



Global Alliance of NGOs for Road Safety -----

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GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

WELCOME TO THE ALLIANCE

In 2016, the focus of the Global Alliance of NGOs for Road Safety (the Alliance) was capacity building. A strong, knowledgeable, and effective road safety NGOs community is essential to achieving the United Nations (UN) Sustainable Development Goals target to halve the number of global deaths and injuries from road traffic accidents by 2020. The Alliance, as a connecting point for road safety NGOs around the world, is uniquely positioned to disseminate knowledge, coordinate action, and facilitate sharing.

We began 2016 by commissioning a learning needs assessment of our members to understand who they are and how the Alliance can best serve their needs. The findings showed that all road safety NGOs want to make a meaningful contribution to the road safety agenda, but not all of them operate at the same level and to their full potential. The insights gained have enabled us to design the Alliance Empowerment Program, a capacity-building plan that targets areas of weakness, offers training of varying intensity, and employs the expertise of larger, more experienced NGOs to guide newer, smaller ones. Already we are seeing results from our flagship initiative, the Alliance Advocates, and look forward to evaluating the long-term effects of the wider program. We are extremely grateful to all those Alliance members, partners, and sponsors who have contributed time and resources to train and mentor other members and enable the Alliance Empowerment Program to take off.

The Alliance Empowerment Program carries broad significance: building the capacity of road safety NGOs benefits not only the NGO and the Alliance but also the wider road safety environment around the world. Well-equipped road safety NGOs, advocating in their home countries and globally, make a safer world for all of us, every day.

Lotte Brondum **Executive Director**

The push to save lives on the world's roads gained momentum in 2016 with the adoption of the UN resolution on improving global road safety and the inclusion of road safety in the UN Sustainable Development Goals and New Urban Agenda. We are delighted that the need for effective road safety is increasingly being taken seriously on the global stage. Road safety NGOs play an indispensable role in helping governments implement policies and programs that contribute to the success of these global resolutions.



The Alliance supports our member NGOs by serving as the global voice and advocate for NGOs working in road safety and for road victims. The Alliance sources information, facilitates networking, and builds society's capacity to respond to road crises through varied efforts, including global and regional trainings and meetings. By focusing on the needs of its member NGOs via the Alliance Empowerment Program and other initiatives, we hope that the Alliance will continue to provide valuable support to the world's road safety and victims NGOs as they strive on the front lines to save lives on the world's roads.

Jeffrey Witte President | Board of Directors

GLOBAL ROAD SAFETY CONTEXT

The Problem



Source: the World Health Organization (WHO)

The Target

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





90% 49%

of the world's traffic deaths occur deaths occur in low- and among pedestrians, cyclists, middle-income countries and motorcyclists

TARGET 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.

THE **ALLIANCE**

The Global Alliance of NGOs for Road Safety (the Alliance) was established in 2011 by NGO members of the United Nations Road Safety Collaboration (UNRSC) in response to the Decade of Action for Road Safety 2011-2020.

Member Quote

"The Alliance is a great unifying factor. It plays a significant role in connecting organizations who want to learn from each other. In recognition that many NGOs have limited capacities in various areas, the Alliance bridges the gaps through this exchange."



Our mission is to mobilize and empower NGOs from around the world. Together, we act to make roads safer for all and advocate for road victims' rights.

Our role is to unify road safety NGOs: large, well-established and small, grassroots organizations alike. We give members a global brand and a chance to participate in the global road safety agenda, and we provide a bridge connecting members working locally and nationally with key global, multilateral, and bilateral stakeholders.

Our purpose is to serve our members and to maximize their potential and effectiveness.

Member Quote

"[We] gain a brand name through association with the Alliance."



2016 HIGHLIGHTS





OUR **MEMBERS**

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Our members are a diverse range of organizations. Some are small and run by volunteers, others are large and work across several countries or regions. NGOs are founded in response to a need in their country. This need could be an urge to make school routes safer, address poor lighting at night, or seek justice for the loss of a loved one. Many have been founded by road victims or their families. The majority of members work in education, advocacy, and victim support. Fewer work in infrastructure and scientific research. Fifteen members work across all five of these areas.

The Alliance comprises 186 members in **83 countries**

Member Quote

"We need to be trusted, we need to be trained, we need capacity development. We need to be told what the big guys are looking for."



Typical Member Profile











Member Quote

"I want to be the voice of those that are in silence."

LEARNING NEEDS ASSESSMENT

The Alliance's 2016 work has been shaped by our learning needs assessment. The learning needs assessment was commissioned to give us a firm evidence base on which we could shape the organization and its offerings to best serve the needs of our members. We assessed our members' strengths, challenges, and support needed to maximize their impact on the road safety agenda. The findings have given us greater insight into who our members are and how we can support and increase their capacity to reduce death and injury on the world's roads.

Member Quote

"When you don't know how you should convince others about the activity you have designed, you should not expect others to understand how important your work is and help you."

Member Quote

"We need to increase the capacity of those who already have interests in the field of child injury prevention, but who are doing things that may not have much impact."



Typical Member Challenges



TRANSLATING MEMBERS' NEEDS INTO ACTION

The Alliance works in three main areas: capacity building, networking and sharing, and advocacy. The findings of the learning needs assessment permeate every area of our work. While capacity building formed the basis of our 2016 activities, networking and sharing provide the means by which we implement and promote them, and advocacy remains the goal: we want all members to advocate powerfully and effectively for the global road safety agenda.

RECOMMENDATIONS

Develop an ethos of participation & ownership

Promote partnerships

- Between NGOs
- Between members and national and international networks and initiatives

Promote robust use of evidence to inform NGO activities

Support NGOs to understand their capacities and set realistic goals

Encourage NGOs to be more focused in their activities

Develop in-house training capacity

Establish and train a core group

Training should:

- Incorporate members' self-identified training needs
- Consider logistics and cultural relevance
- Facilitate greater participation
- Enable replicability at local levels
- Invest strategically to provide greatest benefit
- Provide opportunities to produce templates/outlines for strategic plans, campaigns, strategies, and proposals

Simplify and standardize:

• Provide tools and resources for common themes

Translate tools into other languages







ACTION AREA		
Networking and Sharing	Advocacy	Capacity Building
\checkmark		
~	✓	
\checkmark	\checkmark	\checkmark
		\checkmark
\checkmark	\checkmark	\checkmark
		✓ ✓
		\checkmark
		~
~	\checkmark	
\checkmark		

ALLIANCE **EMPOWERMENT PROGRAM**



"I learned tools that will help me overthrow fear and nervousness."

The Alliance Empowerment Program is our primary capacity-building toolkit. It aims to improve the ability of NGOs working in road safety around the globe to design and implement initiatives that significantly reduce the risk of injury and fatality on the world's roads.

It offers in-house resources and collaboration with global road safety experts from among our more experienced members and partners, to build our members' skills. Members learn to undertake evidence-based activities that have been identified by the global road safety community as critical to achieving the Sustainable Development Goal target by 2020.



Alliance Academy

The Alliance Academy is a state-of-the-art tailored training program, incorporating online and face-to-face elements. The program consists of two main elements:

- Alliance Advocates training is an intensive, in-person program that aims to create significant road safety shifts in delegates' home countries.
- Alliance webinars are a series of online courses available on YouTube that are primarily aimed at members but available to anyone with an interest in road safety.



Alliance Mentorship

Alliance Mentorship matches organizations that need support with experienced organizations in a range of areas, including advocacy and policy, communications and media outreach, program design and planning, and funding support.







Alliance Seed Program

The Alliance Seed Program provides funding for small-scale projects that have the potential to bring about measurable change and serve as examples of best practices within the road safety field. Its key considerations are a project's scalability and replicability. Seed grants' scalable impact is especially relevant in low- and middle-income countries, where they can prompt profound global change. Three grants were given in 2016, and their effects are under assessment.

ALLIANCE **ADVOCATES**

Alliance Advocates are self-starters who possess the experience, dedication, and willingness to create change. They will become role models for other Alliance members and change agents for their communities and governments in key risk areas. The Alliance Advocates are a vital investment not only for their own organizations but for the Alliance and global road safety stage.





Member Quote - - - - -.

"The training has been fantastic; it [needs] more than a word to explain it. It will enable our organization to do road safety strategically and with full of knowledge. Thank you so much, dear Alliance and FedEx, for making this happen. Just amazing!"

The first Alliance Advocates went through intensive training in August 2016 in Memphis, Tennessee, United States. Before arriving, each advocate was asked to collect data and statistics on road safety within their country and to identify key risk factors. Throughout the training, the advocates built on their research to create an action plan that they could implement on their return to their home countries.

Much is expected of the Alliance Advocates, and we anticipate significant rewards ahead in our shared global agendas.

Member Quote - - - -

"The training in Memphis has made me more focused and improved my performance in undertaking tasks."





SOUTH AFRICA



C

Establishment of a safe school zone coalition to advocate for speed reduction.

ETHIOPIA



Traffic injury survey planned in Addis Ababa in consultation with the federal police commission.

PHILIPPINES



900 helmets distributed and engagement with a major foundation to improve helmet regulation.



250 child helmets distributed; motorcycle safety education delivered to 250 parents.

KENYA



Project funding from the World Bank for education and stakeholder mobilization; establishment of the Road Safe Alliance Kenya (ROSA).

GEORGIA



URUGUAY



Campaign in progress to increase helmet use across six South & Central American countries.



Impact of Alliance Advocates in 2016

Engagement of key national figures to mobilize support for collection of speeding



Nationwide public consultation on a new road safety law; dialogue with high-level government officials.



INDIA

MOU signed with an international institution; national stakeholder workshop on helmet use planned.



TANZANIA

Implementation of safe-school initiatives in four schools; road safety education provided to 5000 students.



TRINIDAD AND TOBAGO

Adoption of a school; education activities planned.



ZAMBIA

Development of a coalition to reduce traffic injury around schools through education, infrastructure improvements, and enactment of School Zones law.



NIGERIA

Multidimensional plan to reduce traffic injuries among school children, incorporating education, infrastructure, advocacy, and awareness events.

ALLIANCE **WEBINARS**

Online training is a key part of the Alliance Empowerment Program, enabling both Alliance members and the general public to increase their knowledge of key road safety issues, in a low-cost, high-value way. All the webinars are available via our website and on YouTube.

Let's Get Minimum Three-Star Roads By 2020

We created a series of six webinars with the 3-Star Coalition to give NGOs more knowledge about how they can contribute meaningfully to reduce fatalities on our roads. Infrastructure is an essential element of safe roads but is an area where few Alliance members work. The webinars cover how NGOs can apply the star-rating concept with the aim of ensuring that roads in developing countries meet a minimum three-star safety standard. Of all who used the series, those from countries with the highest fatalities were those with the highest number of views.

Member Quote

"Thanks for your useful webinar. It's more than a year [that] we are trying to [convince] our related authorities for preparing the risk map using the iRAP system, and I hope we could include it in the road safety action plan studies."



Social U

These two webinars were developed in collaboration with Safe Kids Worldwide, to explore the ways that NGOs can use Facebook and Twitter more effectively: how to craft an effective message, handle photos, drive engagement, increase followers, and boost trends.

Member Quote

"Thank you. This is very useful for IHIF to [use] Facebook for furthering the cause of road safety with special focus on prevention of traumatic injuries."



Crash Courses in Key Risk Areas

This collection of expert-led webinars covers key road safety risk areas, including; helmet use, drunk driving, speeding, seatbelts, child restraints, drowsy driving, and distraction. They bring together best practices shared by Alliance members. Those who successfully completed the end of course test in 2016 received a certificate.





Member Quote

"Perfect research-based presentation! Scientific approach has been adapted. AMAZING. This is what [most] people are missing while doing road safety efforts."

NETWORKING

AND SHARING

6,000 page views every month. An increase of 23% since 2015.



1,208 people like us on Facebook. An increase of 131% since 2015.



1,402 subscribers receive our newsletter. An increase of 63% since 2015.

446 people follow us on Twitter. An increase of 100% since 2015.

Member Quote

"We use the Alliance website and newsletter as references in our daily work, and we discuss the ideas of projects mentioned to inspire new projects adapted to our national context."

Networking and sharing are integral to the dissemination of our capacity-building activities. Whether through promoting training courses and events, connecting members, or sharing best practices, our goal is to enable members to advocate more effectively for safer roads.

Website

Since the launch of the Alliance's new website in February 2016, web traffic has increased by 23%. It is frequently updated with the latest news from members and the international road safety community.

Newsletters

The Alliance's newsletter is distributed to 1,402 subscribers every month, reaching members, advocates, and decision makers working in road safety around the world. Through our newsletter, we profile members and their projects, mobilize NGOs for action, and provide information on current research, events, and opportunities.



Social Media

The Alliance Twitter feed uses the hashtags #RoadSafety and #RoadSafetyAlliance to promote a broader global conversation around road safety, along with specific Alliance programs. Through Facebook, we promote the Alliance and its members and activities.





Member Quote

"It keeps us updated about road safety events, activities, and reports published by various agencies worldwide. Enhances our capacity to deal with local government."



2016 ANNUAL REPORT | GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

CAPACITY BUILDING

15 webinars published

48 certificates issued for the Crash Courses in Key **Risk Areas**

Capacity building has been our central theme in 2016, from the commissioning of the learning needs assessment through to the implementation of the Alliance Empowerment Program.

Through all our capacity-building activities, our goal is to empower our members to be the best and most effective that they can be.

Member Quote

"Evaluation of what we are doing is very important. Are we effective? Should we continue with what we are doing? We are just doing things and hoping that we'll be effective. We need to learn more about this, how to evaluate our programs."



Member Quote - - - - -

"So many NGOs are working in their own little silos. It's important to join forces, because no one NGO can do everything."

We are the bridge between local and national member NGOs and global stakeholders. We give global players the opportunity to see what is happening on the ground around the world and our NGOs the chance to be heard at a higher level.

We empower our members to become a stronger voice for road safety locally, nationally, and globally.

We do this by mobilizing members for global campaigns and consultations, promoting members' own campaigns on a wider stage, and sharing

evidence-based practices and tools that members

Global Events: World Day of Remembrance for Road Traffic Victims	Consultations: WHO's voluntary global performance targets for road safety risk factors and service delivery mechanisms
Conferences: • UN General Assembly • Safety 2016 • Safe Kids Summit	 Publications: "Road Safety Made Personal, Local & Real: the Global Alliance of NGOs for Road Safety-an umbrella for nongovernmental organizations," published in the Journal of the Australasian College of Road Safety, special edition Contribution to WHO's Post-Crash Response report

Member Quote - - - -

"I don't know how to thank you people enough, but to say a few [words]: this is a great move of you people ... we, the future leaders of the world, we just need serious actions. Lead and others follow."



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ADVOCACY

can use in their own context.







MEMBER LIST

► ALGERIA

E-Consumer Protection Association Les Amis de la Route

► ARGENTINA

Asociación Civil Contra La Violencia Vial Adisiv (ACTIVVAS) Asociación para la Diminucion De Siniestros Viales (ADISIV) Asociación Madres del Dolor Bien Argentino Conduciendo a Conciencia Luchemos por la Vida – Asociación Civil TECPREMER

► ARMENIA

National Road Safety Council (NRSC)

► AUSTRALIA

Australian Road Safety Foundation Little Blue Dinosaur Foundation Safer Australian Roads and Highways (SARAH)

► AZERBAIJAN

Hayat International Humanitarian Organisation National Automobile Club of Azerbaijan -Azerbaycan Milli Avtomobil Klubu (AMAK)

BANGLADESH

BRAC

▶ BELARUS

Belarusian Auto Moto Touring Club

▶ BELGIUM

International Motor Vehicle Inspection Committee (CITA) European Alcohol Policy Alliance European Cyclists Federation FEVR Handicap International Federation Responsible Young Drivers

► BENIN

ALINAGNON

BOTSWANA

Society of Road Safety Ambassadors

► BRAZIL GAMBIA

- National Youth Parliament The Gambia
- ▶ GEORGIA Partnership for Road Safety
- ► GREECE

EFTHITA

You Are What U Do - Kostas Kouvidis

► INDIA

ArriveSAFE Avoid Accident Forum for Prevention of Road Accidents Indian Federation of Road Safety Indian Head Injury Foundation People's Trust Jaipur Safe Drive Save Life Safe Kids Foundation Safe Road Foundation SaveLIFE Foundation Sudheekshan foundation The Ability People Trax S. Society Youth Task Force

► INDONESIA

Road Safety Association Indonesia

▶ IRAN, ISLAMIC REPUBLIC OF Road Safety Pioneers (RSP) Road Safety Supporters Society (RSSS)

- ▶ IRELAND
- Irish Road Victims' Association

▶ ITALY

Italian Association of Road Safety Professionals

▶ JORDAN

The Royal Health Awareness Society

► KENYA

Injuries Prevention & Information Centre – Kenya (IPIC – K) ASIRT Kenya Chariots of Destiny Organization Pamoja Road Safety Initiative RoadWise Network Safedrive Africa Foundation (SDAF) Smart Drivers Organization Usalama Watch Initiative

▶ KOREA, REPUBLIC OF

- Safe Kids Korea ► KOSOVO
- AMRKS KYRGYZSTAN Kyrgyz Road Safety NGO

► LATVIA

Auto-Moto Society of Latvia

▶ LEBANON

Association Zeina Hauch Kunhadi Roads for Life

▶ LIBERIA

Save Life International

► LUXEMBOURG

AVR Association Nationale des Victimes de la Route

MALAYSIA

Safe Kids Malaysia

► MALI

Action et Jeunesse pour le Développement -Sécurité Routière (AJD – Sécurité Routière) Siraba Lakana

► MEXICO

Fundación Tiempo para Vivir, AC Instituto Profesional de Capacitación para el Transporte Público AC Jovenes salvaguarda AC Mexico Previene Movilidad y Desarrollo México NACE AC (No A Conducir Ebrio) Victimas de Violencia Vial AC

MOLDOVA

Automobile Club of Moldova (ACM) ProtectMD Foundation

Road Safety Moldova

► MOROCCO

AMPROUD NGO for road safety – Morocco

► MOZAMBIQUE

Amend AMVIRO

► NAMIBIA

Private Sector Road Safety Forum (Namibia)

▶ NEPAL

Swatantrata Abhiyan Nepal

▶ NETHERLANDS

La Prévention Routière Internationale PRI Safe Crossings

- Youth for Road Safety (YOURS)
- ▶ NEW ZEALAND



▶ NIGERIA

Arrive Alive Road Safety Initiative Highway Safety Initiative Kwapda'as Road Safety Demand (KRSD) Lifestyle Health Education and Safety Foundation PATVORA Initiative Road Accident Information & Rescue Organization Safety Beyond Borders Temidayo Ogan Child Safety and Support (TOCSS) Foundation

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▶ OMAN

Sustainability for Life

▶ PARAGUAY

Afavivpy

▶ PERU

Lima Cómo Vamos

▶ PHILIPPINES

PROJECT C.A.R.E.S. (Community Activities Reaching to Everyone through Services) Inc Safe Kids (Worldwide) Philippines

▶ POLAND

The Association for Improving Safety of Road Traffic

▶ PORTUGAL

Associação de Cidadãos Auto-Mobilizados

► ROMANIA

Asociabia Siguranba Auto CCVR Romania

RUSSIAN FEDERATION

Road Safety Russia

▶ SENEGAL

Laser International

▶ SLOVENIA

Vozim, Zavod za inovativno izobraževanje o varno vožnji (Zavod VOZIM) Zavod Varna pot

▶ SOUTH AFRICA

Childsafe South Africa South Africans Against Drunk Driving

► SPAIN

La Asociación para el Estudio de la Lesión

Medular Espinal (AESLEME) Federación Iberoamericana Asociaciónes de victimas contra la violencia vial (FICVI) Instituto Internacional de Ciencias Políticas Prevencion de Accidentes de Trafico (P(A)T) Stop Accidentes

SWEDEN

Kids Non-Profit Organization

▶ SWITZERLAND

International Federation of Pedestrians

► TAJIKISTAN Young Generation of Tajikistan

> TANZANIA, UNITED REPUBLIC OF

Amend

Helmet Vaccine Initiative Tanzania Foundation UWABA Dar es Salaam Cycling Community

▶ THAILAND

Asia Injury Prevention Foundation Child Safety Promotion and Injury Prevention Research Center

► TOGO

Association des Victimes d'Accidents du Togo (AVA-Togo) Avr

TRINIDAD AND TOBAGO

Arrive Alive

► TUNISIA

Les Ambassadeurs de la Sécurité Routière

TURKEY

International Police Association (IPA) Turkey Turkish Traffic Safety Association

UGANDA

Road Safety Initiative – Uganda Road Safety Trust Uganda Uganda Red Cross Mbarara Uganda Road Accident Reduction Network Organisation (URRENO)

► UKRAINE

Road Safety Support Foundation – Ukraine Ukrainian Road Safety Association

► UNITED KINGDOM

Brake

Eastern Alliance for Safe & Sustainable Transport (EASST) FIA Foundation

Global New Car Assessment Programme

RoadPeace

RoadSafe

Royal Society for the Prevention of Accidents (RoSPA)

UNITED STATES OF AMERICA

- Amend
- ASIRT
- Institute for Transportation and Development Policy International Road Federation Mothers Against Drunk Driving National Organizations for Youth Safety (NOYS) Safe Kids Worldwide Together for Safer Roads Trek Medics International YSA (Youth Service America)

URUGUAY

Fundación Gonzalo Rodriguez Fundación UNITRAN

- VENEZUELA, BOLIVARIAN REPUBLIC OF Asoransito
- ▶ VIETNAM
- **AIP** Foundation
- ZAMBIA

Zambian Road Safety Trust





GOVERNANCE

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► Safe Kids Worldwide

SPONSORS

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- ▶ Decade of Action for Road Safety 2011-2020 ▶ Friends of the Decade
- United Nations Road Safety Collaboration (UNRSC)