CHARITY ENTREPRENEURSHIP

ROAD TRAFFIC SAFETY

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RECOMMENDED

Research Report:
Health and Development Policy – Road Traffic Safety

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2023/4 Updates

Main updates

We believe that this is a very promising intervention for a new charity. Major updates to our thinking since our initial research in this space are

1. **Following our updated geographic assessment and Rethink Priorities' research, we believe the most promising option for a new charity would be to work in Pakistan to improve speed limits**. That said, any new charity should of course consider multiple options and do in-country visits when getting started.
    a. Rethink Priorities has written an in-depth report on road safety. They conclude that "We think it's likely that cost-effective opportunities in road safety legislation remain." and highlight opportunities in Pakistan, Thailand, Indonesia and Nigeria.
    b. We now have a better understanding of Bloomberg's work in the space. We would suggest a new charity deprioritize working in countries where Bloomberg already works/funds implementation partners to work, particularly given their current focus on speed limits and speed as a risk factor.
2. We maintain our recommendation to focus on speed limits and/or seat belts. Rethink Priorities' determined that speed and drunk driving are the most important risk factors for road traffic fatalities (Leow et al., 2023).
    a. We agree with Rethink Priorities that speed limits have a much bigger effect on road traffic injuries than seatbelts. However, our modelling suggests that seatbelt legislation is cheaper for a government to enforce and the cost-effectiveness (i.e. $/DALY) for the government may be similar. Following Rethink's report we lean slightly towards a focus on speed limits but think that in countries where enforcement is likely to be a problem seat belt legislation might be a better ask.
    b. Rethink Priorities identified drunk driving as an important risk factor. We deprioritized this in our initial report as the avertable DALY burden seemed larger for speed limits and seat belt legislation. However, it may be interesting for a new organization to consider the promise of drunk driving legislation, particularly as part of a package with improved speed limits.
3. We think that enforcement is likely to be an important part of this intervention to get right, but that this could be something that could be done relatively cheaply (in terms of costs to the charity) and could maybe benefit from the innovation of a new CE charity.

4. We think that it is likely (in the median case) that a new organization could just speed up the introduction of new speed limit legislation by 1-4 years, but that this work would still be promising if this was the case. This is because the burden is so high each year and because we think that it is likely that the legislation will be stronger and better enforced than it otherwise would be without the input of a new organization. We also think there is a low probability, high impact scenario where the organization speeds up legislation by decades, given some High Income Country jurisdictions still have speed limits that are too high.

Updated geographic assessment

Where existing organizations work

We conducted desk research to understand organizations that work in this space. It is worth noting that although there are many organizations working in this space, there are still obvious gaps as most organizations work in the 15 Bloomberg-supported countries.

We have identified many large, international organizations working in the space. However, this analysis is likely missing the work of smaller, local organizations. This is a limitation of desk research.

Table 1: Organizations working in the space

Organization	What it does	Where it works
Bloomberg Philanthropies	Bloomberg focuses on five key areas to improve road safety: strengthening national legislation; enhancing data collection and surveillance; changing road user behavior; improving road infrastructure; and upgrading vehicle safety. The major thematic focus of its current work is speed. Bloomberg mostly acts as a funder in this space, and achieves most of its work through its implementing partners: 1. The Global Road Safety Partnership 2. The Global Road Safety Facility at the World Bank 3. Vital Strategies	Bloomberg is focused on strengthening road safety legislation in Argentina, Bangladesh, Brazil, China, Colombia, Ecuador, Ethiopia, Ghana, India, Kenya, Malaysia, Mexico, Uganda, Ukraine, and Viet Nam. Bloomberg is focused on implementing best-practice road safety activities[1] and improving enforcement of legislation in Accra (Ghana), Addis Ababa (Ethiopia), Bengaluru (India), Bogota (Colombia), Buenos Aires (Argentina), Cali (Colombia), Campinas (Brazil), Chattogram (Bangladesh), Córdoba (Argentina), Da Nang (Viet Nam), Dhaka North

[1] These activities include running hard-hitting media campaigns to raise road user understanding of risk factors, training police in best practice enforcement, and redesigning high-crash, high-fatality corridors and intersections.

	4. Global Health Advocacy Incubator 5. International Association of Chiefs of Police 6. World Health Organization 7. World Resources Institute 8. Global New Car Assessment Programme 9. Global Designing Cities Initiative 10. Johns Hopkins International Injury Research Unit	(Bangladesh), Guadalajara (Mexico), Guayaquil (Ecuador), Hanoi (Viet Nam), Ho Chi Minh City (Viet Nam), Kampala (Uganda), Kuala Lumpur (Malaysia), Kumasi (Ghana), Maharashtra State (India), Mexico City (Mexico), Mombasa (Kenya), Mumbai (India), New Delhi (India), Pune (India), Quito (Ecuador), Recife (Brazil), Sao Paulo (Brazil), and Salvador (Brazil).
AIP Foundation	AIP Foundation works on public education of safe road behaviors and legislation, enforcement of legislation, advocacy for new and improved legislation, and access to safe equipment (largely through their helmet donation program). They focus on all five risk factors.	AIP Foundation's work in Thailand is most relevant as they work on speed limit advocacy here.
Eastern Alliance for Safe and Sustainable Transport (EASST)	EASST works across many different risk factors and approaches. Their work on speed limits falls under their "Safe Routes to School" program, which advocates for 30km/h speed limits in school zones. They work in countries where the average urban speed limit is 40km/h.	EASST advocates for "Safe Routes to School" in Armenia, Moldova, Georgia, Azerbaijan, Kyrgyzstan, Mongolia, Tajikistan, and Ukraine.
FIA Foundation	FIA Foundation is a grantmaking organization that works across a range of risk factors and funds work at many different levels, from advocacy to small infrastructure projects. On speed limits, they fund implementing organizations that are advocating for 30km/h speed limits on streets where children walk, live, and play.	FIA Foundation is funding work on speed limits in Brazil, Chile, Albania, Rwanda, Moldova, Georgia, Armenia, Viet Nam, Mozambique, and Tanzania. Note that it is unclear which of these countries are focused on advocacy, rather than enforcement or infrastructure projects, for example. Also note that FIA Foundation funds AIP Foundation, EASST, and Amend.
Fundación Gonzalo Rodríguez	Fundación Gonzalo Rodríguez (FGR) mostly works on child restraints and motorcycle helmet legislation and enforcement.	FGR works in Uruguay, Argentina, and Chile.
Amend	Amend mostly seems to work on enforcement of legislation and infrastructure projects. For speed, this is mostly focused on speed bumps.	Amend focuses on speed as a risk factor in Ghana, Mozambique, Tanzania, and Zambia.
Fondation Botnar	Fondation Botnar is another funding organization that funds the Child Road	Fondation Botnar funds work in India, Mexico, Romania, South Africa, Tunisia,

	Safety Challenge. This challenge implements the World Health Organization's Save LIVEs package, which focuses on reducing speeding, enforcing evidence-based road traffic safety legislation, improving and managing post-crash care, improving infrastructure design, and establishing vehicle safety standards. The implementation partner for this challenge is the Global Road Safety Partnership.	Tanzania, and Viet Nam. Note that it is unclear which of these countries are focused on advocacy, rather than enforcement or vehicle safety standards (e.g. requiring car makers to install intelligent speed adaptation systems), for example.
United Nations Road Safety Fund (UNRSF)	UNRSF's aim is to channel proven, best-practice interventions into LMICs. They do this by providing technical assistance and funding implementation partners for municipal, national, regional, and global projects. They fund work across all risk factors and at all different levels, from advocacy to data management and post-crash care.	Their most relevant funded project in 2023 is on safer speeds in school zones in Viet Nam, though it is unclear whether this is focused on advocacy, or just on infrastructure improvements.

The main update from this mapping of existing work is that Bloomberg does seem to have a strong presence in the countries it funds through the work of its implementation partners, which all seem to be quite strong, and so **we recommend that a new CE charity should deprioritize countries that Bloomberg is focused on**, particularly given their current focus on speed. We also think that we should deprioritize Thailand as a target country, given AIP Foundation's work here, as they have a fairly strong track record of success.

Reasons we might be wrong about this and it could be valuable to work in a Bloomberg focus country are:

- If the work in that country is on seatbelt policy, which is not currently a Bloomberg focus area
- If Bloomberg staff flag a country where they want additional organizations to fund. (Note: We have been unable to contact Bloomberg to date)
- If the Bloomberg-funded organizations in a country look to be performing poorly. Note that Bloomberg mostly funds established policy organizations that often have many other workstreams and might not be prioritizing road safety.

Geographic assessment

Our new geographic assessment rules out a number of countries before performing any analysis. Our ruling out criteria are as follows:

- Countries where the urban speed limit is already at or below 50km/h according to the World Health Organization's 2023 Road Traffic Safety Global Status Report.
- Countries where strong organizations already work. These are all the countries where Bloomberg already works, and it also rules out Thailand as a target country given AIP Foundation's work here, as they have a fairly strong track record of success[2].
- Countries that seem too intractable to work in. To do this we rule out the top 20 most intractable countries[3], if not already ruled out by our other ruling out criteria.
- Countries with a total DALY burden of less than 10,000 DALYs.
- Countries without information in the World Health Organization's 2023 Road Traffic Safety Global Status Report.

Our analysis of the remaining countries includes a weighted consideration of the following factors:[4]

Scale

We considered the following factors to understand the burden of road traffic injuries and death and how much existing legislation needs to be improved before it will be optimal [52.5% weight on score]:

- Total number of DALYs [15% weight on score]. We use GBD 2021 Estimates of the DALYs associated with road injuries, multiplied by 40% as 30-50% of all road deaths are speed-related.
- DALYs per person [2.5% weight on score]. We use the population estimates and the total number of DALYs to calculate the number of DALYs per person. We think this is important to consider alongside the total number of DALYs as the total number of DALYs may just be a symptom of the size of the country, rather than the size of the problem.

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[2] Note that where Bloomberg and AIP Foundation works is only relevant for the geographic assessment on speed limits, not the one on seat belts, as they are only focused on speed.
[3] These countries are determined by setting 0 weights for all other factors in the geographic assessment but the Freedom in the World, WJP Rule of Law Index, Corruption Perceptions Index, and Fragile States Index factors. The top 20 most intractable countries using these criteria are: Afghanistan, Venezuela, Sudan, Somalia, South Sudan, DRC, Myanmar, Syria, Haiti, Yemen, Central African Republic, Chad, Cameroon, Libya, Eritrea, Nicaragua, Cambodia, Congo, Equatorial Guina, and Iran.
[4] Note scores are transformed using z-scores. A Z-score is a numerical measurement, used in statistics, of a value's relationship to the mean of a group of values, measured in terms of standard deviations from the mean. For some background on their use, see here.

- Total number of deaths [15% weight on score]. We use GBD 2021 Estimates of the deaths associated with road injuries, multiplied by 40% as 30-50% of all road deaths are speed-related.
- Deaths per person [2.5% weight on score]. We use the population estimates and the total number of deaths to calculate the number of deaths per person. We think this is important to consider alongside the total number of deaths as the total number of deaths may just be a symptom of the size of the country, rather than the size of the problem.
- Population [2.5% weight on score]. We use population estimates here as, in general, we would prefer to work in a bigger country than a smaller country.
- Difference in current speed limit to optimal speed limit [15% weight on score]. We have included this as the overall impact on injuries and deaths of bringing speed limits to the WHO recommended optimum of 50km/h on urban roads will be greater the further away current speed limits are. That is, all else equal, we should prioritize countries where speed limits are much higher than 50km/h.

Neglectedness

To prioritize countries where this issue is most neglected [17.5% weight on score] we consider the following factors:

- If the country already has targets to reduce speed [15% weight on score]. Although this could make your work more tractable, as the government has already expressed interest in reducing speed, it will also lower your counterfactual impact.
- Gross National Income per capita. This score is inverted to weigh lower-income countries higher [2.5% weight on score].[5]

Tractability

We prioritize countries where it would be relatively easy to work in [30% weight on score]. To do so, we consider a few indices and a few proxies for the expected enforcement of the new legislation:

- World Health Organization Enforcement Rating [6.67% weight on score]. When evaluating the status of road traffic safety legislation in each country for its 2018 global status report, the World Health Organization asked a group of +/-8 respondents from different sectors (health, police, transport, NGOs, or academic) to rate the enforcement of legislation in their country from 1-10. We include this as a proxy for enforcement, though note that this is likely to have a number of biases and may not be that informative or trustworthy.

[5] Generally speaking, we think this helps us prioritise countries that have more challenging healthcare needs and relatively less financial space for healthcare.

    - Unfortunately, we had to use 2018 numbers here as they didn't ask the same questions for the 2023 Global Status Report.
- Number of police officers per capita [6.67% weight on score]. This is a proxy for how resourced the government is to enforce road traffic safety legislation.
- We also used mutilple indices as proxies for tractability:
    - Freedom in the World (2024) [2.5% weight on score]
    - World Justice Project's Rule of Law Index (2023), both the total score [2.5% weight on score] and the score for just Factor 6 on Regulatory Enforcement [6.67% weight on score].
    - Corruption Perceptions Index (2023) [2.5% weight on score].
    - Fragile States Index (2023) [2.5% weight on score]

We also conducted a separate geographic assessment for seat belt legislation with similar factors and weightings.[6]

Conclusions

The geographic assessment, with our chosen weights and considerations, led to the following shortlist of options for speed limit advocacy: **Pakistan, South Korea, Russia, Panama, and Eswatini.**

The geographic assessment, with our chosen weights and considerations, led to the following shortlist of options for seat belt legislation: **Indonesia, Mexico, Pakistan, Liechtenstein, and Vietnam.**

A simple reading of the Geographic Assessment would suggest the United States as also being a promising country to work in. However traffic laws are set at a state rather than national level meaning that the total impact of each law change would be smaller.

Scalability considerations

One potential scaling option is to choose to focus on speed limit advocacy, and then just work in the highest burden, neglected countries to improve their speed limits, moving from country to country as you progress. There are 14 very promising countries to focus on when it comes to speed limit advocacy: Pakistan, South Korea, Russia, Panama, Eswatini, Saudi Arabia, Japan, South Africa, Qatar, Rwanda, Jordan, United Arab Emirates, Honduras, and Uzbekistan. Work in the United States may also be promising, but there are only 9 states with speed limits that are too high and you would have to work at a state-by-state level, rather than the national level.

[6] For seat belts we not only ruled out countries where seat belt legislation was already sufficient, but also ruled out countries where voluntary usage was >50%. This ruled out two countries: Sri Lanka and the USA.

Another potential scaling option would be to instead choose to focus on one country and work on a package of road traffic safety legislation in that countries (such as pushing for seat belt legislation and/or drunk driving legislation, as well as improved speed limits). We think that there could be many countries where it would be promising to do this, as they appear as the top options of our speed limits or seat belts geographic assessment and have other missing road traffic safety legislation. These countries are listed below in a rough priority order:

- Pakistan: Speed limits, seat belt legislation, drunk driving, and child restraints
- South Korea: Speed limits, drunk driving, and child restraints
- Russia: Speed limits and drunk driving
- Panama: Speed limits, drunk driving, and child restraints
- Eswatini: Speed limits and drunk driving
- Saudi Arabia: Speed limits and drunk driving
- Japan: Speed limits and drunk driving
- South Africa: Speed limits and drunk driving
- Qatar: Speed limits, drunk driving, and child restraints
- Rwanda: Speed limits, drunk driving, and child restraints
- Jordan: Speed limits, drunk driving, and child restraints
- Honduras: Speed limits, drunk driving, and child restraints
- Uzbekistan: Speed limits, drunk driving, and child restraints
- Indonesia: Seat belts, drunk driving, and child restraints
- Mexico: Seat belts and drunk driving
- Vietnam: Seat belts and child restraints
- Egypt: Seat belts, drunk driving, and child restraints
- Iraq: Seat belts, drunk driving, motorcycle helmet laws, and child restraints

Expert views

Rethink Priorities

Rethink Priorities have spoken to a number of Road Safety experts and their views are spread out throughout their report.

We also spoke to Rethink Priorities, and they had similar remaining uncertainties to us:

- Concerns that if you were to ask Bloomberg why they are not focusing in Pakistan, for example, they would have good reasons for why they are not working there.
    - Note that Rethink Priorities was also unable to speak with anyone from Bloomberg.

- Probability of success of advocacy in this space – in their modeling, they ended up going with a 25% probability of success, but they could see reasons why this may be an overestimation.
- To what extent do speed limits directly translate to speed on the road? For example, if you have an 80km/h speed limit, it may be the case that drivers are only going at 55km/h, or even slower, due to traffic or other factors. If this is the case, how big is the improvement in dropping the speed limit to 50km/h?
- The enforcement problem – they didn't look into enforcement as they didn't have the time and capacity to dive into this. They definitely think that enforcement is an important part of the puzzle to making change in this space.

However, they think that work in this space is worth trying, and they would be excited to see a new charity working here. They were not concerned about a new charity having a small counterfactual impact. They said that one reason why a new charity with an entrepreneurial approach could be more successful than Bloomberg's approach is that there is a lot of value in a proof-of-concept approach to advocacy. This is something that many of the experts they spoke with also highlighted. By proof-of-concept, they mean working in one specific province to implement something, capture data, and show that the intervention/policy change is good, this then gets adopted into local policy, and then it is much easier for this to spread nationally than for things to spread across country borders. For example, experts mentioned that the success in Vietnam doesn't really seem to have translated into success in Thailand despite some mechanisms for cross-country learning. As Bloomberg's approach is more top-down, working at the national level, there may be a gap in working bottom-up.

You can see the notes from the conversation here:
Road Traffic Safety Expert Interview - A conversation with Rethink Priorities, 17/11...

Global Road Safety Partnership

Global Road Safety Partnership would be very excited to see a new organization working in this space. They were particularly excited about the potential focus on Pakistan as they have just renewed their funding for work in Pakistan as their previous project in Pakistan was their most successful. They were very open to supporting a new organization working in Pakistan so that this new charity does not have to start from a blank slate and instead can benefit from GRSP's connections and progress. That is, they are interested in a new organization becoming a member of the GRSP.

They also echoed the need for enforcement and mentioned that they expect this work would be quite difficult and needs to be done at a local level from the bottom up.

You can see the notes from the conversation here:
Road Traffic Safety Expert Interview - A conversation with GRSP, 14/12/2023

Global Alliance of NGOs for Road Safety

The Global Alliance works on the World Health Organization's five risk areas, with a particular focus on speed, as they think that this is the most important factor.

The Alliance is made up of 360 NGOs working across 100 countries. These member organizations range from very big, strong NGOs with a strong voice, network, multi-year funding, and strong governance and strategy to small organizations that are completely volunteer-led. Around 10% of their members are these "strong" NGOs, and about 30% are volunteer-led, with all other members being somewhere between these two extremes. The Alliance provides its members with a network to connect with others, provides small advocacy grant opportunities, and provides capacity-building support and assistance on advocacy.

Lotte would welcome more work in this space, and so would be excited to see a new charity focused on road safety, particularly speed. She said that this new organization could also be a member of the Global Alliance (it is free to be a member). However, Lotte also seemed (more) interested in connecting us to some of their weaker members and having these organizations go through the Incubation Program so we can provide them training on good governance, as the Alliance doesn't provide this kind of support.

You can see the notes from the conversation here:
Road Traffic Safety Expert Interview - A conversation with Global Alliance of NGO...

The enforcement problem

This organization will likely need to focus on the enforcement of the new speed limits once the policy change has been passed to ensure that drivers are actually slowing down such that the number of fatalities and injuries actually decreases. This will likely have to be done at a sub-national level. You could prioritize the regions or cities where the highest number of incidents occur.

It is worth highlighting that reducing speed limits has been identified as a priority by the Ministry of Communication in Pakistan, the lead ministry responsible for road traffic safety, and so the government could be willing to invest quite a lot of resources into the enforcement of this legislation and ensuring it goes well (Ministry of Communications, 2018).

This enforcement problem is analogous to LEEP's work, where they introduce lead paint regulation in a given country and then need to fund or perform lead paint testing studies to see whether there are any brands of paint where levels of lead exceed those in legislation. If they find lead in paint, they will help brands remove lead from their supply chain.

There are many tested ways to improve compliance with speed limits: driver education[7] through media campaigns and speed limit signage (both signage indicating the speed limit, as well as real and faux signage indicating speed cameras), enforcement technology such as speed cameras, traffic calming measures such as speed bumps or narrowing lanes, increasing penalty deterrents, increased resources for traffic police (and decreased corruption of traffic police), and so on.

This could also be an interesting area for innovation where the new charity takes on the challenge of finding novel ways to enforce speed limits. The only time that GiveWell has shown interest in road traffic safety is when Zusha! identified a novel way to urge bus drivers to drive more safely.[8] Moreover, the track record of CE charities in finding novel solutions to problems is also quite strong. For example, Family Empowerment Media created a new technology that allowed them to perform an RCT on their radio campaigns.

Some initial novel ideas from a quick brainstorm include

- Responsive roadside signage that tells drivers their speed in real time and alerts them if they are above the speed limit. (These are quite common in some HICs)
- Responsive roadside signage that noifiies drivers if they aren't wearing seatbelts.
- Making speed cameras more sensitive to speeding eg. if they travel anything over 50 km/h, then they have broken the speed limit (whereas usually there is a 10% leniency where it would only be flagged if they are traveling over 55 km/h)

[7] You both need to inform the public about the decreased speed limit, penalties for exceeding the speed limit, and why the speed limit was decreased (highlighting the risks of speeding, informing them of the burden of speeding in their context etc.)

[8] Zusha's intervention is to distribute stickers in buses with messages encouraging passengers to speak up and urge their bus drivers to drive more safely. They provide details on how to report their bus drivers if necessary.

- A mechanism to reduce police corruption such that they actually enforce speed limits and/or do not accept bribes. For example, incentivizing the general public or fellow police officers to report when a police officer has accepted a bribe. You could offer compensation for reporting them either every time they report an incident (although this could create weird incentives), or by having something like a lottery where you have the chance of winning money when you report someone.
    - You could potentially find local "road safety champions" to do this in the highest-burden areas. For example, a road traffic safety warden working near a school who reports any dangerous driving they see. Or the head of some kind of association like neighborhood watch if something like that exists in LMICs.
    - You could create a "community speed awareness" group and provide them with speed guns and they can randomly spot check different roads in their local area on different days and send their data to the police, who can then send warning letters or perform other enforcement activities
- Work with car manufacturers to introduce Intelligent Speed Assistance. This is a technology that uses a sign-recognition video camera and GPS-linked speed limit databases to help drivers keep under the speed limit by limiting engine power to help prevent the driver from exceeding the speed limit.
- Work with Google and other GPS companies to ensure they have up-to-date information on speed limits and to implement some sort of reminder of the current speed limit when their navigation systems are being used. These systems could also notify drivers when they are exceeding the limit. For example, it is common for GPS' in the UK to continuously beep when the speed limit is exceeded.
- Work with Google and other GPS companies to track vehicles that constantly exceed speed limits
- Mobile speed cameras that monitor speed on randomly chosen roads on random days
- The charity itself provides training sessions to police officers to inform them of the new speed limits, what the police officers need to do, why it is important etc.
- Average speed cameras along roads with a particularly high burden, rather than speed cameras that just provide a spot check
- Signage near schools etc. that have been drawn by kids reminding drivers to stick to the speed limit
- If there is a death or a collision on a given road due to speeding, then erect signage in this area detailing the event and the date it happened and that traveling above the speed limit was the cause of collision

- Finding cheap methods to calm traffic, for example, using bollards or tree stumps/logs or similar in the middle of roads to force cars to go slower

An example of logs being used as a traffic calming measure in Nigeria

Counterfactual impact

One crucial consideration that will determine the impact of a new organization working in this space is its counterfactual impact – Is this just speeding up the introduction of road traffic safety legislation? How much of the success can be attributed to the new charity?

Speeding up legislation

It seems likely that all policy advocacy work is just speeding up to some extent. What matters more is how much you are speeding up the introduction of this legislation, as this will cap a new organization's overall impact. This is obviously a very difficult question to answer, and we have reasons in both directions to think that it would be a long time before this legislation would have been introduced, all else being equal.

Reasons to think that a change in legislation would happen without a new charity

- In the ~two years between the initial road safety report and this update notice being written, 7 countries have introduced sufficient speed limits, and 8 countries have introduced sufficient seat-belt legislation.[9] This suggests that quite a lot of progress is already being made in improving road traffic safety legislation. However, it is worth noting that two of these countries are currently Bloomberg-supported countries and so Bloomberg has been funding advocacy on speed limits in these locations since at least 2020.
- Perhaps Bloomberg will prioritize work in Pakistan in its next funding round (post-2025), given the large burden of road traffic deaths and injuries. This could encourage the big, existing, INGOs that work in other Bloomberg-supported countries to start working in Pakistan.
    - Note, however, that this could also mean that a new organization would have access to counterfactually clean, non-Effective Altruist funding.

Reasons to think that a change in legislation wouldn't happen without a new charity

- If we look at the US, we can see that speed limits differ across states. There are still a number of states that have urban speed limits that exceed WHO's recommendation. This suggests that sufficient speed limits may not happen without intervention if even somewhere like the US doesn't have sufficient speed limits across the board.
- An urban 50km/h speed limit has been listed as a priority by the Ministry of Communication in Pakistan – the lead ministry responsible for road traffic safety – since at least 2018 (Ministry of Communications, 2018), but it has not happened in the five years since then and we have no real reason to believe that this will change any time soon.
    - It is usually the case that governments have many different competing priorities on their plates, and sometimes it takes a committed organization to bump a certain thing up their priority list, hold them accountable to it, and help them achieve it. For example, before Evidence Action started to work in Kenya there was even a line in the government's budget for deworming, but it still wasn't happening until Evidence Action made it happen.

[9] Speed limits: Chad, Chile, Colombia, Indonesia, Mexico, North Macedonia, and Peru.
Seat belt legislation: Bangladesh, British Virgin Islands, Comoros, Guinea-Bissau, Haiti, Mexico, Niger, and Niue.

- They were not considered to have a target on reducing speed limits by WHO's 2023 Global Status Report. This also suggests that there likely won't be progress here unless we work in this space.

Sped up by *x* years

Rethink Priorities looked at two case studies of NGOs advocating for improved road traffic safety legislation to try and estimate how much the efforts of these organizations sped up legislative change (Leow et al., 2023).

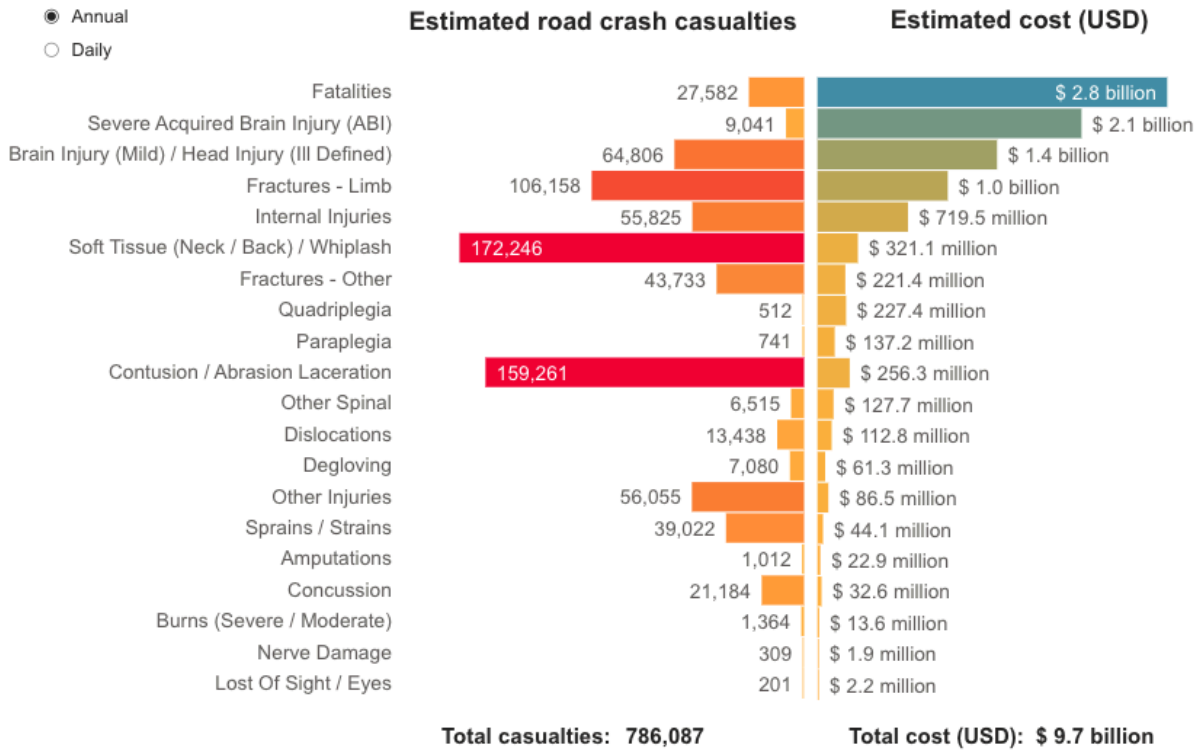
In China, they looked at the impact that Bloomberg's implementing partners had on drunk driving policy change in 2011. They determined that these organizations contributed minimally to this policy change as their advocacy was likely one of many factors that led to this legislative change. Overall, they estimate that the counterfactual speed-up in this case was 0.4 years. However, they do note that it may be the case that the drunk driving legislation is stronger than it otherwise could be due to the support of these implementing partners.

In Vietnam, they looked at the impact that AIP Foundation, Bloomberg, and other philanthropies had on legislative changes in 2007/2008, 2011, and 2016 which solved issues with implementation and created stricter rules for helmet-wearing, speeding, and drunk driving. In this case, they determined that these organizations likely contributed both to a speed-up in the introduction of legislation, as well as making these policies more effective. Overall, they estimate that the counterfactual speed-up of this work in Vietnam was 3.8 years.

Rethink Priorities also estimates the number of years that legislation would need to be sped up for there to be a return on investment for funders funding advocacy work. In Pakistan, they estimate that the speed-up would need to be just 0.2 years. Note that here they assume a grant size of $1 million and that the legislation will cause an 8% reduction in fatalities for one year only (Leow et al., 2023).

It may also be worth highlighting the impact that improved speed limits could have on fatalities and injuries, even if the counterfactual speed-up of this work is just one year. Annually in Pakistan, there are an estimated ~786,000 casualties caused by poor road traffic legislation, which has an estimated economic cost of $9.7 billion (iRAP, 2021). It has been estimated that 30-50% of road deaths are due to speeding (WHO, 2018), which could suggest that ~230,000-390,000 incidents are caused in Pakistan due to their insufficient speed limits. Figure 1 below shows the annual impact of all road traffic incidents, from fatalities to brain and head injuries to fractures to nerve damage, and so on.

Figure 1: Impact of road deaths and injuries in numbers in Pakistan, annually.



In our cost-effectiveness analysis, we assume a 20% likelihood each year that sufficient speed limits would be introduced without the work of a new charity, and this work still looks very cost-effective with or without traffic calming. In other words, we attribute less than 50% of the impact of the policy change to the new charity after just 4 years.

Conclusion

Although there are reasons to believe that this legislation wouldn't happen any time soon without the work of a new organization, an estimated speed-up in the introduction of sufficient speed limits of 1-4 years seems reasonable. We believe that even a speed-up of this short amount would still be promising, given the high annual DALY and death burden that can currently be attributed to speed. Moreover, as was found by Rethink Priorities in the case studies in China and Vietnam, we think that it is very plausible that the legislation that is passed is stronger than it would otherwise be due to inputs from the new charity. Moreover, we also think that the new speed limits will be better enforced than they otherwise would be due to the work of the new charity.

Success attributable to the new charity

Now that we are excluding Bloomberg-supported countries from our geographic assessment, this is much less of a concern.

Looking specifically at Pakistan, there does not seem to be any organization that is explicitly focused on speed as a risk factor or on advocacy for speed limits. We found a handful of organizations that claim to work or have worked on road traffic safety in the past:

- Centre for Development Innovation – Does not seem to focus on road traffic safety anymore, as there is no mention of this work on their website
- Road Safety Council Pakistan – Their focus seems to be on educating the general public about road traffic safety, safe road behaviors, existing legislation, and so on. They do not appear to do any advocacy themselves. They could be a good partner organization to work with on the enforcement of legislation, as a large part of this will come from informing the population about the updated legislation, why it has been changed, how it can save lives, and so on.
- Caravan Pakistan – Does not seem to focus on road traffic safety anymore, as none of their "ongoing projects" mention it.
- iRAP (the International Road Assessment Programme) – Has done some one-off infrastructure improvement projects to improve the safety of roads in Pakistan, which appears to have been funded by the Asian Development Bank, but does not have a local organization currently working there.

It does not seem like any of these organizations are advocating for the improvement of speed limits. Therefore, any improvement in these speed limits should be attributed almost entirely to the charity.[10]

Conclusion

There do not appear to be any strong organizations currently advocating for speed limit reductions in Pakistan. Therefore, policy change should be attributed almost entirely to the new organization.

Progress as a new, small organization

You may be concerned about the impact that a new, small organization can have working in a space with many big, international organizations working in it. We do not think that this should be a huge concern, as there are many benefits to being a small agile, entrepreneurial, and flexible organization. For example, as Rethink Priorities noted, a new charity with an entrepreneurial approach could be more successful than Bloomberg's approach as there is a lot of value in a proof-of-concept approach to

[10] We say almost entirely instead of entirely here as we believe that the work of the World Health Organization in setting targets to cut road safety deaths across the globe, and in setting the 50km/h optimal speed limit will be doing some work in convincing the government to take this seriously.

advocacy. This is something that many of the experts they spoke with also highlighted. By proof-of-concept, they mean working in one specific province to implement something, capture data, and show that the intervention/policy change is good, this then gets adopted into local policy, and then it is much easier for this to spread nationally than for things to spread across country borders. For example, experts mentioned that the success in Vietnam doesn't really seem to have translated into success in Thailand despite some mechanisms for cross-country learning. As Bloomberg's approach is more top-down, working at the national level, there may be a gap in working bottom-up.

We can also draw analogies to LEEP and our initial report on lead exposure here. In the initial report, we were concerned about what a new actor should do given the work of a big, strong, competent, international organization – International Pollutants Elimination Network (IPEN) – who were working in 25-30 countries with an aim of ensuring that all countries had lead paint regulation by 2030. Knowing what we do now, we know that there was no reason to be concerned as through smart country selection and a strong, agile team LEEP were able to achieve many policy wins, the first of which they achieved in Malawi in six months (Bernard and Schukraft, 2021), even though IPEN expected policy change to take two to three years and our initial report estimated it would take five years.

Moreover, we have specifically chosen our recommended target countries as they do not have existing, big, strong organizations working in them (we ruled out countries where Bloomberg and AIP Foundation is working). So your work and resources will go very far in these neglected countries.

Conclusion

We are not concerned about a new, small organization being unable to make progress in this space. There are many reasons for this:

- We think that there is a benefit to being a small, agile new organization without the bureaucracy and slowness that comes with being a bigger organization.
- We have seen previous CE-incubated organizations, such as LEEP, make progress as a new organization in a field with bigger, international actors.
- We have explicitly recommended target countries without big, international organizations working in them on the same topics that we recommend a new organization work on, which almost makes the question itself irrelevant.

Executive summary

Legislation is a commonly used tool to reduce road traffic injuries and fatalities in high-income countries. However, legislation is often lacking in low- and middle-income countries and, as a result, these countries disproportionately bear the global burden of road-related injuries and deaths.

We evaluated legislation across 5 key risk areas — speeding, drink-driving, helmet use, seat belt use, and child restraint use — and found that speed limits and seat belt legislation look to be the most promising.[11] Therefore, this report will focus on speeding, speed limits, and seat belt use (both improving existing seat belt legislation to ensure it extends to all occupants and introducing new legislation in countries where it is currently non-existent).

There is **strong evidence that speed is a key risk factor in road traffic injuries and fatalities, and that speed limits can reduce speeding**. A meta-analysis of 98 studies explored the relationship between average speed and the incidence of road-related injuries and fatalities and created a formula that can be used to calculate the expected reduction in injuries/fatalities as a result of a change in speed (as the expected effectiveness depends on the speed before and after). For example, when speed is reduced from 100 km/h to 90 km/h, the number of fatal accidents is reduced by 34.4%. A meta-analysis of 51 studies found that speed limits reduce average speeds by 25% of the change in speed limit.[12]

There is **also strong evidence that seat belt use reduces road-related injuries and deaths**. A meta-analysis of 30 studies found that wearing a seat belt can reduce fatalities among front-seat occupants by 40-50% and among rear-seat occupants by up to 25%.

Moreover, there is **good evidence that advocacy leads to policy change**. Looking at 84 case studies of advocacy in this space across the globe, we found an average success

[11] Why did we rule out other risk areas?

- Helmets - We wanted to focus our efforts on countries with a sufficiently high DALY burden (>10,000 DALYs). We found that only 8 countries without existing legislation met this bar. Based on a quick BOTEC of the DALYs that could be averted through the introduction of a new helmet law in these countries (taking into account estimated reduction in fatalities and expected enforcement), we found that 5 of these countries no longer met this bar. This left us with 3 countries, 2 of which seemed politically intractable (Afghanistan and Somalia). As there was only 1 country left above the bar, we ruled out helmets as a focus, as it was not very scalable.
- Drink-driving and child restraint use - focusing on these risk areas did not look as cost-effective based on our cost-effectiveness analyses (using $96/DALY equivalent as our bar for cost-effectiveness).

[12] For example, when the speed limit is changed by 10 km/h, average speed changes by ~2.5 km/h.

rate of ~48%, with 40 of 84 campaigns resulting in policy change in an average of 2.6 years.

Mandatory seat belt use, for all occupants, and appropriate speed limits are both **extremely cost-effective** interventions. Our cost-effectiveness analysis yielded an estimated cost (in USD) per DALY equivalent[13] of

- $90 for improving seat belt legislation to ensure that rear-seat passengers are required to wear seat belts
- $48 for introducing new mandatory seat belt legislation for all occupants
- $42 for lowering speed limits to 50 km/h in urban areas

when considering both charity and government costs.

However, there are **still some important concerns** around these interventions. **Experts caution that enforcement of road traffic safety legislation is poor.** Even if we were to see policy change in this space in countries where appropriate legislation is currently lacking, it would not necessarily mean that anything would actually change in practice. Moreover, although there does not appear to be substantial industry opposition to road traffic safety legislation, **the population might not like it**, which could make policy change more difficult. There is also some risk in interventions that increase the cost of car use relative to the cost of motorcycle use, as they could lead to increased mortality if road users switch from cars to motorcycles and appropriate motorcycle legislation is not in place.

Overall, our view is that policy work to improve or introduce new road traffic safety legislation is **an idea worth recommending** to future charity founders.

[13] We use DALY equivalent here as this includes both health and economic impacts, though the health impacts are the dominant factor.

Table of contents

1 Introduction

This report has been produced by Charity Entrepreneurship (CE). CE's mission is to cause more effective charities to exist in the world by connecting talented individuals with high-impact intervention opportunities. We achieve this goal through an extensive research process and our Incubation Program. In 2021, our research process focused on the top policy and advocacy interventions within global health and development.

Advocacy to introduce new and/or improved road traffic safety laws was chosen by CE research staff as a potentially promising intervention within this category. This decision was the result of a 9-month process designed to identify interventions that were most likely to be high-impact avenues for future charity entrepreneurs. This process began by listing nearly 250 ideas and gradually narrowing down, examining them in more and more depth.

In order to assess how promising interventions would be for future charity entrepreneurs, we use a variety of different decision tools such as group consensus decision-making, weighted factor models, cost-effectiveness analyses, quality of evidence assessments, case study analysis, and expert interviews.

This process was exploratory and rigorous, but not comprehensive — we did not research all 250 ideas in depth. As such, our decision not to take forward a charity idea to the point of writing a full report should not be seen as a view that the idea is not good.

2 Background

The intervention explored in this report is the introduction of road traffic safety legislation to reduce road traffic injuries and fatalities. While most high-income countries have regulations, many low- and middle-income countries (LMICs) do not and therefore disproportionately bear the burden of road-related deaths and injuries. For example, the World Health Organization's 2018 global status report on road safety identified that the risk of a road traffic death in low-income countries is more than 3 times higher than in high-income countries (with an average death rate of 27.5 deaths per 100,000 in low-income countries vs. an average death rate of 8.3 deaths per 100,000 in high-income countries), even though only 1% of the world's registered vehicles can

be found in low-income countries (whereas 40% can be found in high-income countries) (World Health Organization, 2018).

Speed limits are an integral component of a comprehensive speed management strategy, crucial to reducing fatal and serious crash risks. However, as of 2018, only 95 countries had appropriate speed limits in urban areas. Crucially, the presence of these best practice laws is much less common in middle- or low-income countries than in high-income countries: 37% and 13% in middle- and low-income countries, respectively, compared to 50% in high-income countries.

Seat belt use is a highly effective means of reducing road traffic injuries and deaths. Despite this, adequate seat belt legislation is still surprisingly uncommon, with only 105 countries adopting best practice and mandating the use of seat belts by both front- and rear-seat occupants. Only 7% of countries with seat belt laws meeting best practice are low-income.

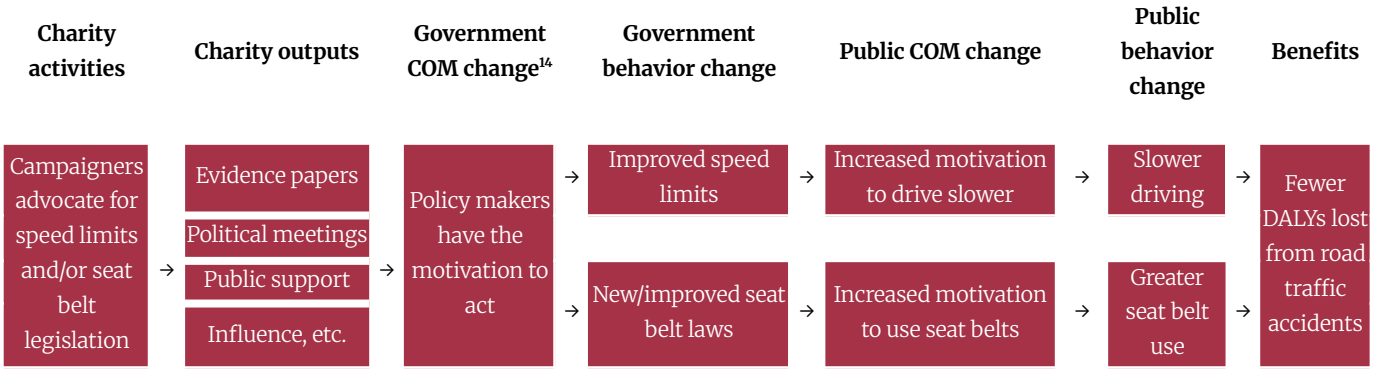
We recommend reducing existing speed limits to 50 km/h in urban areas in countries where limits currently exceed this number. For seat belt use, we recommend both improving existing legislation and introducing new legislation. Existing legislation can be improved in countries where it is currently only mandated to wear seat belts as the driver and front-seat passenger, as this requirement could be extended to rear-seat passengers. New legislation where it is currently lacking would mandate that all occupants must wear a seat belt.

We have also explored the promise of "country advocacy" as an approach where, rather than advocating for a specific idea such as reducing speed limits or using seat belts, a campaign group could work in a single country and advocate for a package of policy changes. This approach also looks promising and should be considered by the co-founders of this charity when deciding on an approach, especially if they feel like they have a particular advantage when working in one specific country.

3 Theories of change

The theory of change for advocating for reduced speed limits and new or improved seat belt legislation is illustrated in this section. We consider the necessary activities and outputs by the campaigning organization and the required behavior change from both the government and the public. We also highlight the key assumptions being made in this theory of change.

The theory of change for this intervention could be as follows:



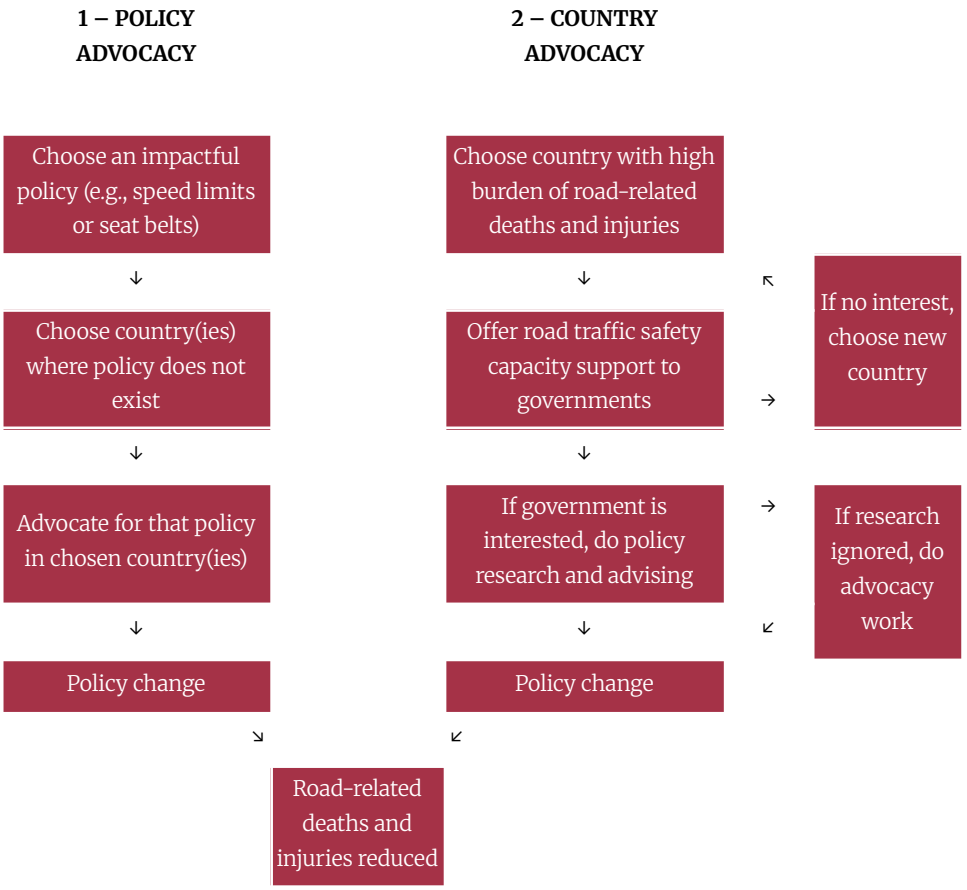
The key assumptions, corresponding to each step (i.e., "→") in the theory of change, are:

Campaigners can create policy outputs	Policy outputs are persuasive to decision-makers	Outputs reach policy makers who have the opportunity to act, despite competing priorities. Outputs reach policy makers who have the capability to act	Laws are implemented in a way that ensures enforcement	Drivers were not already driving at speeds below the new speed limit[15] Cars have seat belts (including in rear seats)[16] There are minimal competing factors, e.g., pressures to drive fast for deliveries	Slower driving and seat belt use reduces deaths and injuries

Scale: key uncertainty, high uncertainty, some uncertainty, low uncertainty, unconcerning.

We note two ways that this intervention could be approached:

[14] COM refers to the capability, motivation, and opportunity for change from the COM-B model for behavior change (The Decision Lab, 2021).
[15] In countries where road quality and vehicle quality is low, driving speeds may be fairly slow even without appropriate speed limits.
[16] In the most promising countries identified for work on seat belt legislation (Egypt, Vietnam, Pakistan, Mexico, and Bangladesh), seat belts and seat belt anchorages are required for the front- and rear-seats in both new and imported cars. This should be a consideration for any future country selection. Information on vehicle standards can be found here: https://extranet.who.int/roadsafety/death-on-the-roads/#vehicles



4 Geographic assessment

2023/24 Update Note: We have now created an updated geographic assessment in 2024 so this section in now outdated and irrelevant. Please see the updated geographic assessment in the update notice at the start of this report.

2023 RTS Update - GHD - Road traffic safety (Speed limits) - S5 Geographic Asses...

2023 RTS Update - GHD - Road traffic safety (Seat belts) - S5 Geographic Assess...

~~The geographic assessment was done in two stages. First, we looked at where existing organizations are working and what they are doing. This information will later be used as an input in the formal geographic assessment as a measure of neglectedness (the greater the number of organizations already working in a country, the less neglected the problem is in that country and, therefore, the less promising it is to start a new organization in). Second, we conducted the formal geographic assessment with the aim of finding the top priority countries for starting a new nonprofit.~~

4.1 Where existing organizations work

The organizations that we were able to identify in this mapping are those on the larger side. It is likely that we have missed many small organizations working in the space in various countries.

Most road traffic safety organizations do not seem to be focused (only) on advocacy and instead put forward other efforts such as road design, infrastructure, education, and enforcement. Those that are focused on advocacy are quite dispersed between different risk areas.

We highlight below the organizations that are working on advocacy and where they operate:

- Bloomberg Philanthropies – In the third phase of its road traffic safety work, working in the following countries: Argentina, Bangladesh, Brazil, China, Colombia, Ecuador, Ethiopia, Ghana, India, Malaysia, Mexico, Philippines, Tanzania, Uganda, and Vietnam (with more countries likely to follow in the future)
    - It states that its approach focuses on "strengthening legislation; improving key risky road behaviors with a focus on speeding; promoting infrastructure improvements and sustainable urban transportation; and advocating for improved vehicle safety standards" (Bloomberg Philanthropies, 2020)
- AIP Foundation
    - Vietnam – improving seat belt laws and introducing child seat laws
    - Thailand – improving speed limits
    - Myanmar – improving helmet laws

  (AIP Foundation, n.d.)
- Eastern Alliance for Safe and Sustainable Transport (EASST)
    - Azerbaijan – introducing child seat laws (Azerbaijan – EASST, 2019)
    - Kyrgyzstan – introducing child seat laws (EASST, 2019b)
- FIA Foundation
    - Paraguay – improving child seat laws (FIA Foundation: Natalie Draisin, Avi Silverman; and Fundación Gonzalo Rodriguez: Florencia González, Florencia Lambrosquini, Mathías Silva, and Federico Zugarramurdi, 2018)

From this mapping, it seems that the work of Bloomberg Philanthropies and the work of AIP Foundation in Vietnam and Thailand is most relevant, as they are focusing on the same risk areas that we recommend for a new organization.

4.2 Geographic assessment

To assess which countries could be promising for a new organization to work in, we completed a more formal geographic assessment with all countries that do not currently have appropriate legislation across all 5 risk areas[17] (this captures countries without any legislation as well as countries whose legislation is not currently adequate).

We focused on countries that had a DALY burden of >10,000 DALYs per year from road traffic injuries. We chose the most promising countries based on a calculation to determine the total number of DALYs that could be averted by working in that country, taking into account the following:

- The percentage of road injuries and deaths that are a result of that risk factor – for example, it is estimated that 30–50% of road traffic deaths are speed-related (World Health Organization, 2018)
- The expected reduction in injuries and deaths if the legislation is passed – for example, wearing a seat belt can reduce fatalities among front-seat occupants by 40–50% and among rear-seat occupants by up to 25% (Elvik et al., 2009)

Based on this geographic assessment, we found that the most DALYs could be averted through the following legislation:

- Improved speed limits
- New child restraint laws
- Improved seat belt laws
- New seat belt laws
- Improved drink-driving laws

Then, we performed cost-effectiveness analyses on these laws. When choosing locations, we picked countries where the expected enforcement was adequate. In practice, this means that when looking for countries where seat belt legislation can be improved, for example, we would not choose a country whose enforcement of existing seat belt legislation is rated 4 or below in WHO's global status report (and we first focus on countries where enforcement is good; that is, rated 8/10 or greater) (World Health Organization, 2018).

[17] The 5 key risk areas identified by the World Health Organization are speeding, drink-driving, helmet use, seat belt use, and child restraint use.

5 Quality of evidence

5.1 Evidence for these interventions preventing injuries and deaths

Speeding and speed limits

A meta-analysis of 98 studies by Elvik, Christensen, and Amundsen (2004) created the "Power Model of Speed," which calculates the expected reduction in fatalities and injuries as a result of a change in speed (Elvik, Christensen, and Amundsen, 2004). This study seems like the accepted method for estimating the effects of speed changes on injuries and fatalities.

A meta-analysis of 51 studies, completed in the 2nd edition of *The Handbook of Road Safety Measures*, found that speed limits reduce average speeds by 25% of the change in speed limit. For example, in practice, this means that when the speed limit is changed by 10 km/h, average speed changes by about 2.5 km/h (Elvik et al., 2009).

Seat belts

A meta-analysis of 30 studies, completed in the 2nd edition of *The Handbook of Road Safety Measures*, found that wearing a seat belt can reduce fatalities among front-seat occupants by 40–50% and among rear-seat car occupants by up to 25% (Elvik et al., 2009). It seems that the results of this meta-analysis have become the consensus in the space, as these are the numbers that are quoted by the World Health Organization, the UN, road traffic safety organizations, and governments when writing their own reports on road traffic safety.

5.2 Evidence that advocacy leads to policy change in this space

Looking at 84 case studies of advocacy in this space across the globe,[18] we found that previous advocacy efforts have been quite successful. The average success rate was ~48%, with 40 of 84 campaigns resulting in policy change in an average of 2.6 years (the overall range of time taken to achieve success was 1–8 years). Most of the organizations that led these campaigns were relatively large, but there are a few examples of small auto-clubs achieving policy change by following steps outlined in a

[18] Unlike in other sections of the report, we have included case studies across all 5 risk areas here (not just for speed limits and seat belt use).

toolkit for policy change from FIA Foundation. You can see the specific steps taken by these organizations in Annex 1.

Of the remaining 44 case studies, we have classified 42 as still in progress. These campaigns have been in progress for an average of 3.9 years (the overall time range of campaigns still in progress is 2-7 years). 2 campaigns appear to be defunct after seeing no success in an average of 3.5 years.

You can find all of the case studies used in Annex 1.

Opposition

There does not appear to be substantial industry opposition to road traffic safety legislation. The most likely source of opposition is the car users who will be affected. If the population dislikes the proposed policy changes, advocacy may be more difficult and/or the policy change may be less likely to happen. However, it could also be the case that, rather than preventing the law from being passed, those who are opposed may just need more strict enforcement than the average road user to actually change their behavior.

5.3 Evidence of compliance with/enforcement of road safety legislation

We can find evidence of compliance/enforcement through two different avenues:

- How countries rank their enforcement of legislation
- Statistics on enforcement, eg., average seat belt wearing rate

How countries rank their enforcement of legislation

When evaluating the status of road traffic safety legislation in each country for its global status report, the World Health Organization asked a group of +/-8 respondents from different sectors (health, police, transport, NGOs, or academic) to rate the enforcement of legislation in their country. The World Health Organization defines "good" enforcement as an average rating of 8/10 or greater, and we extend this definition as follows: "okay" enforcement is a rating of 5-7 out of 10, and "poor" enforcement is 4 or lower (World Health Organization, 2018).

Looking at the average rating for enforcement in all countries that participated in the 2018 global status report for each risk area, we see that, on average, the enforcement for each law is "okay":

- Speed limits - average enforcement rating of 5.53
- Seat belt laws - average enforcement rating of 6.06

(World Health Organization, 2018)

This average was calculated by extracting the information from the WHO's status report, compiling it in a spreadsheet, and taking the mean.

Statistics on enforcement

The World Health Organization's global status report also lists statistics on the enforcement of legislation for seat belt laws in terms of the average usage rates (World Health Organization, 2018).[19] The data for seat belt legislation is as follows:

- Average wearing rate for drivers: 73.77%
- Average wearing rate for front-seat passengers: 69.78%
- Average wearing rate for rear-seat passengers: 45.82%
- Average wearing rate for all occupants: 68.07%

[19] Note that the WHO does not have anything similar for speeding.

6 Expert views

2023/24 Update Note: We have now conducted three additional expert interviews in our 2023/24 update notice at the top of this report.

All of these experts were excited about a new organization working in this space, unlike the experts we initially spoke with in 2021/22 for the original report. All experts also mentioned that they thought that this work could be difficult – largely due to the enforcement problem – but that it is worth trying.

6.1 Summary of views

Unfortunately, we only managed to speak with 2 experts in this area (one of whom was only contacted through a short email exchange). Both of these experts worked at existing road traffic safety organizations that operate primarily in Africa.

Both experts cautioned that it is difficult to make progress in this area when working in Africa because enforcement of road traffic safety laws is very poor due to corruption. Therefore, even if new or improved legislation were to pass, it might not actually lead to change.

The experts had mixed views on whether a new organization should work in this space. One suggested that we should support local organizations instead of creating a new one. The other suggested that there is a lot of work still to be done in this space, so a new organization could be helpful - however, they suggested that this new actor work on the enforcement of existing laws rather than the creation or improvement of legislation.

6.2 Our takeaways

The main takeaway from these expert interviews was that enforcement is particularly important when considering the impact of road traffic safety legislation.

Because of this consideration, we ensured that when modeling the estimated impact of new or improved legislation in cost-effectiveness analyses, the expected enforcement of legislation was used as a discount on the total number of DALYs averted. We based this number on the enforcement of existing road traffic safety legislation in countries similar to the country being modeled (or the enforcement of existing road traffic safety legislation in the country being modeled, if appropriate). Also, when evaluating where improvements could be made to existing legislation, we took into account expected

enforcement during country selection. We will not recommend working in a country where we expect enforcement to be poor.[20]

7 Cost-effectiveness analysis

Our cost-effectiveness analyses model policy changes in example countries. These were chosen as they had the highest impact ceiling for the policy being considered, as calculated in our [old] geographic assessment. This criterion does not necessarily mean that these are definitely the best countries for these interventions, as it does not consider contextual factors (eg., co-founder fit) or the fact that it may make more sense to begin work in a smaller country when the charity is first starting out.

Using the cost-effectiveness of alcohol taxation (modeled in 2020 with a cost per DALY equivalent of $96) as the bar for policy interventions to meet to be considered promising, the following road traffic safety policy changes look most promising:

- Increase seat belt use - Improve existing laws: Ensure legislation requires rear-seat passengers to wear a seat belt
- Increase seat belt use - New law: Introduce legislation requiring drivers and both front- and rear-seat passengers to wear seat belts
- Reduce speeding - Reduce speed limits in urban areas to 50 km/h

Policy	Example country	Total DALYs averted (if campaign is successful)	Total DALYs averted (expected)	Economic benefits	Charity cost per DALY equivalent	Charity + government cost per DALY equivalent
Ensure legislation requires rear-seat passengers to wear a seat belt	Egypt	121,277	57,752	$402,237,129 (or equivalent to 17,699 DALYs)	$17	$90
Introduce legislation requiring drivers and both front- and rear-seat passengers to wear seat belts	Mexico[21]	108,068	51,462	$560,287,444 (or equivalent to 20,261 DALYs)	$19	$48

[20] In practice, this means that when looking for countries where seat belt legislation can be improved, we will not choose a country whose enforcement of existing seat-belt legislation is rated 4 or below in WHO's global status report (and we will prioritize countries where enforcement is good; that is, rated 8/10 or greater).
[21] When looking purely at the DALY burden, Afghanistan actually looks like the most promising country for this intervention. However, a new charity would find it very difficult to work in Afghanistan, so Mexico was modeled instead as the country with the second highest DALY burden.

Lower speed limits to 50 km/h (without traffic calming)[22]	Brazil	680,079	323,854	$3,308,757,022 (or equivalent to 146,933 DALYs)	$3	$42

We also found that "country advocacy" could be a promising approach. A charity would work in a country with high avertable road traffic deaths and injuries to improve its legislation across all relevant risk areas. We completed two cost-effectiveness analyses in example countries (Egypt and Brazil) evaluating this approach.

Example country	Total DALYs averted (if campaign is successful)	Total DALYs averted (expected)	Economic benefits	Charity cost per DALY equivalent	Charity + government cost per DALY equivalent
Egypt	1,431,595	649,757	$5,050,932,649 (or equivalent to 222,250 DALYs)	$6	$59
Brazil	681,853	324,120	$3,368,984,352 (or equivalent to 149,607 DALYs)	$5	$79

These cost-effectiveness analyses model two sources of impact: health and income. These variables are described below using the illustrative example of a seat belt use policy change in Egypt that improves existing laws by requiring rear-seat passengers to wear a seat belt. All cost-effectiveness analyses use similar inputs, which can be found and are explained in the models linked above.

7.1 Health effects

The health effects of legislation requiring rear-seat passengers to wear a seat belt are defined in terms of total DALYs averted annually following policy change. To calculate this number, we used the following inputs:

- Total annual DALYs lost due to motor vehicle injuries in Egypt: we used the DALYs lost due to motor vehicle injuries rather than total DALYs lost due to road

[22] Traffic calming includes building speed bumps and using speed cameras to help enforce the new, lower speed limit. We evaluated speed limits with and without traffic calming measures, but due to the increased government costs of traffic calming, this intervention looks more promising without.

traffic injuries, as seat belt laws will only impact those in the vehicle. We sourced our data from GBD Compare (2017), which evaluates the DALYs lost from motor vehicles and motorcycles separately (GBD Results Tool, n.d.). This distinction ensures that we did not include DALYs that are not applicable to a seat belt law.

- Percentage of motor vehicle users affected by a rear seat belt law: we found that in Egypt, on average, there are 1.5 passengers per car, including the driver (The World Bank, n.d.). We assumed a 50% chance of other passengers being in the rear seat, which gives us a ~17% chance of a motor vehicle user being a rear-seat passenger.

- Percentage reduction in fatalities due to seat belt use in the rear seat: 25% (Elvik et al., 2009).

- Probability of success: we used an average probability of success of 47.62%, as calculated from the case studies of other road traffic safety advocacy groups (summarized in Evidence that advocacy leads to policy change in this space and detailed in Annex 1).
    - Note that for some policy interventions, the costs to governments would be increased. For these interventions, we decreased the probability of success to reflect these increased costs.

- Enforcement: Expected seat belt wearing rate - we know that not all passengers will wear their seat belt following policy change. To try to estimate the percentage of passengers that would change their behavior, we looked at:
    - The current seat belt wearing rate of drivers and front-seat passengers in Egypt (as this is already required by law) (World Health Organization, 2011).
    - The seat belt wearing rate of rear-seat passengers in countries that rated the enforcement of their seat belt laws similarly to Egypt (World Health Organization, 2018).
    - A discounted seat belt wearing rate based on current usage in Egypt
        - When assessing the average seat belt use of countries whose enforcement was rated 7/10, as in Egypt, we found that rear-seat passengers tend to wear their seat belts less frequently than front-seat passengers: there is an average percentage point difference of 34.6%.
        - Therefore, we discounted the current seat belt usage in Egypt (70%) by the expected difference between seat belt use in front-

and rear-seat passengers (34.6%) to get an average estimated rear-seat seat belt use of 35.4%.

- Percentage of rear-seat passengers already wearing seat belts: we thought it was likely the case that some rear-seat passengers already wear seat belts, even without a policy in place. We estimated this percentage at 5%, based on the lowest percentage of people who wear rear seat belts when they are required by law.

Using these inputs, we calculated an estimate for the total number of DALYs potentially averted each year. Then, to estimate the overall impact of the charity over its lifetime, we also used the following:

- Time taken for the campaign to be a success: we used the average time taken until success–2.6 years–as calculated from the case studies of other road traffic safety advocacy groups (summarized in Evidence that advocacy leads to policy change in this space and detailed in Annex 1).
    - This timeline results in health and economic benefits emerging 4 years after the charity is founded.

- A 7.5% likelihood each year that the Egyptian government would have amended its seat belt law without intervention. This may seem quite low, but there are currently no known advocacy organizations working on policy in Egypt, and Egypt's road traffic safety legislation is lacking in several risk areas; i.e., they do not have a good track record of change.
    - We have modeled the impact for 50 years, as the number of DALYs averted any farther into the future is negligible given the 7.5% reduction each year.
    - Note that this percentage likelihood differs between interventions and locations based on the number of advocacy organizations already working in the country and the country's track record for policy change on road traffic safety.

- A discount rate of 4%, as we were evaluating impact in the future and we wanted to evaluate impact in present value terms.

We then converted the health effects into monetary terms. The monetary value of averting a DALY is assumed to be equal to 2.8 times the per capita income in Egypt.

This is based on GiveWell's estimates of the trade-offs people are willing to make between income and health (GiveWell, 2019).

7.2 Income effects

The World Health Organization has estimated that the economic impact of road traffic injuries is approximately 3% of GDP (World Health Organization, 2015a).[23] We discount this estimate by the percentage of road traffic injuries that are from motor vehicles (estimated to be 53% in Egypt, taking an average of WHO's and GBD Compare's numbers (GBD Results Tool, n.d.; World Health Organization, 2018)) to get a more accurate estimate of the impact of a rear seat belt law.

7.3 Costs

Our analysis of charity costs was very simple, and was largely based on the costs modeled in our alcohol taxation cost-effectiveness analysis from 2020. We held these costs constant throughout all of the cost-effectiveness analysis models made this year.

Our analysis of government costs was more complex and was based on the costs of, for example, previous campaigns to increase seat belt use and the estimated costs of employing additional traffic police. We took an average of the following three inputs:

- A campaign to increase seat belt use in South Africa over a one-year period cost US$300,000 (Harris and Olukoga, 2005). This campaign only took place in one city, so we adjusted the estimated costs to be more applicable to a country-level campaign in Egypt by multiplying the estimated costs by the ratio of the number of cars registered in eThekwini vs. the number of cars registered in Egypt as a whole.
- The main enforcement mechanism used in the campaign in South Africa was employing an additional 10 traffic sergeants (Harris and Olukoga, 2005). Again we used the multiplier of the ratio of the number of cars registered in eThekwini vs. the number of cars registered in Egypt as a whole to estimate the number of additional traffic sergeants that would need to be employed to improve enforcement in Egypt. Then, we found the average annual salary of traffic sergeants in Egypt and multiplied the number of sergeants required by their annual salary to get another cost estimate.
- Another campaign to increase seat belt use was run in Guangzhou, China (*Seat-belts and child restraints*, n.d.). As we did with South Africa, we adjusted the

[23] We used the global average economic impact instead of the specific estimated economic impact of road traffic injuries in the country being modeled due to lack of data for some countries and because the economic benefits are more speculative, so we thought there was a case for keeping this number constant.

estimated costs of this campaign based on the ratio of the number of cars registered in Guangzhou vs. the number of cars registered in Egypt as a whole.

8 Implementation

8.1 Talent

Speed limits and seat belt legislation is not a prohibitively complex area, so it should not be difficult to find talent capable of working on these issues. The main complexities may derive from ensuring the enforcement of legislation once it has been amended or introduced, but it is unlikely that talent would be a limiting factor to overcoming these issues.

8.2 Access

Information

There has been significant work done on road traffic safety legislation in the past, so there is information available on what works and what does not work as well as toolkits for making progress in the 5 main risk areas.

There is a lack of up-to-date information on current legislation enforcement levels. So far, the World Health Organization's global status report is the only reliable source that has been found, and this report only comes out every 4 years. Additionally, the information contained is not always up-to-date. For example, the 2018 global status report includes information on the helmet wearing rate in Australia from 1997 (World Health Organization, 2018).

Government

We have purposefully avoided modeling or recommending work in countries where we expected working with the government to be especially difficult, such as Afghanistan or the Democratic Republic of Congo.

It could be the case that countries lacking comprehensive road safety legislation, such as Egypt, may be more difficult to make progress in for an unknown reason. One instance could be that these governments are in fact difficult to collaborate with on road safety, leading to the current lack of progress in these countries. This is an untested hypothesis, but should be kept in mind when selecting a country to work in.

8.3 Funding

EA funding

Road traffic safety seems like a cause that Effective Altruists would be open to funding.

The best case that can be made for this claim is that Zusha was a GiveWell standout charity (GiveWell, n.d. a). Zusha! Road Safety Campaign is an initiative by Georgetown University that distributes stickers to public service vehicles, primarily buses, that inform passengers of road traffic safety risks and encourage them to speak up and urge drivers to drive more safely if they are speeding, for example. Zusha received $70,071 in 2020, $112,478 in 2019, and $109,328 in 2018 from money moved by GiveWell (GiveWell, n.d. b).[24]

Non-EA funding

Bloomberg Philanthropies and FIA Foundation are the biggest funders in the space.

Bloomberg has committed an additional $240 million of funding for road traffic safety from 2020-2025. This almost doubles the amount of funding it has contributed in the space so far from around 2010, which totals $260 million. It seems like it would be especially interested in funding advocacy on speed limits, as in its announcement of the additional funding, it states the following: "Speed is the most critical risk factor, but there has been little progress on speed management" (Bloomberg Philanthropies, 2020). It is focused on work in 15 countries: Argentina, Bangladesh, Brazil, Colombia, Ecuador, Ethiopia, Ghana, India, Malaysia, Mexico, Uganda, and Vietnam.

FIA Foundation spends approximately $7 million each year on road traffic safety (Bella Dinh-Zarr, 2013). FIA Foundation funds work similar to that which this new organization will be working on. It has funded the following organizations in the past: AIP Foundation, Amend, Fundación Gonzalo Rodríguez, EASST, and local automobile clubs, all of which have worked on advocacy for new or improved legislation at some point.

Open Philanthropy also reports that "government aid agencies (such as USAID or the UK's DFID [now FCDO]) and development banks, such as the World Bank, support

[24] Note that GiveWell did not remove Zusha as a standout charity, rather, it discontinued the "standout charity" designation in October 2021. More information about this can be found at the following link: https://blog.givewell.org/2021/10/05/discontinuing-standout-charity-designation/.

some work on road safety as well" (Open Philanthropy, 2013), but it is not clear how much it contributes.

Focusing on the policy work of existing organizations in the road traffic safety space, they have some interesting funders from which this new organization may be able to also receive support. For example:

- AIP Foundation - UPS Foundation, Global Road Safety Partnership
- Amend - Puma Energy Foundation, FedEx (as part of its corporate social responsibility)
- EASST - European Bank for Reconstruction and Development (EBRD) Shareholders Special Fund

Please note that this is not a comprehensive list of non-EA funding.

8.4 Scale of the problem

Our cost-effectiveness analyses currently focus on implementation in one example country. However, as many countries are yet to align with best practice on road safety legislation, there is scope for expanding to other countries, potentially significantly increasing impact.

Our geographic assessment identified 42 other countries where speed limits in urban areas are currently above 50 km/h, with 25 of these having an impact ceiling of over 10,000 avertable DALYs, and 8 of these with an impact ceiling of over 100,000. Therefore, there seems to be a significant amount of further work to be done on this issue.

For seat belt use, our geographic assessment identified 21 other countries where rear-seat passengers are currently not required to wear seat belts. 5 of these have an impact ceiling of over 10,000 annual avertable DALYs, though none with an impact ceiling of over 100,000 aside from Egypt. Our geographic assessment also identified 7 other countries that are completely lacking any seat belt regulation, with 5 of these having an impact ceiling of over 10,000 annual avertable DALYs, and 1 having an impact ceiling of over 100,000 (though this is Afghanistan, in which it would currently be very difficult to work). Therefore, there is some further work to be done on this issue, but it seems like speed limits are more scalable.

8.5 Neglectedness

Work in this space is quite neglected. Although there are quite a few organizations operating in this space, their work is spread across the 5 risk areas as well as projects like road design and enforcement.

As noted in our geographic assessment, the work of Bloomberg Philanthropies in Argentina, Bangladesh, Brazil, China, Colombia, Ecuador, Ethiopia, Ghana, India, Malaysia, Mexico, Philippines, Tanzania, Uganda, and Vietnam and the work of AIP Foundation in Vietnam and Thailand is most relevant, as they focus on the same risk areas that we recommend a new organization work on.

8.6 Externalities

There will likely be positive social outcomes such as life expectancy, life satisfaction, education, child mortality, and others due to the economic impacts of this intervention: money will no longer be lost due to road traffic injuries and deaths and so can be redirected to other things. Note that this is not unique to road traffic safety; it would be the case with any public health issue.

There is some risk in interventions that increase the cost of car use relative to the cost of motorcycle use. Such interventions could lead to increased mortality if road users switch from cars to motorcycles in countries where appropriate motorcycle legislation is not present.

8.7 Macro-level considerations

Why are governments not making these policy changes themselves?

There are no countries completely lacking road traffic safety legislation (World Health Organization, 2018). However, most countries do not have comprehensive legislation that follows all of the best practice recommendations of the World Health Organization. This is partly because the World Health Organization's definition of best practice legislation evolves over time. A country that previously met the standards for comprehensive legislation may fall short in current global status reports due only to changing recommendations and not any change in their legislation for the worse (World Health Organization, 2018; World Health Organization, 2015b).

It could also be the case that once legislation exists in some form, governments are less compelled to further improve upon it as they are constantly juggling many different

public health issues. As a result, what they may see as small changes to legislation are under prioritized.

In the case of some legislation—in particular, child restraint laws—it may just be the case that this sort of law-making lags behind other risk areas across the world. So, we may expect some countries to not yet have child restraint legislation if they have only recently made progress in other risk areas. For example, in the UK, seat belt legislation was introduced in 1983 (BBC, 1983) but child restraint laws were lacking until 2006 (Mockett, 2017).

It may also be the case that road traffic safety policy is politically unpopular, especially as the enforcement methods are likely to be unwelcome - for example, citizens may dislike speed cameras or speed bumps.

There is also some concern, raised by experts, that traffic policing can lead to corruption (though we have attempted to select countries where this is less likely to be the case).

Is there reason to think that these policies will have no effect in the long run?

There is little evidence that looks at the long-term impact of road traffic safety legislation, but the evidence that could be found positively updated us.

For example, in Georgia, although front seat belt use did spike immediately at 95% following policy change, use stabilized at around 70% 8 years after the legislation was amended (EASST, 2019a). That is, the effect does decrease in the long run, but not to no effect. You can see more evidence of a similar effect in Annex 2. To try to capture this stabilization when modeling the cost-effectiveness of these policy changes, we used the stabilized usage rate (eg., 70% for seat belt use in Georgia) instead of the spiked usage rate where available.

9 Conclusion

Overall, our view is that policy work to improve or introduce road traffic safety legislation is an idea worth recommending to future charity founders. In particular, we recommend interventions across two risk areas:

1. Reducing existing speed limits to 50 km/h in urban areas in countries where limits currently exceed this number.

2. For seat belt use, we recommend both improving existing legislation and introducing new legislation.
    a. Existing legislation can be improved upon in countries where it is currently only mandated to wear seat belts as the driver and front seat passenger. This requirement would be extended to rear-seat passengers.
    b. New legislation would introduce regulations mandating that all occupants must wear a seat belt.

Annex 1 - Case Studies

Summary

- 40/84 successes - 47.62% success rate
    - Success takes 2.6 years on average (excluding length of Bloomberg campaigns as unknown).
- 42/84 still in progress
    - Campaigns that are still in progress have been running for an average of 3.9 years (excluding length of Bloomberg campaigns as unknown).
- 2/84 defunct
    - Amend's campaign in Malawi appears to be defunct after no success in 3 years.
    - Bloomberg's work in Egypt appears to be defunct after no success in 4 years (it worked in Egypt in Phase 1 of its campaign in 2010-14, but has not reported seeing success there and has not worked in Egypt in any of the other phases).

AIP foundation

Vietnam

Helmets - new law - success in 8 years (1999-2007)

- 1999 - Started work.
- 2000-2002 - Measuring heads in Vietnam to create the world's first "tropical" helmet. By 2002, its helmet plant, Protec, was operational and soon established itself as a producer of quality helmets.
- 2002-2006 - "Helmets for kids" educational outreach program, which also handed out helmets to kids.
- 2006 - National TV campaign "Wear a helmet, there are no excuses" aired.
- 2007 - The Vietnamese government passed a universal helmet law.
- 2008 - Helmet law amended to clarify that helmets must be appropriately fastened to avoid a fine.

- 2009-present - Working to address 2 remaining issues in helmet use:
    - Quality standard helmets are still not the norm.
    - Child helmet-wearing rate is still low.

(Goldman, 2017)

Seat belts (improving law) and child restraints (new law) - still in progress (2019-present)

- 2019 - Launch event was held during the 5th United Nations Global Road Safety Week, attended by 800 primary school students and teachers.
    - Following the kick-off ceremony, over 70 parents were educated on the importance of using seat belts and child car seats at a workshop held at the school. Professor Le Huy Tri, Vice President of the Road Safety Research Center and the People's Police Academy, supported the workshop's organization. Parents learned how to use and install car seats, as well as other information and tips to stay safe when transporting children by car.
- 2019-present - facilitating parent training workshops and government advocacy; running a public awareness campaign on social media; and installing a series of billboards in busy traffic areas around Hanoi. The campaign will reach an estimated 80,000 people.

(AIP Foundation, 2019a)

Speed limits - improved law - success in 2 years (2018-2020)

- 2018 - Grant received to start this project.
- 2020 - Two pieces of legislation were adopted in Vietnam setting up the legal framework for safe school zones: a circular 31/2019 allows removal of fixed speed limits nationally, with provinces able to set lower speed limits during peak hours when students commute to-and-from school.

(BMJ, 2019; AIP Foundation, 2019b)

Thailand

Speed limits - improving law - still in progress (2015-present)

- 2015 - Attempts to amend national speed legislation (reducing speed limits from 80 km/h to 50 km/h) were unsuccessful.
- 2015-present - Focus shifted from changing the national legislation to empowering and encouraging provinces to use the provision in the law to set their own speed limits. In 2017, guidelines were also provided for local governments to set appropriate speed limits.

    - By September 2018, half of the 76 provinces had set urban speed limits not exceeding 50 km/h.

(World Health Organization, 2018)

Cambodia

Helmets - improved law - success in 3 years (2011-2014)

- 2011 - Draft helmet law released, which excluded passengers (such that they would not be required by law to wear helmets).
- 2013 - In response to research findings that 98% of the public was in support of a passenger helmet law, AIP Foundation then submitted a Joint Statement to the Minister of Transport in 2013 appealing for the law to be passed to include passengers.
- May 2014 - AIP Foundation presented a study to the Government demonstrating that 561 lives could be saved, 10,572 head injuries prevented, and USD 98,618,422 saved by 2020, if the law was passed in 2014.
- December 2014 - Helmet law passed (requiring drivers and passengers to wear helmets).
- 2015-present:
    - Providing helmets and road safety education at schools.
    - Disseminating campaign messages through mass media, street-based, and commune-based behavior change communications.
    - Enhancing the societal commitment to improving passenger helmet enforcement.
    - Somewhat shifted focus onto occupational safety, distracted driving, and driver skills.

(FIA Foundation, n.d. a)

Myanmar

Helmets - improving law - still in progress (2018-present)

- 2018 - AIP Foundation held its first ever helmet handover ceremony at School No. 19 at Aung Myae Thar San Township, in the Mandalay region of Myanmar, introducing the first in a series of helmet donations to students and teachers across the Mandalay region. These donations follow shortly after a series of teacher trainings wherein 100 teachers from four target schools were equipped with basic road safety knowledge, correct helmet use demonstrations, promotional techniques, and suggestions for class lessons.
- 2019-2020 - Following the success of AIP Foundation's Safety Delivered program in Myanmar in 2018, the program began Phase II in partnership with

the Mandalay Region Education Office, supported by the UPS Foundation, to deliver school-based helmet safety programs between April 2019 and December 2020. Three target schools have been selected for program implementation.
    - Key activities will include conducting training sessions for all school teachers on helmet fitting and proper helmet use by children, providing 3,000 helmets to students and teachers over the two-year program period, leading helmet handover ceremonies, and conducting research for pre- and post-intervention analysis.
- 2020-present:
    - Providing helmets and road safety education at schools.
    - Enhancing the societal commitment to improving passenger helmet enforcement.
    - Partnering with key stakeholders to advocate for policy changes that improve helmet standards nationwide.

(AIP Foundation, 2018; AIP Foundation, 2019c; AIP Foundation, n.d.)

EASST

Georgia

Seat belts - improved law - success in 4 years (2007-2011)

- 2007 - The Partnership for Road Safety launched its advocacy campaign to increase seat belt use in Georgia.
- 2007-2011 - building effective coalitions between public and private actors to contribute to legislation.
- 2011 - The Partnership for Road Safety (PfRS) spearheaded efforts to improve seat belt legislation to include the mandatory use of seat belts on motorways and other major roads. Through careful research, building a network of support that extended to some of the biggest businesses in the country as well as other local NGOs, and delivering targeted national media campaigns, PfRS was able to get the issue onto the government's agenda. It organized high-level meetings presenting to ministers and other key decision-makers the social and economic costs of not using seat belts, and established a working group to draft the legislation. As a result of these efforts, seat belt use in the front seat became obligatory on all national roads.

(EASST, 2016)

Child restraints - improved law - success in 2 years (2018-2020)

- 2018 - Partnership for Road Safety partnered with FIA member the Georgian Automobile Sport Federation to promote the use of child restraint systems in Georgia and advocate for legislation changes to make their use mandatory.
- 2020 - The Georgian parliament amended the law to include mandatory use of child restraint systems in cars for all children up to the age of 12, meeting European standards (the previous age limit was three years), and removing an exception that allowed people to carry children on their laps.

(EASST, 2018; FIA Foundation, 2020)

Azerbaijan

Child restraints - new law - still in progress (2014-present)

- 2014 - Project launched.
    - Hayat conducted an initial survey among families with children under 12 years old and found that only 17% used child restraints in their vehicles. It was also found that the law on child restraints in Azerbaijan contained no specific details relating to the positioning of restraints, the height and age of the child, or the type of vehicle.
    - Hayat began conducting awareness-raising events, reaching 20 local schools as well as hospitals and maternity wards. Posters and booklets were widely distributed among young families containing guidance, which were accompanied by online and radio messages to the general public.
    - In close cooperation with the State Traffic Police Department, Hayat sought to clarify and amend the existing law on use of child restraints. It held a key meeting with MPs and the Chairman of the Parliamentary Social Policy Committee, which led to the drafting of an action plan to provide greater clarity in the law and increase controls over enforcement.
- 2016 - EASST worked with FIA mobility club the National Automobile Club of Azerbaijan (AMAK) to promote road safety in the country. AMAK has taken up the mantle of promoting child safety by supporting and continuing the work of Hayat on child restraints.
- 2017-present - awareness raising and advocacy.

(EASST, 2019c)

Kyrgyzstan

Child restraints - new law - still in progress (2019-present)

- 2019 - Campaign launched.

    - In article from 2019: "next year new legislation will come into force making the use of child car seats mandatory for all children under 12 years old."
        - Could not find evidence that this law was ever passed in 2020, so assume this campaign is still ongoing, as EASST's website talks about policy work in Kyrgyzstan.

(EASST, 2019b)

Mongolia

Child restraints - new law - success in 2 years (2016-2018)

- 2016 - The #UBeSAFE road safety awareness campaign launched.
    - #UBeSAFE is a project initiated by Global Shapers Ulaanbaatar in collaboration with the Asian Development Bank and partnership with the Ministry of Finance, the Ministry of Road and Transportation, and the Traffic Police of Mongolia. The project aims to improve road safety management and operations to enhance the quality of life and support sustainable socio-economic development in Mongolia. A carefully orchestrated media campaign reached 1 million people and is expected to improve road safety and decrease poor driving behavior.
- 2018 - Law with requirement of having child safety car seats for children under 10 years of age came into effect as of November 1, 2018.

(Baasankhuu, 2017; Mongolia - EASST, 2019)

Fundación Gonzalo Rodríguez

Chile

Child restraints - improved law - success in 4 years (2012-2016)

- 2012 - The Gonzalo Rodríguez Foundation began its work in Chile in 2012, in conjunction with the National Commission for Traffic Safety (CONASET), with whom work meetings were generated to outline a strategy focused on child road safety in Chile. This strategy included a series of training sessions for both the CONASET technical team and the Chilean police, as well as Checkpoints for Child Restraint Systems in different Shopping Centers in Santiago, seeking to put the issue on the agenda in Santiago, Chile.
    - These trainings were essential for CONASET to begin internal work to address a public policy for child road safety, always accompanied by the technical work of the Foundation.
- 2014 - A work agreement was signed with CONASET for the realization of technical cooperation, with the aim of generating training in child passenger

safety as well as development and exchange of investigations related to child road safety and the generation of checkpoints for CRS.
- 2016 - Amended legislation expanded the requirement for child seats up to 9 years of age (or with a height of 135 centimeters and weight of 33 kilograms), increased the age in which children were prohibited from sitting in the front seat to 12, and implemented a comprehensive training, communication, and oversight plan.

(FIA Foundation, n.d. b) - Note that information was taken from the linked report, which is written in Spanish.

Uruguay

Child restraints - improved law - success in 5 years (2007-2012)

- 2007 - EDU-CAR Road Safety Program for Children was started by GRMF in 2007.
- 2012 - After several years of intense work in conjunction with the National Road Safety Unit, departmental municipalities, and inspection bodies, among others, in 2012 the Law of Various Standards on Road Safety was approved, which included the mandatory use of CRS in all private vehicles for the transfer of children up to 12 years old or 1.50 meters tall.

(FIA Foundation, n.d. b) - Note that information was taken from the linked report, which is written in Spanish.

Argentina

Child restraints - improved law - success in 2 years

- 2016 - Started working in Argentina.
- 2018 - In January 2018, President Macri's government raised the age limit of child restraint use in the rest of the country to 10 years (Buenos Aires had already extended the age limit to 12, setting a size limit lower than 150 cm and no longer allowing children under 12 to travel in the front seat of the car).

(FIA Foundation, n.d. b) - Note that information was taken from the linked report, which is written in Spanish.

FIA Foundation

Mexico

Child restraints - improved law - success in 1 year (2016-2017)

- 2016 - Toolkit launched.

- 2017 - Mexico adopted child restraint legislation following an advocacy campaign by their auto clubs using the FIA's "Toolkit for child safety in cars."

(FIA Foundation: Natalie Draisin, Avi Silverman; and Fundación Gonzalo Rodriguez: Florencia González, Florencia Lambrosquini, Mathías Silva, and Federico Zugarramurdi, 2018)

UAE

Child restraints - improved law - success in 1 year (2016-2017)

- 2016 - Toolkit launched.
- 2017 - UAE adopted child restraint legislation following an advocacy campaign by its auto clubs using the FIA's "Toolkit for child safety in cars."

(FIA Foundation: Natalie Draisin, Avi Silverman; and Fundación Gonzalo Rodriguez: Florencia González, Florencia Lambrosquini, Mathías Silva, and Federico Zugarramurdi, 2018)

Paraguay

Child restraints - improving law - still in progress (2016-present)

- 2016 - Toolkit launched.
    - No mention of this project from FIA foundation since.

(FIA Foundation: Natalie Draisin, Avi Silverman; and Fundación Gonzalo Rodriguez: Florencia González, Florencia Lambrosquini, Mathías Silva, and Federico Zugarramurdi, 2018)

Sri Lanka

Child restraints - new law - success in 1 year (2020)

- January 2020 - The AAC's campaign "Is Your Child Safe in Your Car?" was launched with a press conference hosted by AAC President Dhammika Attygalle alongside Asia region racing champion and Goodwill Ambassador of the Club program Dilantha Malagamuwa. The event was attended by media and major road safety stakeholders including Anton De Mens, Chairman of National Council for Road Safety, and SSP Indika Hapugoda, Director of Traffic in the Department of Police, to launch the campaign, which attracted attention from key regional media.
    - The campaign targeted key decision-makers as well as used an integrated media advocacy campaign across TV, radio, publications, and social media to build public support.
        - Radio communication from AAC drew a comparison between COVID-19 and the road safety crisis and asked the public if they

knew that, globally, 186,000 children and 1.3 million people die in road crashes every year. The message highlighted that if people can act responsibly during COVID -19 and follow safety rules set by the government, they should pay equal attention to road safety and obeying safety rules when on the road.

- April 2020 - The Sri Lankan Government announced new policies for compulsory Child Restraint Systems (CRS) to save lives to be introduced by the end of 2020.

(FIA Foundation, n.d. c)

Amend

Côte d'Ivoire, Malawi, Mozambique, Namibia, Senegal, Tanzania, and Zambia

Speed limits - improved law - 6/7 successes in 2 years

- 2017 - Project launched.
- 2019 - Six countries (Zambia, Namibia, Côte d'Ivoire, Mozambique, Senegal, and Tanzania) had legal changes lowering speed limits around schools to 30 km/h, with one country instituting a new nationwide 30 km/h school zone speed limit (Zambia) and a city (Windhoek, Namibia) instituting a citywide 30 km/h school zone limit.
    - Work in Malawi extended to 2020, but it seems as though it was unsuccessful.

(Amend, 2019)

Bloomberg - 2010-2019

Information regarding the specifics and timelines of Bloomberg's many campaigns and resulting policy changes were time-prohibitive to obtain, as their campaign information is relatively vague and dispersed. It may not be possible to locate it at all.

However, more general information was found (Bloomberg Philanthropies, 2020):

- Worked in 45 cities/localities. 12 of them changed their laws or policies to reduce at least one road safety risk factor (~27% success rate).
- Worked in 13 countries. 10 of them (China, Russia, Thailand, the Philippines, Cambodia, Vietnam, Kenya, Brazil, Turkey, and India) changed their laws or policies to reduce at least one road safety risk factor (~77% success rate).

Annex 2 - How long does impact last?

Vietnam - new helmet law

- 2007 - law passed - "Helmet-wearing rate increased significantly from as low as 6% on city roads to more than 90%" (Goldman, 2017).
- 2008 - WHO report on the global status of road traffic safety - estimated 85% helmet wearing rate (World Health Organization, 2008).
- 2013:
    - Data from Helmet observation in Ha Noi, BacNinh, Quang Ninh, Da Nang, Vinh Phuc, and Ho Chi Minh city - reported 96% Drivers, 83% Passengers helmet-wearing rate.
    - Data from Hanoi School of Public Health, helmet observations in select provinces - reported 81% Drivers, 60% Passengers helmet-wearing rate. (World Health Organization, 2015b)

Georgia - improved seat belt law

- 2011 - law passed - "In the first six months, seat-belt use in the front seat increased from just 1 per cent to over 95 per cent" (EASST, 2019a).
- 2013 - WHO report on the global status of road traffic safety - reported 80% Drivers, 80% Front seats seat belt wearing rate (World Health Organization, 2015b).
- 2019 - "seat-belt use in the front seat [has] now stabilized to around 70 per cent" (EASST, 2019a).

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