



Road Safety

The Global Health Advocacy Incubator’s (GHA) Road Safety Program works with organizations and governments across the globe to reduce death and injuries from road crashes. Together, we advance policies addressing five priority behavioral risk factors to enhance road safety – child restraints, drink driving, helmets, seat belts and speed – while also pressing for stronger vehicle safety standards.



Our Work

We provide critical advocacy and communications support to civil society organizations and governments through an evidence-based and country-led approach. Our activities include:

- Technical assistance to mobilize grassroots movements, strengthen coalitions, engage political leaders and build public support.
- Strategic political analysis, landscape assessment and rigorous monitoring and evaluation to enhance the effectiveness of locally-led advocacy campaigns.
- Legal analysis and legislative drafting to develop laws that meet international standards.
- Media and communications advocacy to build demand for road safety solutions.
- Capacity-strengthening to counter industry influence and safeguard policies.
- Local evidence generation, analysis and dissemination.

Where we work: Bangladesh, China, Colombia, Ecuador, India, Mexico, Ukraine, Uganda and Vietnam.

THE TOLL OF ROAD CRASHES



Road traffic injuries are the leading cause of death among people ages

5-29



1.19 million

people lose their lives on the road every year



90%+

of road deaths occur in low and middle-income countries

More than
half of fatalities

occur among pedestrians, cyclists and motorcyclists



Program Profile

Our Impact

- **Colombia:** In 2024, the Constitutional Court upheld a law that ratified the United Nations Economic Commission for Europe 1958 Agreement, paving the way for the country to increase vehicle safety standards. Earlier advocacy also secured national speed limits of 50 km/h in cities and 90 km/h on highways, life-saving reforms where speeding contributes to 40% of fatal crashes.
- **India:** With nearly 6,000 lives lost on its roads each year, West Bengal made a decisive shift in 2025 toward safer streets by adopting statewide, evidence-based speed limits based on road type, traffic conditions and proven impact of speed on crash severity.
- **Mexico:** In 2020, road safety advocates and lawmakers secured a constitutional amendment establishing a right to mobility and road safety. They followed with the 2022 General Law on Mobility and Road Safety. Now, more than two-thirds of Mexico’s 32 states have aligned their laws with the national standard, bringing the country closer to comprehensive, life-saving protections.

Success Story

The challenge:

For children in Uganda, the journey to school is often perilous. Speeding vehicles and the absence of safe pedestrian infrastructure turn a simple walk to class into a life-threatening risk. In 2024 alone, nearly 500 children under 11 were killed in road crashes, and another 861 were seriously injured, according to the Uganda Police Force.

GHAI’s role:

GHAI supported the Road Safety Advocacy Coalition of Uganda by elevating the voices of community leaders and crash survivors, while empowering them to develop life-saving policies, share their expertise and lived experiences and to build champions across government.





Results:

Uganda’s government launched Africa’s first-ever National Safe School Zones Guide in May 2025, requiring safer road design, lower speeds around schools and assessments to identify and address dangerous hot spots. This breakthrough will protect 22.2 million school-aged children.

“We have come to rely on the GHAI’s network of advocates and partners around the world as we work together to promote policy and legislative change to save lives. GHAI have supported our team in designing and implementing public health policy advocacy campaigns as well as innovative civil society capacity building programs.”

– Global Road Safety Partnership, Geneva

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