

# The Day Our World Crumbled: The Human Cost of Inaction on Road Safety





“

*“Being involved in a road crash is one of the scariest experiences I ever had: Seeing your life flashing before your eyes and not knowing whether you and your loved ones will make it out on the other side alive. This issue is one that truly needs to be addressed and as fast as possible before it’s too late to change people’s mind-set and behavior. Every life matters. Every single one. And these are not just statistics. They are real people with a hope and a future ahead of them. Let’s put a stop to this menace!”*

*Mercy, Kenya*



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The Alliance is a global umbrella network for nongovernmental organizations committed to advocating for safer roads and victim support. See [www.roadsafetyngos.org](http://www.roadsafetyngos.org).

Accountability International is an African-led civil society organization that works to improve accountability to the most marginalized. See <https://accountability.international/>.

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The majority of names have been changed to protect the identity of respondents.

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Finally, we want to thank everyone who completed the survey and who shared their testimonies, some of which brought us to tears. We hope that this report will help their story to be told and to bring about the change that they tell us is needed.

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# EXECUTIVE SUMMARY

Every 24 seconds, someone, somewhere in the world, will die as a result of a road traffic crash — 1.35 million people each year. Behind each of these individual tragedies is a story. The People's Survey collected the experiences of citizens around the world to capture how the millions of fatal and nonfatal road traffic crashes affect individuals — the real and personal impacts on people's lives. This report aims to complement the existing global body of numerical data on road traffic crashes by capturing the human experiences and voices of ordinary citizens around the world.

This report provides a summary of the collective responses from 5,606 respondents from 132 countries and territories who completed the People's Survey. The survey was distributed via newsletter and email communications, social media, and in person in public spaces and was available in 13 languages. A total of 803 respondents also shared their stories about the impact of road traffic crashes on their lives or the lives of people close to them. These testimonies are presented throughout the report to further capture the impact of road crashes in the very words of our respondents. They included respondents' experiences of being in a crash, being injured in a crash, or losing someone they loved in a crash and the resulting impacts and emotions. Some testimonies also described the lack of support from health, justice, and insurance systems in their countries and the frustrations of being a road user.

Key findings include:

- Road crashes affect many of us — personally or through someone we know — in the form of death, injury, disability, or fear
- Road crashes cause loss of job/income, staying out of work to be a caregiver, abandoning school, and suffering disability; these negative consequences tend to be more common among those with lower education levels
- Whether you have personally experienced a crash or your loved ones have, road traffic crashes can result in psychological problems, avoidance behaviors, living in fear, and the need to seek professional psychological help; these emotional and psychological consequences can linger
- Road users feel unsafe on the road, especially as vulnerable road users — walking, cycling, or on two- or three-wheelers
- Speeding and poor road infrastructure are common reasons for feeling unsafe on our roads
- People consider road safety to be an important public health issue

Many evidence-based interventions exist to reduce road crashes and their severity, yet not enough is being done to put them into action to prevent this road trauma crisis. The human cost of inaction on road safety cannot be allowed to continue escalating. Strong action is needed now.

This report is being launched on the occasion of the 3rd Global Ministerial Conference on Road Safety in Sweden, February 2020. We call on world leaders to listen to the people's voices and take urgent action to honor the lives needlessly lost each year and the many millions more people needlessly suffering injuries and disabilities or the excruciating pain of losing a loved one — and, by doing so, to save millions of others from experiencing the same devastating consequences.

The report includes several recommendations for politicians and activists, based on the survey findings, plus recommended areas for further research. We hope that this report can be a glimpse for decision makers into the human impact of road crashes and a resource for civil society activists, to help articulate the cost of inaction for road safety and call for urgent commitment.

## Recommendations

### **We call on our politicians to take urgent action to reduce the burden of road crashes on their citizens.**

Road safety is a human and constitutional right. In light of this, action to reduce road deaths and injuries, which undermine citizens' opportunities for education and employment, must be an urgent priority. By committing funds for road safety delivery and adopting the Safe System approach, governments can reduce the frequency and severity of road crashes.

### **We call on our politicians to put people at the heart of road and transport systems in planning, design, and implementation, focusing on reducing speed as a first priority.**

Road and transport systems must both be and feel safe for road users. They must especially meet the needs of pedestrians, cyclists, and motorcyclists who are most at risk and feel the most unsafe. Speeding is the most common reason why people feel unsafe and is a major cause of crashes: tackle speed to make road users safer and feel safer.

### **We call on our politicians to improve the safety net for crash victims and their loved ones.**

Greater support is needed for those who experience or are affected by a crash, including improvements to employment and education access, health care, psychosocial, and psychological support systems.

### **We call on activists to engage their communities and amplify their voices to advocate for change that will make our road transport system safe and aligned with a Safe System.**

The voices of real people and their experiences are compelling and should be amplified. Activists have a right and a responsibility to show what makes their communities feel unsafe and promote solutions aligned with a Safe System approach.

### **We call for further research to draw out the People's Survey findings in greater depth.**

This report identifies several themes. Many of these would benefit from deeper analysis at a country level, between different countries and among different groups of individuals, defined, for example, by profession, income level, or gender identification.

## ROAD CRASHES AFFECT MANY OF US


**57%**

of respondents had been involved in a crash themselves


**87%**

knew someone who had been killed in a crash


**95%**

knew someone who had been injured in a crash


**17%**

had lost a family member due to a crash

## ROAD CRASHES CAN AFFECT INCOME AND EDUCATION


**24%**

of respondents stayed out of work to care for a crash victim


**15.5%**

reported that they or their children had to abandon school


**11%**

of crash survivors lost their job or source of income

## THERE ARE EMOTIONAL AND PSYCHOLOGICAL EFFECTS


**66%**

live in fear that they or their loved ones might be in a crash again


**47%**

had avoided places, things, or people associated with a crash


**43%**

reported experiencing depression, hopelessness, anger, nightmares, flashbacks, panic attacks, sleep disturbance, and/or poor concentration

## BEING A ROAD USER CAN FEEL UNSAFE


**78%**

said that speeding made them feel unsafe


**70%**

said that poor road infrastructure made them feel unsafe

## ROAD SAFETY MATTERS TO PEOPLE


**96%**

rated road safety as a very or extremely important public health issue

# FOREWORDS

Everyone is a road user — be it as a driver, passenger, cyclist, or pedestrian. Safe journeys must represent a basic human right, yet, in many countries, this is not the case.

Each year, 1.35 million people are killed, and 50 million more are severely injured, on the world's roads. Today, road traffic injuries represent a leading cause of death among 5 to 29-year-olds. As this report demonstrates, the consequences are devastating. The impact doesn't end with only those affected in a road crash but extends to consequences on families' social and economic states, as well as lack of employment and education opportunities. Families of victims go on living with fear and anger for many years. Unfortunately, low- and middle-income countries are disproportionately affected, contributing to growing inequality and signifying the urgency of taking action.

I took on the role of the UN Secretary-General's Special Envoy for Road Safety to tackle this tragic and preventable crisis. In this journey, I have been advocating for stronger political will, greater financing, and immediate action toward preventing 3,700 fatalities occurring every single day around the world. I believe that we are making a difference, but the progress has been slow and must be accelerated. I encourage governments to step up and take urgent action toward achieving a meaningful 50% reduction in road traffic fatalities by 2030. I also urge civil society to speak up and make the voices of the most vulnerable heard. We all have an opportunity to contribute to safer roads for everyone, and, together, we can save many innocent lives all around the world.

Jean Todt  
UN Secretary-General's Special Envoy for Road Safety

87% of respondents to the People's Survey know someone who has been killed in a road traffic crash. That should shock us, but it probably doesn't. Road traffic injuries are the eighth leading cause of death globally for people of all ages, and, for young people, there is no greater threat to their health and well-being. These deaths and injuries on our roads are an unacceptable price to pay for mobility. Unfortunately, we have not seen a targeted and strategic response that is proportional to the magnitude of the problem, as we have seen for diseases such as HIV or malaria. In this regard, road safety lags behind other development concerns.

We welcome this report, which shows the devastating physical, emotional, and economic consequences of road traffic crashes on victims and their families and loved ones. It documents the real lives behind the big statistics. It shows that, in general, people do not feel safe on the roads of the world. This is the human impact of inaction on road safety. We thank the NGO community for bringing forth these voices and encourage civil society organizations worldwide to continue to shout out on behalf of the people in the communities they serve.

Governments must be emboldened to take strong action to achieve the target of a 50% reduction in road traffic fatalities and serious injuries by 2030. I am entirely convinced that this is possible and that, together, we can transform our streets for safer and more sustainable journeys. The SaveLIVES technical package, global road safety performance targets, and Decade of Action for Road Safety 2011–2020 provide a framework to achieve it. It is time to listen to the people's voices and act on them, for the sake of the more than 3,700 people killed on the world's roads every day, their families, and their friends: people like those in this report, people like you and me.

Etienne Krug  
Director of the Department of Social Determinants of Health  
World Health Organization



On the morning of 3 May 1995, our lives were shattered by a phone call that is every parent's most unspeakable nightmare. A dispassionate voice identifying himself as a member of the U.S. State Department informed me that my twenty-five-year-old son, Aron, had died in a bus crash in Turkey.

Aron, a University of Maryland medical school student, was completing his final rotation by volunteering in a hospital abroad. Aron was the essence of enthusiasm, kindness, unshakable optimism, intelligence, and social responsibility. He exhibited an overwhelming concern for every human being, loyalty to friends, and devotion to family. And, oh, that luminous, dimpled, fun-loving smile that lit up the world of everyone he encountered.

When we lost our child, we lost our tomorrow. Our hopes, dreams, and trust in the world were shattered in an instant. For us there are two time frames: the time before the crash and the time after. Often, we become paralyzed as we touch the photographs, acknowledge the birthday, and attempt to negotiate the minefield of achingly beautiful memories. At times, we must force ourselves to breathe, for each breath seems like an insurmountable challenge. Road crashes happen every day. The next day, the glass is swept away, the traffic returns to normal, and life seems to carry on — except that, for the victims and their loved ones, it does not. The consequences are felt in many, sometimes unanticipated, ways.

Our beautiful Aron can never come back to us, and we will mourn him forever. But millions of sons and daughters can return home. That is what we fight for: every life lost is a preventable tragedy, and every life saved is a magnificent opportunity. It is my hope that this report will show our leaders that this urgent crisis cannot be ignored: it is time to act now.

Rochelle Sobel  
Chair of the Board, the Global Alliance of NGOs for Road Safety

# INTRODUCTION

Each year, 1.35 million people are killed in road traffic crashes globally<sup>1</sup>: the equivalent to one person every 24 seconds. Many millions more are injured. Despite the impetus of the Decade of Action for Road Safety 2011–2020<sup>2</sup>, SDGs 3.6<sup>3</sup> and 11.2<sup>4</sup>, and the Voluntary Targets<sup>5</sup> (see Box 1), deaths resulting from road crashes are not decreasing. There is an urgent imperative to address this problem now.

Behind each of the people killed is a story: a violent event, loved ones left behind and the circumstances that they must now cope with — losing the breadwinner of the family, having to drop out of school to make ends meet, fighting for justice or compensation, experiencing life-changing grief and pain. And what about those who survive a crash? Some are injured, maybe permanently disabled. What further impacts will that crash have upon them? Not all crashes lead to injury, but those involved may still be affected in other ways.

This report presents the results of the People's Survey. Its purpose is to complement the existing global body of numerical data on road traffic crashes by capturing the human experiences and voices of ordinary people. The People's Survey reached citizens around the world, to capture how the millions of fatal and non-fatal road traffic crashes affect individuals.

We hope that the report's findings and the testimonies of survey respondents presented in it will help to demonstrate the real and personal impacts of road crashes on people's lives. Proven strategies exist to reduce the frequency and severity of road crashes, such as those detailed in the Save LIVES package<sup>6</sup>, Voluntary Targets<sup>7</sup>, Vision Zero and the Safe System approach<sup>8</sup>. The tragedy is that not enough is being done to put these strategies into action and prevent road crashes and their consequences.

This report is being launched on the occasion of the 3<sup>rd</sup> Global Ministerial Conference on Road Safety, in Sweden, February 2020. We call on world leaders to listen to the people's voices and take action to reduce the burden that road traffic crashes are placing on them.

We invite activists to use this report to help articulate what they already see within their communities and to back up their assertions that too many lives are being damaged by the lack of action and commitment to build and keep our roads safe.



<sup>1</sup> Global Status Report on Road Safety 2018: [https://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2018/en/](https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/)

<sup>2</sup> [https://www.who.int/roadsafety/decade\\_of\\_action/en/](https://www.who.int/roadsafety/decade_of_action/en/)

<sup>3</sup> <https://indicators.report/targets/3-6/>

<sup>4</sup> <https://indicators.report/targets/11-2/>

<sup>5</sup> [https://www.who.int/violence\\_injury\\_prevention/road\\_traffic/12GlobalRoadSafetyTargets.pdf?ua=1](https://www.who.int/violence_injury_prevention/road_traffic/12GlobalRoadSafetyTargets.pdf?ua=1)

<sup>6</sup> [https://www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/save-lives-package/en/](https://www.who.int/violence_injury_prevention/publications/road_traffic/save-lives-package/en/)

<sup>7</sup> [https://www.who.int/violence\\_injury\\_prevention/road\\_traffic/rs-targets/en/](https://www.who.int/violence_injury_prevention/road_traffic/rs-targets/en/)

<sup>8</sup> <http://www.towardszerofoundation.org/thesafesystem/>



## Box 1: Global frameworks that have been developed with the aim to reduce road deaths and injuries

Several mechanisms in the past decade have provided a structured framework for reducing road deaths and injuries. By adopting these frameworks, governments can achieve strong results.

### Decade of Action for Road Safety 2011–2020 (Decade of Action)

In March 2010, the UN General Assembly proclaimed a decade of action to stabilize and then reduce the number of road fatalities through strategic action at national, regional, and global levels. The resulting plan provided a guiding document and framework for coordinating road safety activities at regional and global levels. The Decade of Action is underpinned by the Safe Systems approach that recognizes that all aspects of the road transport system must work together to protect road users and accommodate the inevitability of human error.

### Sustainable Development Goals (SDGs)

Inclusion of road safety in the SDGs integrated it among other development issues, recognizing its role in achieving a better and more sustainable future for all.

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

SDG 11.2: By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities, and older persons

### Global Road Safety Performance Targets (Voluntary Targets)

In 2017, UN Member States agreed upon a package of 12 targets to promote strategic implementation of road safety interventions. Based on evidence-based best practices, the targets gave governments a framework for reducing road deaths and injuries in their countries, starting from implementation of a national strategic plan for road safety and accession to UN legal instruments, such as the Decade of Action, through to evidence-based targets across road and vehicle standards, user behavior, professional standards, and emergency response.



# ABOUT THE SURVEY

The People's Survey was designed by the team at the Alliance in collaboration with Accountability International. The questionnaire was further refined by other experts and partners including George Washington University, WHO, and several Alliance member NGOs. The survey was made available in 13 languages: English, Arabic, French, Hindi, Italian, Khmer, Malay, Nepali, Portuguese, Russian, Spanish, Thai, and Vietnamese. It was available from 26 July 2019 until 12 November 2019. Convenience sampling method was used to capture the voices of as many individuals and as many countries as possible. People were asked to complete the survey via the Alliance newsletter and emails, social media, flyers, and in person in public spaces (restaurants, cafes, markets, public transportation platforms, and public plazas). The online survey was conducted using the SurveyMonkey platform and the in-person survey was conducted on paper or tablet provided by the interviewer.

A total of 6,211 respondents from 132 countries and territories voluntarily completed the survey. Of these 6,211 respondents, data for 5,606 respondents (90%) was included in the data analyses. These 5,606 responses were included on the basis that they had spent at least three minutes completing the questionnaire. The data from respondents who spent under three minutes was deemed incomplete for reliable analysis.

Using the WHO-defined regions (see Table 1), the number of respondents was highest in the Western Pacific region (n=1,284; 23%), followed by Europe (n=1,174; 21%) and Africa (n=1,160; 21%). The lowest number of respondents was in South East Asia (n=544; 10%) and the Eastern Mediterranean (n=556; 10%).

**Table 1: Number of survey responses from regions**

Region (WHO)	Number of responses	Percentage of responses
Africa <sup>9</sup>	1,160	21%
Americas <sup>10</sup>	888	16%
Eastern Mediterranean <sup>11</sup>	556	10%
Europe <sup>12</sup>	1,174	21%
South-East Asia <sup>13</sup>	544	10%
Western Pacific <sup>14</sup>	1,284	23%
<b>Grand Total</b>	<b>5,606</b>	<b>100%</b>

The number of respondents in each country ranged from 1–907. Most countries (89%) had data from 1–50 respondents. The countries that had the highest number of respondents (above 200) are shown in Table 2 below.

**Table 2: Countries with over 200 respondents**

Country	Number of respondents
Malaysia	907
Greece	720
India	407
Colombia	294
Iran	293
Argentina	213

The respondents consisted of more females (54%) than males (46%) with a small proportion of trans-diverse people (0.35%). The age of the respondents ranged from 18–75 and older with the younger age groups making up a greater proportion of the respondents (Figure 1). Most respondents (72%) had completed a tertiary/university education (Figure 2).

<sup>9</sup> <https://www.afro.who.int/countries>

<sup>10</sup> [https://www.paho.org/hq/index.php?option=com\\_wrapper&view=wrapper&Itemid=2005&lang=en](https://www.paho.org/hq/index.php?option=com_wrapper&view=wrapper&Itemid=2005&lang=en)

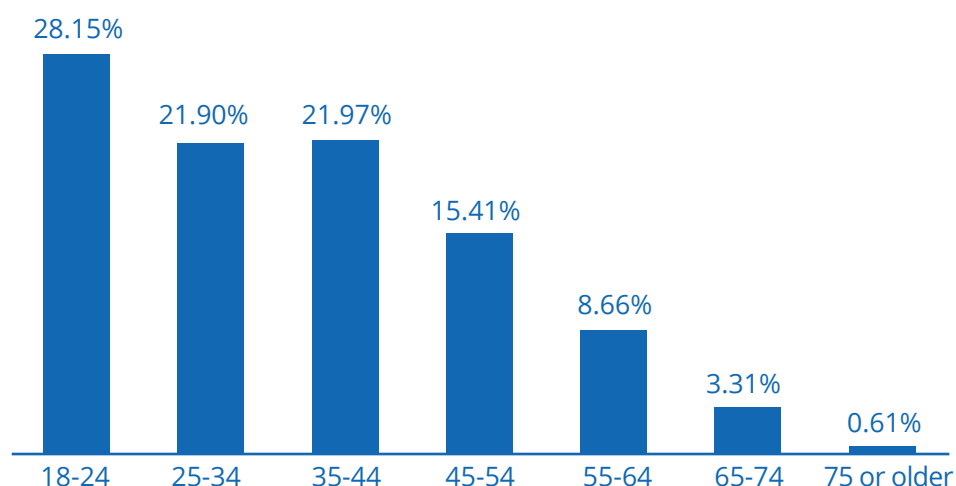
<sup>11</sup> <http://www.emro.who.int/countries.html>

<sup>12</sup> <http://www.euro.who.int/en/countries>

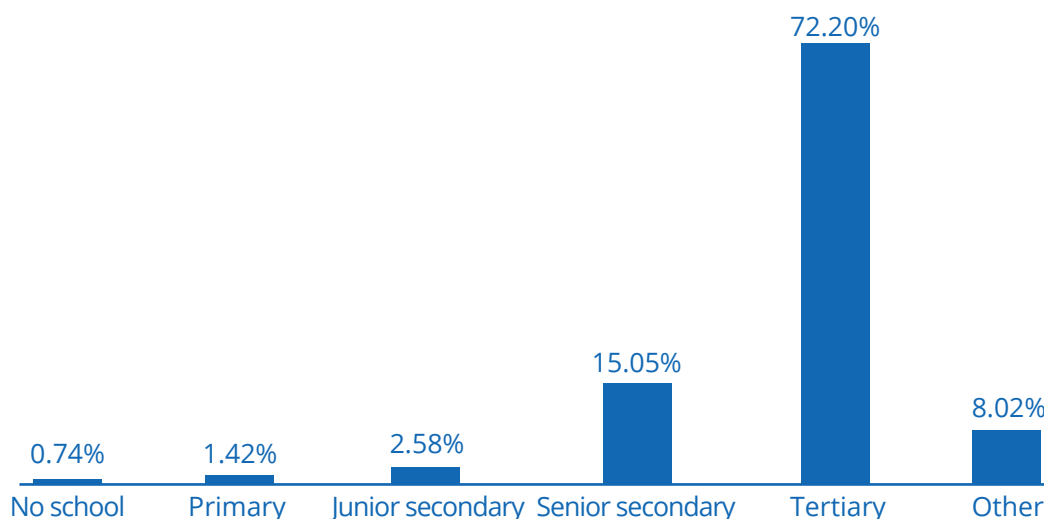
<sup>13</sup> <https://www.who.int/about/regions/searo/en/>

<sup>14</sup> <https://www.who.int/westernpacific/about/where-we-work>





**Figure 1: Age groups of respondents (n=5,567 respondents answered this question)**



**Figure 2: Highest level of education completed by respondents (n=5,576 respondents answered this question)**

More details on the survey methodology and limitations are available on page 37. The results presented in this report are not weighted to demographic or population variations. This report provides a summary of the collective responses from the 5,606 respondents included in the analyses. The results are discussed with respect to the themes that the survey questions covered:

1. Road crash experiences, whether personally or through someone they know, in terms of deaths, injuries, and disability
2. Productivity loss they suffered due to a road crash that they themselves or their loved ones were involved in
3. Emotional and psychological impact as a result of they or their loved ones having been involved in a crash
4. How safe they feel as a road user
5. How important they consider road safety to be as a public health issue

The People's Survey included one open-ended question at the end: **Do you have a personal testimony that would help us to capture more accurately the impact of road traffic crashes on your life or the lives of the people close to you? Please share with us.** A total of 803 respondents shared their stories. These testimonies are presented throughout the report to illustrate the five themes in the very words of our respondents.







# PEOPLE'S VOICES

## THEME 1: ROAD CRASHES AFFECT MANY OF US IN ONE WAY OR ANOTHER



*"I have been in four traffic crashes in my life. ... As a result of that, I suffer from spinal pain, which affects my quality of life and work every day."*

*Hoa, Vietnam*

*"Tôi bị tai nạn giao thông 4 lần trong đời. ... Di chứng đó đã để lại hậu quả là ngày nào tôi cũng bị đau cột sống làm ảnh hưởng đến chất lượng cuộc sống và công việc của tôi"*

### Key messages:

- Road crashes affect many of us — personally or through someone we know — in the form of death, injury, or disability
- Governments must take urgent action to reduce road deaths, injuries, and disabilities
- Civil society must also communicate the wide impact of road crashes to push for safer and more sustainable streets

### Survey findings:

- 57%** had been involved in a crash themselves
- 59%** of those who had been in a crash had been involved in multiple crashes
- 87%** knew at least one person who had been killed in a crash
- 95%** knew at least one person who had been injured in a crash
- 17%** had lost a close family member due to a crash

This section presents the survey data on how many respondents had any experience of a road traffic crash – whether they had been in a crash themselves and how many times, whether they were injured and to what degree, and whether they suffered disability. It also presents the data on whether respondents knew anyone who had been killed, injured, or suffered disability due to a crash.

### 1.1 Personally being involved in a road crash

#### Survey Question: “Have you personally been involved in a road traffic crash?”

Over half (n=2,846; 57%) of the survey respondents reported having been involved personally in a crash (Figure 3).

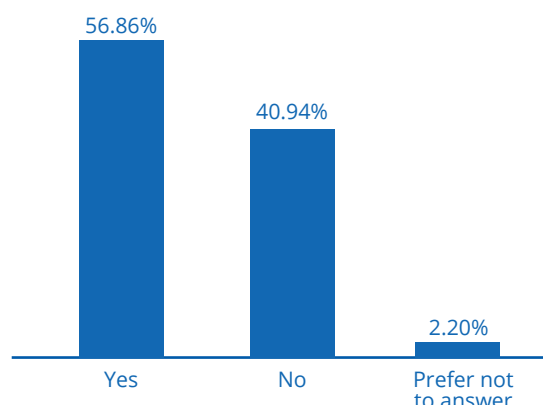
Respondents who reported having been involved in a crash — described below as crash survivors — were asked three follow-up questions.

#### Follow-up questions

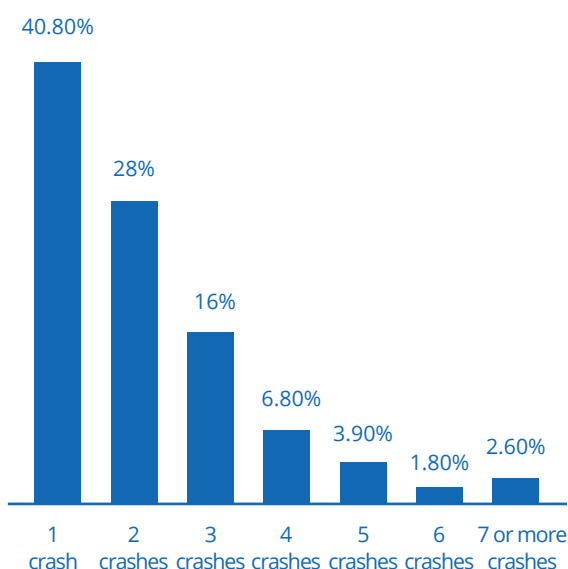
- i. How many times have you been involved in a car crash (over the course of your life)?
- ii. Were you injured? To what degree?
- iii. Are you living with a disability caused by a road traffic crash?

Close to 41% of crash survivors had been involved in one crash and the remaining 59% had been involved in two or more crashes (Figure 4). 2.6% of crash survivors reported having been involved in more than seven crashes.

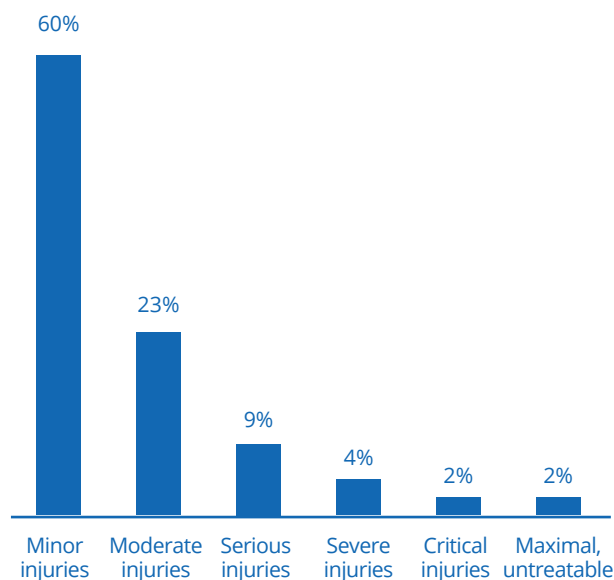
**Respondents personally involved in a crash**



**Figure 3: Respondents personally involved in crashes (n=5,005 respondents answered this question)**



**Figure 4: Number of crashes experienced by crash survivors (n=2,792 respondents answered this question)**



**Figure 5: Crash survivors who were injured in crashes (n=2,785 respondents answered this question)**

Among crash survivors, 55% reported incurring injuries and 45% reported not. Of those who incurred injuries, 60% had suffered minor injuries. Progressively fewer people reported more severe injuries (Figure 5). It is important to note that many people with severe, critical, and maximal injuries do not survive their injuries and are unlikely to be represented here. Furthermore, 7.4% of crash survivors reported living with a disability caused by a crash.



## Testimony

It is more than two decades since that day, and I feel I aged 100 years within days of that incident. But what overpowers the tiring absurdity of being a disabled is an enabling realization gained through experience that I can help so many people avoid going through what I have endured all these years. I loved mountains (I still do), and whenever I got a chance, I used to go uphill. Just a few days before I was to migrate to Canada, I had gone to the picturesque Renuka Lake, in the lap of Himalayas. My car fell into a gorge, and I suffered a spinal injury. All these years, the mere routine has been an ordeal for me. What to talk of professional aims, to barely live has been a great challenge. Every single day is a battle. Now I know the gravitational pull of the earth as I actually have to struggle to get up. Disabled as I am, I think I still have a lot to give to others. My experience and a burning desire to do something for the others drove me toward the field of road safety and sustainable transportation.

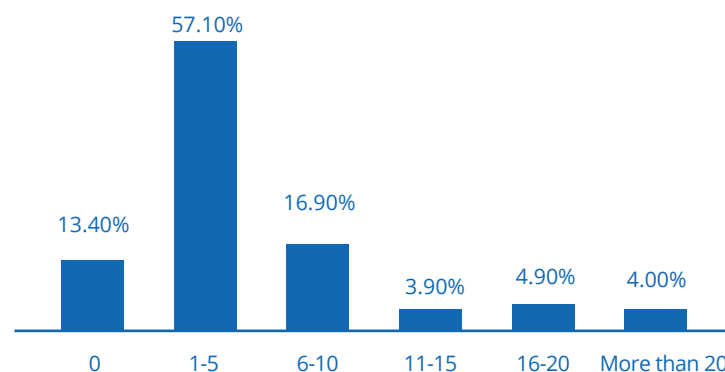
*Harman, India*



### 1.2 Knowing someone who was involved in a road crash

**Survey Question:** Estimate the number of people that you personally know that have died in road crashes

The survey found that 87% of respondents knew at least one person who had been killed in a crash (Figure 6). Only 13% of respondents reported not knowing anyone personally. Some (8.9%) even reported knowing 16 to 20 or more people killed in a crash. It is possible that they had lost multiple people in a single crash. A small number of the testimonies, primarily from Africa, described bus crashes with multiple deaths that had affected them and their communities:



**Figure 6: Number of people whom respondents knew who had died in crashes**  
(n=5,408 respondents answered this question)

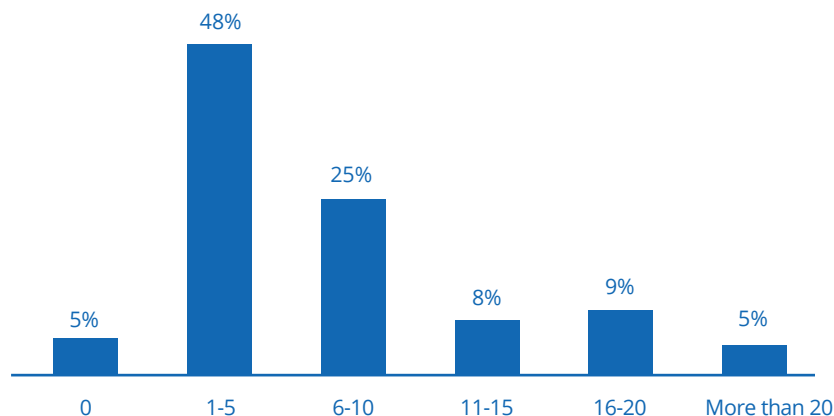


*“Early last year in May, a bus carrying 65 passengers from Lira to Kampala, the capital city of Uganda, was involved in a road traffic accident that claimed the lives of nearly everyone aboard ... A friend of mine lost her husband in this accident and they were a young couple with one child and another on the way ... At the accident scene, the sights were horrifying and up until now the memory sends cold chills down my spine.”*

*Emanuelle, Uganda*

**Survey Question: Estimate the number of people that you personally know that have been injured due to a road crash.**

The survey found that 95% of respondents knew at least one person who had been injured due to a road crash (Figure 7). Only 5% of respondents reported not to know anyone personally who had been injured. 14% of respondents even reported knowing 16–20 or more people who had been injured.



**Figure 7: Number of people whom respondents knew who had been injured in crashes (n=5,408 respondents answered this question)**



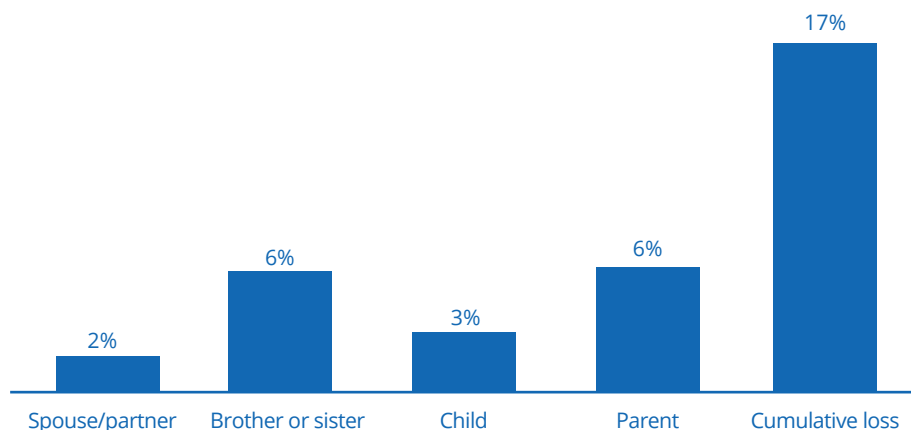
*“I am an unfortunate father who lost his 32 years young and only son in a very ugly — and which could have been avoided — road accident. We are living dead bodies today. Till now, no justice.”*

*Pradeep, India*



**Survey Question: Have you ever lost any of the following family members due to a road traffic crash?**

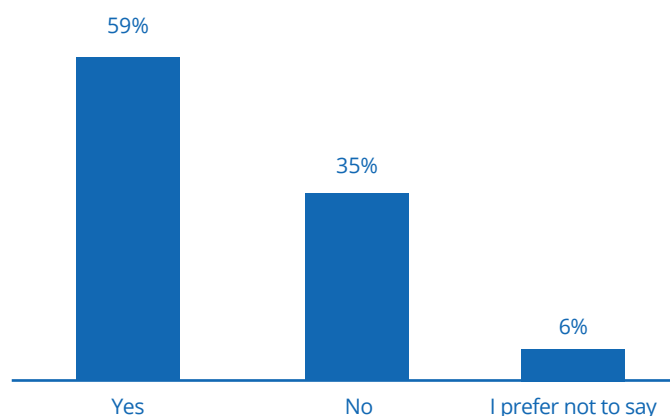
The survey found that 17% of respondents had lost a close family member: a parent, child, sibling, or spouse (Figure 8). This kind of loss has emerged as the most devastating experience gathered from the respondents' testimonies and one with a strong long-term impact on families and communities.



**Figure 8: Respondents who had lost family members (n=5,365 respondents answered this question)**

**Survey Question: Do you personally know someone living with a disability caused by a road traffic crash?**

The survey found that 59% of respondents personally knew someone living with a disability that was caused by a crash (Figure 9).



**Figure 9: Respondents who knew someone living with a disability caused by a crash (n=5,383 respondents answered this question)**



***“She lost her leg and had to drop out of school. All her dreams were shattered, all because of the road traffic crash.”***

***Frances, Tanzania***

## THEME 2: PRODUCTIVITY LOSS DUE TO ROAD CRASHES



***“A worker and law student, all her dreams in a few minutes are over forever and, with her, all our lives.”***

***Maria, Uruguay***

***“Trabajadora y estudiante de derecho, todos sus sueños en unos minutos se terminaron para siempre y con ella toda nuestra vida.”***

### Key Messages:

- Road crashes lead to job or income loss, staying out work to be a caregiver, abandoning school, and suffering disability
- Productivity loss from road crashes is more common among those with lower education levels
- Governments must appreciate the link between road crashes and quality of life — by neglecting to address road safety, people's standard of living is being undermined

### Survey findings:

**24%**

of respondents had to stay out of work to take care of someone injured in a crash

**15.5%**

of respondents reported they or their children had to abandon school after a crash

**8%**

of crash survivors had to sell assets to cover medical costs

**11%**

of crash survivors lost their job/ source of income due to a crash

**28%**

of crash survivors had to miss work



Many studies report on the economic impact of road traffic crashes at a national level. Economic costs may include replacement costs of damaged property and resultant income loss (such as a vehicle used for income generation); medical, legal, and funeral expenses; and job loss due to injury. This survey sought whether respondents had suffered productivity loss as a result of a crash experience.

“

***“Normally, I support my mother every month from my salary but after I had that accident, I used most of my salary to pay for the doctor.”***

***Kimsan, Cambodia***

**Survey Question: Did you lose your source of income/job because of a road traffic crash (for example, your car, which you were using to generate income was destroyed)?**

Among crash survivors, 28% reported missing work due to a crash (n=2,779 responded to the question) and 11% reported that they had lost their job/source of income as a result of a crash (n=2,784 responded to the question). Of those who lost their income/job, 64% were males and only were 36% females. Job/income loss was most common among respondents aged between 35 and 64 years old. Furthermore, 8% reported that they or their family members had to sell assets to cover medical costs.

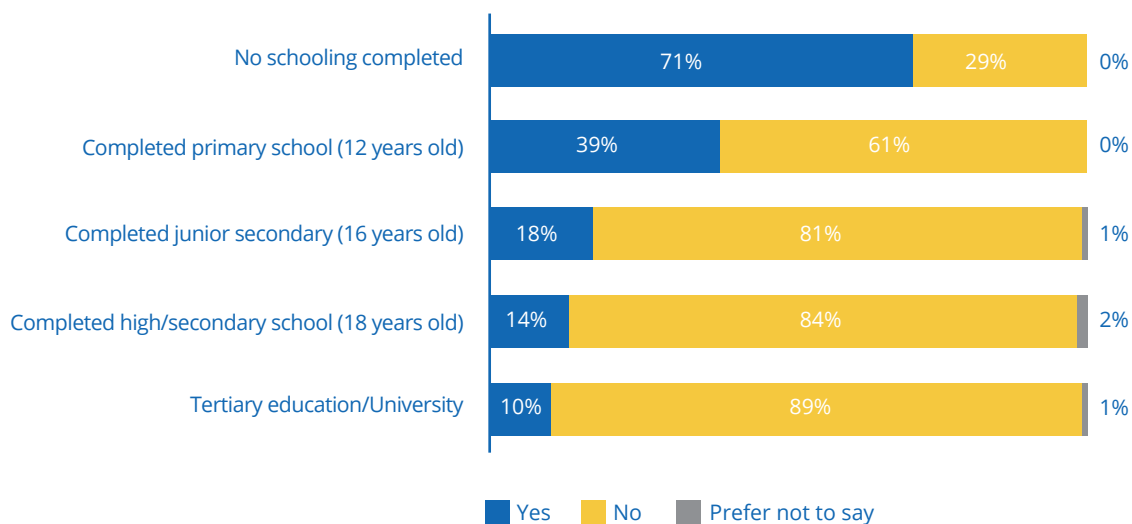
### Testimony

As a family person responsible to my wife, four children, and two dependents, working as a social change maker in my community, being involved in a road crash robbed me not only of my physical ability, but also my psychological stature. I lost my source of income, and my local NGO that was helping many other vulnerable people in my community, collapsed. I lost all my savings and assets. My family and social ties were brought into serious question. Without access to health insurance, I had to depend on the usual poorly resourced public health system. This experience motivated me to stand up and do something, something that will help prevent road crashes and provide care to victims and their families.

Jones, Zambia

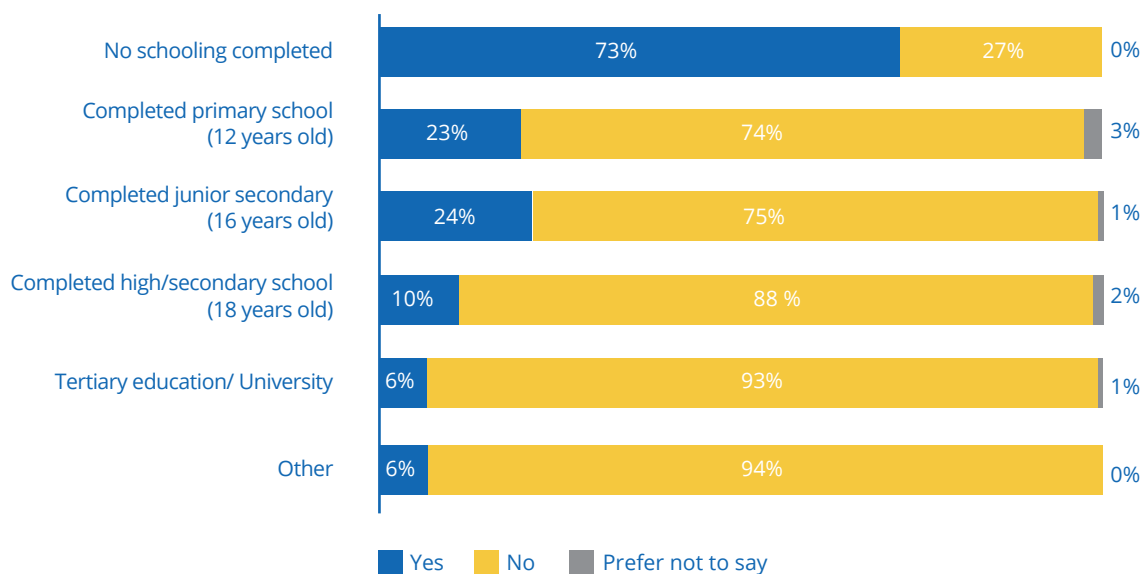


It was also found that the extent to which job/income loss was experienced following a crash was related to respondents' level of education — job/income loss was less frequent among those who had completed a higher level of education. Compared to 71% of respondents with no schooling completed, 10% with tertiary/university education reported having lost their job/source of income because of a crash (Figure 10).



**Figure 10: Loss of job/income by education level of respondents**  
(n=2,463 respondents answered both questions)

Crash survivors who reported living with a disability caused by a crash were also more likely to have lower education levels (Figure 11). The reasons for this were not identified in the survey but may relate to the greater vulnerability of this group at the point of care — emergency response, hospital, post-hospital, or rehabilitation — than those with more formal education who usually have more resources and support networks that they can rely on. It is also possible that the disability caused by a crash was suffered early in life and prevented them from pursuing education.



**Figure 11: Respondents living with a disability by education level**  
(n=2,755 respondents answered both questions)



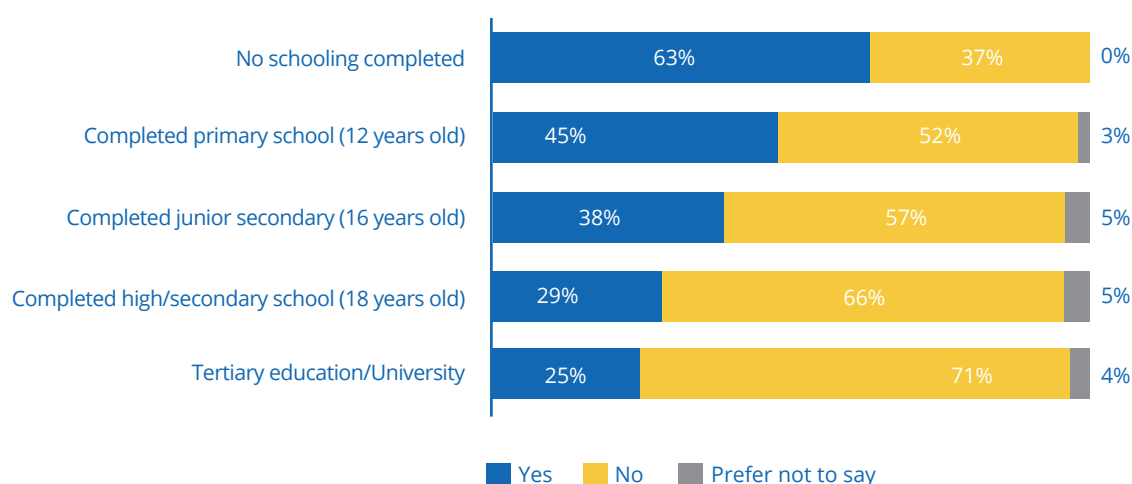


***“As a result of the accident, I have cerebral palsy with hemiplegia, which changed the course of my life completely. Changing my lifestyle, career opportunities, and exposed me to prejudice and many other challenges.”***

***Ian, South Africa***

**Survey Question: Did you ever stay out of work to take care of someone injured in a road traffic crash?**

Of all the survey respondents, 24% reported that they had stayed out of work to take care of someone injured in a crash (n=5,278 responded to the question). Again, the level of education and the likelihood of staying out of work to take care of someone seemed to be related: 63% of those who had not completed schooling reported staying home to care for an injured person, versus 25% of those who had tertiary/university education (Figure 12).



**Figure 12: Stayed out of work to care for crash victim (n=5,278 respondents answered this question)**



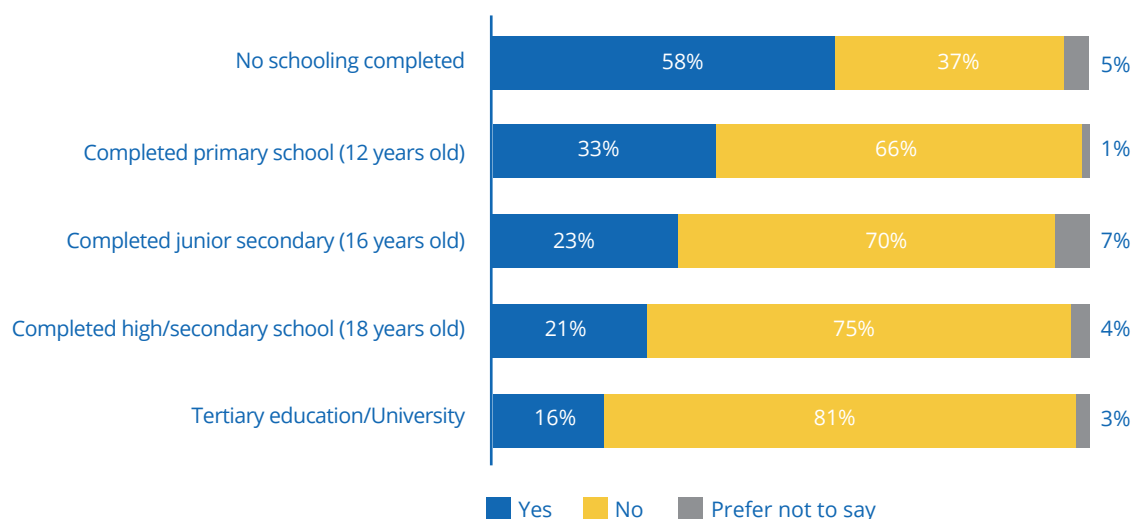
***“I had to give up my career to take care of my brother’s family. It was a tragedy that accompanied us to this day.”***

***“Yo tuve que abandonar la carrera para cuidar de la familia de mi hermano. Fue una tragedia que nos acompaña hasta hoy.”***

***Lorena, Venezuela***

**Survey Question: Did you or your children ever have to abandon school (for health, psychological, financial or other reasons) after a road traffic crash?**

Among all the survey respondents, 15.5% reported that they or their children had to abandon school after a road crash (n=5,273 responded to the question). Again the likelihood of respondents themselves or their children having abandoned school was related to the level of education the respondents already had: 58% of respondents who had not completed any schooling reported abandoning school due to a crash, compared with 16% with tertiary/university educated (Figure 13).



**Figure 13: Abandoning school due to a road traffic crash by education level**  
(n=4,305 respondents answered both questions)



***“Her brothers were admitted to college, but they can’t join because I still use my salary to pay for the loans for medical expenses I incurred for my daughter.”***

***Joseph, Kenya***

While people in some countries may be covered by welfare provision or insurance, others live without these privileges. Even having insurance may not necessarily mitigate the economic difficulties caused by a road crash. According to one testimony, “the family had to provide all support, as the insurance company and courts took years to decide compensation.”<sup>15</sup> The testimonies described some of the “countless expenses”<sup>16</sup> that families in different countries may incur as a result of a crash and how covering these costs have “afectando mucho la economía de la casa y la estabilidad emocional” [“greatly affected the economy and emotional stability of the household.”<sup>17</sup>]

<sup>15</sup> Respondent from Greece

<sup>16</sup> Respondent from Greece

<sup>17</sup> Respondent from Argentina



It is likely that loss of income, staying out of work to be a caregiver, abandoning school, and suffering disability can negatively impact individuals' long-term earning capacity. Collectively, the survey data suggests that the negative economic impact of road traffic crashes is more common amongst those with lower education levels and that road crashes may contribute to a vicious cycle of low educational attainment and lower earning potential. People with lower incomes are less able to access legal advice, insurance, and other services. This may mean that they are unable to access compensation for the cost of their healthcare or damage to the vehicle that they rely on to generate income (for example taxi, rickshaw, or matutu drivers), which could, in turn, mean an end to their livelihood. Families with low incomes generally do not have a financial buffer that enables them to easily afford a new car if one is destroyed. Support systems are needed for crash survivors and their caregivers so that they are able to return to work or education.

“

***“Car crashes are brutal. After the loss of relatives through car crash, I was stranded: I could not get quality education. I struggled to have a decent life because my relative was a breadwinner. It affected my mental health. It took the lives of the people that I loved most.”***

***Mpho, Lesotho***

## THEME 3: LINGERING EMOTIONAL AND PSYCHOLOGICAL SUFFERING



*“Our lives as we knew them are lost, and what remains is a numbing emptiness and sadness that leaves us at times paralyzed and unable to function. Whilst festering in the background is a simmering anger at the injustice of it all. Jobs have been lost, bills left unpaid, tasks unfinished, and relationships fractured.”*

*Alannah, Ireland*

### Key messages

- Road crashes can result in psychological problems, avoidance behaviors, living in fear, and the need to seek professional psychological help
- These can apply whether you have personally experienced a crash or your loved ones have
- Psychological suffering can linger

### Survey findings:

- 66%** live in fear that they or their loved ones might be in a crash again
- 43%** reported experiencing depression, hopelessness, anger, nightmares, flashbacks, panic attacks, sleep disturbance, and/or poor concentration
- 47%** had avoided places, things, or people associated with a crash
- 14%** needed to seek professional help from a psychologist/counsellor to deal with post-crash trauma

This section considers the emotional and psychological effects of road traffic crashes. These effects are harder to quantify than actual numbers of deaths and injuries and do not feature as prominently in common road safety statistics. The survey aimed to capture these emotional and psychological effects.

The survey included five questions to assess the emotional and psychological effects of experiencing a crash. The proportion of respondents who said yes to these five questions are summarized, along with example testimonies, in Table 3.

**Table 3: Proportion of respondents who said yes to questions about experiencing emotional and psychological problems**

Survey Questions	% who said yes	Number who answered the question	Example testimony
Have you ever experienced psychological problems as a result of a road traffic crash? (a crash you were in or that a loved one was in)	31%	n = 5,067	"Now I feel depressed and anxious. I have had to take antidepressants for over seven years now." <sup>18</sup>
Have you avoided things, places or people associated with a road crash experience? (for example: you travel less, you use different transport, you use different routes, you avoid people)	47%	n = 5,033	"After that day, I can't go anywhere due to fear." <sup>19</sup>
Do you live in fear that you or someone you love might be involved in a crash again?	66%	n = 5,029	"I now am too scared to drive on my own, and I live in fear that the people close to me may die in an accident." <sup>20</sup>
Did you experience any of the following after a road traffic crash that affected you and/or your loved ones: depression, hopelessness, anger, nightmares, flashbacks, panic attacks, sleep disturbance, poor concentration?	43%	n = 5,042	"I kept on imagining the scene, to the point I couldn't focus well on the road." <sup>21</sup>
Did you need to seek professional help from a psychologist/ counsellor to deal with the post-crash trauma (your own crash or that of a loved one)?	14%	n = 5,001	"I've been hospitalized and have had counsellors, but nothing really helps." <sup>22</sup>

<sup>18</sup> Respondent from Ethiopia

<sup>19</sup> Respondent from Nepal

<sup>20</sup> Respondent from South Africa

<sup>21</sup> Respondent from Malaysia

<sup>22</sup> Respondent from Ireland



## Testimony

I lost my husband in a brutal fashion in October 2014. His loss has left me feeling vulnerable, lonely, and rudderless. I wake up every morning to an empty pillow beside me and it is like being stabbed over and over again....the awful realisation that he is gone and not returning. In an instant our happy, colourful life was taken, and it has been replaced by a monochrome life to be endured. Lenny lost his life in the most brutal manner, but OUR life together was also lost on that night. The pain of the loss has not subsided...at times it is overwhelming and I struggle to breathe....the light and joy of life was extinguished on a cold wet Donegal road five years ago this month, and I don't know how to move forward without my multi-talented, multi-instrumentalist sprite-like husband, friend, and lover.

*Maire, Ireland*



Some of the testimonies described the long-term emotions and negative thoughts from having been in a crash: “fiquei pensando na violencia do impacto” [I kept thinking about the violence of the impact.]<sup>23</sup> They tell the story of what the often-reported death and injury statistics really means for victims’ loved ones: how a “sudden, violent and totally preventable death completely devastated our family”<sup>24</sup> or that “we lost him so suddenly, so unfair, so unnecessary.”<sup>25</sup> Some testimonies describe how even minor crashes can leave an impact: “The only crash I have been a part of is when I scratched another person’s car with mine while attempting to reverse out of a dead end. As a result, the impact it had on my life was insignificant, but I still think it was an unnecessary source of stress in my life for the next week or so.”<sup>26</sup>

<sup>23</sup> Respondent from Brazil  
<sup>24</sup> Respondent from Ireland

<sup>25</sup> Respondent from Greece  
<sup>26</sup> Respondent from Greece

Some testimonies point to the additional strain of feeling let down by the health or justice system in their country: “It took the family four days to discover her in a mortuary along the route ... 10 years on, it has never been the same, and justice has never been done in terms of insurance settlement or proper investigation.”<sup>27</sup>

In some cases, the testimonies showed how respondents had responded to the trauma of losing a loved one in a crash by “divert[ing] the great pain and sorrow into social action.”<sup>28</sup> Another said, “I lost my 17-year-old sister in a car crash, and then our lives changed. I founded an NGO for car crash prevention ... Hoping I can change something.”<sup>29</sup>

It is important to also note that disability-identified people or those deemed by others to be impaired, often experience stigma and discrimination from able-bodied people and even each other: “À cause de cet accident des gens ce sont moquer de moi, j’avais du mal à avoir des amis et quand je me rappelle ou quand je parle sa me rends triste.” [Because of this crash people are making fun of me, I had trouble having friends, and when I remember or when I speak it makes me sad.]<sup>30</sup>

“

***“There is no way to explain what it is to survive the unexpected and traumatic death of your child on the roads. The shock, psychological and emotional pain lasts forever.”***

***“No hay modo de explicar lo que es sobrevivir a la muerte inesperada y traumática de un hijo en la vía pública. El shock, el dolor psíquico y emocional duran sin plazos.”***

***Luisa, Argentina***



<sup>27</sup> Respondent from Kenya

<sup>28</sup> Respondent from India

<sup>29</sup> Respondent from Romania

<sup>30</sup> Respondent from Guinea

## THEME 4: FEELING UNSAFE USING OUR ROADS



***“Every day we need a miracle to arrive safe at our home. Wish one day that we will not need miracles to feel safe on the streets.”***

**Antonio, Greece**

### Key messages

- Road users feel unsafe on the road, especially as vulnerable road users: pedestrians, cyclists, and motorcyclists
- Governments must provide citizens with safe and sustainable streets and transport systems
- Reducing speed limits and improving road infrastructure would make people feel safer

### Survey findings:

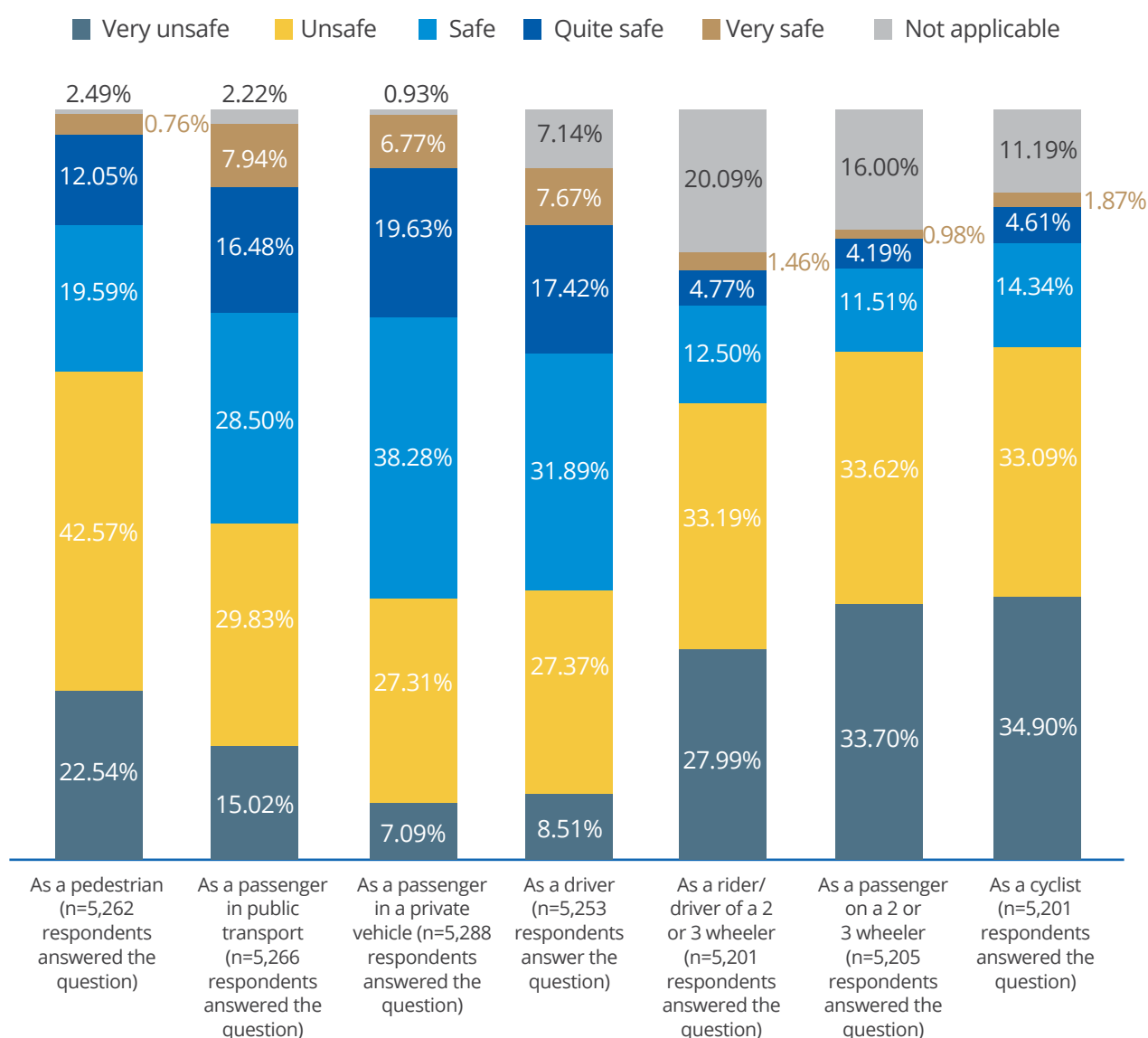
- 78%** reported that speeding makes them feel unsafe on the road
- 70%** reported that poor road infrastructure makes them feel unsafe on the road
- 68%** of cyclists feel unsafe on the road
- 67%** of two- and three-wheeler passengers feel unsafe on the road
- 65%** of pedestrians feel unsafe on the road



This section examines how safe respondents feel on the road in different circumstances. Being a road user is part of most people's daily experience: commuting to work or school, going to shops, etc. How safe we feel is important because so much of our lives involves road use to reach our destination.

**Survey Question: As a road user, what is your general feeling of safety on the road in the following situations (as a pedestrian, passenger in public transport, a passenger in private vehicle, driver, rider/driver/passenger of a two or three-wheeler, cyclist)?**

Six response options were provided: very unsafe, unsafe, safe, quite safe, very safe, and not applicable. The survey found that feeling unsafe or very unsafe was most common amongst respondents as a cyclist (68%); as a passenger on a two- or three- wheeler (67%); as a pedestrian (65%); and a rider/driver of a two- or three-wheeler (61%). Globally, as well as feeling most unsafe, the Global Status Report on Road Safety 2018 shows that pedestrians, cyclists, and motorcyclists represent 53% of all road deaths globally<sup>31</sup>. Respondents reported the lowest frequency of feeling unsafe or very unsafe when driving (36%) or as a passenger in a private vehicle (34%). See Figure 14.



**Figure 14: Feeling of safety as a road user**

<sup>31</sup> Global Status Report on Road Safety 2018, WHO, [https://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2018/en/](https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/)

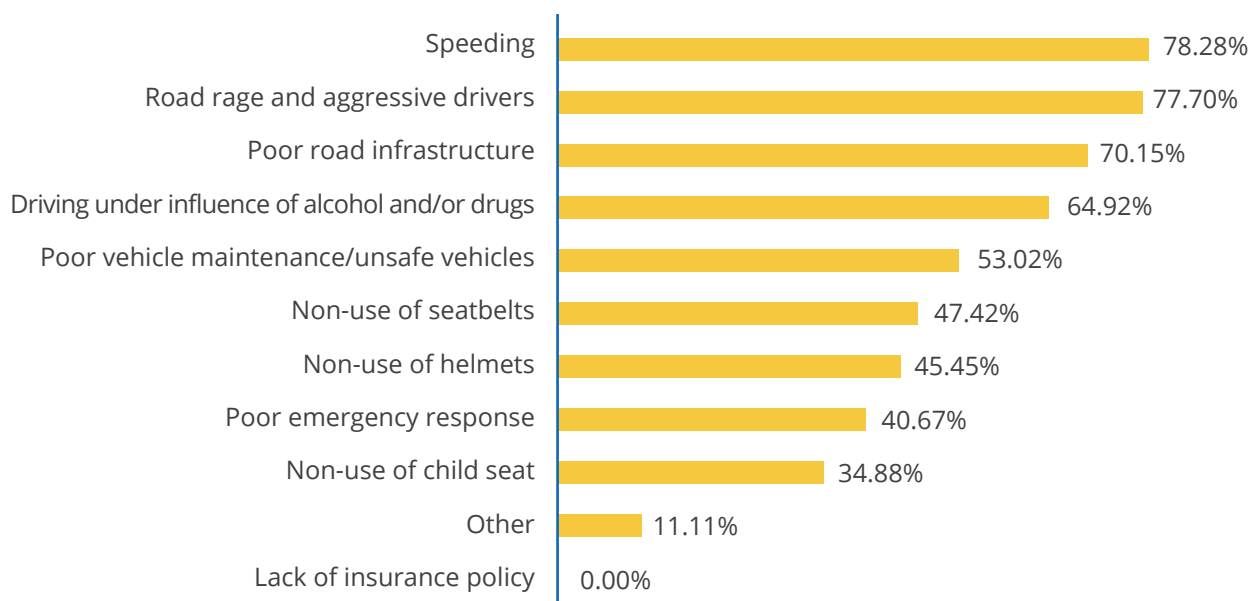
Climate change, air pollution and its associated health impacts, obesity and other health issues related to inactivity, congestion, and rising road deaths from rapidly increasing motorization in some low- and middle-income countries all build the case for encouraging citizens to walk or cycle. Many cities are looking to increase usage of more sustainable methods of transport such as walking and cycling. Efforts to promote these will fail unless road users feel safe enough to use them. Testimonies suggest that feeling unsafe can lead to not using that mode of transport: “The feeling of fear and vulnerability has led to me not cycling.”<sup>32</sup> Policy makers and city planners must address citizens’ fears of getting out of their cars if they want them to pursue these healthier, more sustainable ways of getting around. Additionally, road users such as school children and low-income earners often have no option but to use these “free” modes of transport. Helping them to be and feel safe is an urgent priority. It is important that civil society is involved in the process of promoting walking and cycling so that policies and implementations address the specific worries and problem locations identified by local road users. NGOs can assist in bridging the gap between the authorities and the community and help explain the realities of people’s everyday journeys.



<sup>32</sup> Respondent from Mexico

**Survey Question: What reasons make you feel unsafe as a road user? (Mark all that apply.)**

The survey found that speeding was the most common reason for respondents feeling unsafe as a road user (78.3%), followed by road rage and aggressive drivers (77.7%), and poor road infrastructure (70%); see Figure 15. Excess speed was noted by some respondents as the primary cause of their crash story. Some testimonies referred to road rage: “Have experienced it. Terrifying! Feel much safer on public transport”<sup>33</sup> and poor road infrastructure: “It was a totally avoidable accident. The road should have been closed while maintenance was being done. After my friend died, the authorities decided to close the road.”<sup>34</sup> Testimonies, such as these, may be used to influence authorities to implement policies that help citizens to stay safe and feel safe.



**Figure 15: Reasons for feeling unsafe as a road user (n=5,373 respondents answered this question)**



***“I bicycle commute 30km daily in Ho Chi Minh City, Vietnam. Each week I see at least one motorbike crash. My commute is very stressful. Most crashes are due to left-hand turns. I fear for my safety due to lack of infrastructure and enforcement of road rules (running red lights, traffic going the wrong direction, unsecured freight, general disregard of road rules). I’m also concerned about hearing loss due to high decibel levels. Air quality is also a concern.”***

***Lily, Vietnam***

<sup>33</sup> Respondent from United States of America

<sup>34</sup> Respondent from Egypt



## THEME 5: ROAD SAFETY IS A PUBLIC HEALTH EMERGENCY



*“Road traffic injuries and deaths are much closer than everyone realizes in Egypt. It has killed more than wars, yet it isn’t high up on the government’s list of priorities.”*

*Ibrahim, Egypt*

### Key messages

- People consider road safety to be an important public health issue: government leaders need to listen to citizens’ concerns
- The weight of public opinion represents an opportunity for road safety NGOs and campaigners to mobilize citizens to demand action
- NGOs must help increase understanding of and demands for the Safe System approach

### Survey findings:

**74%** rated road safety as an extremely important public health issue

**96%** rated road safety as a very important or extremely important public health issue

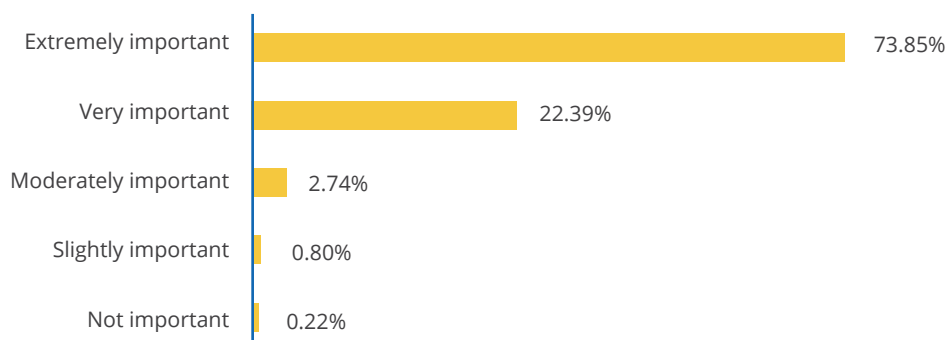
In countries with 50 or more respondents,

**89%-99%** of them rated road safety as a very or extremely important public health issue

This section examines whether respondents felt road safety was an important public health issue. When citizens perceive that an issue is sufficiently important and speak out, politicians are more likely to act.

**Survey Question: How would you rank the importance of road safety as a public health issue?**

The survey found that the majority (74%) of respondents rated road safety as being an extremely important public health matter (Figure 16). In fact, 96% of respondents rated road safety as either extremely important or very important. Road traffic crashes are the eighth leading cause of death globally<sup>35</sup> and this survey suggests that public perception matches the magnitude of the issue as we understand it. NGOs, activists, and campaigners should take this opportunity to mobilize public support and push for government action. Globally, opinion polls for elections include issues like climate change, employment, security, education, healthcare, and infrastructure (including access to Wi-Fi), as well as gun control, anti-corruption, migration, and urbanization. While respondents were not asked to compare road safety to other public health matters in their countries, this survey highlights road safety as an important electoral agenda that NGOs can use to drive policy change.

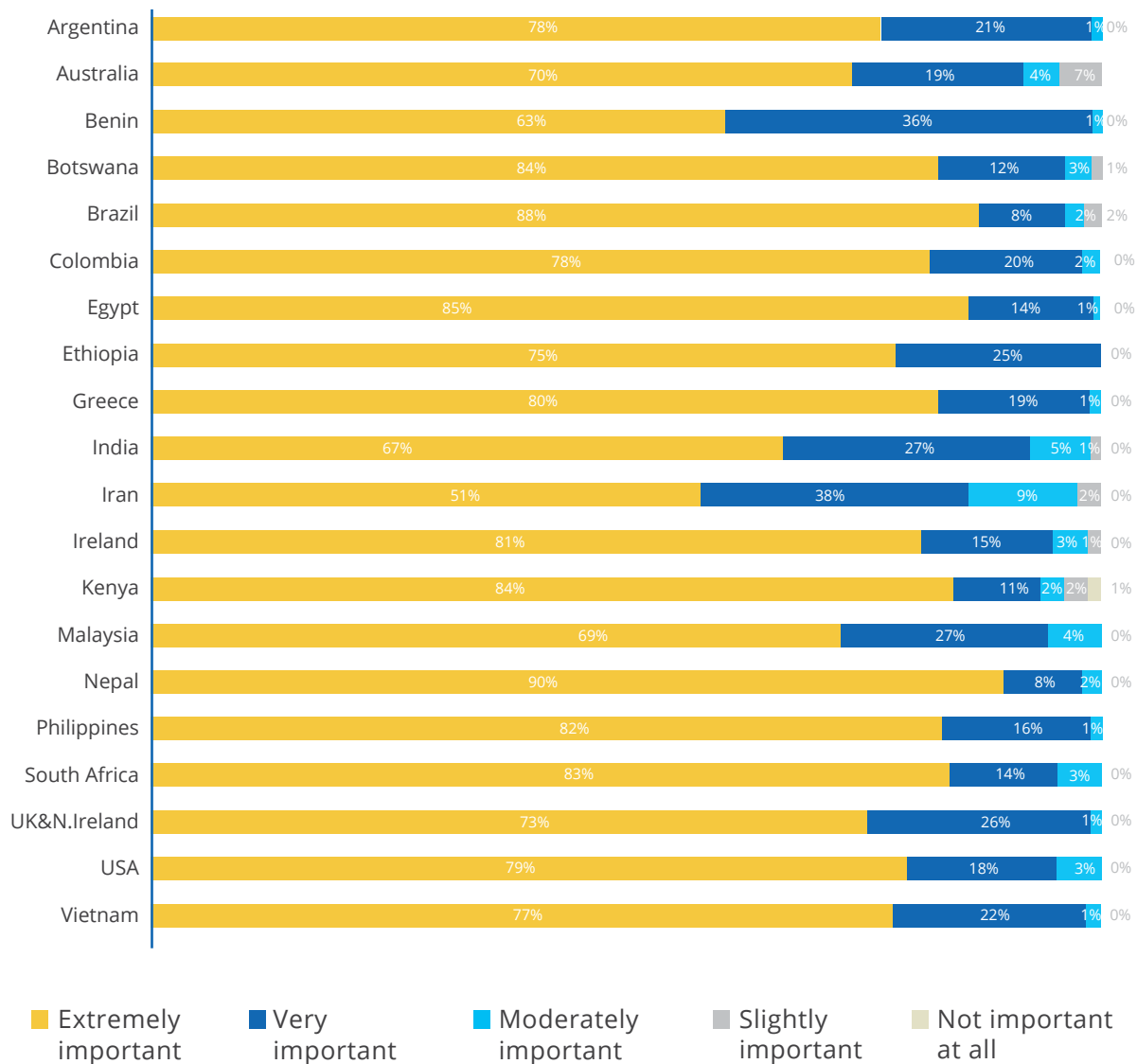


**Figure 16: How respondents ranked road safety as a public health issue**  
(n=5,408 respondents answered this question)



<sup>35</sup> Global Status Report on Road Safety 2018, WHO, [https://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2018/en/](https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/)

For countries with 50 or more respondents, these ratings were further examined within each country (Figure 17). Road safety was rated as very important or extremely important by at least 90% of respondents in all except two of these countries and close to 90% in the other two (Iran and Australia).



**Figure 17: Ranking of road safety as an important public health issue in 20 countries**

<sup>36</sup> Respondent from Iran

<sup>37</sup> Respondent from Argentina

<sup>38</sup> Respondent from Malaysia

<sup>39</sup> Respondent from Somalia



Some respondents also voiced their opinions on the causes and solutions to road traffic crashes in the testimonies such as road user behavior and infrastructure. Comments included: “drivers should be more careful in driving,”<sup>36</sup> “la cultura de nuestra población [the culture of our population],”<sup>37</sup> “safety needs everyone’s discipline”<sup>38</sup> and “poor road, no repair.”<sup>39</sup> Understanding must be increased of the Safe System approach to road safety, which assumes the responsibility of road designers and operators to provide a safe road transport system for users. NGOs are well-placed to help increase their communities’ understanding of evidence-based interventions. A number of recommendations and strategies — such as the Save LIVES package<sup>40</sup>, Global Performance Targets for Road Safety<sup>41</sup>, Vision Zero and the Safe System approach<sup>42</sup> — exist to guide solutions for safe roads, vehicles, users, policies, and enforcement. It is time that we increase and strengthen the implementation of these available solutions.



***“More must be done to better describe ‘road safety,’ an innocuous and bland word that hinders progress more than almost any other aspect of this public health crisis. ... It is imperative that the vernacular of ‘road safety’ be changed in all languages. There is zero resonance to ‘road safety.’ This MUST be addressed as much as any other contributory factor, direct or indirect.”***

***John, Vietnam***

<sup>36</sup> Respondent from Iran

<sup>37</sup> Respondent from Argentina

<sup>38</sup> Respondent from Malaysia

<sup>39</sup> Respondent from Somalia

<sup>40</sup> [https://www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/save-lives-package/en/](https://www.who.int/violence_injury_prevention/publications/road_traffic/save-lives-package/en/)

<sup>41</sup> [https://www.who.int/violence\\_injury\\_prevention/road\\_traffic/rs-targets/en/](https://www.who.int/violence_injury_prevention/road_traffic/rs-targets/en/)

<sup>42</sup> <http://www.towardszerofoundation.org/thesafesystem/>

# CONCLUSION

This report has presented a summary of results of the People's Survey on road crash experiences in different countries around the world. The key findings included:

1. Road crashes affect many of us — personally or through someone we know — in the form of death, injury, disability, or fear.
2. Road crashes lead to loss of job/income, staying out of work to be a caregiver, abandoning school, and suffering disability. These negative consequences tend to be more common among those with lower education levels.
3. Whether you have personally experienced a crash or your loved ones have, road traffic crashes can result in psychological problems, avoidance behaviors, living in fear, and the need to seek professional psychological help. These emotional and psychological consequences can linger.
4. Road users feel unsafe on the road, especially as vulnerable road users who are walking, cycling, or riding on two- or three-wheelers.
5. Speeding and poor road infrastructure are common reasons for feeling unsafe on our roads.
6. People consider road safety to be an important public health issue.

The People's Survey suggests that some experiences are common while others are unique and rare — either way they are real experiences had by real people. This survey identified some harrowing testimonies of experiencing a crash, being injured in a crash, or losing a loved one in a crash leading to grief, pain, anger, and the frustration of knowing that these tragedies could have been prevented. Some testimonies also described the lack of support from health, justice, and insurance systems. Civil society activists can use these voices to campaign for safer roads at local, national, and global levels.

The human cost of inaction on road safety cannot be allowed to continue escalating. Strong action is needed now.

To world leaders, we say that this is an urgent global emergency and that they must act now for the sake of their citizens: citizens just like those who shared their voices in the People's Survey. We must set our sights on significant progress before 2030, learning from the lessons of the previous decade and building on the work already done. We urge our leaders to take note of the recommendations included in this report and to implement the Stockholm Declaration in full in their countries as quickly as possible. By doing so, they will honor the lives of those needlessly killed, injured, or disabled and save millions of others from experiencing the same excruciating consequences.





# RECOMMENDATIONS

Drawing from the survey results, recommendations are identified for:

1. politicians
2. activists
3. further research

## FOR POLITICIANS

### Take action to reduce road crash deaths and injuries

- Treat road safety as a human and constitutional right
- Commit to and make funds available for road safety delivery
- Take action on reducing road deaths and injuries that undermine opportunities for education and employment
- Adopt the Safe System approach

**We call on our politicians to take urgent action to reduce the burden of road crashes on their citizens.**

### Put people at the heart of the road system

- Design and adapt road transport systems to be and feel safe for road users
- Prioritize improving safety for pedestrians, cyclists, and motorcyclists who feel unsafe on our roads
- Speeding is the most common reason why people feel unsafe: Tackle speed first

**We call on our politicians to put people at the heart of road and transport systems — in planning, design, and implementation — focusing on reducing speed as a first priority.**

### Improve the safety net for crash victims and their caregivers

- Improve the safety net for crash victims and their caregivers, including employment, education, health care, psychosocial, and psychological support systems
- Invest in road safety to improve the quality of life for citizens

**We call on our politicians to improve the safety net for crash victims and their caregivers.**

## FOR ACTIVISTS

### Use the voices of citizens to call for stronger road safety actions from governments

- Use the compelling voices of real people to call for change
- Listen to and amplify the voices of the people who have suffered a road crash themselves or through someone they know
- Know what makes your community feel unsafe
- Promote the Safe System approach to road safety
- Make road safety an electoral issue

**We call on activists to engage their communities and amplify their voices to advocate for change that will make our road transport system safe and aligned with a Safe System.**

## FURTHER RESEARCH

**Conduct deeper analysis of the People's Survey to further explore people's voices**

- Conduct systematic analysis of these testimonies for further understanding of underlying themes
- Examine possible differences between countries
- Collect further survey data from select countries, to allow more reliable and representative analysis at a country level
- Examine possible differences between certain groups of individuals, defined, for example, by profession, income level, and gender identification
- Refine the People's Survey questions to explore these possibilities in future studies

**We call for further research to draw out the People's Survey findings in greater depth.**





# SURVEY METHODOLOGY AND LIMITATIONS

## METHODOLOGY

**Scope:** The People's Survey was a global survey targeting all countries and territories. The respondents' age target was 18 years and above. The survey was anonymous, but respondents were given the opportunity to provide their names and email contact if they wanted a copy of the survey.

**Questionnaire design:** A questionnaire was designed by the Alliance team, in consultation and with technical expertise from Accountability International. The questionnaire was further refined by other experts and partners including George Washington University, WHO and several Alliance member NGOs. The questionnaire was uploaded online using the SurveyMonkey platform. This method was considered suitable due to its potential for wide scale reach and diversity of demographic groups.

**Pilot:** The survey was piloted to test the question format, wording, and order before sharing publicly. The pilot respondents were involved in discussion to provide feedback. The pilot data was not included in the final survey data analysis.

**Translation:** The survey was translated from English into 13 languages: English, Arabic, French, Hindi, Italian, Khmer, Malay, Nepali, Portuguese, Russian, Spanish, Thai, and Vietnamese either manually or using a web-based tool and verified by native speakers amongst Alliance member NGOs and others.

**Recruitment:** A web link was made available for members of the public to complete the survey. This link was shared via newsletter and emails, social media, and using QR codes. The survey was promoted on most of the main social media platforms: Facebook, Twitter, WhatsApp, Instagram, and Snapchat, as well as on the Alliance and Accountability International's websites. The survey was also promoted at events.

In order to help collect data from areas with low internet penetration, in-country road safety advocates, briefed by Alliance staff on using the survey in person, collected data on paper or on tablets in public spaces (restaurants, cafes,

markets, public transportation platforms, and public plazas) using a second web link. 4% of the total respondents were recruited this way (Botswana, 28; Ethiopia, 103; India, 37; and South Africa, 73).

**Survey duration and reach:** The survey was open for a period of nearly four months, starting from 26 July 2019 and closing on 12 November 2019. A total of 6,211 respondents from 132 countries and territories were captured. Using the WHO defined regions, the highest number of respondents by region were in Western Pacific representing 23% of the total number, followed by Europe and Africa each representing 21% of the total number. The lowest response rates were in South East Asia and Eastern Mediterranean, each representing 10% of the total.

### Data cleaning and analysis

Responses that had been completed in three minutes or less were deemed unreliable and were excluded from the data analysis. The analysis, therefore, included survey data from 5,606 respondents (90%) out of the total 6,211. A combination of SurveyMonkey's own analysis tool and Microsoft Excel was used for data analysis. Every respondent was weighted equally in the analyses. The survey questions can be found at [www.roadsafetyngos.org/peoples-survey-questions/](http://www.roadsafetyngos.org/peoples-survey-questions/).



## LIMITATIONS

This study aimed to capture the nature and magnitude of crash experiences all around the world. Convenience sampling method was used to collect the voices of as many individuals and in as many countries as possible. However, the current survey sample may not be representative of the global population and the results are not likely to be without selection bias. It is possible that those who have had a crash experience in one way or another, including those who are already road safety advocates working in road safety, were more interested in participating in this survey. Online recruitment and in-person data collection may also have enabled mainly people with certain socioeconomic backgrounds and from certain countries to participate in this survey. For example, 72% of respondents had tertiary/university education. While the current survey was able to obtain responses from 132 countries and territories, the number of respondents in each country ranged from 1–907. Most countries (89%) had 1–50 respondents. Selective countries (Malaysia, Greece, India, Colombia, Iran and Argentina) made up a larger proportion of the total sample while other countries had very low number of respondents (e.g. Afghanistan, Barbados, Chad, Eritrea, Gambia, Iraq, Jordan, Lithuania, Mauritius, Nicaragua, Peru, Qatar, Russian Federation, etc. had a sample size of one) or none (e.g. Angola, Austria, Bahamas, Cuba, Djibouti, Estonia, Fiji, Gabon, Honduras, Iceland, Jamaica, Niger, etc.). These possible limitations may be addressed in future studies.

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