



Road Safety

GHAI advances policy change that saves lives on the road. We address all five of the leading road safety risk factors — speed, drink driving, helmets, child restraints and seat belts — in addition to pressing for stronger regulations on car manufacturers to include critical safety features.



Our Work

GHAI achieves health policy wins in countries around the world using a proven, systematic approach to advocacy. In collaboration with local partners, we work across a diverse set of political systems and media environments. Our activities include:

- Strategic advocacy support to civil society coalitions
- Campaign planning and evaluation, including political mapping and media landscaping
- Supporting advocacy partners to counter industry opposition
- Legal analysis and drafting to support local lawmakers creating laws that meet international standards
- Strategic communications support, including tactical and technical expertise and mass media campaigns

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

THE TOLL OF ROAD CRASHES



Leading cause of death worldwide for children and young adults ages

5-29



1.5 million

people lose their lives on the road every year



90%+

road deaths occur in low and middle-income countries

Most of these
deaths are preventable
when the right policies are in place



Program Profile

Our Impact

- **The Philippines'** first child restraint bill for motor vehicles was signed into law in 2019, following a locally-led advocacy campaign. It went into effect in February 2021.
- **In India**, where more than 231,000 people are killed in road traffic crashes each year, the president signed into law an historic new act to save lives on the country's roads in 2019.



“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

Global Health Advocacy Incubator



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The Global Health Advocacy Incubator (GHAI) supports civil society organizations who advocate for public health policies that reduce death and disease.

We bring a proven advocacy approach and a global network of local partners, built on a 20-year track record of success across multiple issues in more than 60 countries.

Success Story

Buckle Up Kids to Save Lives in the Philippines

The challenge:

Thousands of people lose their lives on the roads in the Philippines each year — an unbearable toll that includes children. Car seats can reduce the risk of death in a crash by up to 80 percent for small children, but adults in the Philippines traditionally embrace children in their arms.

GHAI's role:

The Global Health Advocacy Incubator supported a broad coalition of local partners on the development and implementation of an advocacy campaign to enact a national law requiring the use of child car seats.

Results:

The Child Safety in Motor Vehicles Act (RA 11229) was passed by the Filipino legislature in 2018 and signed into law in 2019. GHAI is now working with partners to ensure this new mandatory child restraint law is implemented.