

# ROAD AND SAFETY STATISTICAL INFORMATION

BY



## **THIS SECTION:**

- Provides an overview of how the Trust operates
- Trust legal structure
- Activities of the Trust

### **The key points from this section are:**

- The Trust is an innovative focused organisation
- The organisations portfolio covers five activities

The Zambian Road Safety Trust, a not for profit organisation, seeks to create awareness on road safety and contribute towards reduction in road traffic crashes, injuries and fatalities.

#### **Structure**

The Zambian Road Safety Trust is structured as a company limited by guarantees (company No. 95180) and operated under the stewardship of a Board of Directors. The Trust Board of Directors are responsible for the overall direction of the organization's programs and its business operations, and is governed by the Articles of Association in its work. The Trust Board of Directors is composed of a diverse group of community members who bring passion, commitment, skills and expertise to ensure successful implementation of the Vision of the Trust.

## **OUR VISION**

Our vision is to match and exceed international Road Safety excellence consistent with the Safe System approach to free Zambia's roads from deaths and serious injury.

## **OUR MISSION**

- To change the culture of Zambian road users and authorities to one of awareness of, passion for and genuine commitment to, Road Safety
- To be a Zambian peak body for Road Safety
- To research, advocate, develop and promote standards for Road Safety initiatives and programmes
- To raise awareness of the terrible social and economic cost of failure to adequately address Road Safety The Trust was officially launched on 26th April 2014 in Lusaka by Hon. Yamfwa Mukanga, MP, Minister of Transport, Works, Supply & Communications.

## OVERVIEW

Road traffic crashes are a routine occurrence on roads throughout the world. Thousands of people lose their lives on the roads every day. Many millions more are left with disabilities or emotional scars that they will carry for the rest of their lives.

In Zambia more than four people die as a result of road traffic crashes every single day. This means that every day families have to cope with the unexpected loss of loved ones. Losing a relative is never easy. Knowing that a relative was lost to a preventable incident may add to the pain and suffering, and can leave families and communities with emotional wounds that take decades to heal.

Zambia, with almost 2000 fatalities in road crashes per year, is one of the worst performing countries, as far as road safety is concerned. The recent unprecedented high levels and rates of motorization in Zambia has led to rapidly escalating road traffic injuries, often resulting in premature death and disability. Zambia has less than 0.02% of the world's registered vehicles, but almost 14 times the proportion of fatalities from road traffic crashes. These injuries occur predominantly to vulnerable road users and economically active males.

46% of the people killed or badly hurt in road traffic accidents are pedestrians. More than 70% of those killed on the roads are young breadwinners between the ages of 19 and 44 years old. The socio economic costs of these injuries are estimated at between 1 and 7 percent of the gross domestic product (GDP). Road deaths represent a huge burden on Zambia's health systems and an obstacle to government efforts to overcome poverty. With emergency care costly and hard to come by, people injured on Zambia's roads often experience needless complications and lifelong disabilities.

### Crashes Aren't Accidents

The vast majority of all fatal and non-fatal injuries in Zambia including traffic injuries, are not acts of fate but are predictable and preventable. Injuries are a major health care problem and are the third leading cause of death for people. Fatalities, however, are only a small part of the total injury picture. For each injury-related death, there are 19 hospitalizations for injury and another 300 injuries that require medical attention.

The Zambian Road Safety Trust (ZRST) have a particular role to play in terms of personalizing the Road Safety Issue, creating a sense of urgency and generating a demand for safety from the public.

***Our plan is to work towards the goal of freeing Zambia's roads from death and serious injury. To set us on this path, ZRST have set a target to cut the number of those killed or seriously injured by 50 per cent by 2020. It is a challenging target, but we must achieve it.***

# ZAMBIA

Population: 13 088 570  
 Income group: Middle  
 Gross national income per capita: US\$ 1 070



INSTITUTIONAL FRAMEWORK	
<b>Lead agency</b>	Road Transport Safety Agency (RTSA), and Zambia Police (Traffic)
Funded in national budget	Yes
<b>National road safety strategy</b>	Yes
Funding to implement strategy	Partially funded
Fatality reduction targets set	Yes (2011–2015)
Fatality reduction target	20%

SAFER ROADS AND MOBILITY	
<b>Formal audits required for new road construction</b>	No
<b>Regular inspections of existing road infrastructure</b>	No
<b>Policies to promote walking or cycling</b>	No
<b>Policies to encourage investment in public transport</b>	No
<b>Policies to separate road users to protect VRUs</b>	No

SAFER VEHICLES	
<b>Total registered vehicles (2010)</b>	337 513 <sup>a</sup>
Cars and 4-wheeled light vehicles	—
Motorized 2- and 3-wheelers	—
Heavy trucks	—
Buses	—
Other	—
<b>Vehicle standards applied</b>	—
UN World forum on harmonization of vehicles standards	—
New car assessment programme	—
<b>Vehicle regulations</b>	—
Front and rear seat-belts required in all new cars	— <sup>b</sup>
Front and rear seat-belts required all imported cars	No

<sup>a</sup> Number does not include GRZ registered vehicles.  
<sup>b</sup> No car manufacturers/assemblers.

DATA	
<b>Reported road traffic fatalities (2010)</b>	1 388 <sup>c</sup>
<b>Estimated GDP lost due to road traffic crashes</b>	—

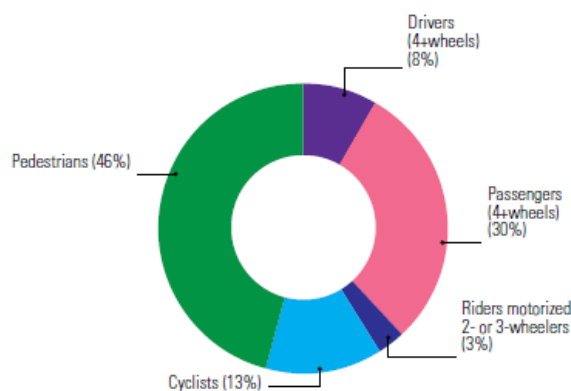
<sup>c</sup> Police records. Defined as died within a year of crash.

SAFER ROAD USERS	
<b>Penalty/demerit point system in place</b>	No
<b>National speed limits</b>	Yes
Local authorities can set lower limits	Yes
Maximum limit urban roads	65 km/h
Enforcement	0 1 2 3 4 (5) 6 7 8 9 10
<b>National drink-driving law</b>	Yes
BAC limit – general population	0.08 g/dl
BAC limit – young or novice drivers	0.08 g/dl
BAC limit – professional/commercial drivers	0.08 g/dl
Random breath testing and/or police checkpoints	Yes
Enforcement	0 1 (2) 3 4 5 6 7 8 9 10
% road traffic deaths involving alcohol	50% <sup>d</sup>
<b>National motorcycle helmet law</b>	Yes
Applies to drivers and passengers	Yes
Helmet standard mandated	—
Enforcement	0 1 2 3 4 (5) 6 7 8 9 10
Helmet wearing rate	—
<b>National seat-belt law</b>	Yes
Applies to front and rear seat occupants	Yes
Enforcement	0 1 2 3 4 5 6 7 (8) 9 10
Seat-belt wearing rate	—
<b>National child restraint law</b>	Yes
Enforcement	0 1 2 3 4 (5) 6 7 8 9 10
<b>National law on mobile phones while driving</b>	Yes
Law prohibits hand-held mobile phone use	Yes
Law also applies to hands-free mobile phones	Yes

<sup>d</sup> 2007, Zambia Police.

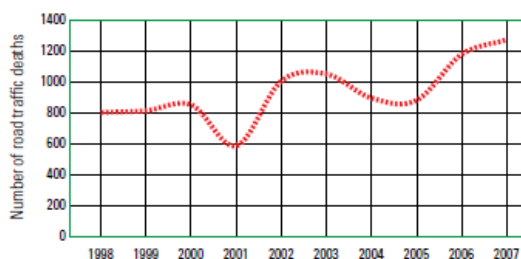
POST-CRASH CARE	
<b>Vital registration system</b>	Yes
<b>Emergency Room based injury surveillance system</b>	No
<b>Emergency access telephone number(s)</b>	Multiple numbers
<b>Seriously injured transported by ambulance</b>	≤10%
<b>Permanently disabled due to road traffic crash</b>	—
<b>Emergency medicine training for doctors</b>	No
<b>Emergency medicine training for nurses</b>	Yes

DEATHS BY ROAD USER CATEGORY



Source: 2011, Zambia Police.

TRENDS IN ROAD TRAFFIC DEATHS



Source: 2010, National Transit Bureau.

## **PARTNERSHIP**

### **This section:**

- Provides an overview of our partnership approach

### **The key points from this section are:**

- How the Trust will work with central Government
- How the Trust will work with the Police and other government agencies
- How the Trust will work with other stakeholders

Road safety directly involves all road users – virtually the entire population of ZAMBIA. It is a complex issue encompassing a diverse range of problems and solutions. Roads are the most dangerous environment in which the majority of people will ever operate, yet they feel relatively safe and society accepts a higher casualty rate than for other forms of transport or environment.

Road traffic accidents do not have a single cause. They result from a number of contributory factors that combine in a way that leads to a road user failing to cope in a particular situation. The Zambian Road Safety recognises and embraces the valuable work undertaken by the many organisations that contribute to road casualty prevention and reduction.

Over the period of our activities, stakeholders will need to continue and extend this collaboration, and a wider group of organisations will need to become involved.

The Trust's actions call for all those able to improve the safety of Zambia's roads to play their part individually, and to work together. This involves delivering in partnership, but also sharing data, knowledge and information.

Teachers play a vital role in delivering road safety education to children and young people. Parents also have a crucial role to playing their children's road safety education and training, one which can be both positive and negative depending upon parental attitudes to road safety. Road safety is also a major concern for adults. Companies should have policies to protect their staff and others from dangers on the road. Community agencies and representatives, operators and drivers associations can all be powerful tools that road safety professionals can use to get their message across.

Central Government Central government sets policy at a national level, enacts legislation that has an effect on the safety of the roads, and delivers services through organisations such as the Zambia Police, Road Transport and Safety Agency (RTSA) and Road Development Agency (RDA). The Zambian Road Safety Trust will use its position and influence to ensure that national road safety legislation and policies address casualty reduction needs by raising the inherent safety and protective quality of road networks for the benefit of all road users, especially the most vulnerable (e.g. pedestrians, children, women, bicyclists and motorcyclists).

## **WORKING WITH THE POLICE & RTSA**

The Police and Road Transport Safety Agency (RTSA) are key stakeholders and committed to reducing road casualties. The two have wide ranging road safety responsibilities including the enforcement of traffic legislation against criminal road users; collecting and investigating collision data; working with government road agencies to provide engineering solutions; and helping to provide educational interventions. Successful joint working between the Zambian Road Safety Trust, the police and RTSA will underpin successful delivery of road safety improvements.

## **OTHER STAKEHOLDERS**

Health Providers including hospitals, medical centres and other health authorities who provide information for parents to help protect children below school age from collisions all have a shared objective to reduce avoidable deaths and injuries arising from traffic collisions.

The Insurance Industry can encourage safe driving through premiums that reward responsible behaviour. The Zambian Road Safety Trust shall work with the insurance industry to achieve common aims. This can be done by encouraging the sharing of relevant research/results data and information which may be used to relay specifics of the outcome of safe driving.

## INTERNATIONAL

This section:

- Provides international view of road crashes

The key points from this section are:

- Road Traffic facts
- International approaches to road safety

Road traffic crashes take the lives of nearly 1.3 million people every year, and disable millions more worldwide. Road traffic crashes have been acknowledged as a challenge by the United Nations and its Member States for many years and the years 2011-2020 was declared a Decade of Action. Road crashes currently rank with tuberculosis and malaria as major killers in global terms. The UN goal is to halve the number of road victims by 2020. Achieving this means preventing five million traffic deaths and 50 million seriously injured people, and saving \$3 trillion (USD).

Nonetheless, evidence from many countries shows that dramatic successes in preventing road traffic injuries can be achieved through concerted efforts at national level. A number of countries, such as Australia, Canada, France, the Netherlands, Sweden and the United Kingdom have achieved steady declines in road traffic death rates through coordinated, multi-sectorial responses to the problem. Such responses involve implementation of a number of proven measures that address not only the safety of the road user, but also vehicle safety, the road environment and post-crash care.

### SAFE SYSTEM APPROACH

Almost all road crashes involve human error, ranging from simple mistakes to deliberately dangerous, illegal behaviour. They usually involve a number of contributory factors,<sup>5</sup> the most common of which are basic errors, such as failing to look properly (a factor in 25% of road deaths), loss of control of a vehicle (34% of deaths), inappropriate speed (23% of deaths) and impairment or distraction (24% of deaths). However, this does not mean that road users are solely responsible for preventing road casualties.

Good road safety management adopts the Safe System Approach, as advocated by the World Health Organisation. People are killed or seriously injured on the road if they suffer impacts that are greater than the human body's ability to tolerate. The Safe Systems Approach includes designing roads and vehicles so they minimise the risk of crashes occurring, and ensure that when they do occur, they are much less likely to result in death or serious injury. Those involved in the design and management of the road system and road users share responsibility for the safety, and safe use, of the road system. The Safe Systems Approach ensures that measures to prevent injuries extend beyond trying to change individual behaviour, and include changing vehicles, roads and vehicle speeds. The Zambian Road Safety Trust will try to identify the factors that lead to road casualties, understand how they affect each other and how they can be changed, to produce a safer road environment, safer vehicles and safer road users in Zambia.

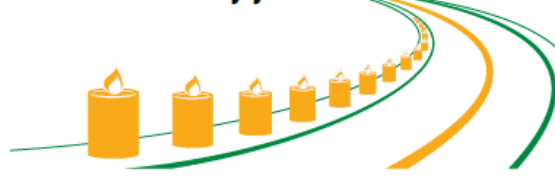
# Road traffic injuries: the facts

# 1.24 million

road traffic deaths occur every year.

# #1

cause of death among those aged 15-29 years



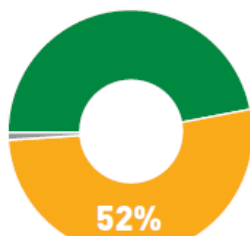
# 3 out of 4

road deaths are among men

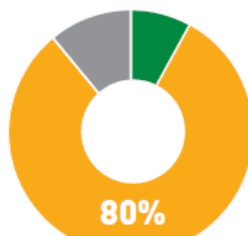


Although middle-income countries have only half of the world's vehicles, they have 80% of the world's road traffic deaths.

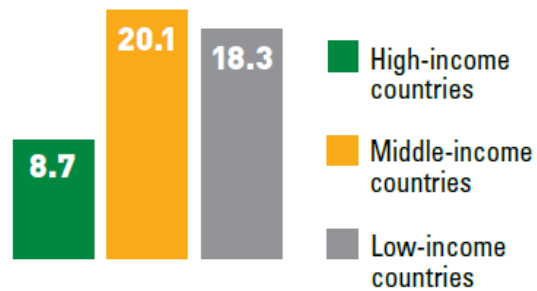
Middle-income countries have the highest road traffic death rates.



VEHICLES

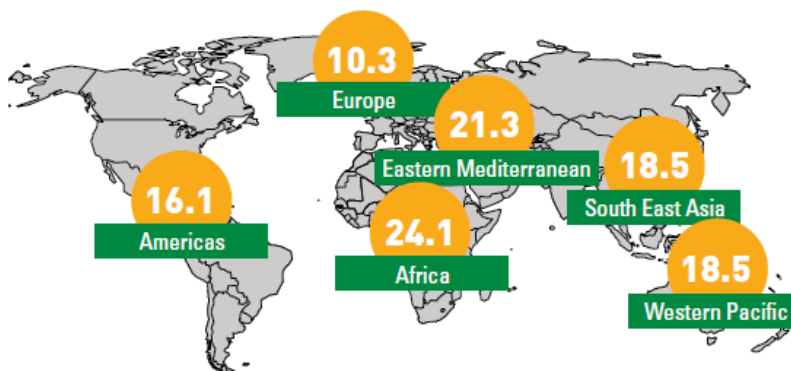


DEATHS



Road traffic fatalities per 100 000 population

The chance of dying in a road traffic crash depends on where you live



Road traffic fatalities per 100 000 population



# 50%

of all road traffic deaths are among pedestrians, cyclists and motorcyclists.



World Health Organization

Source: Global status report on road safety 2013  
[www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status](http://www.who.int/violence_injury_prevention/road_safety_status)





## **FIVE OBJECTIVES**

The five objectives below sets out our strategic framework for road safety that we believe will reduce deaths and injuries on Zambian roads. The proposed actions and approach are underpinned by successful working in partnership with Government, agencies, businesses and other stakeholders.

### **STRATEGIC OBJECTIVE 1:       ADVOCACY**

Advocate, raise the profile of road safety and help all road users understand the risks of their behaviour to themselves and others.

### **STRATEGIC OBJECTIVE 2:       EDUCATION**

Use education, training and publicity campaigns to support our road safety programmes.

### **STRATEGIC OBJECTIVE 3:       VICTIM S UPPORT**

Provide support to those bereaved or injured by road collisions and campaign for justice, rights and recognition for Road Crash Victims.

### **STRATEGIC OBJECTIVE 4:       POST-CRASH**

Provide post-crash systems to avoid preventable death and disability, limit the severity of the injury and the suffering caused by it, and ensure the crash survivor's best possible recovery and reintegration into society.

### **STRATEGIC OBJECTIVE 5:       RESEARCH**

Gather data and monitor statistics of traffic deaths, injuries and road crashes to improve road safety in Zambia.

## ADVOCACY

### STRATEGIC OBJECTIVE 1:

Use advocacy as a tool for change to influence decision-makers to address the structural and institutional barriers to solving the road crash crisis, and to change prevailing mindsets that prevent substantial policy change for improved road safety.

Despite the overwhelming evidence that road traffic injuries are a serious global concern, there is a “paradoxical mismatch between the relative importance and the relative inattention” to the problem at a policy level when compared to other issues such as HIV/AIDS, malaria, and tuberculosis. Several factors can explain why road safety is not higher on the policy agenda of governments:

- ✓ Culture of complacency: traffic crashes are so frequent in the general community that the problem is perceived as banal and too familiar.
- ✓ Conflicting economic priorities: perceived conflict between mobility and safety. Mobility assumes priority as it is often seen as an economic driver.
- ✓ Lack of advocates: Politicians and regulators rarely encounter public campaigns, professional lobbying, or mainstream journalism from those injured in crashes because many victims are unable to advocate on their own behalf.
- ✓ Lack of dedicated funding: Law makers are unwilling to strengthen laws as budget allocations are rarely enough to implement any legislative changes. Furthermore, road safety receives little attention and funding from international development donors resulting in few resources available for local organizations and governments to address the problem. Moving road safety up a government’s policy agenda is difficult and there is little motivation or political will being generated to affect required policy change.

### THE ZAMBIAN ROAD SAFETY TRUST WILL:

1. Support local authorities to adopt ownership, accountability of road safety local initiatives in their localities and support development of local road safety schemes;
2. Work with the government to review and strengthen road traffic offenses;
3. Promote the safe system approach and the role of self-explaining and forgiving road infrastructure.
4. Lobby for the implementation of road signs in collaboration with local authorities and funding from corporate partners and stakeholders;
5. Lobby for and ensuring sustained funding for road safety initiatives across the country.

Activities	Result indicators	Monitoring/ Evaluation
1.1 To engage local authorities and corporate bodies on road safety matters targeting specific interventions.	Increased local authorities and business participation in local road safety initiatives	Reports and feedback
1.2 To influence decision-makers across government departments (Police, RTSA, Ministry of Health, Ministry of Transport, etc) to address the policy gaps required to improve road safety.	Adopt new policies and legal framework on Road Safety issues	Reports and feedback
1.3 To produce publications on road safety matters targeting decision policy makers	Increased knowledge and awareness	Reports and feedback

## FIRST-AID POST CRASH

The Zambian Road Safety Trust will compliment Government efforts by establishing ZRST first responders. The ZRST first responders will attend to the crash victim immediately and avoid preventable death and disability by providing appropriate first-aid. Death is not the only last destination of any road traffic crash. More than 10 times of those who are killed in traffic crashes are maimed or severely injured and manage to live rest of their life as crippled, handicapped or paralysed. Preventing road traffic injuries from occurring should be the main goal to be pursued, but the reality is that crashes continue to occur. The aim of post-crash care is to avoid preventable death and disability, limit the severity of the injury and the suffering caused by it, and ensure the crash survivor's best possible recovery and reintegration into society. The way in which persons injured in road traffic crashes are dealt with following a crash determines their chances and the quality of survival. The Zambian Road Safety Trust has trained 500 unemployed youths in first-aid out of the target 10,000.

### STRATEGIC OBJECTIVE 2:

Avoid preventable death and disability by providing appropriate first-aid to crash victims using well trained and equipped volunteers to limit the severity of the injury and the suffering caused by the road crash and ensure the crash survivor's best possible recovery and reintegration into society.

Activities	Result indicators	Monitoring/ Evaluation
1.1 To train 1000 volunteer youths in First -Aid who will be First-Aid respondents and provide First-Aid treatment to crash victims	Increased number of trained volunteer youths in First-Aid from within their local communities	Reports and feedback
1.2 To acquire emergency medical equipment, uniforms and Ambulances	Established disciplined, equipped and prepared emergency teams	Reports and feedback
1.3 To provide prompt First Aid to crash victims 24 hours	Reduced number of serious injuries and fatalities from crashes	Reports and feedback
1.4 To set-up an accident emergency help line	Functioning communication system	Reports and feedback

## CRASH VICTIMS SUPPORT

### STRATEGIC OBJECTIVE 3:

*Is to provide various resources to people whose lives have been devastated by death of a loved one or a serious injury following a road crash.*

Each year about two thousand people die as a result of road collisions on Zambia's roads. This represents an enormous loss. Each person killed will be someone's parent, partner, child, or a favourite relative, best friend or soul-mate. The need to provide effective, personal support to those affected by death or life changing injuries resulting from road collisions is a significant issue.

The Zambian Road Safety Trust shall provide a range of support materials and resources for both persons directly involved with, and those affected by, road crashes. These resources will be designed to provide both emotional support and practical help. Our support and information services will be available to anyone affected by road trauma.

The Zambian Road Safety Trust will:

1. Provide emotional support including a national helpline for road crash victims and a befriending network;
2. Create a crash victim support office to provide practical information, advocacy, and emotional support for road crash victims;
3. Create a national crash victims support fund in partnership with the Government;
4. Work with the insurance companies to introduce and encourage the establishment of appropriate road user insurance schemes to help finance rehabilitation crash victims.

Activities	Result indicators	Monitoring/ Evaluation
1.1 To produce practical information to help crash victims and their relatives	Increased information availability on road safety	Reports and feedback
1.2 To create a crash victim support office	Established point of contact and administration for crash victims	Reports and feedback
1.3 To train 100 volunteers in Crash Victims Support	Increased number of trained volunteer youths	Reports and feedback
1.4 To set-up a national help line for road crash victims	Functioning communication system	Reports and feedback



## DATA & RESEARCH

### STRATEGIC OBJECTIVE 4:

Good road casualty data is essential to ensure that limited resources are targeted at the right groups, areas and issues, in the right priority order and in the most effective way. Before any road safety programme can be planned, it is essential to identify the problems that need to be tackled and the most appropriate ways of doing so, otherwise there is the very real risk of spending those resources ineffectively.

The Zambian Road Safety Trust will undertake research programs independent of, and complementary to, government sponsored research. This research will be rolled out progressively and would aim to identify ways of improving the delivery of road safety education and training as well as community mobilisation programs. The Trust will:

1. Establish and maintaining the data collection systems necessary to provide baseline data and monitor progress in reducing road traffic injuries and fatalities;
2. Maintain the road collision database and data system;
3. Producing statistical reports on road collisions in Zambia;
4. Conduct surveys of speed and seat belt-wearing on Zambian roads;
5. Undertake multidisciplinary research to understand how collisions happen;
6. Propose and evaluating ways to prevent collisions and injuries;
7. Participate in national and international research projects.

Activities	Result indicators	Monitoring/ Evaluation
1.1 To train volunteers in various research methodologies	Increased number of trained staff and volunteers to undertake research	Reports and feedback
1.2 To create a road safety research laboratory	Established road safety laboratory	Reports and feedback
1.3 To undertake research activities on various causes of traffic crashes	Shared research to various stakeholders	Reports and feedback
1.4 To produce reports on research outcomes	Increased new informed decisions on causes of traffic crashes and reduction on crashed	Reports and feedback

## EDUCATION & AWARENESS

### STRATEGIC OBJECTIVE 5:

**Is to influence the behaviour of road users, by improving their knowledge of the causes and consequences of road crashes, improving their skills as road users and fostering positive attitudes towards behaving in a way that reduces the risk of causing or being involved in a road accident.**

All road users, regardless of whether they are travelling on roads or pavements, have a responsibility for their own safety and the safety of others, through individual actions and by complying with the law. Marketing, education, training and enforcement all have a role to play in encouraging road users to take responsibility. Encouraging safe behaviours is important. This programme involves campaigns, education and training aimed at particular road user groups or particular behaviours. It is vital that this investment targets the correct audiences, delivers appropriate information, and uses the most effective ways of engaging with them to drive, ride or walk safely for their own benefit and that of others. Zambian Road Safety Trust believe that road safety is an important life skill that should be taught from an early age. By learning about road safety in primary and secondary school students can start to develop appropriate skills and knowledge that will help make them safer in the road environment.

#### THE ZAMBIAN ROAD SAFETY TRUST WILL:

1. Apply new media techniques/initiatives to road safety awareness/ education campaigns which are interactive and age-appropriate including the development of a social media strategy and TV/RADIO advertisement;
2. To organise workshops/seminars on road safety by demonstrating through the use of seatbelts, helmet wearing and reduce drink driving, speed and other risk factors;
3. Integrate international road safety awareness events such as UN Global Road Safety Awareness Week and World Day of Remembrance for Road Traffic Victims into road safety plans nationally and at local level;
4. Road Safety Fundraising Concert and relevant events in creating awareness and promotion of Road Safety.
5. Develop specific educational measures aimed at vulnerable road users.
6. Host Annual Road Safety Awards

Activities	Result indicators	Monitoring/ Evaluation
1.1 To produce publicity and learning materials for the schools, public, businesses on road safety	Increased new Information available on road safety	Reports and feedback
1.2 To advertise on Radio, TV and Online Road Safety Campaigns	Increased number of adverts on TV, Radio and Online	Reports and feedback
1.3 To train 500 volunteers in Road Safety issues and campaigns	Increased number of trained volunteer youths	Reports and feedback
1.4 To hold public campaigns on road safety targeting various road users - pedestrians, drivers, students, etc	Increased number of school students and the public educated on road safety	Reports and feedback