

# Mainstreaming road safety across relevant related areas to leverage financing



**unicef**   
for every child



**Dr Syed Hubbe Ali**  
Health Specialist  
UNICEF  
India Country Office

# National Planning Meeting and multi-stakeholder Consultations





# Road Safety featured in the Thematic Paper and Outcome Document of Ministry of Health in G20 workshop



## Health issues of adolescents and young people

The health and well-being of adolescents and young people encompass domains ranging from physical, social, emotional and cognitive changes to support and confidence they have to thrive and realize their potential and rights.<sup>2</sup> Within this theme paper, four sub-themes of sexual and reproductive health, nutrition and lifestyle, mental health, injuries, violence and self-harm have been identified as critical areas of concern. A variety of reasons.

### 3 Mental health

Mental health is emerging as the dominant health concern of adolescents and young people which has been aggravated by the COVID-19 pandemic. Though there is lack of reliable empirical data on prevalence of mental health issues, the World Health Organization (WHO) estimate 2019 report that 166 million adolescents (89 million boys and 77 million girls) globally experience mental health issues such as childhood behavioural disorders, anxiety (10–14 years), depression (15–19 years),<sup>18</sup> with suicide ranking as one of the five leading causes of death among adolescents (15–19 years).<sup>19</sup>

Among the G20 nations, in India before COVID-19 pandemic almost 50 million children reported mental health issues. During the pandemic more than one fourth of adolescent school students reported mood swings and emotional changes.<sup>20</sup> In the United States of America, a survey found that over time mental health of students has worsened and there is an increase in percentage of young people who either considered, planned or attempted suicide.<sup>21</sup> India, Russian Federation and South Korea report the highest suicide rate of 6.5 per 100,000 adolescents.<sup>18</sup> Self-harm and injuries due to reckless behaviour have been reported to be the leading causes of death among adolescents.<sup>18</sup>

### 4 Injuries and violence

The WHO reports that globally, more than 1.5 million adolescents and young adults in the group 10–24 years died in 2021. Of the approximately 4,500 deaths each day, the majority were reportedly due to road traffic injuries and drowning, interpersonal violence, self-harm and maternal conditions (such as eclampsia, puerperal endometritis and systemic infections).

Globally, during the last 15 years though there has been a decline in adolescent mortality due to road traffic injuries, it still remains a leading cause of mortality in this age group. The rate of these injuries, especially in older adolescents (15–19 years), is believed to be due to increased mobility, exposure to road traffic and risk-taking behaviour.<sup>22</sup> Interpersonal violence including gender-based violence (GBV), causes nearly a third of all injuries and contribute to about a tenth of all years lived with disability. One in four ever-partnered/married adolescent (15–19 years) are estimated to have faced violence in their lifetime.<sup>23</sup>

Among the G20 nations, including India, the top three leading causes of adolescent death are the global scenario, i.e., road accident injuries, self-harm and violence.<sup>24</sup>

## Key Recommendations to the G20 Nations from Young People

### 4

## Injuries and violence



4.1 Implement comprehensive road safety programmes, including education/awareness in schools and communities.

4.2 Strengthening law enforcement to deter and punish traffic violations and investment in the development and maintenance of safe roads.

4.3 Introduce and/or strengthen the implementation of anti-bullying policies in all educational institutions and workplaces.

4.4 Introduce and/or strengthen enforcement of laws to protect children and adolescents from cyber-bullying, sexual grooming and all other forms of online abuse.

4.5 Establish trauma centres and rehabilitation services for victims of road injuries and violence.




4.6 Introduce and/or strengthen implementation of programmes to provide support and counselling for children and adolescents suffering from abuse, including domestic abuse, child marriage and minority rights violations.

# HEALTH OF YOUTH WEALTH OF NATION





# Inclusion of Road Safety agenda in the Schools and Community reaching 7m students

## Promoting Safe Journeys to School Avoid Road Traffic Accidents

### Child and Adolescent Injuries Around the World

More than **1600** children die every day **585,000** every year from an injury

Leading causes of unintentional injuries are from:  
Road traffic  
Drowning  
Falls  
Burns and Scalds  
Poisonings

Source: GHE data 2019, released and analyzed by UNICEF 2021 – for children 0-19 years

### Road Safety Concerns: India

India

- India tops the world in road crash deaths (WHO, 2018), with more than 400 fatalities per day.
- India has 1% of the world's vehicles but accounts for 11% of all road accident deaths and 6% total road crashes (MoRTH, 2018)
- In the last decade alone road crashes have killed 1.3 million and injured over 5 million in India.

### Road Safety Around the World

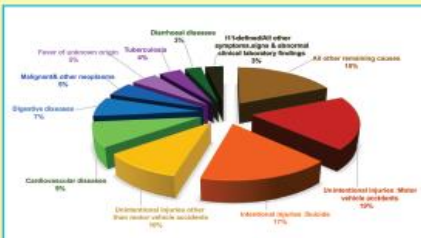
More than **600** children die in road traffic every day

### Children & Adolescents

- Since 2008, over 55,000 children have lost their lives in road crashes in India and a large majority of these are adolescents
- Every day around 42 children including 31 adolescents die in road crashes in India with a 10% contribution to the total road crash deaths
- Most of these deaths happen near schools and colleges

Source: Traffic crash injuries and disabilities: The burden on Indian Society; World Bank Report 2021

### Top 10 causes of Deaths for age group 15-29 year in India: 2016-2018 (%)



Source: Causes of Death 2016-18, Ministry of Home Affairs, Govt 2021

## Avoiding Road Crashes

**Learning Objectives:** Understanding the causes of Road crashes  
Familiarity with critical road signages  
Understanding the Road etiquette to avoid crashes

**Time:** 45 minutes

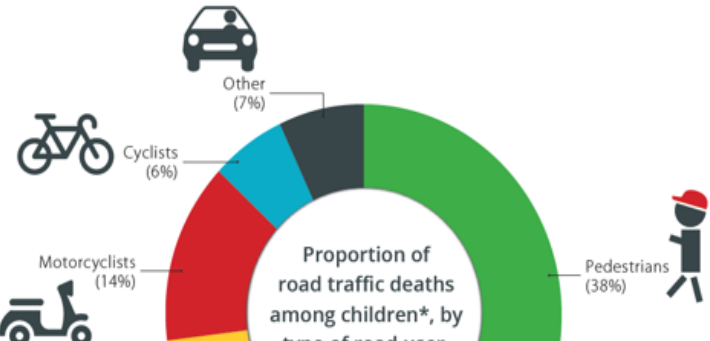
**Materials:** Black paper, pens

**Methodology:** Brain storming, group discussions, case studies



India tops the world in road crash deaths (WHO, 2018) with more than 400 fatalities per day. India has one accounts for 11% of all road accident deaths and 6% of total road crashes (MoRTH). Every day around adolescents die due to road crashes in India. Most of these deaths happen around schools and colleges.

Children of all ages are at risk of being involved in a road traffic crash. Boys account for nearly twice as much as girls worldwide. This increased risk for boys is thought to be due to greater exposure to traffic and tendency for boys to take more risks than girls, especially as adolescents.


It might come as a surprise that of the children injured or killed on the road's majority are pedestrians. This occurs while children walk along roads where there is a mixture of different modes of transport – road – and where infrastructure such as sidewalks, cross walks and safety barriers is lacking.



**Proportion of road traffic deaths among children\*, by type of road user**

## National Curriculum Framework for School Education 2023



# Digital Campaign on Road safety across India reaching 65million people



**Impressions**  
65,321,363

**Post Comments**  
1,793

**Post Reactions**  
1,974,848

**Post Saves**  
1,538

**Post Shares**  
7,581

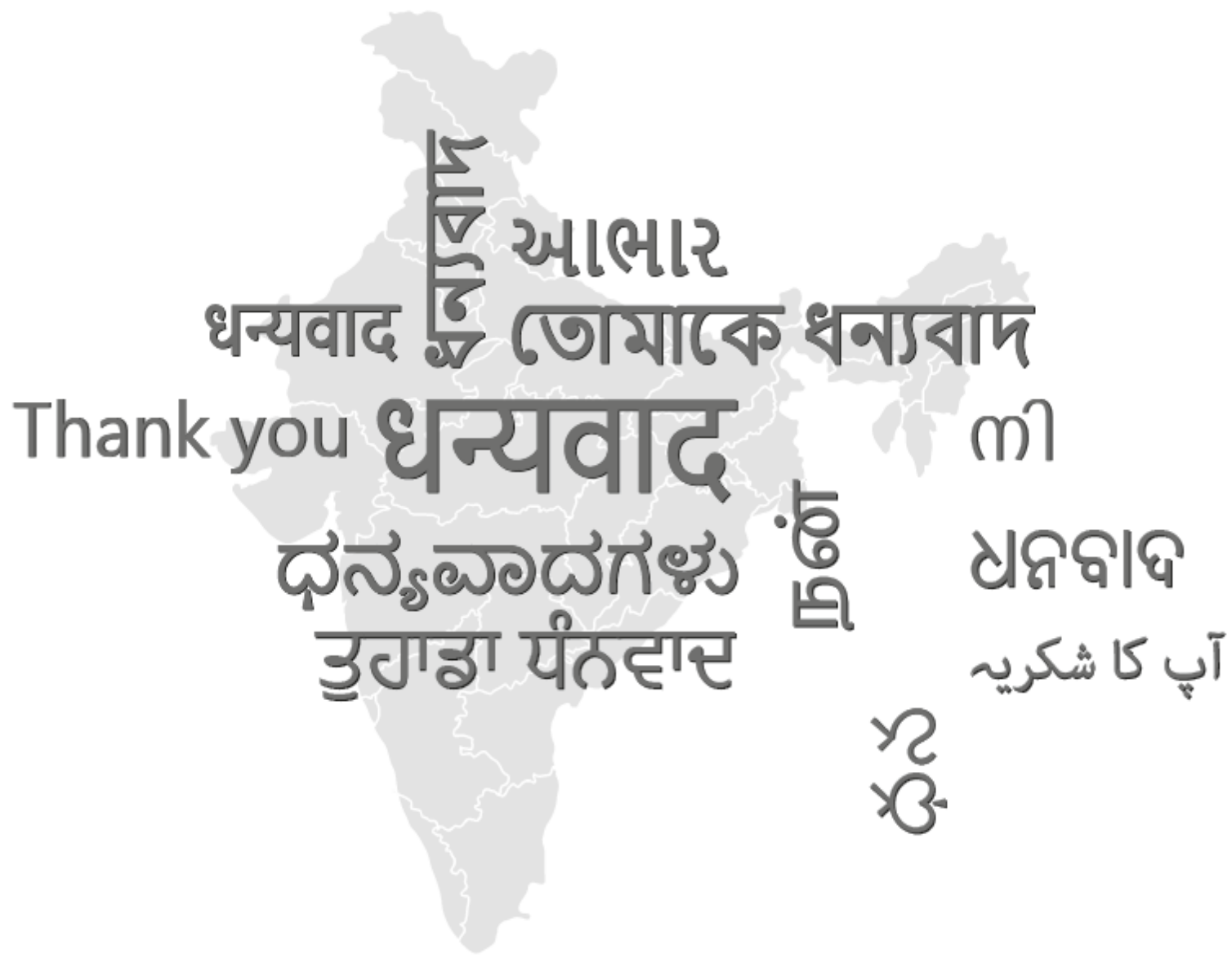
**Total Engagement**  
1,996,133

Reach: Number of accounts (not unique) that have seen a post  
Impressions: Number of times a post has been seen  
Reactions = Likes  
Engagement: Reactions + Saves + Shares



## Support the development of Children awareness Park & Road Safety Drills through **Virtual Reality** in Schools





धन्यवाद

आभार

ধন্যবাদ

তোমাকে

ধন্যবাদ

Thank you

धन्यवाद

നി

ಧನ್ಯವಾದಗಳು

ಧನ್ಯ

ଧନବାଦ

तुगಾडा पेंनवास

آپ کا شکریہ

ಧನ್ಯ