

# ROAD SAFETY STRATEGY - IDB

*Closing the Gap: Reducing road  
traffic deaths in Latin America  
and the Caribbean*

**Action Plan 2010 - 2015**

**DO YOUR PART**  
safe roads for all

DECADE OF ACTION FOR ROAD SAFETY  
2011-2020







# The Commitment of the IDB

Today, the people of Latin America and the Caribbean are highly conscious of risks and dangers that threaten their wellbeing and security. Alerted by the authorities and the media, people take precautions in order to avoid exposure to many dangerous situations. However, there is one real and immediate threat that takes away thousands of lives each year, yet often remains unacknowledged: the ever increasing problem of road traffic incidents arising from lack of road safety.

Within our region, road traffic incidents represent the highest cause of mortality amongst the 5 to 29 year old age range. Each year such incidents take the lives of 142,000 people from Latin America and the Caribbean; associated injuries send up to 5 million people to the emergency room. The highest prevalence of incidents is found in countries of low and medium economic development. Lack of road safety affects the population in general, but is more pervasive in urban areas and among high vulnerability groups, such as pedestrians, motorcyclists, cyclists, children and the elderly. The immediate consequences of inadequate road safety are reflected in the suffering of victims and their relatives. Additionally, traffic incidents trigger a high demand for health related services and have considerable impact due to the wider economic and social costs they generate. One example is the great number of families that are thrown into poverty when they lose the principal income provider in their home, or have to take care of, and support, a family member disabled by a road related trauma.

The Inter-American Development Bank assigns high priority to this problem and consequently has launched its road safety strategy which aspires to minimize human, social and economic losses resulting from inadequate road safety practices. The strategy is directed at providing support to member countries in the development and execution of plans and actions that strengthen road safety. The Bank is promoting initiatives that encourage coordinated policies and programs that incentivize the participation of all sectors, to prevent and reduce road fatalities and injuries within the region.

With this strategy the Bank leads a process whose purpose is to ensure that the subject of road safety achieves an appropriately high position on the government agenda of our member countries. The IDB will continue to make road safety an integral part of all its infrastructure and transport projects, promote public awareness of the subject and actively participate with other regional, international and multilateral bodies that pursue road safety objectives. We will continue to share good practice and lessons learned, and will collaborate to create strategic alliances among governments and institutions. With this aim, we will continue to work with all our partners and with each of our member countries to create a regional alliance and effectively reduce the occurrence of thousands of preventable deaths and injuries caused by inadequate road safety in Latin America and the Caribbean.

**Luis Alberto Moreno**  
**President**  
**Inter-American Development Bank**

# Road Safety

Each year there are approximately 1.3 million<sup>1</sup> fatalities on the world's roads, which equates to more than 3,000 deaths per day. It is estimated that there are an additional 50 million physical injuries that result in partial or total disability. Every 6 seconds someone dies or becomes seriously injured in a road incident.

The World Health Organization (WHO) estimates that by 2015 road traffic incidents will have become the principal cause of premature death and physical disability among people aged five years and above. The estimates for 2020 are even bleaker, with the number of projected fatalities close to 1.9 million, surpassing the number of fatalities caused by malaria and tuberculosis combined.

90% of road fatalities occur in developing countries. One reason for this is that the accelerated urban growth of these countries takes place in cities which are forced to rapidly increase the capacity of their road network. This is frequently at the expense of users' safety, especially the most vulnerable – motorcyclists, cyclists, pedestrians and other non-motorized users. Since those that use these higher risk modes of transportation are typically sections of the population with lower economic resources, this demographic is disproportionately affected.

**The World Health Organization estimates that by 2030 the health costs associated with inadequate road safety will be surpassed only by those associated with HIV/Aids.**

This scenario is concerning, not only because of the anguish inflicted on the victims' families (which cannot be measured in economic terms), but also because of the economic externalities associated with the destruction and repair of vehicles. Even more costly are the economic and social burdens related to physical disability, medical expenses and the rehabilitation of financially active individuals, whom in many cases are the only income providers in marginalized family households.



<sup>1</sup> Global Plan. "Decade of Action for Road Safety 2011-2020". Geneva, World Health Organization, 2010.

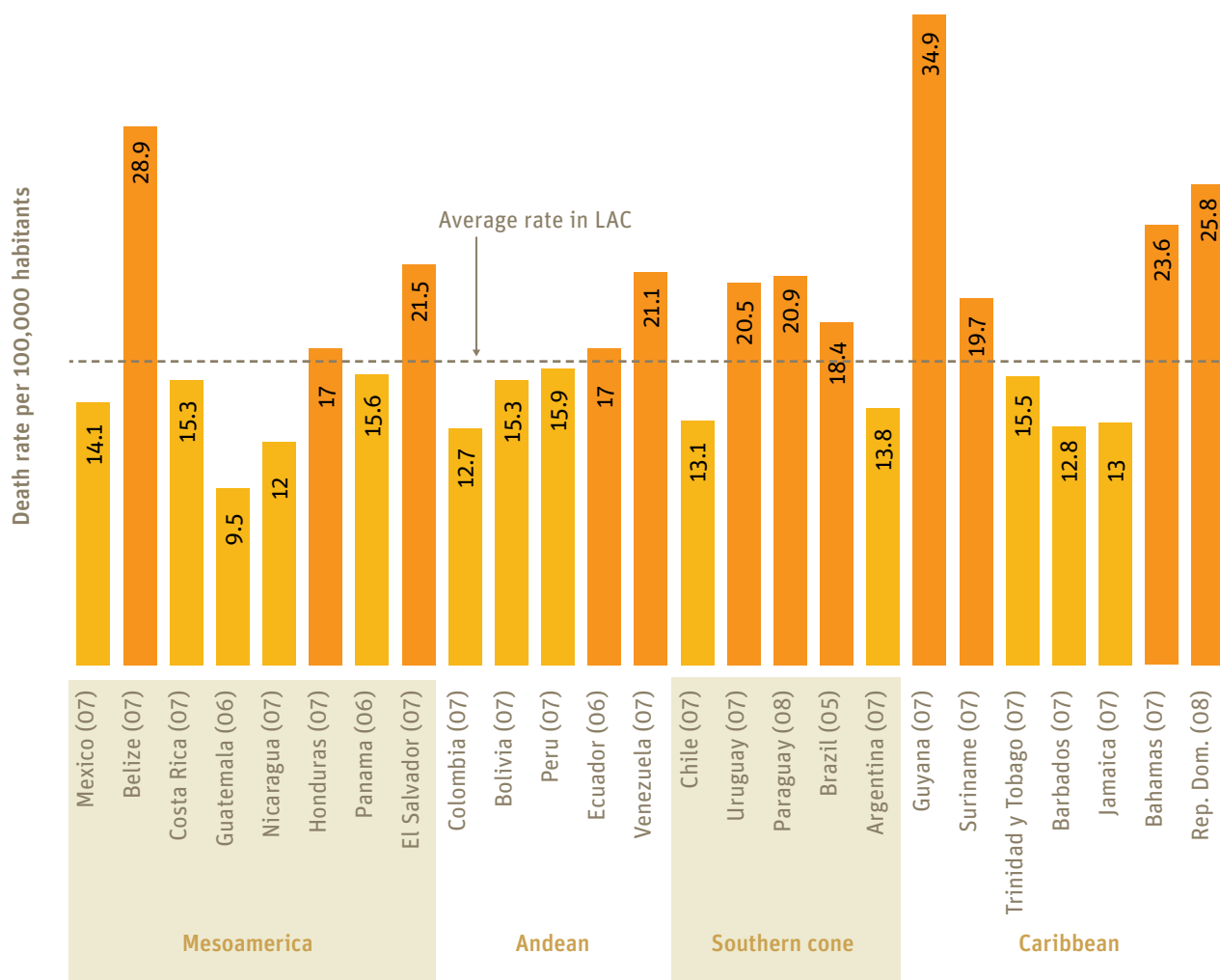
## Road traffic incidents in the region

Recent studies reveal that the annual fatality rate resulting from road incidents in Latin America and the Caribbean is 17 deaths per 100,000 individuals. This is almost double the average rate registered for high income countries where the average is 10 deaths per 100,000. It is projected that if immediate action is not taken, by 2020 the rate in the region will reach 24 deaths per 100,000.

In the region, road traffic incidents represent the single highest mortality cause among young people aged 15 to 29. Almost

half of fatalities are suffered by vulnerable road users i.e. children, the elderly, cyclists, motorcyclists and pedestrians, with a figure of 48% in the LAC region, compared to 20% in high income countries. Studies made by the IDB and the Spanish Road Association reflect that 80% of all fatalities in the region occur in six countries: Brazil, Mexico, Argentina, Venezuela, Peru and Colombia. Between 50% and 70% of the total fatalities take place in urban areas.

The economic cost associated with traffic incidents incurred by countries in the region is estimated to be between 1% and 2% of GDP.



<sup>2</sup> SOURCE: IDB's study performed by the Spanish Association of Roads 2008-2010.

# Road Safety Strategy

## Inter-American Development Bank

In 2009 the United Nations held the First Global Ministerial Conference on Road Safety in Moscow. This was the first time issues of traffic safety were subject to debate and analysis in a forum of such high level and global reach.

At this forum the IDB joined forces with multiple development institutions, private and non-governmental organizations and regional governments to issue a call for action in view of the staggeringly high mortality rates on the world's roads. As a response to this call, the United Nations declared 2011-2020 as the 'Decade of Action' for road safety, with the goal of saving 5 million lives and preventing up to 50 million serious injuries throughout the period.

In March 2010, motivated by a firm commitment and with a work program closely aligned with the pillars of the Decade of Action, IDB's President, Luis Alberto Moreno, officially launched the Bank's Road Safety Strategy (RSS-IDB) during the annual governors' meeting in Cancun, Mexico.

As a result, the Bank has positioned itself at the forefront of the process of instigating change in Latin America and the Caribbean. Its purpose is to equip regional countries with the tools they require to reduce road traffic injuries and fatalities; in particular to strengthen the organizations that are responsible for developing and implementing road safety measures. The strategy is being implemented by a multidisciplinary team led by the Bank's Transport Division and supported by specialists in such areas as communication and strategic alliances.

In 2012 the IDB instituted a road safety work strategy within a framework of regional and multi-sectorial integration. This strategy includes programs tailored to the needs of individual countries and concrete actions aimed at generating measurable results.

The RSS-IDB has a vision of integrating road safety into all the IDB's transport related operations. Because of this, the actions of the RSS-IDB cross over into activities sponsored by the Bank in the areas of logistics and freight,

*“ We aim to lead the change process in Latin America and the Caribbean by promoting a social and political culture that aspires to be free of road traffic incidents. Our efforts are directed at supporting governments in the strengthening of their technical and institutional capacities and at educating the general public. We aim to implement policies and programs that permanently reduce the incidence of road traffic incidents and minimize their consequences. The RSS-IDB plays an important role by promoting improvements in the physical infrastructure of transportation networks, and integrating significant and effective road safety components into every transportation project financed by the Bank. We work in collaboration with specialists from other areas of the Bank in order to share expertise and fully address the issues. Although confronted with a huge challenge we are convinced that our shared efforts will realize our goal of achieving a region free of avoidable fatalities caused by inadequate road safety. ”*

**—Transport Division, IDB**





“ A key component is the integration of partners and interest groups, whom together can generate innovative solutions to reduce the occurrence and severity of road traffic incidents. The objective is to work at local and national level in response to the particular requirements of each country. For this reason, we are in constant search for ways to collaborate with partners that share our vision of achieving a (Latin-American and Caribbean) region free of unnecessary deaths from road traffic incidents ”

— Strategic Alliance Division, IDB

sustainable transport, sustainable cities, large scale projects and the incorporation of intelligent systems of transport.

Implementation of the RSS-IDB requires the effective mobilization of human and economic resources through strategic alliances between the public and private sector, civil groups and non-governmental organizations.

### The RSS-IDB objectives

The Road Safety Strategy is aligned under the five pillars of the UN “Decade of Action”, with the intention of implementing concrete actions and achieving measureable results that contribute towards meeting the target set

Launch of the Inter-American Development Bank’s Action Plan at the annual meeting in Cancun, March 2010: Luis Alberto Moreno, IDB President, Ilana Sod, host of MTV Latin America, moderator, Jose Angel Cordova Villalobos, Mexico’s Health Secretary, Pepe Montañó, Nascar racer, Alejandra Forlán, Alejandra Forlán Foundation.





“ Achieving public awareness of the importance of taking action is the first great step. With the slogan, ‘Do your Part: Safe Roads for All’, we wish to highlight the fact that there is a great deal we can do as individuals to avoid loss of life and disability on the roads. Our goal is to raise awareness, encourage a proactive attitude and promote an understanding of the role of personal responsibility in preventing road traffic incidents. ”

—Communications Division, IDB

by the United Nations of a 50% reduction in road traffic fatalities by 2020. Specifically, the Bank seeks to:

- i. Incorporate road safety components into all transportation operations;
- ii. Promote transport operations exclusively focused on improving member countries' road safety;
- iii. Facilitate regional and inter-sector dialogue among governments;
- iv. Establish road safety as a priority on the political agenda of the region's national governments;
- v. Promote a cultural shift towards personal responsibility regarding road safety by raising awareness among the population of the consequences of irresponsible road traffic attitudes and behaviors.

### Areas of Action (2010-2015)

In order to meet the RSS-IDB objectives, the Bank is supporting concrete actions at the global, regional and national levels, which will:

- Strengthen institutional and technical capacity within the region's national governments in relation to road safety;

Promote the dissemination of road safety knowledge and best practice across the region;

- Promote regulatory safety standards for vehicles sold in the region;
- Positively influence the general public through awareness campaigns in order to increase the adoption of responsible road behaviors;
- Provide appropriate tools for evaluating the impact of road safety activities.

### Progress So Far (2007-2012)

Since launching the strategy two years ago, the IDB has assumed a regional leadership role in efforts aimed at promoting road safety issues and drastically reducing the prevalence of road incidents. The Bank has fostered a multi-sectorial approach and begun to strengthen the technical and institutional capacity of governments within the region. It has worked to improve road infrastructure, vehicle safety standards, the promotion and management of traffic safety standards, and public awareness and behaviors. We know that these measures are beginning to demonstrate a significant impact on road safety within the LAC region.



## Actions at the National Level

**Loans and Technical Cooperations.** Since 2009, the Bank has ensured that all the road construction and rehabilitation projects for which it has supplied technical assistance or financing, satisfy required road safety standards.

- In Paraguay (2007) the Bank financed an internal audit of road networks that resulted in the country's 'National Road Safety Plan' (2008-2013). The 'National Council for Road Safety' was created to provide inter-institutional strategic direction and coordination of the plan. After the first year of implementation, data from police records and emergency rooms revealed that the number of road traffic fatalities had decreased by 9%, despite the fact that the country had experienced an increase in vehicles during the period. Currently, the IDB and the Paraguayan government are working together to develop and implement the "Road Safety - Everyone's Responsibility"
- In Jamaica (2009) the Bank approved one of the first loans in the world specifically targeted at operations increasing road safety. These operations (which include road maintenance and institutional strengthening components), together with other efforts by the government, have already achieved a decrease of over 10% in the number of road traffic incidents.
- In 2010 the IDB signed a cooperation agreement with the International Road Assessment Program (iRAP)<sup>3</sup>, through which, the said organization developed a "Road Safety Standards Assessment Program" for roads in several of the region's countries (including those within the Puebla-Panama corridor of the Mesoamerica Project<sup>4</sup>). Maps were developed to identify locations which posed a high risk for road traffic incidents. Subsequently, investment

public information campaign, in which several private and public sector institutions are participating.

**3ra. SEMANA DE LA SEGURIDAD VIAL.**  
"Seguridad Vial, Responsabilidad de Todos"

Del **3** al **7** de Octubre 2011

DÍA	ACTIVIDAD	LUGAR
Viernes 3	LA SEGURIDAD VIAL DE LOS JÓVENES	Hotel Cirore Plaza Asunción
Martes 6	ENCUENTRO INTERNACIONAL POR LA SEGURIDAD VIAL DE LOS MOTOCICLISTAS DÍA 1	Hotel Cirore Plaza Asunción
Miércoles 6	ENCUENTRO INTERNACIONAL POR LA SEGURIDAD VIAL DE LOS MOTOCICLISTAS DÍA 2	Hotel Cirore Plaza Asunción
Jueves 6	SIMINARIO-TALLER PARA INTENDENTES POR LA SEGURIDAD VIAL URBANA	Hotel Cirore Plaza Asunción
Viernes 7	JORNADA ACADÉMICA PEDAGÓGICA PARA LA SEGURIDAD VIAL	(Parque Itú Guazú)

Para informes comunicarse a los teléfonos:  
4149630, Pabla Coronel y al 6162214, Luciana Moro

**CIPAMA**  
CONSEJO NACIONAL DE SEGURIDAD VIAL

**BID**

**PARAGUAY TODOS**

**3M**

**MINISTERIO DE VÍAS PÚBLICAS Y COMUNICACIONES**  
**MINISTERIO DE SALUD PÚBLICA Y BIENESTAR SOCIAL**  
**MINISTERIO DE EDUCACIÓN Y CULTURA**  
**MINISTERIO DE INTERIOR**

<sup>3</sup> iRAP a non profit organization aiming to improve road safety infrastructure conditions in high risk areas throughout start rating road safety audit programmes.

<sup>4</sup> Mexico, Guatemala, El Salvador, Costa Rica, Panama, Honduras, Nicaragua

recommendations were issued to implement measures to strengthen road safety at such blackspots.

- In 2010 the IDB, in collaboration with the University of the Andes in Colombia, carried out a cost-benefit analysis measuring the impact generated by road safety investment in the Bus Rapid Transit System (BRT) in Bogotá. Results revealed a 35% decrease in road traffic incidents across the main BRT bus lines, demonstrating the benefits of investing in safety measures of this kind.
- Similarly, the IDB has provided support to national and local government in Costa Rica, El Salvador, Mexico, Nicaragua and Uruguay to aid the development of national road safety programs and undertake safety audits and assessments.
- The RSS-IDB has played a major role in the implementation of several “**National Road Safety Week**” events, which are targeted at raising public awareness. The participation of institutional actors in these events highlights their responsibility to address issues of poor road safety. Among the countries that have organized “The National Road Safety Week” are Colombia and Paraguay (2010), Ecuador (2011) and Panama (2012).
- In 2010 and 2011, significant road safety components were incorporated into road infrastructure projects and urban transport schemes supported by the IDB in Argentina, Bolivia, Brazil, Haiti, Honduras, Panama, Paraguay, Peru, Nicaragua, El Salvador, Trinidad and Tobago, and Uruguay.
- In 2011 the Bank financed the rehabilitation of an 80 km stretch of Haiti’s principal highway, the RN1, as a model of a “safe corridor” in the country. This project included the installation of a wide range of road signage and safety materials donated by 3M, and the implementation of a broad campaign to create awareness among highway users. The campaign (financed with resources from the Korean Poverty Reduction Fund) utilized radio and television messages to disseminate information in the form of mottos such as “Speed kills”, “Alcohol and

driving don’t mix” and “Helmets save lives”. These efforts were backed by donations from partners such as the United States Agency for International Development (USAID), the International Organization for Migration (IOM) and the Sesame Street program.

- In 2011 the Bank and one of its principal partners in Brazil, Fundação Dom Cabral<sup>5</sup>, joined forces to collect and disseminate information about road safety in that country. In its findings, the Foundation emphasized the lack of road traffic incident monitoring systems and highlighted the human factor as a significant source of risk. The first of three joint studies, entitled “Towards a Latin America free of casualties due to lack of road safety: the case of Brazil”, cites the lack of road safety education and public awareness as major contributory factors to road incidents in the country.

### Actions at the Regional Level

The IDB has developed and promoted a multi sector approach to road safety and taken a regional (and global) leadership role in the field. This approach directly addresses infrastructure improvements and the strengthening of countries’ institutional capacity. It also addresses improvements to vehicle safety and the management and promotion of road safety measures, as well as user awareness and behavior.



<sup>5</sup> The Fundação Dom Cabral is a center for executive development and companies that has maintained dialogue with partner companies for over 30 years to build integrated educational solutions.

- The Mesoamerica Project was one of the first multinational projects in the region to prioritize road safety. It covers 10 countries and facilitates integration in terms of infrastructure, connectivity and social development. The main transport element of the project, the “pacific corridor”, is the 3,300 km highway link from Puebla (Mexico) to Panama. The road safety component was incorporated in the “Pacific Corridor Acceleration Project” (ACP). The ACP included a data collection exercise using iRAP methodology. The compiled data enabled road traffic blackspots to be identified and addressed. The ACP also involved a public awareness campaign, called “Road Safety Caravan - Safe Roads for All”, that implemented road safety workshops along the route.
- In 2010 the IDB commissioned the Spanish Highways Association to develop an online guide to assist road safety practitioners implement transport projects. The Guide is an interactive online tool allowing users to identify tailored solutions to specific road safety problems. With a comprehensive approach addressing areas such as infrastructure, law enforcement and road user education, the guide allows practitioners with limited sectorial expertise to develop problem solving strategies and specific solutions. This guide is freely accessible at [www.iadb.org/guiaBIDSV](http://www.iadb.org/guiaBIDSV)
- In January 2010 the IDB signed a participation agreement with the International Automobile Federation (FIA) Foundation to develop activities promoting road safety in the region. Within this framework, and in collaboration with International Consumer Research & Testing (ICRT)<sup>6</sup>, the FIA and the Gonzalo Rodriguez Foundation, the IDB has joined the Latin New Car Assessment Program (LatinNCAP). The ultimate objective of this initiative is to ensure that vehicles manufactured for sale in the region comply with the same safety standards required of similar vehicles sold in other regions of the world. The aim is to generate the evidence needed to inform consumers and persuade government regulators about the need to implement measures that minimize physical harm to drivers and passengers arising from road traffic incidents. The



initiative has already made a strong impact, raising awareness through the presentation in 2011 of the results of its second phase, and by revealing the scarcity of safety features included in some of the most popular vehicles sold in Latin America. The program is now in its third phase and results from its 2012 crash tests are expected in October 2012 (to be announced in Argentina)<sup>7</sup>. Crash test results can be viewed on the Latin NCAP website at [www.latinncap.com](http://www.latinncap.com).

- In 2011- 2012 the IDB began development of a “Road Safety Action Program for toll road concessions”. Through this program the Bank is working with governments and the private sector concessions that operate some of the region’s toll roads. The objective is to incorporate into these projects the road safety principles that the Bank supports and to identify and share best practice among the region’s toll road operators. Currently, pilot projects are under way on two highways (in Brazil and Mexico) where traffic incident rates are above the national average. The IDB team is working to develop a program of actions to promote corporate social responsibility among concession

<sup>6</sup> ICRT: International Consumer Research and Testing

<sup>7</sup> Results from Phase I and II can be accessed in ([www.latinncap.com](http://www.latinncap.com))



operators, and to demonstrate to operators the benefits they can achieve by contributing to the reduction of road traffic incidents.

## Actions at the Global Level

The IDB is a member of the United Nations Road Safety Collaboration Committee (UNRSC), and actively participated in the launch of the “2011-2020 Decade of Action” for Latin America and the Caribbean (in Mexico) and for North America (in Washington DC).

In 2011, following a meeting held between seven Multilateral Development Banks (MDBs), a joint statement was issued outlining a shared approach for managing road safety. The initiative was announced by IDB Executive

Vice President Julie T. Katzman, World Bank President Robert Zoellick, New York Mayor Michael Bloomberg, and other leaders in the public and private sectors. The joint statement established a shared commitment to address the growing crisis in public health associated with deaths and injuries caused by the lack of road safety on the roads of low income countries. Common areas of work were established along with specific roles for each of the participating entities. The IDB was tasked with leading the development of indicators needed to monitor progress made by the MDB initiative and activities implemented under its framework.

The IDB has supported and participated in the initiative implemented by the GRSF<sup>8</sup> and the IRTAD<sup>9</sup> to expand the Ibero-American Road Safety Observatory (OISEVI, acronym in Spanish)

Michael Bloomberg, mayor of New York, Robert Zoellick, World Bank's President, Julie Katzman, Executive Vice President of the IDB, Andrey Vasilyev, Deputy Executive Secretary of UNECE and Michelle Yeoh ambassador for the Make Roads Safe campaign at the launch of the initiative.



<sup>8</sup> GRSF: Global Road Safety Facility at the World Bank

<sup>9</sup> IRTAD: OECD-International Transport Forum: International Traffic Safety Data and Analysis Group. Road accident statistics

# Much Work Remains to Be Done

## (2012 – 2015)

The IDB has worked intensively and assumed a leading role in efforts to address road safety issues in Latin America and the Caribbean. It has implemented specific actions that have successfully begun to raise awareness among national governments and the general public.

The Bank has forged strategic alliances with the private sector and other international organizations in order to develop and pursue measures that maximally reduce the human and financial costs arising from road traffic incidents.

Other achievements include the successful integration of road safety into major transport infrastructure projects and significant advances in the exchange and dissemination of technical knowledge on the issue.

There remain, however, considerable challenges that must be overcome if the Bank's road safety objectives are to be met.

In recognition of this, the IDB is launching a new structured road safety program. The program, backed by the Korean Poverty Reduction Fund and the Infrafund<sup>10</sup>, seeks to facilitate capacity building in the region in terms of institutionalization, public awareness and results assessment.

Over the next three years the Bank aims to further consolidate its road safety program with a vision of equitable development throughout the region. With this aim, country-specific activities consistent with RSS-IDB objectives are being developed. At the same time, the work being performed follows a regional coverage approach with the purpose of providing guidelines and organizational bases that stress the need for countries to multiply their efforts to reduce road fatalities throughout Latin America and the Caribbean. The strategy for this period continues

to operate at global, regional and national levels and focus on the strengthening of institutional capacity of countries, car regulation, development of tools for results assessment, public awareness and the development of regional road safety observatories.

### Global Level Activities

The Bank recognizes that in order to achieve maximal gains in the area of road safety, collaboration with other institutions is essential. It is critical that the interest that has so far been generated at international level is capitalized upon.

- To this end, the IDB and seven other Multilateral Development Banks continue to work together to further the cause of road safety, gaining coordinated impact both regionally and globally. The Road Safety Initiative of the Multilateral Development Banks proposes the implementation of specific and shared actions directed towards the achievement of the goals set by United Nations "Decade of Action for Global Road Safety 2011-2020".

### Regional Level Activities

- The Bank continues to be committed to the Latin NCAP initiative which promotes vehicle regulatory standards in the region and aims to ensure that car manufacturers equip the vehicles they sell in Latin America and the Caribbean with the same safety features that are required in other parts of the world. Latin NCAP is now in its third year of implementation and will seek to expand in 2012 - 13 to consolidate itself as an independent organization following the model of other NCAP programs around the world.

<sup>10</sup>. African Development Bank, Asian Development Bank, Andean Development Corporation (CAF), European Bank for Reconstruction and Development, European Investment Bank, Islamic Development Bank and World Bank.



In order to persuade national governments to prioritize road safety within their domestic political agendas it is necessary to present them with a strong economic case for doing so. The IDB has commissioned a study to help determine the economic cost of road traffic incidents and their impact upon the national economies of the region's countries. The study, undertaken by Harvard University and based upon research made in the "Global Burden of Injuries Report", aims to design instruments for generating evidence that highlights the degree to which inadequate road safety hampers countries' economic development. Results are expected by the end of 2012.

- The RSS-IDB recognizes that comprehensive and reliable road safety data is essential if effective road safety policies are to be formulated and implemented throughout the region. The role of **road safety observatories** is therefore acknowledged within the strategy. The IDB is joining forces with the World Bank and the International Traffic Safety Data and Analysis Group (IRTAD) of the Organization for Economic Co-operation and Development (OECD) to expand the Ibero-American Road Safety Observatory (OISEVI). The primary purpose is to create a data collection system with established standards that fulfills the requirements needed for the comprehensive assessment of the Latin American situation in relation to road safety. The IDB shall continue to support the activities of the OISEVI and encourage its gradual expansion to incorporate more countries, including those in the Caribbean region.

## National Level Activities

- The Bank continues to work closely with the countries of the region to strengthen institutional and technical capacity, promote public awareness and implement transport projects where road safety is an integral component. The IDB is carrying out technical cooperations specifically focused on improving the institutionalization and management capacity of governments in relation to road safety. In this context, the IDB is currently working with the government of Colombia to identify specific opportunities to strengthen that nation's road safety strategies.

- The IDB continues to support **knowledge transfer** through the organization of, and participation in, road safety events which bring together expertise from all sectors. The Bank is also working to strengthen national technical capacity by forging alliances with the public, private and academic sectors in order to educate experts in the field. Such leaders are necessary to drive the change in road safety that is required in the region. The IDB is backing numerous conferences, forums and seminars throughout 2012. Examples include: following up on educational activities carried out by national authorities in association with the **road safety week**, and events facilitating the participation of private sector and academic strategic partners in the dissemination of information about road safety.

## Participate

The commitment of the IDB to reduce unacceptably high rates of road traffic incidents is ongoing. Given its long-standing history of service within Latin America and the Caribbean, the Bank has invaluable experience at promoting regional dialogue in all areas of social and economic development. The Bank has a technical team exclusively dedicated to road safety and is open to working with public and private entities to establish road safety as a priority in the region. Further information at **[www.iadb.org/roadsafety](http://www.iadb.org/roadsafety) or follow us in twitter @BIDTransporte**

To support or participate in the IDB's work on road safety, please contact: **[partnerships@iadb.org](mailto:partnerships@iadb.org) or at [tsp-roadsafety@iadb.org](mailto:tsp-roadsafety@iadb.org)**





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## ROAD SAFETY STRATEGY - IDB

*Closing the Gap: Reducing road traffic deaths  
in Latin America and the Caribbean*

**Action Plan 2010 - 2015**

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