



Shakespeare Business Centre
245a Coldharbour Lane
London SW9 8RR

info@roadpeace.org
www.roadpeace.org
Tel: 020 7733 1603

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On May 11, the launch of the UN Decade of Action for Road Safety, RoadPeace and London School of Hygiene and Tropical Medicine call for a road danger reduction approach with more done to protect people and planet.

On Wednesday 11 May the UN is launching the Decade of Action for Road Safety with events planned around the world to commemorate its start.

A Global Plan (http://www.roadpeace.org/resources/WHO_road_safety_plan_2011-20.pdf) outlines a range of activities with the aim of stabilizing and then stopping the predicted rise of annual road deaths from nearly 1.3 million to 1.9 million by 2020.

RoadPeace, the UK's only members based road victims' charity, and London School of Hygiene and Tropical Medicine (LSHTM) welcome this opportunity to focus on and act to stop the terrible global epidemic of road death.

But we are concerned that the actions proposed within the Plan focus more on protecting car occupants than pedestrians and cyclists, despite the majority of those being killed being outside cars, and with few people in low income countries expected to own a car by the end of the decade.

We are alarmed at the acceptance and even encouragement of the predicted growth in global motorization in the Global Plan, with only token reference made to environmental and public health concerns. The FIA Foundation (which was established in 2001 with a donation of \$300 million from the Fédération Internationale de l'Automobile (FIA), the non-profit federation of motoring organisations and the governing body of world motor sport) has spearheaded the Decade of Action, but recently suggested that you can "Buy a car. Stop a road death" (FIA Foundation press release: <http://www.makeroadssafe.org/media/PressReleases/Pages/Buyacarstoparoaddeathopt-outschemetohelpfundUNDecadeofActionforRoadSafety.aspx>) with its proposal that road safety is funded via a voluntary levy on new cars.

That road safety funding should depend on new car sales is shocking given that cars are the main cause of the problem; the solution to road deaths, climate change, and obesity lies in fewer cars, not more.

This is why RoadPeace and LSHTM will be marking the beginning of the Decade with an early evening of talks calling for a road danger reduction based approach to the Decade, to protect both people and planet from the devastating consequences of an over-motorised world. From 5-7 pm on Wednesday 11 May at the John Snow Lecture Theatre, LSHTM, we will hear from a number of speakers who will explore through a series of engaging and inspiring talks why reducing road danger, through the reduction in speed, volume and dominance of motorised vehicles, is essential not only to reduce road deaths but also to tackle the twin crises of climate change and obesity.

Speakers include Professor Ian Roberts, LSHTM, co-editor of the BMJ *War on the Roads*, and co-author of *The Energy Glut*, Dr Mayer Hillman (Policy Studies Institute), Duncan Kay (Fairness in a car dependent world), Dr Ashok Sinha (London Cycling Campaign), and Jenny Jones (London Assembly Member, Green Party).

This is a free event. All are welcome to attend. Please contact info@roadpeace.org to reserve your place. More information about the speakers is provided at the end of this press release.

Notes for journalists:

For further information contact:

RoadPeace **020 7733 1603** during office hours
Amy Aeron-Thomas, Executive Director: **07905 847917** outside office hours

Event details

Title: Saving People & Planet: a road danger reduction approach for a safer and fairer world
Date& Time: Wednesday May 11, 5 – 7 pm
Venue: John Snow Lecture Theatre, LSHTM
Tickets: This is a free event

RoadPeace

RoadPeace is an independent national charity, providing emotional and practical support, and advocacy to those affected by road crashes; as well as campaigning for justice for road crash victims and for road danger reduction, with a focus on reducing the volume, speed and dominance of motorised traffic and promoting cycling and walking.

RoadPeace was a winner of the Guardian Charity Award in 2008:

<http://www.guardian.co.uk/society/video/2008/dec/04/guardian-charity-awards-roadpeace>

London School of Hygiene & Tropical Medicine

The London School of Hygiene & Tropical Medicine (LSHTM) is a renowned research-led postgraduate medical school. Its mission is to contribute to the improvement of health worldwide through the pursuit of excellence in research, postgraduate teaching and advanced training in national and international public health and tropical medicine, and through informing policy and practice in these areas. Part of the University of London, the School is the largest institution of its kind in Europe with a remarkable depth and breadth of expertise encompassing many disciplines associated with public health.

Road danger reduction

RoadPeace was founded in 1992 on the principle of road danger reduction (RDR). RDR focuses on making the road environment less dangerous by tackling danger at source through reducing the speed, volume and dominance of motorised traffic. It also takes into account the other negative consequences of inappropriate and excessive motor vehicle use such as fear and intimidation, environmental impact and public health issues. RDR differs from traditional road safety in that it adopts a wider approach that considers not only the quantity of death and injury by crashes, but also the effects of excessive and inappropriate motor vehicle use on the quality of life and the environment. It places a greater duty of care on those that pose the greater threat and argues for danger to be controlled at source.

Background information on speakers:

Amy Aeron-Thomas

Amy Aeron-Thomas has worked since 2000 with RoadPeace, the national charity for road crash victims. As Executive Director, she is responsible for developing their policy on road danger reduction and justice, and balancing their advocacy role with the work they do supporting crash victims. Since at RoadPeace, she has undertaken a systematic review of red-light cameras for the Cochrane Collaboration and produced a Safety Camera Briefing Pack in 2005. She has also produced guides for the bereaved on road death investigation, inquests, and the criminal prosecution process. She was recently a community representative on a NICE programme development group on Preventing Unintentional Injuries to the under 15s.

She came to RoadPeace through her work at TRL (Transportation Research Laboratory) where she promoted road safety in low income countries, including researching the extent of under-reporting and the socio-economic impact of road crashes. With graduate degrees in Public Administration, Transportation Engineering and Planning, she worked in over 14 countries in Africa, Asia, and Central Europe. Publications include Red-light cameras for the prevention of road traffic crashes (2005); The involvement and impact of road crashes on the poor: Bangladesh and India case studies (2004); The role of the motor insurance industry in preventing and compensating road casualties (2002); Estimating Global Road Fatalities (1999). Her work has highlighted the need for greater links between researchers and survivor advocates.

Cynthia Barlow

Cynthia Barlow is the Chair of RoadPeace. Her happy life as an administrator for the University of London ended in 2000 when her daughter, Alex Jane, was killed by a concrete mixer lorry whilst she was cycling to work in London. Following unsatisfactory, and flawed, inquest and criminal justice processes, Cynthia then bought shares in the firm which owned the lorry that killed her daughter, went to their AGM and challenged them to do more to reduce the threat they posed for cyclists. They rose to this challenge and now lead the way in lorry safety, especially in designing out 'blind spots', and continue to work with Cynthia and with RoadPeace.

Cynthia represents road crash victims on the Commissioner for Victims and Witnesses Policy Review Group and also the Metropolitan Police Service (MPS) Traffic Strategic Consultation Forum, Transport for London's (TfL) Cycle Safety Working Group and its Lorry Operation and Design Subgroup, and TfL's Share the Road Working Group.

Professor Ian Roberts

Ian Roberts is Professor of Epidemiology & Public Health at the London School of Hygiene & Tropical Medicine. His main research interests are the prevention and treatment of injury and the links between energy use and health. He trained as a paediatrician in the UK and then in epidemiology at the University of Auckland, New Zealand and at McGill University, Canada.

He established and is co-ordinating editor of the Cochrane Injuries Group, an international network of individuals that prepares and maintains systematic reviews of the effectiveness of interventions in the prevention, treatment and rehabilitation of injury.

He is principal investigator of the CRASH trials, large international randomised controlled trials that seek better ways to treat seriously injured trauma patients. The MRC CRASH trial, which included 10,000 patients with head injury from around the world, showed that corticosteroids, which were widely used in the management of serious head injury, did not improve patient outcome after head injury and actually increased the risk of death. These results have been incorporated into international treatment guidelines and have improved the safety of medical care world-wide. The CRASH-2 trial has shown that tranexamic acid, an inexpensive and widely practicable treatment, safely reduces mortality in bleeding trauma patients.

He is the author with Phil Edwards of *The Energy Glut: the politics of fatness in an overheating world*.

Ian is a Patron of RoadPeace.

Dr Mayer Hillman

Mayer Hillman joined Policy Studies Institute in 1970 as Head of its Environment and Quality of Life Research Programme. In 1992, he was appointed Senior Fellow Emeritus of the Institute. His research has been concerned with transport, road safety, urban planning, energy conservation, health promotion and environment policies, notably climate change and its implications.

For over 40 years, he has called for environmentally-conscious attitudes to inform public policy and for the moral imperative of taking account of the needs of future as well as of present generations. He was one of the first proponents of carbon rationing as the only realistic way for the world's population to prevent the ravages of climate change.

Publications relevant to his contribution to the launch of the UN Decade of Action for Road Safety:

Danger on the Road: the needless scourge (with Stephen Plowden), Policy Studies Institute, 1984; *One False Move: a study of children's independent mobility* (with John Adams and John Whitelegg), Policy Studies Institute, 1991; *Cycling: Towards Health and Safety*, A report for the British Medical Association, Oxford University Press, 1992; *Speed Control and Transport Policy* (with Stephen Plowden), Policy Studies Institute, June 1996; *How We Can Save the Planet*, (with Tina Fawcett), Penguin Books, 2004; 'Children's rights and adults', *Children's Geographies*, 2006; 'Afterword: Where do we go from here?' in David Cromwell and Mark Levene, (eds.), *Surviving Climate Change: the struggle to avert global catastrophe*, Pluto Press, 2007.

Mayer has been a Patron of RoadPeace since 1997.

Duncan Kay

Duncan Kay is a sustainable transport consultant for AEA Technology where he works on projects for a wide range of clients. He trained as a mechanical engineer at the University of Birmingham and started his career at Ford Motor Company. He spent 17 years at their research and development centre focusing on improving fuel economy and reducing exhaust emissions. However he became increasingly concerned about the negative impacts of car dependent lifestyles and in 2008 he changed career and started work with the Sustainable Development Commission (SDC) as their transport policy analyst. While there he initiated, researched and authored the report Fairness in a Car Dependent Society which finds that vulnerable groups not only travel less than other people, they carry a greater burden of the costs of other people's travel, including air pollution, noise, traffic danger and injury. During his time at the SDC he was also the lead author of Smarter Moves ' a report examining the potential for information communications technology to promote sustainable mobility. Duncan is a keen cyclist and runs a campaign for 20mph speed limits to be introduced in his home town of Worthing.

Ashok Sinha

Ashok Sinha has been cycling regularly since he was seven years old. After a PhD in renewable energy, he began his career as a climate change scientist before moving into policy analysis and advocacy with Forum for the Future. He was subsequently director of the Jubilee Debt Campaign, during which time he also helped found and lead Make Poverty History. More recently, he led the Stop Climate Chaos Coalition, building the organisation from inception to becoming the largest NGO campaign on climate change in the UK. A long standing activist, he has served as vice chair of Amnesty UK, being involved in grass roots human rights work both at home and abroad, and has also been vice chair of the London Cycling Campaign. Since September 2010 he has been Chief Executive of the London Cycling Campaign.

Jenny Jones

Jenny Jones is an ex-archaeologist and former chair of the Green Party. She has been a member of the London Assembly since 2000 and was elected as the first Green member on Southwark Council in 2006. In 2009-10, Jenny was appointed Chair of the Planning and Housing Committee in the Assembly and has overseen reports such as Cultivating the Capital, looking at urban agriculture in London. She also sits on the Transport Committee.

Since elected to the Assembly, Jenny has worked to secure safer roads, improved facilities for pedestrians and cyclists, reductions in road crimes and traffic, and excellent public transport for all users. Jenny is also a member of the Metropolitan Police Authority, and has consistently called for greater police resources for the enforcement of road traffic laws, for stronger protection of civil liberties, and for a better police response to violence against women.

In the previous mayoral administration Jenny was the chair of London Food, the Mayor's road safety ambassador, and the Mayor's green transport adviser. Jenny is also the former Deputy Mayor of London. In all her roles Jenny has raised awareness of the dangers of climate change and the urgent need to reduce greenhouse emissions. Jenny has been a member of the project board that has led the delivery of the East London Green Grid of open spaces.

In 2004, Jenny was named as one of 200 'women of achievement'.

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