

ICORSI

Independent Council for  
Road Safety International



Universidad  
del Valle



**ICoRSI INTERNATIONAL DIALOGUES ON ROAD  
SAFETY**

---

## **Road safety in Latin America, challenges and recommendations**

Bogotá, 20th October 2020

Hilda María Gómez, Road safety consultant  
[hildamariag@gmail.com](mailto:hildamariag@gmail.com)

---

**In Latin America we need to make the population aware of:**

- The magnitude of the road safety problem
- That there are solutions (vaccines)

**Make road safety a national priority:**

- Public sector
- Private sectors

# Content

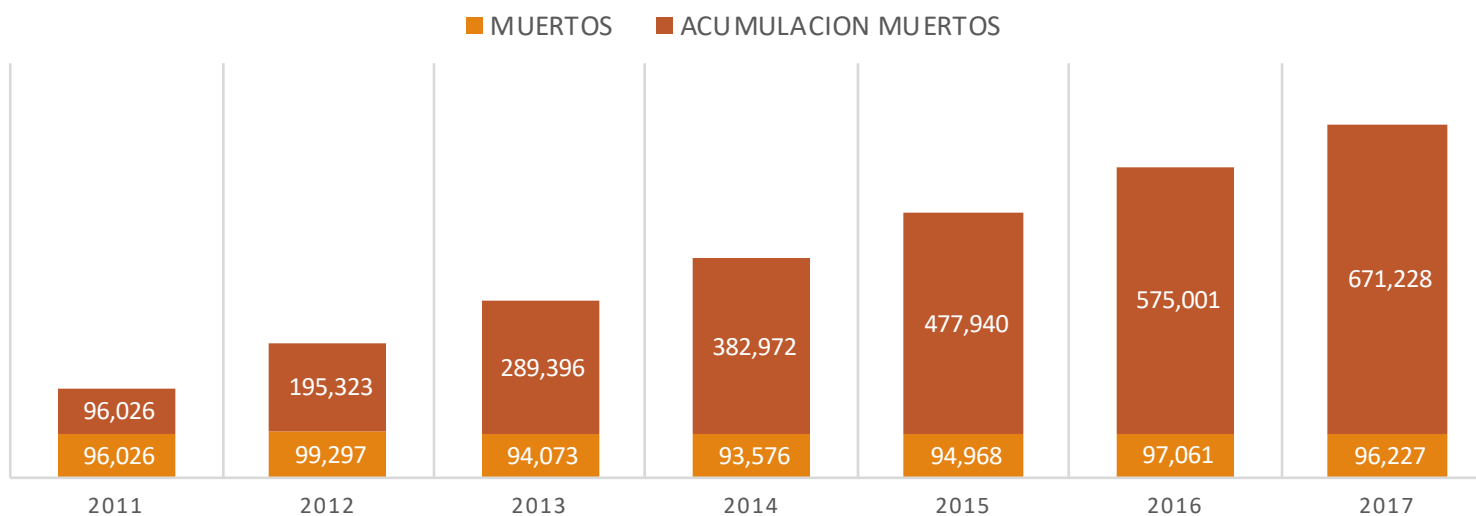
- ✓ **The situation in Latin America post first Decade of Action**
- ✓ **The Challenges**
- ✓ **Recommendations**

# **The current situation of road safety in Latin America after the first Decade of Action**



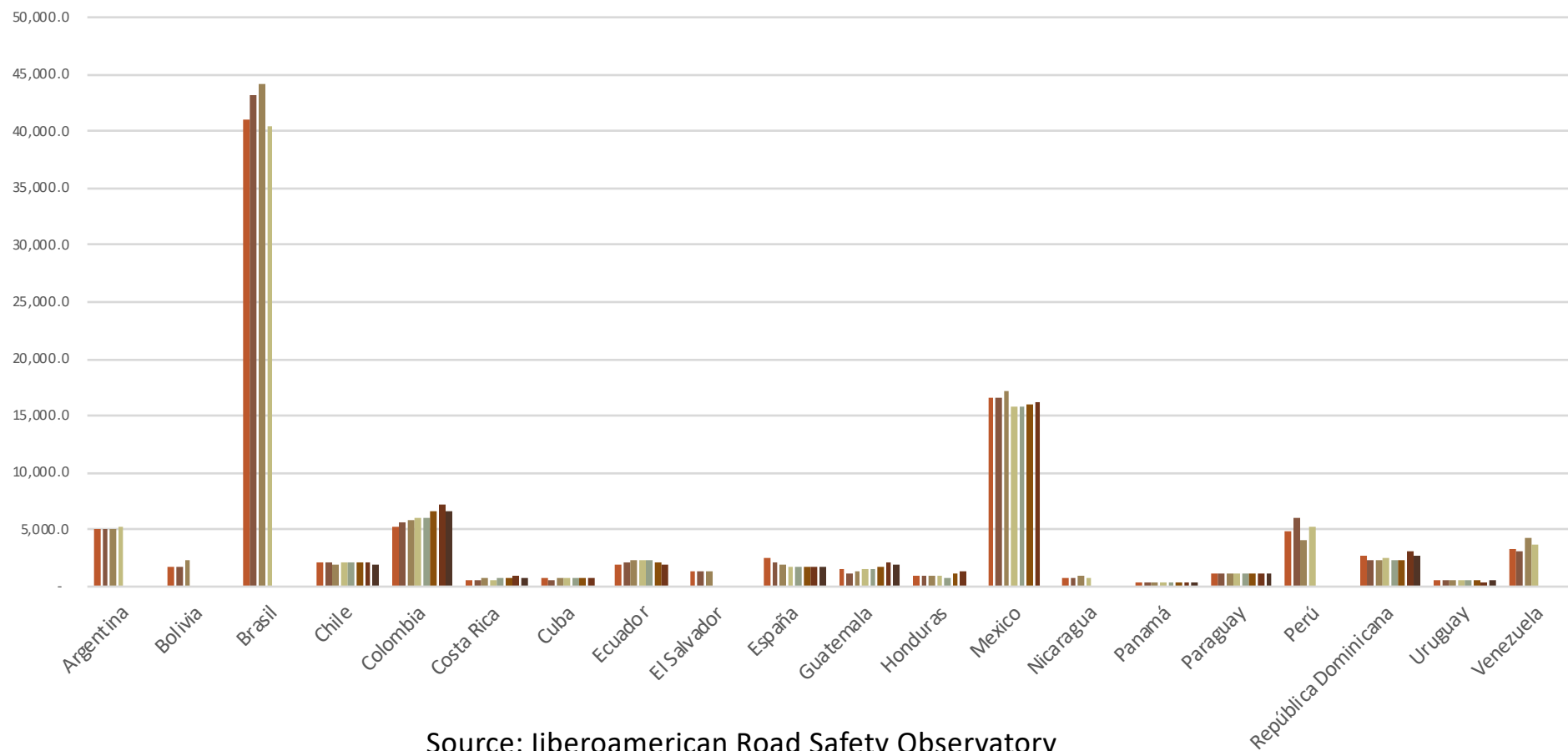
# Road Safety Situation in Latin America

## FATALITIES CAUSED BY TRAFFIC (2011-2017)



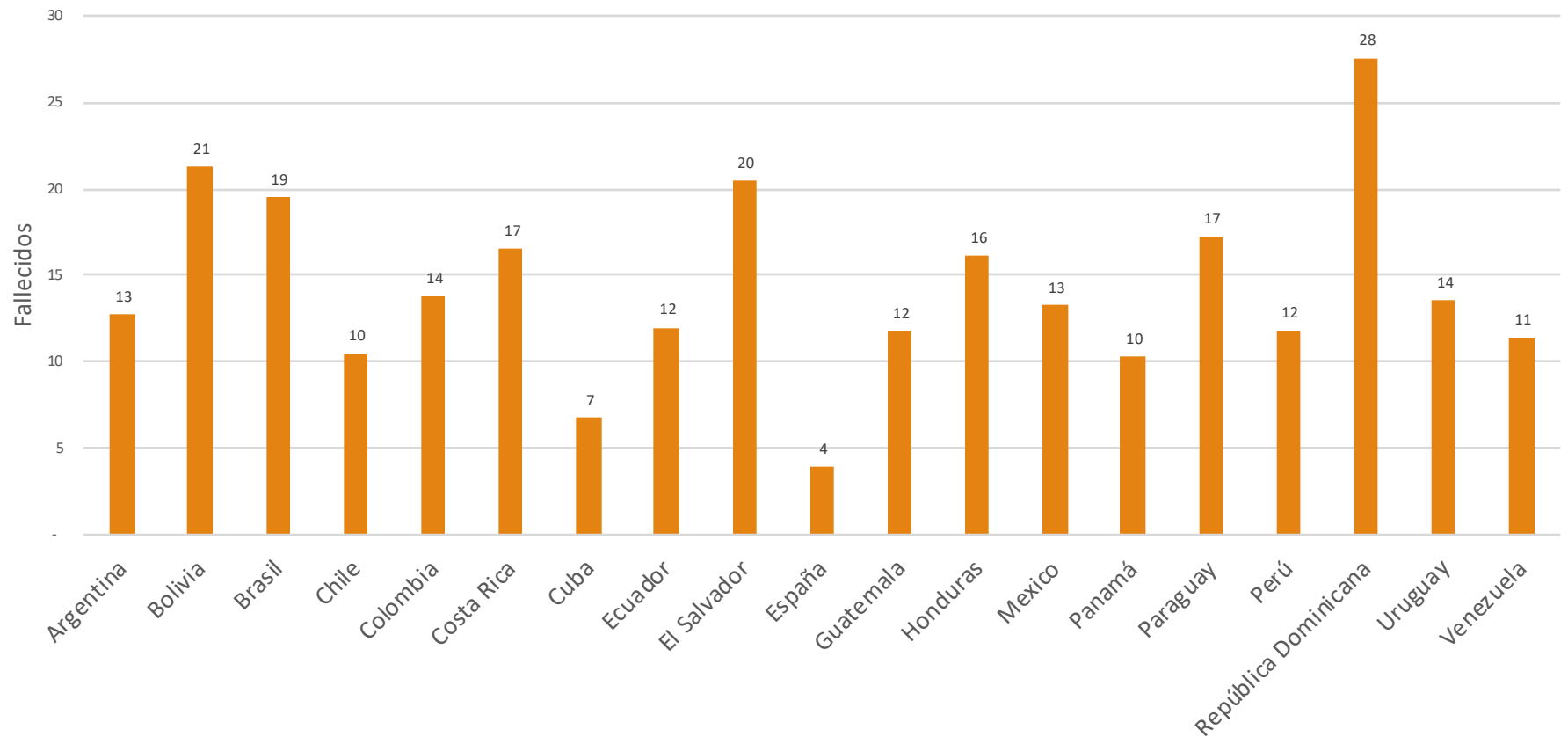
Source: OISEVI

## FATALITIES 2011 - 2017



Source: Iberoamerican Road Safety Observatory

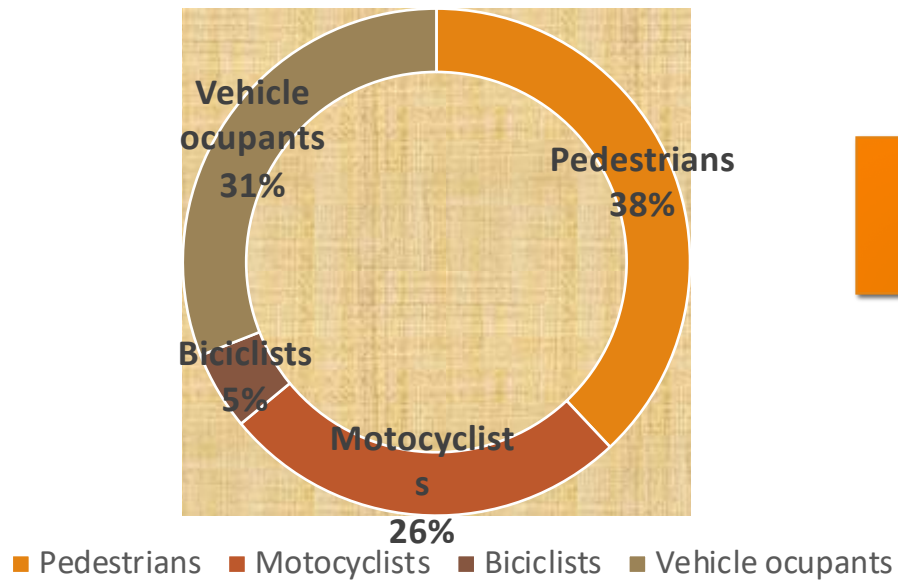
## FALLECIDOS/ 100.000 habitantes 2017



Fuente: Observatorio Iberoamericano de seguridad vial

# Road Safety situation in Latin America

DEATHS PER TRANSPORT MODE  
(%)

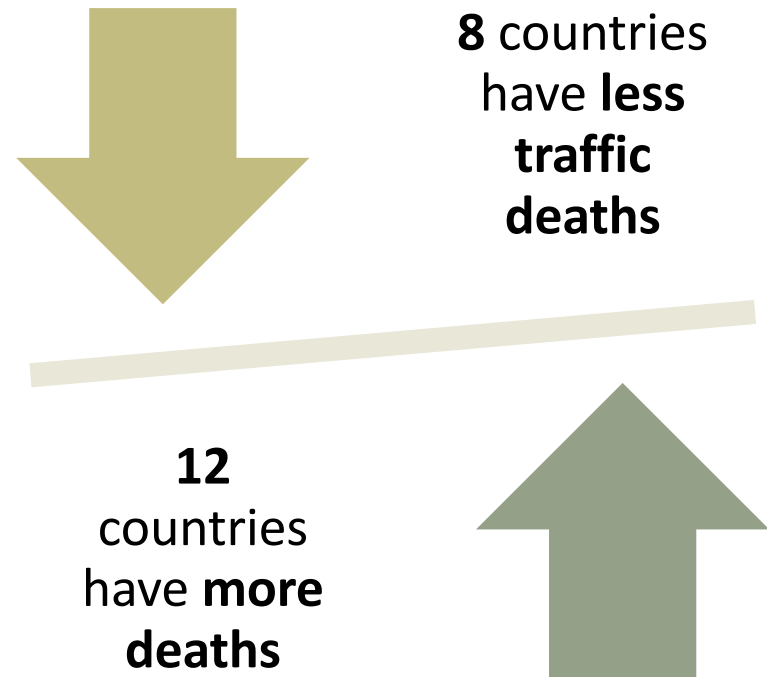


- 69% vulnerable users
- More than 66.000 deaths per year

Source: Global Status Report on Road Safety 2018, WHO

# Road Safety situation in Latin America

**3/20 countries  
don't have a  
National Road  
Safety Plan**



# Progress on Road Safety in Latin America

## New Lead Agencies

- Argentina
- Colombia
- Dominican Republic
- Paraguay
- Uruguay

- ✓ National road safety plan in almost every country
- ✓ More awareness of road safety
- ✓ New legislation on road safety
- ✓ Successful programs in some countries and cities
- ✓ Motorcyclist safety plans
- ✓ Pedestrian safety
- ✓ Increased bicycle infrastructure

## Urban road safety plans



## Road Safety Lead Agencies in Latin America



## Traffic, Transport and Road Safety Agencies in LA





## Other agencies



## REGIONAL SAFETY



# Road Safety situation in Latin America

## LEGISLATION ON RISK FACTORS

### VEHICLE STANDARDS

- NO COUNTRY HAS SIGNED WP29

### SPEED

- Urban and rural
- Enforcement

### CHILDS RESTRAIN SYSTEMS

Source: OISEVI & WHO 2015

# Road Safety situation in Latin America

**7/20 countries have a  
National Road Safety  
Agency**

Authority and leadership

Enforcement

Traffic victim's response offices

Driver licenses process and requirements

Infrastructure

Data

IT on roads, radars and others

Justice System

Legislative

Source: OISEVI & WHO 2015

# Road Safety situation in Latin America

## % URBAN VS RURAL

México: 70%

Colombia: 91%

Brasil: 67%

Paraguay 78%

Argentina: 65%

Uruguay: 45%

CITIES AND REGIONS MORE AWARE OF ROAD SAFETY

# MOTORCYCLES IN THE REGION

Family Vehicle



Work



Public transportation



School bus



Sport



# The Challenges

# Challenges in Latin America (2020 -2030)



Goal 2030

Reduce by 50% the  
number of people  
injured and death  
due traffic

MAKE ROAD

SAFETY A NATIONAL PRIORITY IN COUNTRIES

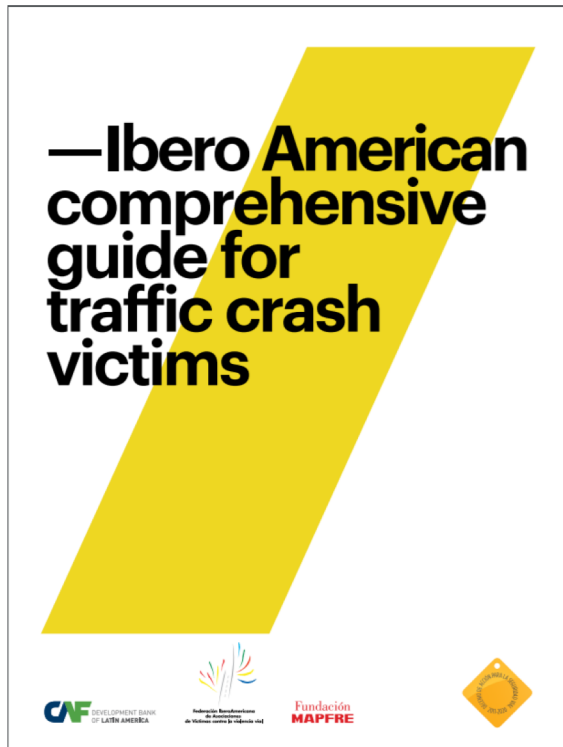


# ROAD SAFETY AS A NATIONAL PRIORITY

- ✓ Safe system approach
- ✓ Political will
- ✓ Lead agencies (trained staff, finance and leadership)
- ✓ Data (analysis, crash analysis)



## TRAFFIC CRASH VICTIMS CARE



Post crash  
care

Psychological  
care

Legal  
guidance

Response  
offices

# ROAD SAFETY AT WORK



## DRIVING FOR WORK: MANAGING SPEED

Speed is a major killer on the roads that affects all drivers. Even when respecting speed limits, drivers can drive at inappropriate speeds or have an inappropriate driving style that increases their risk of being harmed in a collision.

**PRAISE**  
Work Related Road Safety  
**ETSC**  
European Transport Safety Council

### WHAT CAN CAUSE SPEEDING WHEN DRIVING FOR WORK?

- Time pressures
- Delivery/tops schedules
- Pay per km/delivery
- Distractions
- Route planning
- Stress
- Unfamiliar locations

### HOW DOES SPEED INCREASE RISK ON THE ROAD?

- Reduces reaction time
- Increases stopping distances
- Reduces a vehicle's ability to protect occupants
- Increases the risks to vulnerable road users outside the vehicle

### SPEEDING CAN AFFECT ALL DRIVERS IN ALL VEHICLE TYPES

Company cars   Grey fleet   HGVs   Buses and coaches   Motorcyclists   LGVs

### IMPORTANT TO REMEMBER!

Even when respecting speed limits, drivers can travel at inappropriate speeds or have an inappropriate driving style that increases their risk of being harmed in a collision. Even vehicles equipped with top speed limiters can breach lower speed limits.

## HOW TO START TACKLING SPEED...

- Establish a 'speed policy' as part of a comprehensive work-related road risk management programme.
- Choose vehicle types that are suitable for the driver and the task.
- Make sure that systems of work do not pressurise staff into speeding while driving for work.
- Avoid incentives to speed such as payments per km/delivery.
- Assess and train drivers in eco-driving techniques which encourage consistent and lower speed driving.
- Track speeding offences and provide for remedial action as required, including training and disciplinary action.

### UTILISE TECHNOLOGY

#### INTELLIGENT SPEED ASSISTANCE (ISA)

ISA uses a speed sign-recognition video camera and/or GPS-linked speed limit data to advise drivers of the current speed limit and can help to automatically limit the speed of the vehicle as needed. Find out more at [www.etsc.eu/isa](http://www.etsc.eu/isa)

#### FLEET TELEMATICS

Telematics systems can be used to monitor a driver's speed (amongst other things) during a journey. The information can then be used to identify any speeding incidents and help develop feedback.

### INTERESTED IN FINDING OUT MORE?

Download free reports and case studies at [www.etsc.eu/praise](http://www.etsc.eu/praise)  
[europeantransportsafetycouncil](http://europeantransportsafetycouncil)   **ETSC\_EU**

WITH SUPPORT FROM

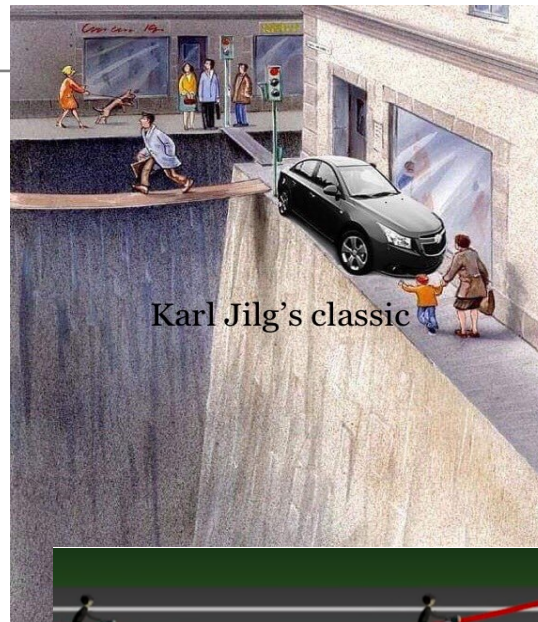
Delger Foundation   Fundación MAPFRE   mX TELEMATICS   DURE

# VULNERABLE USERS SAFETY

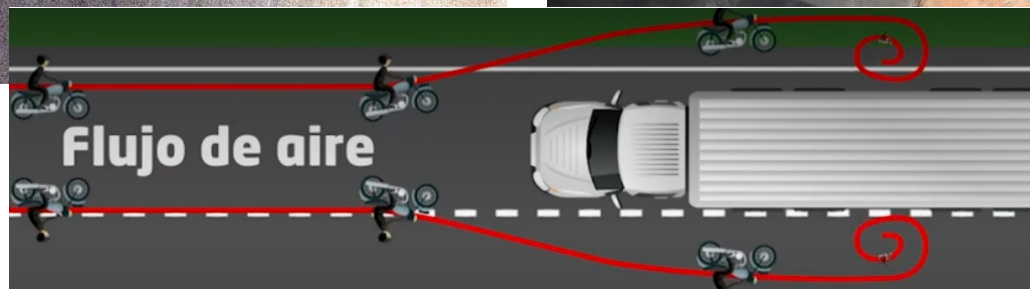
Pedestrians priority

Bicyclist safety

Power Two Wheeler  
Safety



Karl Jilg's classic



## SAFE INFRASTRUCTURE

- Road safety audits and inspections
- Safe design for all users
- New updated road design manuals
- Reduce risks on roads
- Transition on rural and urban roads





## ENFORCEMENT

**Lead agencies don't define enforcement**

**National level:** main roads

**Cities and regions:**

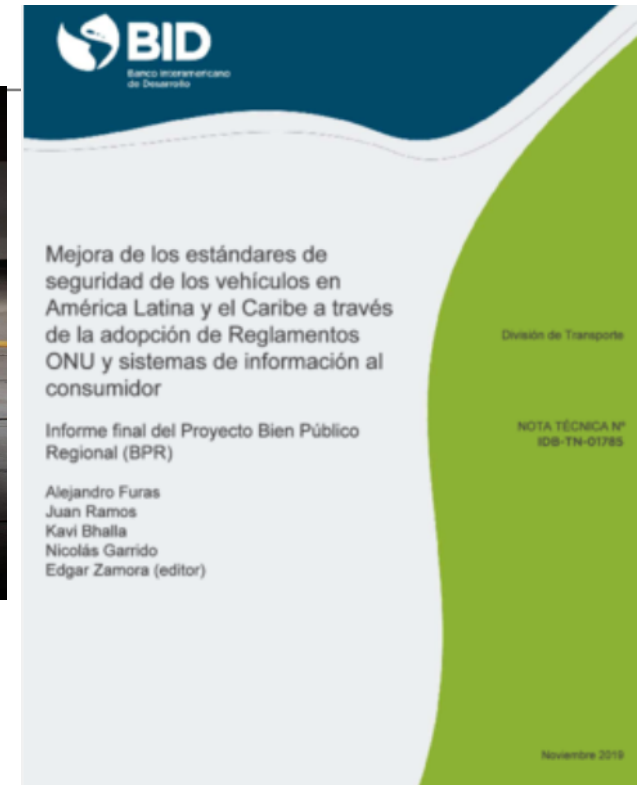
Some mayor cities have local police

**Radars:** progress made, civil society rejection



## VEHICLES SAFETY


- Safety standards for all vehicles (legislation)
- Promote and spread Latin Ncap results



# The Recommendations



# RECOMMENDATIONS



## SAVING LIVES BEYOND 2020: THE NEXT STEPS

Recommendations of  
the Academic Expert Group

for the 3rd Global Ministerial  
Conference on Road Safety

# RECOMMENDATIONS

| RECOMMENDATION                     | TOPICS   | ACADEMIC AND EXPERTS GROUP  |
|------------------------------------|--|---|
| Road Safety as a national priority | <ul style="list-style-type: none"><li>• Safe system approach</li><li>• Lead agency</li><li>• Data</li></ul>  | Procurement   |
| Traffic Victims Response           | <ul style="list-style-type: none"><li>• Comprehensive care of victims: medical, psychological and legal guidance</li><li>• Capacity building within the Justice System</li></ul> |   |
| Work related road safety           | <ul style="list-style-type: none"><li>• Work road safety programs and responsibility of those who hire</li></ul>   | <ul style="list-style-type: none"><li>• Sustainable Practices and Reporting</li><li>• Procurement</li></ul> |

# RECOMMENDATIONS

| RECOMMENDATION          | TOPICS   | ACADEMIC AND EXPERTS GROUP  |
|-------------------------|--|---|
| Safe Infrastructure     | <ul style="list-style-type: none"><li>• Road safety audits and inspections</li><li>• Reduce risks on roads</li><li>• Train roads professionals</li><li>• Safe speed limits</li></ul> | Infrastructure as part of the safe system approach  |
| Safe vehicles           | <ul style="list-style-type: none"><li>• Update safety standards</li><li>• Promote Latin Ncap</li><li>• Enhance motor vehicles inspections</li></ul>                                  | Safe Vehicles   |
| Vulnerable users safety | <ul style="list-style-type: none"><li>• Road safety programs for each user</li><li>• Infrastructure for vulnerable users</li></ul>   | <ul style="list-style-type: none"><li>• Children and youth safety</li><li>• Modal shift</li></ul> |
| Enforcement             | <ul style="list-style-type: none"><li>• Proper enforcement of road safety risk factors</li></ul>   | Technology  |

# RECOMMENDATIONS

---

| RECOMMENDATION                                      | TOPICS   | ACADEMIC AND EXPERTS GROUP |
|---|--|----------------------------|
| Speed management programs                           | <ul style="list-style-type: none"><li>• Speed limits as safe system approach</li><li>• Speed enforcement</li></ul> | Zero speeding              |
| Update driver/ licenses requirements and procedures | <ul style="list-style-type: none"><li>• Training</li><li>• Requirements</li></ul>                                  |                            |

# Final remarks

# FINAL REMARKS

---

En América Latina hemos progreso en seguridad vial, pero requerimos mucho mas para lograr las metas 2030.

Para seguridad vial tenemos las “vacunas” falta actuar de manera decidida y coordinada

The Latin American región has made progress on road safety but needs more to achieve the new UN goal

We have the “vaccines”, we can do it