue, raising the NGO's profile, promoting services, reporting progress, and allowing the NGO to publicly hold themselves, other stakeholders, and governments accountable.

The momentum on road safety is building, thanks to the commitments embedded in the SDG targets, and NGOs are taking a greater share of the responsibility for meeting these targets. The human devastation of road crashes is reflected in the numbers of lives lost and hearts broken. It is time for governments and donors to bring more of their influence, power, and assets to the table and to the streets. They, too, must walk the talk.

The Alliance Empowerment Program is new, but we believe we are on to something. More time will be needed to assess the measurable impact of the Alliance Empowerment Program, and more resources are required to support the Alliance to maintain the momentum that is now underway.

NGOs want to contribute to halving the number of deaths and injuries from road traffic crashes. Please join us in this important work.

*The Fifth Global Meeting of NGOs Advocating for Road Safety and Road Victims
Kuala Lumpur, Malaysia, April 2017*





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