



# MANIFESTO 2030

## PROGRESS REPORT



**CHILD HEALTH  
INITIATIVE**



**THE GLOBAL GOALS**  
For Sustainable Development



The Child Health Initiative is an informal collaboration of organisations committed to advocating for the rights of children and adolescents to safe and sustainable mobility and working together to implement and promote practical solutions in support of the Sustainable Development Goals.

For a full list of partners see [www.childhealthinitiative.org](http://www.childhealthinitiative.org)

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# INTRODUCTION

**The Child Health Initiative was launched in 2016 by a coalition of child rights organisations, UN agencies, and road safety and urban sustainability NGOs with the objective of raising the perspectives and voices of children and young people on the global development policy agenda.**

For too long young people have been pushed to the margins, quite literally in the case of road traffic planning. The results are devastating, unnecessary yet preventable: road traffic crashes are the leading global cause of death for children over the age of five, continuing through adolescence and into young adults' late 20s. Toxic air hinders the health of an entire generation growing up in the dramatically expanding, rapidly motorising cities of the Global South. Enabling

safe walking and cycling by children - and everyone else - is vital for achieving climate objectives, yet this is a neglected under-invested area.

Our coalition first came together at the 2<sup>nd</sup> Global Ministerial Conference on Road Safety in Brasilia in 2015. At the 3<sup>rd</sup> Ministerial, in Stockholm in 2020, we launched our Manifesto 2030, setting out an agenda for safe, low-speed urban environments where children can gain their independence securely and develop healthy travel habits to last their lifetime. Our Manifesto highlighted the Safe System approach, the vital importance of 30km/h speed maximum limits in areas where children walk and play, and the need for higher levels of financing and more effective use of the resources already available.





Now, at the 4<sup>th</sup> Ministerial, in Marrakesh in February 2025, we publish this progress report on the work the Child Health Initiative has undertaken since 2020. We call for accountability from governments and the private sector, and believe we should be accountable too for what we have achieved or failed to achieve.

Our main focus is on journeys to and from school, and we are making strides particularly on safe school zones. Child safety is a relatively uncontroversial cause, even in this entitled age when motoring rights are becoming part of the culture wars. By focusing on schools, we capture the journeys most children make every weekday. We build political support and community engagement. We show the benefits of applying low-speed and safe infrastructure solutions. We win

arguments and secure national policies. We prevent child deaths and injuries and make local environments healthier.

Even with many months lost to COVID-19, our coalition has made steady progress over the past five years - the adoption of tools, the invention of new ones, national policies approved, and an unprecedented global conversation about adolescent rights. But we are still in the foothills of a mountain.

Our 2030 Manifesto was launched for us in Stockholm by the late Zoleka Mandela, bereaved mother of a child road traffic victim and a committed champion of children. We mourn her loss, continue the work, and resolve to redouble our efforts in the years ahead.

# CHI TIMELINE

2016 JUNE



Child Health Initiative launched by FIA Foundation Chair Lord Robertson at event hosted by Overseas Development Institute

2016 OCTOBER



Habitat III adopts New Urban Agenda prioritising safe & healthy journey for every child

2016 JUNE



Rights of Way report on link between traffic injury and child poverty published.

2017 OCTOBER



First Child Health Initiative partners Forum held at London City Hall

2018 NOVEMBER



Child Health Initiative toolkit launched at Safety 2018 Conference

2018 MAY



25% SARSAL injury reduction reported in British Medical Journal

2018 JUNE



Streets for life report on child safety in Latin America launched at FISEVI Argentina

2018 MAY



'Unfinished Journey' report calling for action on adolescent health launched at 2018 World Health Assembly

2016 SEPTEMBER



Step Change report on safety for African children launched at Child Health Initiative Forum in Ghana

2016 JUNE



First UNICEF 'Safe Journey to School' initiative launched in nine countries in €2m FIA Foundation partnership

2017 OCTOBER



Abertis make \$3 million commitment to UNICEF for safe journeys to school

2018 OCTOBER



In Vietnam, AIP Foundation helps to secure government commitment to provide a motorcycle crash helmet to every first grader

2020 FEBRUARY



Manifesto 2030: Safe & Healthy Streets for Children, Youth & Climate, launched at the Stockholm Ministerial Conference on Road Safety

2022 APRIL



Launch of 'School Streets: Putting Children and the Planet first' draws lessons from 12 countries to improve air quality and active mobility

2021 MAY



£15 million Advocacy Hub for safe streets has been launched by the FIA Foundation

2019 APRIL



Amend's SARSAI programme received WRI Ross Prize for Cities

2020 DECEMBER



Zambia legislates for low-speed school zones with the support of CHI Partners Amend and Zambia Road Safety Trust

2021 DECEMBER



CHI partner ITDP launched schools journey interventions in Rio de Janeiro

2022 JUNE



Zambian school road speed initiative launch with Zambia Motor Sport Association

2019 MAY



Child Health Initiative joins with growing coalition in call for adolescent health funding at World Health Assembly 2019

2020 FEBRUARY



Star Rating for Schools (SR4S) launched

2021 MAY



#StreetsforLife campaign for 30 km/h urban streets

2022 SEPTEMBER



Slow Zones, Safe Zones programme in Vietnam receives Vision Zero for Youth and Prince Michael Awards

2020 JUNE



CHI & UNICEF released guidance on safe, healthy journeys to school during COVID-19

2022 JUNE



Initial launch of Safe School Africa

2023 MARCH



Mozambique SSZ project with auto club ATCM and Amend

2024 MAY



CHI joins and support the Start with Children Summit in Bratislava

2024 AUGUST



Malaysian Government to lower speed limits from 40 km/h to 30 km/h in school zones. Safe Kids utilised NGO Alliance's Accountability Toolkit in its advocacy

2023 AUGUST



AIPF's Safe School Zone guide officially endorsed by Vietnam's Ministry of Transport (MOT)

2024 FEBRUARY



African auto clubs hone road safety advocacy skills

2024 JUNE



The Peiku City Safe School Zone wins the inaugural Bloomberg Philanthropies Awards for Excellence in Road Safety

2024 AUGUST



Walking Safely to School (WATCH) launched by AA and ChildSafe South Africa

2023 MAY



Lusaka, Zambia, receives 2023 Vision Zero for Youth International Leadership Award

2024 MARCH



CHI Supports Sammy's Law with an Open Letter

2024 JUNE



The Automobile Club of Moldova (ACM) implemented road safety upgrades using IRAP's SR4S supported by EASST and UNICEF

2023 DECEMBER



Prime Minister Directive 31 and MOT Decision 64 issued to enhance school zones in Vietnam

2024 JUNE



The Partnership for Active Travel and Health (PATH) coalition launched Walking and Cycling Regional Fact Sheets

2024 AUGUST



ITDP Brazil completed its 27th school area improvement with CET-Rio, affecting more than 11,000 students

2024 SEPTEMBER



French Development Agency signed on to be a partner of Safe School Africa

2024 NOVEMBER



GDCI launched two new booklets, "How to Engage Kids in Street Design" and "How to Evaluate Street Transformations Near Schools" on World Children's Day

2024 SEPTEMBER



CHI supports the first US Intelligent Speed Assist (ISA) law in California with an Open Letter

2024 OCTOBER



Over 4,100 communities celebrated Walk & Roll to School Day across the United States

2024 NOVEMBER



iRAP's Star Rating for Schools (SR4S) milestone of 1900 schools rated, with over 450,000 students affected

2024 SEPTEMBER



CHI workshop held on 'Challenges, research gaps and learnings from implementation of global road safety programmes' at Safety 2024 in New Delhi, India

2024 OCTOBER



Empowering Youth for Liveable Cities programme launched by AIPF with iRAP and YOURS, funded by Fondation Botnar and FIA Foundation

2024 NOVEMBER



School Zone remediation completed by Amend, AA Kenya and ASIRT at Kayole One Primary School in Nairobi, Kenya

2024 DECEMBER



Amend's Safe Schools Africa, Automobile Club of Moldova's work on 30km/h and AIPF's AI & Me won Prince Michael Award

2024 NOVEMBER



CHI partner UNEP launches the Pan African Action Plan for Active Mobility (PAAPAM) at the World Urban Forum in Cairo, Egypt

# ADVOCATING FOR CHILDREN AND ADOLESCENTS



**A five-year campaign instigated by the FIA Foundation and the Child Health Initiative to raise adolescent and youth wellbeing issues, including road traffic safety and safe environments, up the international agenda secured government commitments for action at the 2023 Sustainable Development Goals (SDG) Summit and a first-ever two-day Global Forum for Adolescents.**

Our 2018 report 'Unfinished Journey' identified road traffic injury as a still-neglected area of global public policy. Despite being the leading cause of death, globally, for children, adolescents and young adults between the ages of 5-29, many governments and institutions still pay lip service and do the bare minimum to respond. Our 2030 Manifesto, launched at the Stockholm Ministerial, set out an advocacy strategy calling for a global summit to address neglected issues of adolescence and secure new funding commitments. Working with UNICEF, which included child traffic injury prevention in its global strategy for the first time, and the Partnership for Maternal, Newborn and Child Health (PMNCH) we set out to make this a reality.

A burgeoning adolescent health and well-being agenda was derailed by COVID-19 and then the international diplomatic turbulence caused by Russia's invasion of Ukraine. Despite this, Child Health Initiative partners collaborated with PMNCH, Fondation Botnar and several governments to launch the '1.8 billion for Change' campaign (there are approximately 1.8 billion adolescents) and to develop a global forum for adolescents.

Ministers from around the world joined young people in launching commitments to tackle the major issues facing adolescents and youth during the 2023 SDG Summit in New York. Road safety featured prominently at a high-level event at UN headquarters organised by the FIA Foundation, with governments pledging to address the road traffic injury burden on young people. The SDG Summit marked the midway point in the 2030 agenda, with world leaders focusing on the transformative and accelerated actions needed to achieve global sustainable development priorities. The Foundation worked with governments and partners to help mobilise commitments in countries including Canada, Botswana, Honduras, India, Liberia, Mali, Mexico, Portugal, and South Africa.

The high-level 1.8 Billion for Change campaign event, hosted by Minister of Foreign Affairs of Honduras, Eduardo Enrique Reina, heard ministers emphasise that a thriving adolescent and youth population is critical to achieving the SDGs. As well as improving road safety, SDG pledges made by governments included

priorities such as: accelerating action on adolescent pregnancy; mental health; increasing access to quality education; action on gender-based violence; comprehensive sexuality education; and provision of sexual reproductive health services.

While the subsequent two-day virtual Global Adolescent Forum, held in October 2023, marked an unprecedented high-water mark for political consideration of the broad array of adolescent health issues, it did not lead to new architecture or sustained action, despite compelling new analysis of the economic cost of inaction. While some aspects of adolescent issues (e.g. education and sexual health of adolescent girls) rightly attract significant political support and funding, many areas remain neglected.

Moving the needle in a time of international crises and stretched aid budgets is probably unrealistic. We are proud of what the Child Health Initiative's advocacy has achieved, the new alliances, and the commitments secured, but recognise that we fell short of our overall goal. We continue to advocate for the rights of children and adolescents to be recognised in global policy, while understanding that concrete results may be best achieved at national, city and local levels: working with and for communities.

"Partners such as the FIA Foundation have been at the forefront of the global advocacy for adolescents, we have very much welcomed this collaboration as it has been invaluable in ensuring a focus on road traffic injury which really must be addressed as a major burden for young people globally. We've seen commitments taken forward and this is most encouraging. But what we now really need is delivery and results."



**Helen Clark**  
Board Chair, PMNCH  
Former Prime Minister of  
New Zealand

# SAFER JOURNEYS TO SCHOOL



**Children continue to face significant dangers on their journey to school. According to the World Health Organization (WHO), road traffic injuries are the number one cause of death for children aged 5-14 worldwide, with 90% of global road traffic fatalities occurring in low- and middle-income countries. Inadequate infrastructure, such as a lack of sidewalks and pedestrian crossings, puts them at higher risk, while unreliable and overcrowded transportation options further increase the dangers. A study by UNICEF shows that unsafe commutes contribute to high dropout rates, especially for girls, who are often kept home when families perceive the journey to school as dangerous.**

Ensuring safe school journeys is essential not only for children's physical well-being but also for their right to education and protection from harm. Another report from the International Labour Organisation (ILO) highlights that children

from poorer backgrounds are more vulnerable to dangerous commutes, which increases their risk of exploitation and reduces their school attendance. Since launching our Manifesto 2030, Child Health Initiative partners have worked to deliver its agenda of safe and healthy journeys to school by advocating for investment in safer roads, promoting slower speed zones, increasing active mobility, developing safe school zones and improving public transportation. Addressing these has been proven to reduce road crashes, increase school attendance, and improve long-term educational outcomes. We believe that by making children's commutes safer, governments and communities not only reduce the risk of injury and death amongst children but help with reduction in carbon emissions, improve air quality, and break cycles of poverty and inequality.

On the following pages we showcase some significant achievements.



# Safe School Zones in Vietnam

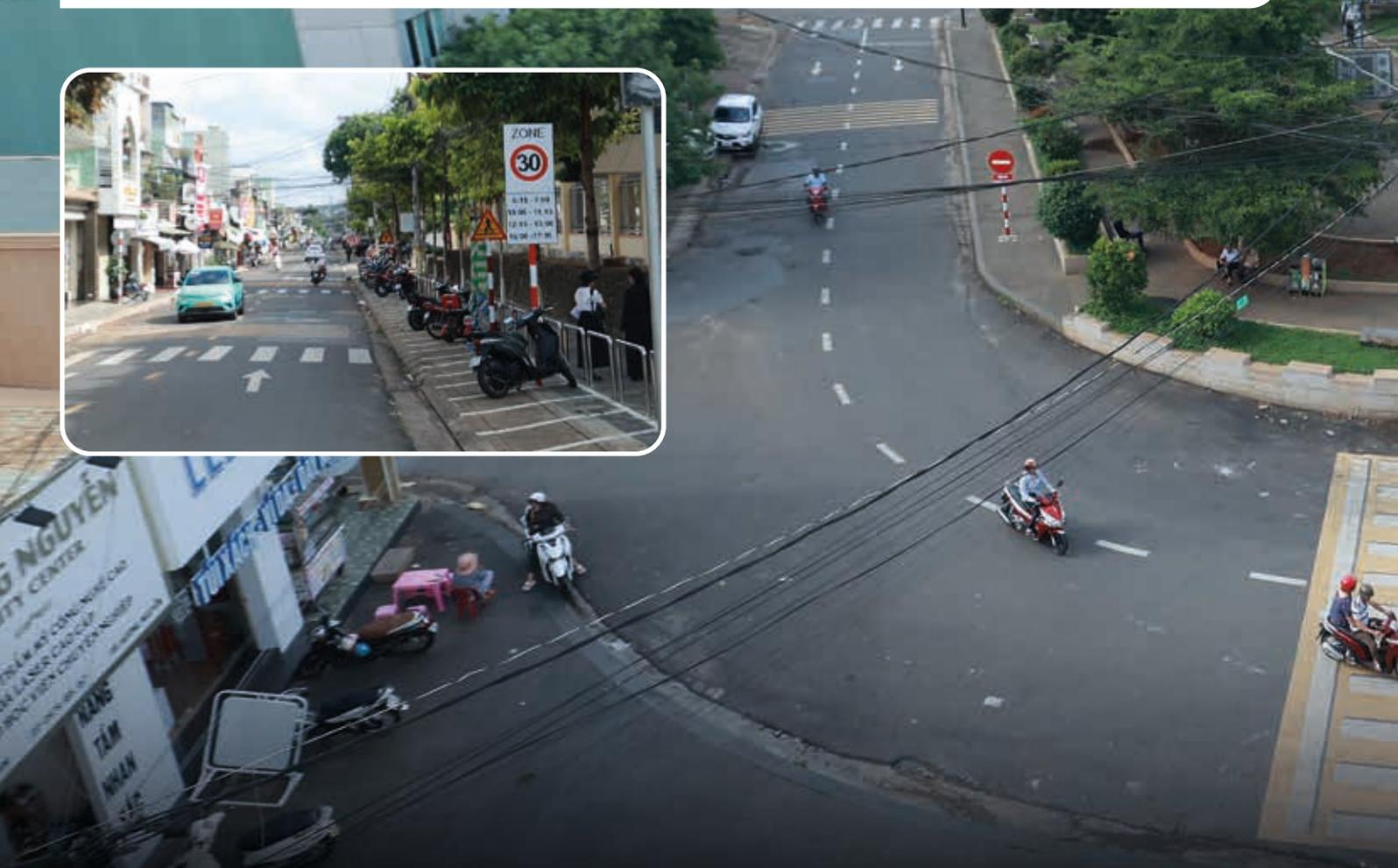
**Pedestrian safety among children remains a critical global challenge with profound implications for public health and education. In Vietnam, despite the aspirational slogan “Every day going to school is a happy day”, for many students, the daily commute to and from school is a hazardous exposure to road traffic risks characterised by speeding vehicles and inadequate infrastructure.**

The Asia Injury Prevention Foundation (AIP Foundation), supported by FIA Foundation, collaborated with Vietnam’s Ministry of Transport (MOT) and international experts to develop a Safe School Zone (SSZ) Guide which provides detailed instructions for creating safe school zones.

The guide was piloted, finalised, and then implemented on a larger scale revealing results and

evidence that built a strong advocacy case. Engaging with MOT throughout, AIP Foundation ultimately gained the full endorsement of the guide at the end of 2023.

The Vietnamese Prime Minister announced Directive No. 31/CT-TTg, which calls for relevant agencies to review and amend Vietnam’s current technical standards and regulations for safer school zones. The Ministry of Transport also instructed all 63 Vietnamese provinces to assess, report, and develop school zone action plans. The provincial governments of Ho Chi Minh City, Gia Lai, and Yen Bai have led the way and taken further steps to co-fund school zone modifications recommended by AIP Foundation. This significant policy milestone lays the foundations for scaling up the SSZ initiative nationwide, bringing Vietnam a huge step closer to safer school journeys for all its children.



“The Vietnam Safe School Zone Guide is a comprehensive resource developed through a long-standing partnership between the AIP Foundation and the Ministry of Transport. Designed to enhance road safety in school zones, the handbook offers detailed technical guidelines for renovating existing school zones and establishing new ones that prioritize safety. Recognizing its value and effectiveness, the Ministry of Transport has recommended the handbook to provincial DOT as a valuable tool for implementing the government’s commitment to ensuring traffic safety for school-age children.

This initiative aligns with the broader national traffic safety strategy, contributing to its successful implementation by 2030.”



**Mr. Le Trong Doanh**  
Senior Officer  
Ministry of Transport

“With the FIA Foundation’s support and the partnership with the Ministry of Transport, we have developed and successfully piloted the SSZ Guide, a comprehensive blueprint for creating safe school zones in Vietnam. The SSZ Guide, a first-of-its-kind in the country, has demonstrated tangible results in enhancing school zone safety in Ho Chi Minh City, Gia Lai, and Yen Bai. With the strong endorsement of the government, including the issuance of Prime Minister’s Directive 31, we are confident that the SSZ Guide will contribute significantly to improving the safety and well-being of students across the country.”



**Mirjam Sidik**  
CEO  
AIP Foundation



# Safer School Streets in Moldova



"Our team expresses huge gratitude to the FIA Foundation and the FIA for their credit, strong partnership, and continuous support of our initiatives. We hope that the national policy mandating 30km/h speed limits will save lives and help Moldova to reach the UN global road safety goals."



**Tatiana Mihailova**  
Vice-President  
Automobile Club of Moldova

**Led by our partner the Eastern Alliance for Safe and Sustainable Transport (EASST), our initiative in Moldova to enhance road safety around school zones has resulted in a significant step forward in ensuring safer environments for children around schools as well as the broader community.**

With support from the FIA Foundation, EASST and the Automobile Club of Moldova (ACM) implemented a sustained advocacy campaign which led to a government approved policy of 30 km/h speed limits around all school zones, parks, hospitals, and historic centres as the default. This marked a pivotal change in how traffic is managed around educational institutions as well as wider areas where people and traffic mix. Previously, speed limits in all urban areas were set at 50 km/h. Speed limits around schools were recommended at 30km/h but this was not mandatory, and limits were rarely, in practice, set this low. Speed is also recorded as a major cause of road crashes in Moldova, with 257 deaths in 2021 and with police data for 2020 citing speed as a factor in 49% of road fatalities.

To support the implementation of the 30km/h policy, EASST and ACM are working to build capacity among local authorities and supporting the implementation of road safety upgrades at schools using tools such as tactical urbanism and the International Road Assessment Programme's (iRAP) Star Ratings for Schools (SR4S)

methodology. The project, in partnership with local authorities and organisations like the FIA, WHO, and UNICEF Moldova, involves reducing speed limits to 30 km/h, improving pedestrian crossings, and installing safety features such as road signs, bollards and reflective markings, benefiting 10,000 schoolchildren at 13 schools thus far, along with their families and caregivers. These ongoing interventions currently span eight towns and cities across Moldova and are part of a broader goal to upgrade speed management infrastructure at 35% of Moldova's schools by 2025.

Through tactical urbanism interventions, the ACM are demonstrating that even simple, cost-effective measures can significantly improve safety. The involvement of the local community, including teachers, parents, and students has been crucial to the success of these initiatives. Their participation not only ensures that the solutions meet the needs of the people who use these crossings daily but also fosters a sense of ownership and responsibility towards maintaining road safety.

This initiative is part of a broader effort to make all school zones in Moldova safer by prioritising street design and infrastructure that protects vulnerable road users. EASST and ACM continue to support and advocate towards the development of the National Road Safety Programme 2024 - 2030.

*"For over a decade, through FIA Foundation support, EASST and the ACM have been able to build a strong foundation upon which evidence-based road safety policy recommendations and initiatives are well received by government authorities and communities alike. In September 2022, after two years of ongoing advocacy work, 30km/h speed limits were included in amendments to the National Road Regulations. Moldova is one of the first countries in the world to make this change at a national level. This was a huge win for road safety and an important step forward in the country's efforts to further reduce road casualties."*



**Emma MacLennan**  
Director-General  
EASST

# Safe Schools Africa



"In Tanzania, Amend has worked closely with TARURA on World Bank-financed projects, such as Roads to Inclusion and Socioeconomic Opportunities (RISE) and the Dar es Salaam Metropolitan Development Project (DMDP). Amend's input ensures the safety of our communities, in particular for students as they walk to and from school. The Government of Tanzania commends the work that Amend is doing for the safety of our people. As the result of a partnership between Amend, the World Bank and the government, TARURA has profoundly changed the way we undertake road designs, following a People-Centred Design approach, aimed at saving lives."



**Eng. Humphrey Kanyenye**  
TARURA

**Africa, the continent with the highest road casualty rates in the world, is at the centre of the child safety challenge. Safe Schools Africa is a new partnership, launched in 2022. Amend, the FIA Foundation and the French Development Agency (AFD) are working together to create safer environments for children across the continent, and actively seek new partners. By supporting governments to design and implement strategic infrastructure improvements around schools, the partnership reduces the risks faced by vulnerable road users, particularly children.**

Africa's rapid urbanisation and road network expansion have led to increased road traffic, but unfortunately, road designs often neglect pedestrian safety. Over 95% of roads in Sub-Saharan Africa are rated only 1- or 2-star for pedestrians, leaving millions at risk. In collaboration with project teams – made up of government road agencies, development banks, consultants and contractors – Safe Schools Africa has been instrumental in advocating for and implementing designs that prioritise pedestrian safety, especially around schools. Safe Schools Africa ensures that safety standards are embedded into the planning, design, and construction phases of road development. This proactive, collaborative approach has influenced major roads projects funded by the World Bank and other development banks, whilst also developing capacity of the local private sector, and ensuring the long-term sustainability of safety measures.

Safe Schools Africa's work is based on the 'people-centred' principles of Amend's award-winning School Area Road Safety Assessments and Improvements (SARSAI) programme. The implementation of SARSAI has improved pedestrian infrastructure around more

than 100 schools in 10 African countries, directly benefiting over 100,000 children as well as hundreds of thousands of members of the local communities. This work includes the construction of footpaths, traffic calming measures, and safe crossing points, all designed to reduce the risk of road traffic injury. A 2015-2016 study conducted in partnership with the US Centers for Disease Control and Prevention (CDC) found that the SARSAI programme significantly reduces the number and severity of injuries among children.

The partnership's innovative approach – which includes the use of drones and AI to collect and analyse data – has gained recognition across the continent, with awards including the International Road Federation's Excellence in Roads African Award for Road Safety in 2023. Safe Schools Africa's work stands as a testament to the power of collaboration between philanthropic organisations, governments, development banks and communities to create safer roads. As Africa's road networks continue to expand, the vision remains clear – a future where every child can walk to school safely, protected by infrastructure that prioritises their well-being.

Looking forward, Safe Schools Africa remains committed to expanding its reach and impact. The partnership's approach of embedding people-centred road safety principles into large-scale infrastructure projects continues to save lives. While great progress has been made, the demand for safe infrastructure far outweighs current funding. Safe Schools Africa continues to advocate for greater investment in road safety measures from governments and development partners, as the safety of children must remain a priority.

“Too often, the most vulnerable road users – child pedestrians – are not adequately considered in the design of new roads. As a result, road ‘improvements’ often lead to injuries and deaths. But it does not have to be like this. Through the Safe Schools Africa partnership, we are applying our pedestrian infrastructure principles on larger projects financed by governments and development banks. We are saving lives across the continent, keeping children and others safe.”

**Ayikai Poswayo**  
Programme Director  
Amend



# Vision Zero for Youth



**Using the Vision Zero for Youth approach and the Traffic Conflict Analysis (TCA), ITDP supported local authorities in redesigning intersections near schools in Mexico City, Puebla, Monterrey, Mazatlán, and Mérida, as well as in the municipality of Puntarenas in Costa Rica to keep children and their families safer on their school journeys.**

ITDP Mexico has organised Walk and Bike to School Day activities in cities across Mexico and Costa Rica in collaboration with the National Center for Safe Routes to School (NCSRS). This is to raise awareness among local governments and school communities on the road hazards that children and other vulnerable road users encounter on their daily commutes.

The first edition of the activities with participants in Latin America was held in 2018, at five schools in Mexico City. Participation has grown to over 20 schools in 16 municipalities across 11 states in Mexico.

In Costa Rica, the public programme Safe Road to School, initiated by the Walk and Roll to School Day (WRSD), has 120 participating schools nationally. Building up on its success, ITDP Mexico launched a Walk and Bike to School Day (WBSD) guide, in partnership with the Secretariat for Agrarian, Land

and Urban Development (SEDATU), disseminating the practice across the two countries.

Since 2020, ITDP evaluated three radar speed enforcement programmes in Mexico and Brazil and published two reports with the findings and recommendations for authorities on enforcing safe speeds. These efforts advocate for a comprehensive approach to speed management and behavioural change. By controlling speeds, safer urban environments can be created for pedestrians and cyclists, particularly protecting children who are the most vulnerable to unsafe speeds.

ITDP has also been working alongside the Costa Rican Road Safety Council (COSEVI) on dissemination of the TCA methodology in Costa Rica to equip organisations with the right tools for infrastructure road safety assessment. A pilot project guided permanent redevelopments including 20 intersections and five tactical urbanism interventions. Lessons were compiled in the Traffic Conflict Analysis Guide, in collaboration with COSEVI, ITDP Mexico and the Automobile Club of Costa Rica. Going forward, ITDP Mexico is working on the use of technology to support TCA with the development of an automation software, which will aim to make pedestrian safety assessments easier and accessible.



# Capacity Building for Child Friendly Infrastructure



“The Traffic Education Programme On the Way to School 2.0 promotes activities that contribute to raising awareness among students and the local community, considering sustainable development and the exercise of citizenship due to the participatory nature of the actions. With the help of the school community, the Programme encourages individuals to take ownership of the city and transform it into a less hostile and safer environment, especially for the most vulnerable street users.”



**Mauro Ferreira**  
CET-Rio Education Department Coordinator  
City of Rio Official - CET-Rio

**The Traffic Engineering Company of Rio de Janeiro, Brazil (CET-Rio) has been working to address road safety risks faced by children on their school journey.**

In collaboration with ITDP Brazil and with FIA Foundation support, the On the Way to School programme (first developed in 2008 by CET-Rio and initially focused on awareness and education) was relaunched in 2021 to include safe road designs.

The new On the Way to School 2.0 was launched with tactical urbanism interventions piloted around two municipal schools re-designing the street and introducing traffic calming measures. Technical teams attended workshops to build capacity on international best practices for child-friendly infrastructure and safe systems. Children’s perspectives were also included at the core of the programme, getting their insight and input in mapping risks, identifying design solutions, validation, and implementation.

The success of the pilot led to the World Bank’s recommendation to the city to expand the programme, with a contribution of \$225,000. Extensive surveys, road safety audits around schools, and over 2,000 interviews with students, caregivers, and teachers showed improvement in road safety awareness, with 64% of the students saying they would prioritise sustainable transport modes (public transport, walking and cycling) if they had the opportunity to redesign the school street.

Since 2022, the On the Way to School 2.0 has improved road safety infrastructure at 57 schools, benefitting nearly 25,000 students in Rio de Janeiro. The programme engaged more than 2400 students in the redesign process and proposals developed by CET-Rio, and also involved the World Resource Institute (WRI) and iRAP’s Star Rating for Schools to bring international best practices on child road safety to Rio de Janeiro.



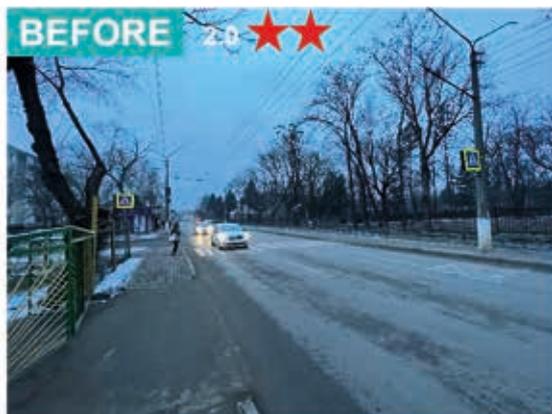
“The On the Way to School 2.0 traffic education programme of Rio’s Traffic Engineering Company stands out for combining education with the implementation of traffic calming measures. With the support provided by ITDP Brazil and the FIA Foundation, the Programme’s street design and implementation processes were improved, leading to its expansion and safer streets for children and caregivers, mostly in low-income areas of Rio de Janeiro.”



**Danielle Hoppe**  
Active Mobility Manager  
ITDP Brazil

# Star Rating for Schools: Transforming School Journeys Worldwide

## Moldova - Spiridon Vangheli Primary School No.21 ACM



Images credit: ACM

## Zambia - Lusakasa School Zambia Road Safety Trust



Images credit: Zambia Road Safety Trust

**Since its 2020 launch at the Stockholm Ministerial, the Star Rating for Schools (SR4S) programme has supported Lead Partners in making a significant global impact on child road safety. More than 1,600 schools across some 75 countries have been assessed, resulting in nearly 500 upgrades to surrounding road infrastructure, and impacting the safety of around 500,000 students. This impact is thanks to the efforts of SR4S Lead Partners, CHI partners, and FIA Mobility member clubs.**

The growing global adoption of SR4S by NGOs, academic institutions, and governments shows that the method works and the impact the programme is having is significant and worth investing in. For instance, the Uruguayan Ministry of Transportation and Public Works is funding more than 50 school assessments, while the Ministry of Municipal Affairs and Housing in Saudi Arabia is supporting the assessment of 300 school areas in Riyadh.

Partnerships with leading global agencies in child health and road safety have also driven innovation in the SR4S methodology, its tools and application. Aligning with the Safe System principles, the recently updated methodology requires more stringent safety measures and lower speeds to achieve a 3-star or better rating, and emphasizes the value of 30km/h speed limits in areas with mixed pedestrian and vehicle traffic. The addition of decimal star ratings provides more granular data on safety levels, enabling more informed decision-making. The SR4S tools now also include the Youth Engagement App (YEA), which is empowering youth to easily identify and report road safety conditions around their schools,

providing supplementary data to inform advocacy for assessments and upgrades. The programme now supports six languages, expanding its reach across cultures.

SR4S thrives on collaborations with key sponsors and partners like FedEx, FIA Foundation, 3M, Prudence Foundation, Fondation Botnar, Google.org, and Millennium Challenge Corporation. A shining example is the AI&Me: Empowering Youth for Safer Roads initiative in Vietnam, funded by Fondation Botnar and the FIA Foundation. Over 1,800 students used the YEA app to identify road safety concerns, demonstrating the programme's use of technology for youth engagement. Google.org's \$2 million grant further amplifies this success by utilising AI, satellite imagery, and big data to pinpoint and inform upgrades for high-risk schools across Vietnam.

SR4S has also been instrumental in policy development and advocacy efforts. In Vietnam, it has been recommended in the national Safe School Zone Guide, developed by AIP Foundation with support from the FIA Foundation. In the Philippines, SR4S has contributed to the UNICEF-supported Child Road Traffic Injury Prevention Programme, providing evidence-based results that have been crucial in advancing local road safety policies.

The SR4S programme, through its innovative approach, technological advancements, and strong partnerships, has demonstrated its effectiveness in scaling-up safety impact, creating 3-star or better, safe and healthy school journeys for children and youth worldwide.

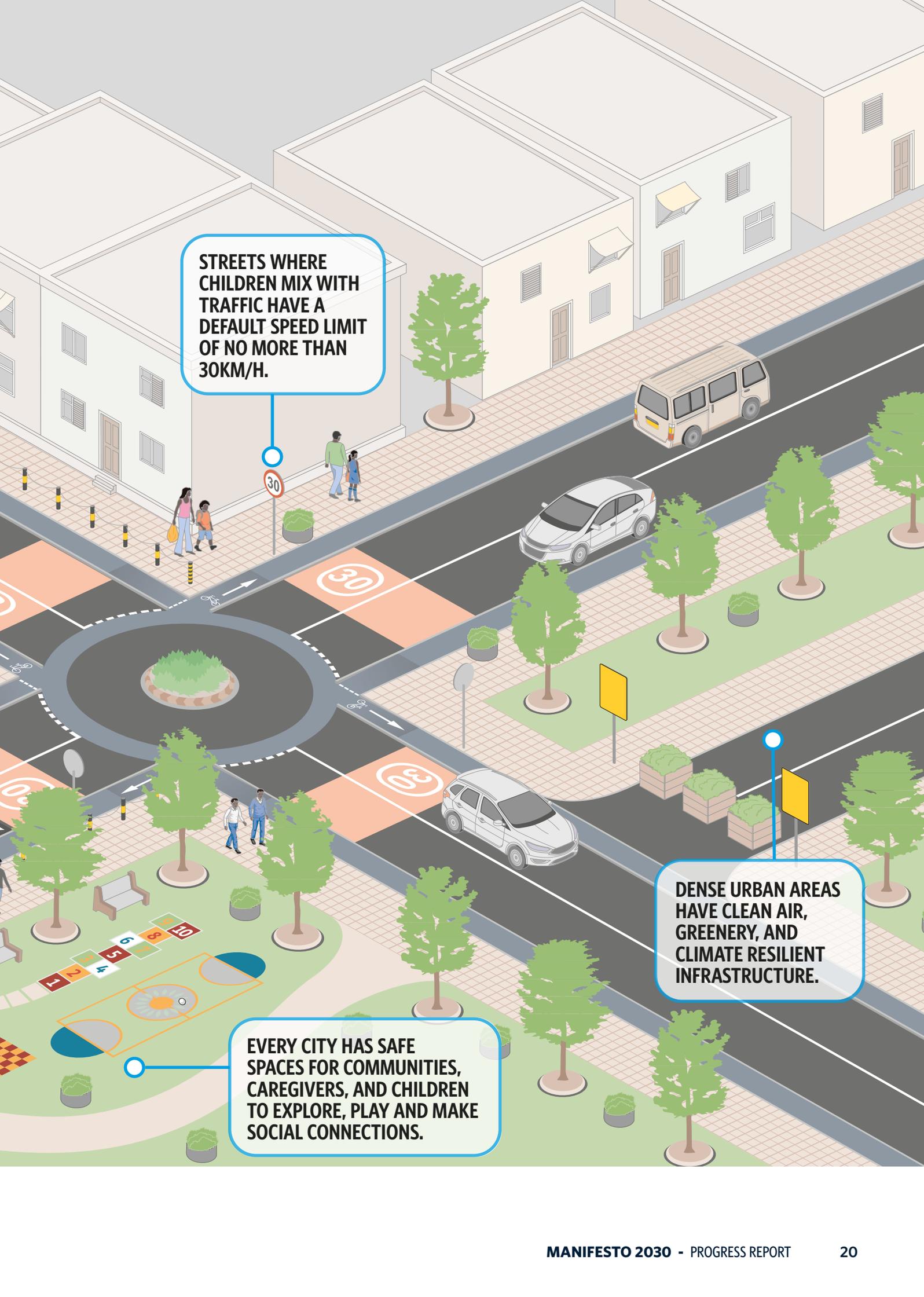


# STREETS FOR LIFE

EVERY CHILD AND ADOLESCENT CAN EXPECT A SAFE AND HEALTHY JOURNEY TO SCHOOL.

EVERY URBAN STREET HAS A VIABLE FOOTPATH AND PROTECTED AT-GRADE CROSSINGS.

EVERY CITY HAS SET AN AMBITIOUS TARGET FOR PROTECTED CYCLE LANES.



**STREETS WHERE CHILDREN MIX WITH TRAFFIC HAVE A DEFAULT SPEED LIMIT OF NO MORE THAN 30KM/H.**

**DENSE URBAN AREAS HAVE CLEAN AIR, GREENERY, AND CLIMATE RESILIENT INFRASTRUCTURE.**

**EVERY CITY HAS SAFE SPACES FOR COMMUNITIES, CAREGIVERS, AND CHILDREN TO EXPLORE, PLAY AND MAKE SOCIAL CONNECTIONS.**

# ACTIVE MOBILITY FOR CHILDREN AND CLIMATE



**Active mobility plays a critical role in enhancing children's physical health and well-being. Regular physical activity through active mobility helps children meet daily movement recommendations, reducing the risk of obesity, cardiovascular diseases, and other lifestyle-related conditions. Research shows that children who engage in active travel to school, such as walking or cycling, have better cardiovascular fitness, lower body mass index (BMI), and improved mental health compared to their peers who rely on motorised transport. A 2018 study published in the Journal of Pediatrics revealed that children who walked or biked to school were 30% more likely to achieve recommended levels of physical activity and had greater autonomy, contributing to their overall well-being.**

Beyond individual health, active mobility for children contributes significantly to environmental sustainability and the fight against climate change. By reducing reliance on cars, active transport minimises emissions of greenhouse gases and air pollutants, improving air quality particularly in urban areas. Clean air is especially important for children as they are

more vulnerable to the health impacts of air pollution, such as asthma and lung development issues. Studies, such as one published in The Lancet Planetary Health in 2020, demonstrate the co-benefits of integrating active mobility with policies targeting clean air. Simply put, cities that promote active travel and reduce vehicle emissions have both healthier children and lower carbon footprints. Tackling the quarter of car trips that travel less than a kilometre, beginning with the school run, would make a massive difference.

The co-benefits of active mobility, clean air, and climate change extend beyond immediate health benefits. Encouraging children to adopt active transport habits fosters long-term environmental consciousness and contributes to creating sustainable communities. A 2021 report by the World Health Organisation (WHO) highlights how reducing motorised traffic near schools enhances safety, lowers crash rates, and contributes to creating more liveable, climate-resilient urban spaces. For all these reasons, the Child Health Initiative's Advocacy Hub is supporting climate-focused campaigns that encourage active mobility.





# PATH for Climate Action

**Effective support for walking and cycling in everyday life requires a set of integrated, coherent and funded actions for which the Partnership for Active Travel and Health (PATH) has been making the case since its inception in 2022. PATH has also been instrumental in raising public awareness about the health benefits of active travel, through its campaigns and partnerships with healthcare professionals, for example emphasising the importance of integrating walking and cycling into daily routines.**

The UN Environment Programme's Share the Road initiative is also engaged in more direct country-focused support for these modes and has had significant success in influencing policy change at national and local levels. By collaborating with governments, urban planners, and transport authorities, Share the Road has supported the incorporation of active travel into long-term infrastructure planning. This has led to the creation of more pedestrian and cycling-friendly cities, increasing the accessibility and safety of these modes of transport.

A significant aspect of PATH's global influence has been the development of Regional Fact Sheets for

Walking and Cycling, covering all 197 UNFCCC countries. These fact sheets provide tailored data and recommendations for integrating active travel into Nationally Determined Contributions (NDCs) under the Paris Agreement. By aligning active travel with climate goals, PATH has enabled countries to see walking and cycling as key strategies for reducing carbon emissions, supporting climate resilience, and improving public health. This initiative seeks to strengthen the role of active travel in global climate policies, particularly in the transportation and urban planning sectors.

PATH has also launched a series of high-impact campaigns and open letters to advocate for active travel as an essential part of sustainable urban planning and climate action. These efforts have targeted national governments, urging them to prioritise investment in walking and cycling infrastructure. These open letters, co-signed by the PATH coalition of over 400 global health and environmental groups, have called on policymakers to commit to greater financial and political support for active travel initiatives. These campaigns have successfully garnered international attention, further embedding active travel within the broader discourse on climate action, public health, and urban resilience.



Additionally, PATH, Share the Road, and the Child Health Initiative have been key contributors to UNEP's Pan-African Action Plan for Active Mobility (PAAPAM), launched at the World Urban Forum (WUF12) in Cairo, Egypt. More than a billion people walk or cycle in Africa every day to reach their work, homes, school, and other essential services. This initiative aims to advance active mobility across the continent, promoting walking and

cycling as sustainable, inclusive modes of transport. The joint coalition's involvement has been critical in shaping the action plan's goals of improving infrastructure, policy frameworks, and safety standards, particularly in rapidly urbanising African cities. Through this collaboration, PAAPAM will ensure that active mobility becomes a central component of transportation strategies in Africa, fostering healthier, more sustainable urban environments.

"PATH partners seek to unlock walking and cycling's potential to accelerate the achievement of climate goals through greater prioritisation and investment, especially through national strategies and policy instruments. Walk21 appreciate the impactful collaboration with FIA Foundation, European Cyclists' Federation, UNEP and our numerous other partners to leverage active mobility as a key solution. With wide variations across the globe, in terms of integrated strategies, there is plenty of room for more action!"



**Bronwen Thornton**  
Walk21

# CHILDREN'S RIGHT TO CLEAN AIR



**According to UNICEF more than 300 million children are breathing dangerously toxic air every day. The Child Health Initiative seeks to address air pollution caused by road traffic through its holistic approach to urban design and safe infrastructure, and by working with sister initiatives, supported by the FIA Foundation in London, focused on clean air.**

The nexus of safe journeys to school and healthy journeys is the school street. *School Streets* are streets adjacent to schools which, typically, are temporarily closed to traffic at school start and finish times. In some cases, the traffic restrictions are permanent.

*School Streets* put children first. They provide space for children to be children - to talk, play or pause on the way to school. A car-free space reduces noise, stress, pollution, and the risk of injury. It encourages physical activity, social connections, and other benefits for people's wellbeing. *School Streets* are intended to be simple and low-cost. They can also be implemented

quickly, although engagement with stakeholders and comprehensive plans are important for long-term success.

Recent studies - including a research partnership by Transport for London, Bloomberg Philanthropies and the FIA Foundation in London - have shown a measurable positive impact. In the case of London, air pollution around schools reduced by 23%. *School Streets* are overwhelmingly popular with parents, teachers and pupils. 81% of those surveyed at schools where measures had been implemented believed *School Streets* is suitable for their school. The number of motorised vehicles per hour reduced by between around 70% and 90% during the closure period across the case studies. Speeds reduced up to 6.3 mph across the case studies in the hours of operation compared to outside them. Encouragingly, there has also been an increase in walking and cycling by 20%, which is beneficial to children's psycho-social health and wellbeing.



# The Real Urban Emissions Initiative (TRUE)



Interventions like school streets are important for local communities but do not address macro issues of vehicle pollution. The Real Urban Emissions Initiative (TRUE), a partnership of the FIA Foundation and the International Council on Clean Transportation (ICCT), is playing a pivotal role in addressing vehicle emissions and promoting sustainable urban environments. Deploying roadside emissions plume testing, TRUE is capturing real world vehicle

emissions, identifying gross polluters and helping cities make informed choices. One of TRUE's key contributions has been providing critical data and support for Ultra Low Emission Zones (ULEZ) in several cities. Understanding the pollution picture is also vital for child rights campaigners to make the case for school streets and other interventions, and TRUE is delivering the evidence. Coalitions like the Clean Air Fund are delivering action.

# Clean Air Fund (CAF)

**Launched in 2019 at the UN General Assembly, with \$50 million from six funders including the FIA Foundation, the Clean Air Fund has raised a further \$130 million to support hundreds of organisations working on air quality globally. They have established national-level programmes in India, Poland, UK, Ghana and South Africa, raising air pollution up the global agenda, and supporting hundreds of organisations working on air quality in the last five years.**

Studies supported by CAF have illuminated the dire consequences of polluted air, revealing that it contributes to approximately 7 million premature deaths annually worldwide, as reported by the World Health Organization. Researchers at the University of Manchester modelled how cleaner air could affect memory and found that cleaner air could improve a child's working memory by 6%, equivalent to four extra weeks of learning per year. Economically, their research has quantified the staggering cost of air pollution, estimating it drains trillions of dollars from the global economy each year due to healthcare expenses and lost productivity.

The Breathe Cities initiative, a collaboration between CAF with Bloomberg Philanthropies and C40 Cities, is an ambitious initiative supporting cities around the world to cut their air pollution and climate emissions by 30% by 2030. It is aimed at tackling air pollution in urban centers through collaborative and data-driven approaches. The initiative emphasises the integration of air quality considerations into urban planning and transportation

policies by promoting cleaner transportation options — such as electric buses and cycling infrastructure — and expanding green spaces. The programme has engaged local communities through educational campaigns, reaching over 50,000 residents to raise awareness about the health risks of air pollution and empower community-led actions. The TRUE initiative is supporting this work in 2024 in the South African Breathe City, Johannesburg.



“Whilst motorised mobility offers huge potential gains by connecting people, cultures, cities, countries and continents, it also presents huge challenges, particularly the air pollution and climate implications of an ever-expanding global fleet of vehicles. I am delighted to see the major contribution which GFEI and TRUE are making in supporting policymakers seeking to address this challenge, whether through specific technical advice or through independent and transparent data.”



**Sheila Watson**  
Deputy Director  
FIA Foundation

# INSTITUTIONAL STRENGTHENING AND CAPABILITY DEVELOPMENT





**The Child Health Initiative recognises the importance of institutional strengthening and capability development for all organisations operating in the international development sector, particularly the non-governmental organisations (NGOs) and government agencies in low- to middle-income countries. The complexity of global development challenges - ranging from tackling road safety to climate change mitigation - requires organisations to be agile and equipped with the skills to adapt to evolving conditions. This implies that organisations must remain adaptive in enhancing their operational efficiency, improving their projects' impact, and ensuring financial sustainability.**

Research shows that NGOs with strong institutional frameworks are 1.5 times more likely to implement sustainable programmes with long-term impacts than those without. Institutional strengthening, therefore, acts as a foundational pillar for these organisations to scale and sustain their work. A study by the Overseas Development Institute (ODI) revealed that NGOs with effective governance structures were 40% more successful in attracting long-term funding compared to those with weaker governance. Capability development programmes, which may include technical training and strategic planning, allow organisations to navigate the often competitive and volatile funding environment more effectively. As donors become increasingly concerned with measurable outcomes and value for money, NGOs must develop robust internal systems to meet these expectations.

Another critical aspect is the enhancement of Monitoring Evaluation and Learning (MEL) systems. Effective MEL not only improves accountability but also allows organisations to learn from their experiences and continuously improve. According to a 2020 report by the International NGO Training and Research Centre (INTRAC), NGOs that invest in their MEL systems reported a 25% improvement in project outcomes. Strong monitoring and evaluation frameworks provide NGOs with data-driven insights that help refine strategies and demonstrate the effectiveness of their interventions to stakeholders.

With global development challenges growing in scale and complexity, the need for resilient and capable NGOs and local partners has never been more urgent. In the past few years, we called for further investment in these areas and highlighted our own investment in our partners to enhance their operational capacities so they can contribute more effectively to addressing some of the world's most pressing issues.

# Developing Capacity and Political Leadership to Support Streets for Kids

"Through the Leadership Accelerator, we brought together leaders committed to improving children's lives and supported them with practical knowledge, valuable connections, and strategies rooted in our Streets for Kids Programme. We look forward to seeing the lasting impact of the participating cities and alumni in the years to come."



**Skye Duncan**  
Executive Director  
GDCI

**Cities need streets that are safe, attractive, and convenient for children. They also need local champions and dedicated leaders who are inspired to lead change and informed on how to do so. To address this, Child Health Initiative partner Global Designing Cities Initiative (GDCI) launched the Streets for Kids Leadership Accelerator. This was an application-based capacity-building programme including 60 professionals from 20 cities across six continents, all working at the intersection of children's well-being and transportation.**

The group came together for 12 online sessions over six months to tackle an ambitious curriculum that included a combination of global speakers, technical capacity building, and a dedicated space for the group to collaborate and share ideas. Together, they explored various public health issues that affect children, from road safety to air pollution and physical activity, providing a common denominator for city professionals to work together.

The topics highlighted how streets can simultaneously address multiple crises, but that the design and implementation of streets often occur in silos. To break down these barriers, the programme invited participants from various departments to give them opportunities to collaborate on Streets for Kids issues. This multidisciplinary approach helped establish shared goals, a common language, and tools to ensure leaders from different backgrounds could bring their perspectives to the same issue. For example, a transportation engineer and social worker might contend with the same problem but understand it in

different ways. The Leadership Accelerator provided a critical forum to discuss their perspectives, an important enabler for Streets for Kids projects to succeed.

Upon conclusion, the programme increased participant knowledge (+37%), and most strongly agreed the content would be applicable in their jobs (score of 9.2/10). However, the programme was designed to provide opportunities for scalability and longer-term impact beyond these sessions alone. Since completion, several programme alumni have moved into influential leadership positions, including leading city or organisational functions such as finance, operations, planning, and children's programmes. Participating in the Leadership Accelerator made them prepared to be champions and internal advocates for child-friendly cities. Another important outcome includes new departmental partnerships that have formed or have been reinforced through programme participation. For example, the Recife Brazil team included members from both transportation and construction departments whose coordination and collaboration have improved because of the programme, which is being applied to projects in development today.

The subsequent programme phase enabled cities to put their knowledge into practice, providing opportunities for local teams to exercise their leadership on Streets for Kids topics. Among 10 grants delivered, 100% reported the project helped catalyse local change, including prompting local investment (4:1 average local fund match), improving safety (37% reduction of speed on average), and helping engage 4000+ children.

"The successful implementation of the project in Lima, inspired and financed by [the Streets for Kids Programme], led to a substantial increase in pedestrian safety and accessibility. This success, along with similar positive outcomes in other cities around the world, has



inspired the development of a new manual to design school zones, elaborated by the Ministry of Transportation of Peru."

**Milagros Ramos**  
Municipality of Lima, Peru

"I shared learnings from the programme with engineers across my department. This helped influence many real-world decisions that the engineers make on a daily basis."

**Leadership Accelerator Participant**

# Developing Our Partners and Shared Learnings



**The meaningful engagement of young people has been recognised to be critical in the global advocacy for road safety. The Child Health Initiative has continued its commitment to innovative, youth-led initiatives, providing financial and technical support to organisations focused on youth issues.**

Since the 2020 Ministerial Conference on Road Safety in Stockholm, 54 youth advocates from YOURS actively engaged in 61 local and global events, including road safety policy-making forums, bilateral meetings, and conferences on climate, health, and active mobility. The organisation has also delivered over 14 youth-led grassroots projects, launched the YOURS academy for road safety, and has released six SDG-related policy briefs, emphasising the role road safety plays in reaching the targets of various Sustainable Development Goals (SDGs).

The Child Health Initiative has continued its work with UNICEF in embedding road safety for children as a fundamental pillar of the UN agency's global programme. With funding from the FIA Foundation, UNICEF focused on delivering capacity building to its country offices, advocacy to the local government, and the utilisation of iRAP's Star Rating for Schools (SR4S) in

Moldova, South Africa, and Papua New Guinea. The NGO Alliance for Road Safety continued its work on enhancing the impact of smaller, local NGOs by providing them with the tools and knowledge to promote road safety effectively. This has focused on capacity building, training, and supporting smaller organisations in developing advocacy strategies, implementing road safety initiatives, and improving organisational governance. The NGO Alliance added an Accountability Toolkit as part of their approach, a resource designed to help NGOs maintain transparency, track progress, and demonstrate the effectiveness of their road safety programmes. This toolkit enables NGOs to better manage projects, engage stakeholders, and ensure they meet their goals with measurable outcomes.

In an effort to further strengthen the Child Health Initiative partnership with the sharing of knowledge and experiences, the FIA Foundation, as the coalition's convener, has held six Community of Practice (CoP) sessions in the 2023-24 year. Speakers such as Dr Maria Segui-Gomez (WHO), Carly Koinange (UNEP), and Molly Stoneman (YOURS) shared the challenges, milestones and learnings from their respective activities, with the audience being able to interact and have dialogue amongst one another.



# OTHER ACTIVITIES BY CHILD HEALTH INITIATIVE PARTNERS



# Bringing international support to local campaigns

The Child Health Initiative supported its New York City partners Families for Safe Streets and Transportation Alternatives by publishing an open letter directed at State legislators in support of Sammy's Law. Sammy's Law, named after Sammy Cohen, who was killed by a speeding driver in Brooklyn, called for New York

City to have the right to lower speed limits to 20mph when deemed essential for safety reasons. After a 10-year campaign the law was signed by Governor Kathy Hochul in 2024. The Child Health Initiative also developed an open letter in support of Intelligent Speed Assistance in the State of California.

"We are so grateful to the Child Health Initiative for taking such a public stand in support of Sammy's Law, which is named after my 12-year-old son who was killed crossing the street in front of our home," said Amy Cohen, Co-Founder of Families for Safe Streets. "Statements from CHI carry a lot of weight and help ensure proven safety measures can be implemented to save lives."



**Amy Cohen**  
Families for Safe Streets

"CHI's open letter showed the New York State legislature that the world was watching what was going on here at the local level, and that helped move the needle. It was the multi-faceted, multi-pronged efforts of local, national, and international advocates that made the difference in the end, and we couldn't have been prouder to partner with CHI and the FIA Foundation to save lives."



**Thomas DeVito**  
National Director,  
Families for Safe Streets

# Accountability Toolkit

In 2023, the Global Alliance of NGOs for Road Safety (the Alliance) developed an Accountability Toolkit, which is a set of practical tools that empowers NGOs to hold their governments accountable for the safety of all road users. With funding from the FIA Foundation, seven NGO members of the Alliance are currently pioneering the toolkit to influence their governments to implement 30 km/h zones.

For Safe Kids Malaysia, the toolkit has already assisted with the Government's commitment in lowering speed limits from 40 km/h to 30 km/h, and introducing traffic calming measures in school zones to enhance the safety of schoolchildren, as part of an advocacy effort supported by Bloomberg Philanthropies.



## Start with Children

In 2024, along with partners including GDCI and Walk21, the FIA Foundation supported the Start with Children Summit in Bratislava. The conference focused on strengthening efforts towards making cities a place where children and caregivers can flourish while also being climate resilient. Building on evidence of successful child-centred urban design, the discussions delved deeper into the diverse interventions required to achieve cities that encourage the physical and mental wellbeing of residents, particularly children.

Going forward, the FIA Foundation will be part of the incubation of a Mayor's Alliance, which will have the objective of ensuring that mayors, particularly those from smaller cities, are able to galvanise political capital to deliver projects and programmes swiftly and in a coordinated manner. The Mayor's Alliance will also aim to develop capacity, act as a shared learning space to enable collaboration between cities, connect with practitioners, and support mayors to find innovative financing mechanisms that will unlock those projects and programmes.

# Safe School Zone Toolkit South Africa

Following a series of successful projects rooted in the Safe System Approach, ChildSafe launched its Safe School Zone (SSZ) guide in 2024, incorporating the use of reduced speed limits and traffic calming measures in creating safer school journeys. The guide intends to support extensive advocacy to reduce speed limits at school zones throughout South Africa from the current 40km/h to 30km/h. It builds on activities including a Ford Foundation-funded project in Mamelodi, an FIA

Foundation-funded project with UNICEF, and the Walking Safely to School (WATCH) project. These efforts are part of a bigger initiative to implement similar modifications at other schools across South Africa, scaling up the SSZ concept to additional neighbourhoods across city, provincial, and ultimately national level. While the toolkit can be used by those interested in making the journey to school safer, the primary target audience is municipal governments in South Africa.



# FIA Road Safety and Sustainable Mobility Grants Programme



**The FIA Road Safety and Sustainable Mobility Grants Programme, supported by the FIA Foundation, awards grants to automobile club members of the Fédération Internationale de l'Automobile (FIA) to support implementation of the Safe System principles across the global network.**

Since 2020, FIA member clubs have been awarded a total of 241 grants including 104 in Europe, 24 in Africa, 53 in Asia, 51 in the Americas, and nine in the Middle East, MENA region, and the West Indies. This funding has allowed the implementation of projects through work streams focused on improving safety of children, school zone road infrastructure, motorcycle helmets, vehicles, and drivers, engaging a wide range of stakeholders including governments, civil society, consumer groups, and the media, in awareness-raising campaigns to mobilise action for road safety.

The FIA School Assessment Toolkit Programme has supported a number of school zone infrastructure improvement projects led by clubs, many of which worked towards more ambitious objectives, for example, policy change and large development projects with private sector and/or government funding. The grant implemented by the Automobile Club of Chile (ACC), has secured funding from the private sector in the country as part of a project to implement 200 school road safety improvements over five years. Interventions of Botswana's auto club Emergency Assist 991 focused on capacity building, delivering training in iRAP's Star Rating for Schools (SR4S) and school assessment methodologies to

60 representatives from 32 District Road Safety Committees to support national efforts to improve more than 700 schools over a period of five years.

Clubs around the world have also worked on improving the motorcycle helmet safety and many have engaged in respective activities. Over 13,000 motorcycle riders have been trained in Turkey, Peru, Poland, and Czech Republic on safe riding skills, and thousands of certified helmets have been distributed in countries where availability of safe helmets is low. This included countries like Kenya, India, Philippines, Dominican Republic, Costa Rica, Ecuador etc. The HeadsUp campaign, led by FIA Region II, directly reached 22,000 riders in Southeast Asia with motorcycle helmet safety messages.

Drive in the Moment, a toolkit of evidence-based resources for interventions aimed at reducing in-vehicle use of mobile phones by young drivers, has been rolled out across Australia by member clubs of the Australian Automobile Association (AAA). Since 2021, the toolkit has been deployed internationally, with clubs in Czech Republic, North Macedonia, the Philippines, Sri Lanka, Kosovo, Greece, Ecuador, Bosnia and Herzegovina, Singapore, and Uzbekistan promoting the campaign and working to improve safety of drivers.

Successful projects within the FIA Grants Programme have demonstrated not only their potential to scale up interventions nationally but also across regions through replication among member clubs within the FIA's global network.





# THE WAY FORWARD: TOWARDS 2030

**We enter the final five years of the UN Sustainable Development Goals (SDG) with only a slight reduction in the number of road traffic deaths globally. With just five years left to achieve the ambitious SDGs target of halving road deaths and injuries by 2030 we are falling behind and it is clear that renewed urgency and innovation are needed. We are also off track to meeting the climate goals set out in the Paris Agreement. With transport playing a major part, it is crucial to double up on efforts across sectors to address the climate crisis, clean our air, and encourage active mobility with safer roads. Some encouraging progress has been made, but road traffic injuries remain the leading cause of death for children and young people worldwide, particularly in low- and middle-income countries. More than 90% of the world's children are still breathing toxic air. Too many governments and international agencies still pay lip service and do the bare minimum through their inaction, tacitly accepting that thousands of their young people will be killed or maimed by those driving motor vehicles, and millions more will suffer or die from breathing dirty air. This should be a moral cause of our time, sparking outrage and driving action. This was what initially compelled us to come together as a coalition to form the Child Health Initiative.**

The road safety community must quicken its pace of delivery - from piloting programmematic work, scaling up and replicating and driving sustainable advocacy outcomes. Governments, multilateral development banks, the private sector, NGOs, and philanthropies will all need to work together towards providing funding, building capacity, and implementing on the ground.

Our partners will continue to work with cities to incorporate the safe system approach and human-centric design, with the safety, mobility, and well-being of our youngest citizens in mind. This not only includes safer road design, but also the creation of green spaces, parks, and public areas where children can engage in physical activity, explore and play without fear of traffic dangers. Lowering speed limits to 30km/h in dense urban areas and creating safe school zones remain critical to ensuring that streets are safe for children to use.

Road safety and clean air go hand in hand. So it is essential to integrate road safety into an all-encompassing framework and broader approach that promotes sustainable mobility addressing climate change and inequality. Children's rights to a liveable environment that protects their health and well-being

through clean air and safe mobility, and promotes safe exploration and play, must be protected.

A key component of this broader approach is recognising the co-benefits of active mobility — walking and cycling — both for road safety and environmental sustainability. Children will feel safe walking and cycling if the road infrastructure is designed and built to protect them. Active mobility aligns with the global fight against climate change by lowering dependence on motorised transport thus reducing transport emissions and improving air quality.

Clean air is a fundamental right for children. Safer, more sustainable transport systems play a pivotal role in ensuring that children can grow up in healthier environments. By investing in pedestrian-friendly streets, creating safe cycling infrastructure, and supporting public transport, we can significantly reduce the environmental impact of transportation while fostering safer, more vibrant urban spaces where children can explore, play, and thrive.

The way forward will mean synergising efforts, sharing best practices, and leveraging resources with different partners, where we can replicate and scale up successful programmes and create lasting change. For example, Amend's work in Africa under its Safe Schools Africa programme, supported by the French Development Agency; and iRAP's Star Rating for Schools alliance with FIA automobile clubs, and the Fondation Botnar funded teamwork to develop the YEA youth advocacy app, have demonstrated the effectiveness of local and global collaborations in addressing road safety. Moving forward, these partnerships must expand beyond the usual stakeholders in our field, working together across sectors including urban design, health, and climate, and integrating innovative technologies such as AI to gather and analyse sound data to inform policy and prioritise interventions.

We shall continue to support and advocate for governments at all levels to ensure that road safety is sustainably embedded in their policies and funding mechanisms, alongside broader climate and urban planning strategies, with a clear commitment to sustainable mobility solutions. With only five years left for the Sustainable Development Goals, the Child Health Initiative will act determinedly to influence a brighter future where children can safely walk, cycle, and play in cities that prioritise their health, safety, and well-being.







For more information:  
[www.childhealthinitiative.org](http://www.childhealthinitiative.org)