



# CHILD HEALTH INITIATIVE

## ACTIVITY & PROGRESS REPORT 2016-19



An initiative of

# FOUNDATION



THE GLOBAL GOALS  
For Sustainable Development



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### ACKNOWLEDGEMENTS

The Child Health Initiative is an idea made real by the passion and commitment for child and youth rights of a coalition of organisations and people. Thanks go to all of our partners for their solidarity, and willingness to collaborate and share; to our global ambassadors Zoleka Mandela and Michelle Yeoh for their unstinting support, generosity of time, and talent; to the Board of Trustees of the FIA Foundation, who have backed this cause with finance and counsel; to the many people, working in government, cities, institutions and NGOs, who understand the urgency of delivering social, health and environmental justice for our youth by transforming the way we move; and most of all our thanks to all the inspiring, eloquent and energised young people who we are encountering along the way...

**Words:** Saul Billingsley. **Design:** John Pap and John Rigby. **Photography:** AIP Foundation, Alamy, Rebecca Ashton, Associated Press, CAF Development Bank of Latin America, Phillip Chin, Edward Echwalu (Amend), Fédération Internationale de l'Automobile, Fundación Gonzalo Rodríguez, Georgina Goodwin, Getty Images, Global NCAP, Hugh Hood, iRAP, iStockPhoto, ITDP, Theriso B Kelebeng, Jeffrey MacMillan, Jens Meyer, Bazuki Muhammad, ODI, Collin Reid, Shutterstock, Avi Silverman, Richard Stanley, Pierre Thomas, Shutterstock, Vision Zero for Youth.



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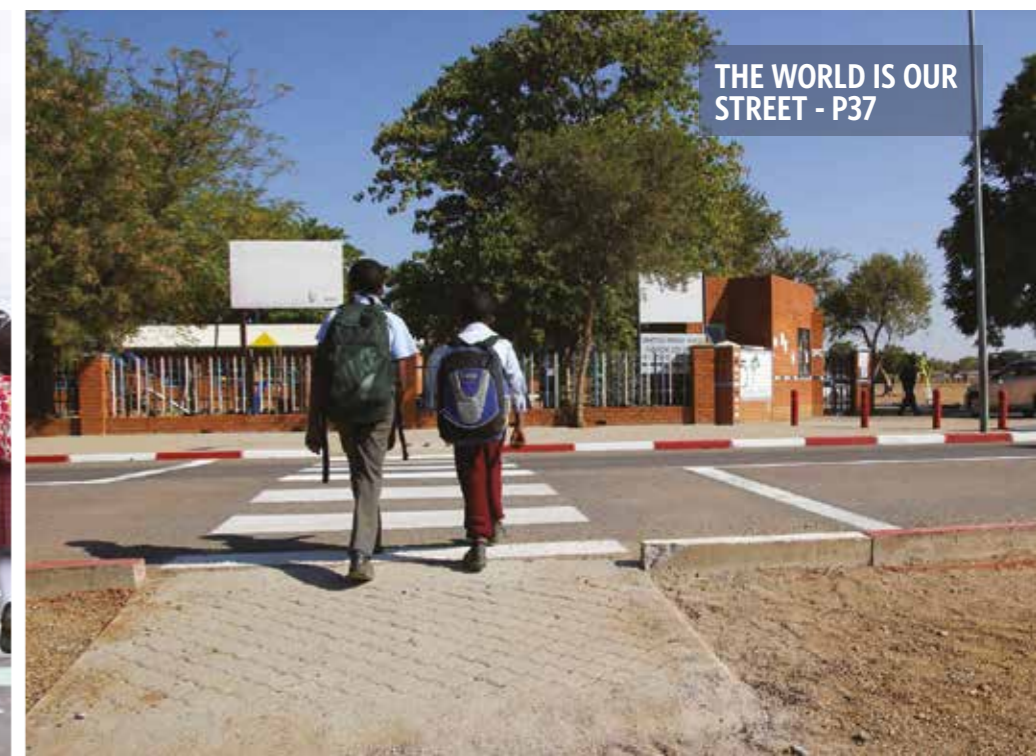
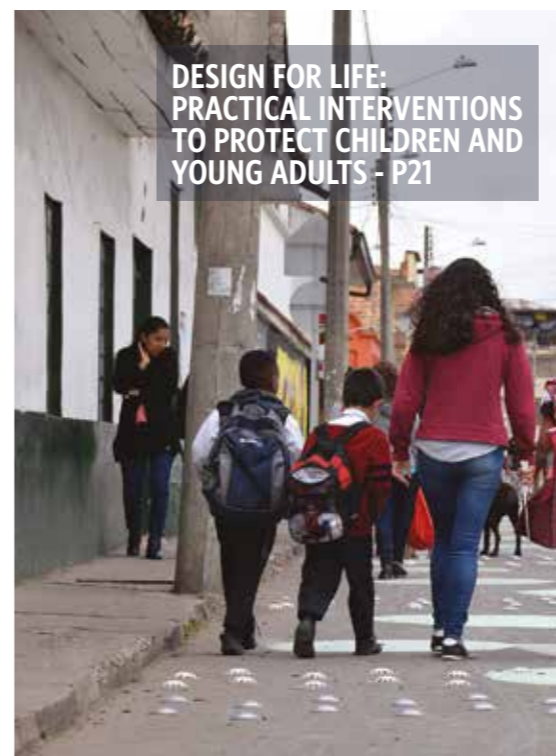
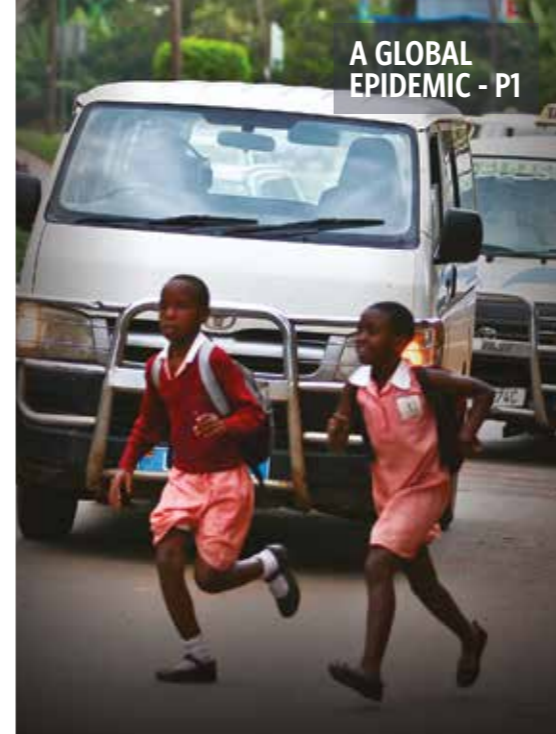
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# A GLOBAL EPIDEMIC

**700**  
**children**

die every day in road crashes, thousands more are seriously hurt.

**2m+**  
**children**

each year miss out on education through death or injury in road traffic crashes.

**300**  
**million**

children are breathing dangerously toxic air.

## TRANSPORTATION AND URBAN PLANNING POLICIES AND CHOICES HAVE A HUGE IMPACT ON THE HEALTH AND BASIC RIGHTS OF CHILDREN

Road traffic injury is a leading cause of death for young people. Almost 700 children die every day in road crashes, thousands more are seriously hurt.

Air pollution is a toxic, carcinogenic and invisible killer, seriously affecting the development of children's lung function and responsible for a huge burden of health.

Unsafe and unhealthy urban space deters people from walking, cycling and exercise. Children learn and form habits early which last a lifetime.

2 billion children live in areas where outdoor air pollution exceeds international limits. 300 million children are breathing dangerously toxic air.

Transport generates nearly a quarter of all CO<sub>2</sub> emissions. Promoting low carbon mobility is crucial, and short journeys - like the school run - are a good place to start.

Non-communicable diseases and obesity, to which both air pollution and lack of exercise are contributors, are becoming a significant health issue for young people across the world.

An estimated 2 million+ children each year miss out on education through death or injury in road traffic crashes. Many more have their life-chances affected by injuries to parents and breadwinners.

There are serious issues of inequity in transport provision: everywhere in the world it is the poorest children who live alongside the most dangerous roads; breathe the dirtiest air; and have the biggest barriers to access to education and, eventually, employment because of where they live.



# FOREWORDS



“Road traffic injuries are the leading cause of death for children and young adults aged 5-29 years, and this is totally unacceptable. Their basic human right to enjoy safe and healthy journeys, for their education, development and survival, forms the very core of our case for greater road safety investment.

By allying child rights agencies and development organisations with urban designers and road safety NGOs, and by advocating for the prioritising of adolescent health within the UN system, the FIA Foundation’s Child Health Initiative is making a vital contribution to the wider campaign for global road safety.

International and national health and development budgets must be configured to meet the modern challenges of a rapidly growing and urbanising world. With the recent establishment of the UN Road Safety Trust Fund, we now have a multi-donor, multi-agency platform poised to deliver change.

It is only together that we will successfully address the challenge we are facing today, and reach the goal that is set before us: that of more freedom and protection for our children and our youth.

Let us act now.”

**JEAN TODT, FIA PRESIDENT AND UN SECRETARY GENERAL’S SPECIAL ENVOY FOR ROAD SAFETY**



“When we design our transport systems to be safe for children and young people, we design them to be safe for everyone. So the campaign for a safe and healthy journey for the younger generation is a priority for the FIA Foundation. This means tackling not only road traffic injury but also the invisible and insidious menace of traffic pollution, which is afflicting millions of people across the world. Children are particularly vulnerable to dirty air, which can have serious impacts on their health and development.

So we are proud to host and lead the Child Health Initiative, which seeks to place the needs of children at the heart of decision-making on urban and transportation policy, and through it to connect with the practical child-focused work of many of our grantee partners as well as our own wider initiatives on road safety, fuel efficiency and air quality.”

**RT. HON. LORD ROBERTSON OF PORT ELLEN,  
CHAIRMAN, FIA FOUNDATION**

“My beautiful daughter, Zenani Mandela, was killed in a road traffic crash. She was barely 13 years old when she died on a Johannesburg road. My campaigning for the Child Health Initiative is powered by one motivation: to prevent other mothers going through the pain I suffered. Step by step, we are making progress. At the schools we are transforming; in the laws we are changing; with every politician we convince to act.

Our children face unacceptable health burdens each day on the journey to school. They face the twin threats of poisonous air and road traffic injury. We urge them to be more physically active, but our cities do not allow safe walking and cycling. In this collective failure, we are laying the foundations of ill health for generations to come.

Yet we know the solutions. Prioritising pedestrians and cyclists in our cities. Providing sidewalks, cycle paths and safe crossings. Investing in quality public transport. The question we ask our policy makers is, will you implement these solutions? Or are you willing to fail our children? For too long we have sat back and accepted the manmade epidemics taking place right in front of us. Now is the time to reclaim the agenda. To say: ‘This is my street’, this is the future we demand. For our families, our children and the next generation we surely must not fail.”

**ZOLEKA MANDELA, GLOBAL AMBASSADOR, CHILD HEALTH INITIATIVE**



Jamaica's World & Olympic champion sprinter and UNICEF ambassador Shelly-Ann Fraser-Pryce joins students from her old school to support the call for safe and healthy journeys for every child.



# ABOUT THE CHILD HEALTH INITIATIVE

The Child Health Initiative's mission is a safe and healthy journey to and from school for every child. With a focus on policies for sustainable transportation; road safety; clean fuels and vehicles; and equitable urban development, we advocate for and support practical activities to ensure every child and adolescent enjoys the right to walk or cycle in safety, and to breathe clean air.

Launched in June 2016, the Child Health Initiative is a partnership for the Sustainable Development Goals, an informal coalition of UN agencies, NGOs and foundations working together to advance this common agenda. The Initiative is housed at and coordinated by the FIA Foundation. This report covers the main activities undertaken and progress made in the first three years of the Child Health Initiative.

## GLOBAL PARTNERS

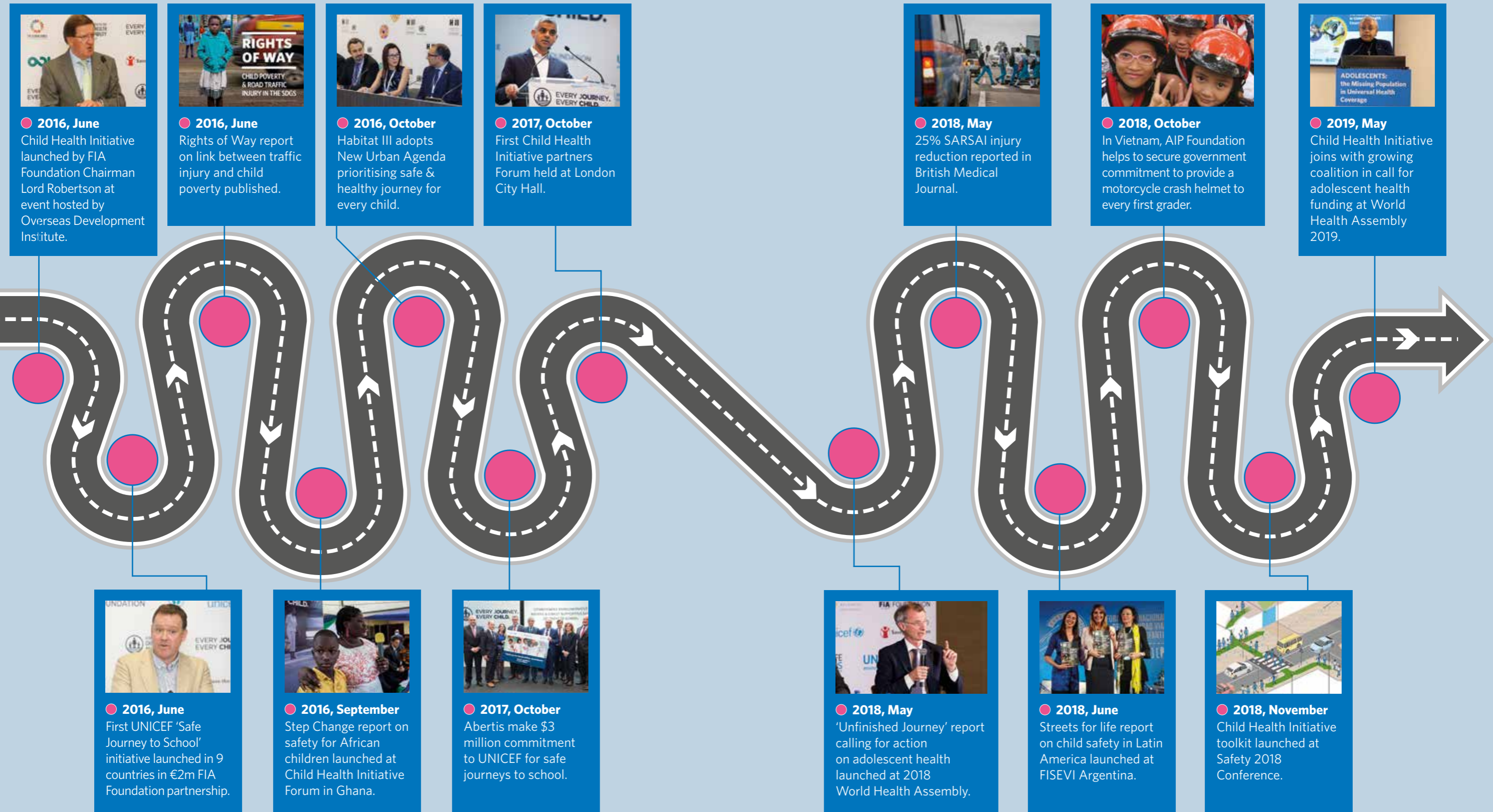


## TECHNICAL AND REGIONAL PARTNERS





# TIMELINE





# A voice for children: our advocacy and campaigns

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The Child Health Initiative provides a global platform and coordinating mechanism for targeted advocacy and campaigns advancing the rights of children and young adults to safe, healthy and accessible journeys, with a particular focus on the journey to and from school. Our guiding objective is to advocate for, and demonstrate solutions to achieve, a safe and healthy journey for every child by 2030.





# DEFINING URBAN POLICY FOR CHILDREN

In 2016 the Child Health Initiative, working with the Government of Brazil, succeeded in including language on children's rights to safe and healthy journeys to school in the Habitat III New Urban Agenda, the defining document for urban policy to 2030. Negotiated by governments at the United Nations, and endorsed by hundreds of cities worldwide, the New Urban Agenda calls for 'a safe and healthy journey to school for every child, as a priority'. This mandate, linking closely to the Sustainable Development Goal targets 3.6 for road traffic injury prevention and 3.9 for air pollution; 4.1 for access to education; 11.2 for safe and sustainable urban transport; and 13.2 for climate action; provides the focus for the Initiative's work.

Clockwise from top left: Schoolchildren in Quito call for safe and healthy journeys during Habitat III in October 2016; Jean Todt speaking during a side event organised by the Child Health Initiative during Habitat III; Zoleka Mandela with UN Habitat's Executive Director Maimunah Mohd Sharif at the 2018 World Urban Forum; and speaking in the opening plenary session; UNDP Ambassador Michelle Yeoh joins an FIA Foundation event on child health during the 2018 UN High Level Political Forum; At Habitat III FIA Foundation Deputy Director Avi Silverman presents the 'Rights of Way' report on the links between child poverty and road traffic injury.





# RALLYING POLICYMAKERS FOR CHILD RIGHTS

In 2017 we brought together leading policymakers at London City Hall for the first ever global conference combining a multisectoral approach to traffic safety, environmental and urban policy for children. Hosted by London's mayor Sadiq Khan, the 'Every Journey, Every Child' conference heard from leaders from governments, cities, UN agencies, child rights, road safety and environmental NGOs, and from children themselves. The event adopted a Declaration of Every Child's Right to Safe and Healthy Streets which comprises six articles focused on protecting children from traffic related toxic air pollution and road traffic injury.

Clockwise from top left: FIA Foundation Chairman Lord Robertson, Mayor of London Sadiq Khan and Mayor of Accra Mohammed Sowah sign up to the Breathe Life air quality campaign; Mayor Khan gives the keynote address at the Child Health Initiative event at London City Hall, October 2017; Mark Watts, CEO of C40 Cities, speaks on a panel alongside the CEOs of Unicef UK and Save the Children UK; London schoolchildren make clear their demands for safe and healthy streets; WHO Environment Director Maria Neira speaks in the opening session.





# CAMPAIGNING FOR THE 'SPEED VACCINE'



President Jimmy Carter, Michael R. Bloomberg, WHO Director General Margaret Chan and UNICEF Executive Director Tony Lake were amongst the signatories to an Open Letter organised by the Child Health Initiative in May 2017, to mark UN Global Road Safety Week. The Letter, published in the New York Times and the Guardian, urged: "Reducing speed by design on roads where kids live, and where they walk or cycle to school...is a highly cost effective public health intervention, enabling exercise, reducing vehicle emissions. A proven area-wide 'vaccine' against serious injury. Low speeds save lives." Other signatories included the European Commissioners for health and transport; Deans of Public Health from several leading US universities; and UN ambassadors.

Clockwise from top left: In Kingston, Jamaica, Prime Minister Andrew Holness signs on to the Speed Vaccine campaign, alongside Jean Todt, Zoleka Mandela and Olympic champion sprinter Yohan Blake; Former US President Jimmy Carter leads high level signatories to a Child Health Initiative Open Letter calling for the Speed Vaccine; Legendary athlete Usain Bolt lends his support; Zoleka Mandela with Nneka Thomas, a Jamaican schoolgirl who lost a leg after being hit by a car, and her mother Roxanne.



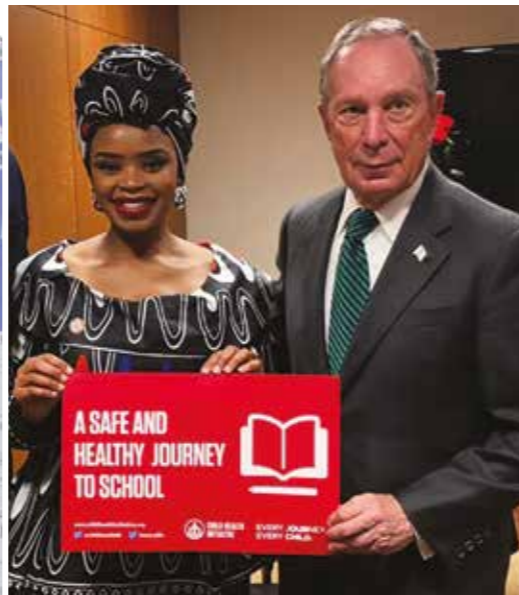


# A FAIR DEAL FOR ADOLESCENTS

Road traffic crashes are the leading global killer of children and young adults aged 5-29. The burden and cost of serious injury, often life-changing, is severe. Air pollution, with a significant contribution from traffic, is also a major threat to health. Yet, although recognised in the United Nations' global 'Every Woman, Every Child' strategy for Maternal, Child and Adolescent health, road traffic danger prevention is scandalously underfunded. The Child Health Initiative is campaigning for a first ever global summit for adolescents, to secure political commitment at the highest level and far greater levels of financing for the neglected issues of adolescent wellbeing, including mental health, non-communicable diseases, interpersonal violence and road traffic injury. Launched during the World Health Assembly in 2018, the campaign is building momentum and support including among governments and international agencies. The Child Health Initiative partnered with Plan UK, UNICEF and the Partnership for Maternal, Newborn & Child Health at the 2019 World Health Assembly to advance this agenda.

Clockwise from top left: First Lady of Kenya, Margaret Kenyatta, opens a side event on adolescent health, co-sponsored by the Child Health Initiative, at the 2019 World Health Assembly; FIA Foundation Executive Director Saul Billingsley presents the 'Unfinished Journey' report at a UN High Level Political Forum event in July 2018; Zoleka Mandela discusses adolescent health issues during a plenary session of Women Deliver 2019; She joins UNICEF Chief of Health Stefan Petersen and Joy Phumaphi, Co-Chair of the UN Secretary General's Independent Accountability Council, at the 2019 World Health Assembly; On stage promoting the 'This Is My Street' campaign with WHO Director General Dr Tedros; A student calls for action during the Child Health Initiative's event at the 2018 World Health Assembly, where the call for a global summit on adolescents was launched.





# THIS IS MY STREET

Prioritising the needs of young people in urban design, ensuring greater funding to tackle the leading global killer of adolescents, and speaking up for the basic human right of every child to enjoy safe and healthy journeys: these are the demands of the 'This is My Street' campaign, which is uniting global leaders, city mayors and youth activists in an urgent call for social, health and environmental justice which begins, literally, at street level.

Clockwise from top left: Zoleka Mandela discusses adolescent health with UN Deputy Secretary General Amina Mohammed; schoolchildren in Washington, DC join US Child Health Initiative partners and Lord Robertson to support 'This is My Street'; Road safety philanthropist Michael Bloomberg lends his support; WHO's Dr Tedros is briefed on the 'Unfinished Journey' report by Zoleka Mandela; Campaign supporters rally outside WHO headquarters in Geneva, May 2019.

Clockwise from top left: In Vietnam, AIP Foundation CEO Mirjam Sidik leads outreach; Kenyan schoolchildren demand clean air now; FIA Foundation's North America Director Natalie Draisin signs up Austin Mayor Steve Adler at SXSW in March 2019; The Partnership for Maternal Newborn and Child Health's Executive Director Helga Fogstad joins the campaign during a street rally in Delhi ahead of its 2018 Partners' Forum.





# Design for Life: practical interventions to protect children and young adults

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The Child Health Initiative supports practical interventions demonstrating cost-effective solutions for safe and healthy journeys to school, and wider application across communities. Our road safety programmes are aligned with the Safe System approach, focusing particularly on improving street infrastructure and reducing vehicle speeds so that young people can travel in safe and forgiving environments. Our air quality interventions have focused on reducing or mitigating local air pollution in the vicinity of schools, and empowering children, parents and teachers to advocate, while recognising that air pollution must be tackled through a macro approach of cleaning up fleets, reducing car use and encouraging modal shift.





# SARSAI

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Developing safe street interventions to protect children in the lowest income urban areas of Sub Saharan Africa is the objective of the School Area Road Safety Assessment & Intervention (SARSAI) programme. The brainchild of the NGO Amend, with support for R&D costs from the FIA Foundation, SARSAI has been implemented in cities including Dar Es Salaam, Accra and Maputo. A study conducted with the US Centres for Disease Control tested its impact and found a 26% reduction in serious injuries to children in schools where it was introduced. In 2019 SARSAI was recognised with the first WRI Ross Prize for Cities. The Patron of the Prize, philanthropist Stephen Ross, commented: "SARSAI can quite literally save lives day one of implementation. They identified a critical problem and created an innovative solution that is clearly resonating."







# STAR RATING FOR SCHOOLS

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The International Road Assessment Programme is developing a Star Rating for Schools (SR4S) Global App which will go live in 2020. It is intended as the first ever systematic and comparative evidence-based approach for analysing the risk in roads around schools. The app, which has been beta-tested at more than 600 schools to date, enables trained engineers and NGOs to generate road safety star ratings measuring risk and identifying countermeasures to improve safety for child pedestrians and cyclists. With R&D funding from FedEx and the FIA Foundation, and additional support for pilot projects from donors including Bloomberg Philanthropies, Vital Strategies, Abertis and Fondation Botnar, Star Rating for Schools is being road-tested in a variety of urban and income settings.







# STREETS FOR KIDS

The Global Street Design Guide, produced by the Global Designing Cities Initiative at NACTO, is one of the most accessible and influential handbooks for progressive urban engineering and tactical urbanism. A child-focused Streets for Kids supplement, including hands-on project interventions in several cities, is being supported by a consortium of donors comprising Bernard Van Leer Foundation, Fondation Botnar, Bloomberg Philanthropies and the FIA Foundation.







# VISION ZERO FOR YOUTH

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Making young people a focus and source of strength for city Vision Zero strategies is the goal of Vision Zero for Youth, coordinated by the US National Center for Safe Routes to School based at the University of North Carolina. Originating in leading US 'Vision Zero' cities, and recognising the leadership of mayors through an annual award, Vision Zero for Youth has expanded to working with Latin American cities including Mexico City and Bogota, with policy guidance and practical demonstration projects led by the Institute for Transportation and Development Policy and the World Resources Institute.







# CLEAN AIR FOR SCHOOLS

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Building on a successful programme in London raising awareness of local air quality issues and providing parents and schools with advice on healthy routes to school, we piloted a Clean Air 4 Schools project with schools in London, Nairobi and Delhi. The latter was visited by London's mayor Sadiq Khan. Our partner Clean Air Asia is active in working with cities to develop air quality strategies, while the FIA Foundation is partnering with ICCT and C40 Cities on the TRUE (real urban emissions) initiative in a growing number of cities, measuring NO<sub>x</sub> emissions from vehicles as they drive.







# SHARE THE ROAD

Provision of safe, attractive and accessible public space for walking and cycling must be a vital component of urban interventions tackling climate change, as well as benefitting a range of other environmental and health issues including air quality, road safety and increased physical activity. UN Environment's Share the Road programme is helping governments and cities in Sub Saharan Africa and Latin America to develop 'non-motorised transport' policies and encouraging redeployment of transportation budget from new road development to recovering road space from cars for cycling and walking. Specific policy change has been achieved in Nairobi, Kampala and Kigali, for example. As a particular contribution to the Child Health Initiative, UN Environment has developed a toolkit for child-focused interventions in Africa.







# CHILD-FRIENDLY CITIES

The Child Health Initiative is working with UNICEF to build expert road safety capacity within the agency's global and country teams. Donor support of \$2m+ from the FIA Foundation has been supplemented with \$3 million from Abertis, funding secured with the assistance of the Child Health Initiative. Pilot activities have been organised in several countries, notably Jamaica, where the Prime Minister has endorsed a safe infrastructure project at more than 15 schools. Practical road traffic injury interventions by Child Health Initiative partners are now recommended in UNICEF's global policy guidance for child-friendly cities. With support from the new UN Road Safety Trust Fund, UNICEF's recommendations are now also being piloted in Paraguay, South Africa and the Philippines, encouraging the next generation of urban designers and road engineers to make the safety of young people their first priority.







# THE WORLD IS OUR STREET

In cities across the world, Child Health Initiative partners are implementing a wide range of interventions to protect children and young people from the impact of road traffic. Working in collaboration with governments, city authorities, philanthropic and corporate donors, and development banks, agencies and NGOs are demonstrating that both tried and tested, and innovative, solutions exist to deliver liveable, child-friendly cities and safe and healthy journeys to school.



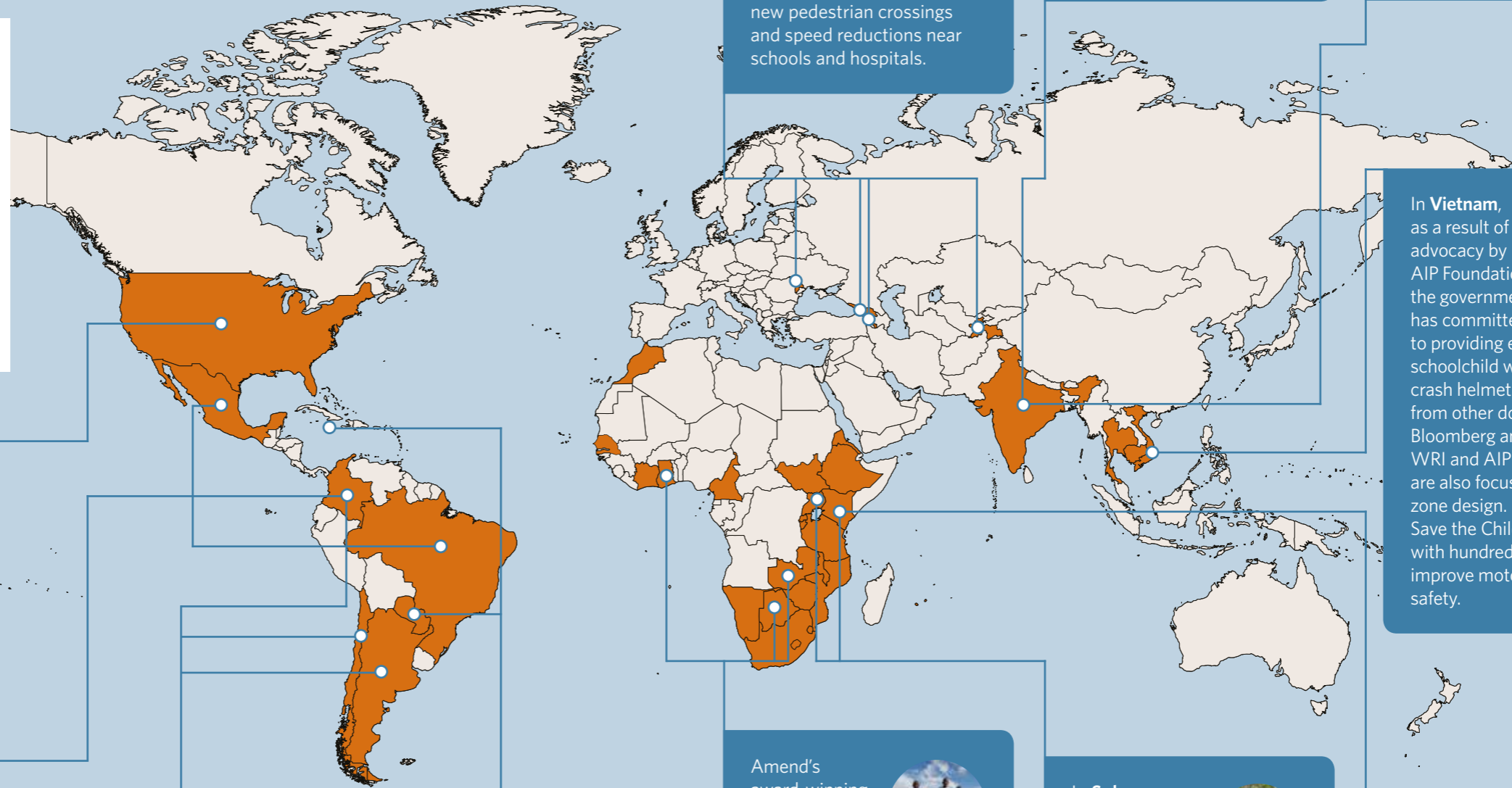
Clockwise from top left: A new, speed-managed crossing in Gaborone, Botswana, implemented by Amend; First Lady of Botswana Neo Masisi urges stronger action for safe and healthy journeys; happy schoolchildren at an upgraded school crossing in Lusaka, Zambia; ITDP leading urban design in Mexico City; In South America, the FIA and Fundacion Gonzalo Rodriguez train police and parents in correct child seat fitment and campaigns for seatbelts in school buses.

Clockwise from top left: A World Resources Institute project in Bogota reclaims streets for pedestrians; the Speed Vaccine in action at a Zambian school; In SE Asia, where many children travel to school on motorcycles, helmet safety is vital. This AIP Foundation project school receives helmets donated by the Child Health Initiative; Schoolchildren in Ukraine tell motorists to slow down, as part of an EASST programme.

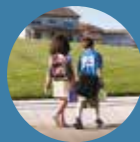


# TOGETHER, WORKING FOR CHILDREN

With funding from the FIA Foundation, Child Health Initiative partners are advocating for and delivering real change for children and young people around the world. In some cases, this funding adds a child-focused dimension to wider existing work supported by other donors. In other cases, Child Health Initiative support enables and encourages additional donor support. We particularly acknowledge the support of FedEx for co-funding the development of iRAP's Star Rating for Schools initiative; and Abertis for co-funding UNICEF's Child Road Traffic Injury Prevention programme. This map highlights some examples.



With the **US National Center for Safe Routes to School** we have established the **Vision Zero for Youth** network, promoting the **Safe System** approach in US cities.



**Vision Zero for Youth** is being promoted by **ITDP in Mexico City** and by the **World Resources Institute in Bogota, Colombia**. WRI has also secured municipal funding for street design improvements in cities in **Mexico and Brazil**.



**Fundacion Gonzalo Rodriguez** has organised its influential **FISEVI** child injury conference for **Latin America** in **Chile** in 2016 and **Argentina** in 2018. **Colombia** will host in 2020.



In **Jamaica and Paraguay** **UNICEF** is promoting national policy change to protect children on their schools journeys.



**Amend's** award-winning **SARSAI** programme is active in 10 African countries, improving street design at pilot schools and advocating for policy change. **Amend** projects in **Zambia, Ghana and Botswana** have also piloted **iRAP's Star Rating for Schools** assessment tool.



In **Sub-Saharan Africa** **UNEP's Share the Road** programme is advising major cities like **Nairobi** and **Kampala** on investing in walking and cycling. An online toolkit for child-focused interventions has been launched.



With **UNEP**, schools in **Nairobi** piloted air quality testing and healthy journey routing as part of a three country (also **UK** and **India**) **Clean Air for Schools** intervention.



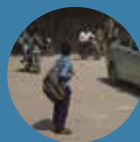
Across **Eastern Europe and Central Asia** **EASST** is helping cities to improve pedestrian facilities and update engineering practices. NGOs in countries including **Armenia, Georgia, Moldova and Tajikistan** are successfully advocating for new pedestrian crossings and speed reductions near schools and hospitals.



In **India** our partner **Clean Air Asia** is working with city authorities and schools to measure air pollution levels and advocate for cleaner fuels and modal shift. WRI is implementing **Vision Zero for Youth** in State of **Haryana**.



**Mumbai** was one of three cities (also **Nairobi** and **Bogota**) featured in an in-depth 2018 research report on political economy of road safety by the **Overseas Development Institute** and **WRI**.



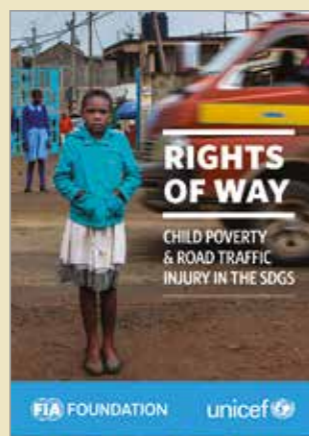
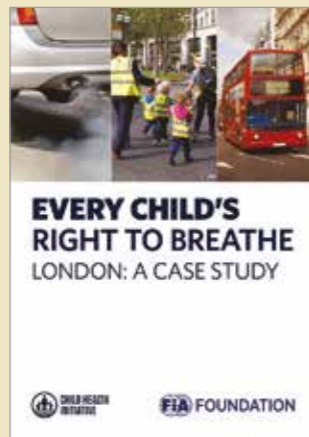
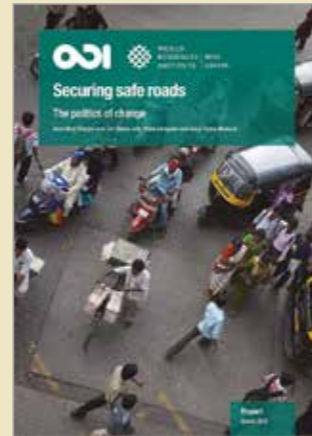
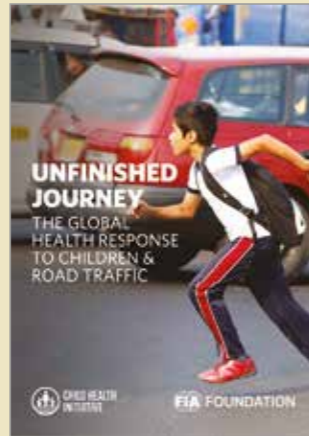
In **Vietnam**, as a result of advocacy by **AIP Foundation**, the government has committed to providing every first grader schoolchild with a motorcycle crash helmet. With support from other donors, including **Bloomberg** and **Botnar**, **WRI** and **AIP Foundation** are also focusing on school zone design. In **Thailand**, **Save the Children** is working with hundreds of schools to improve motorcycle helmet safety.



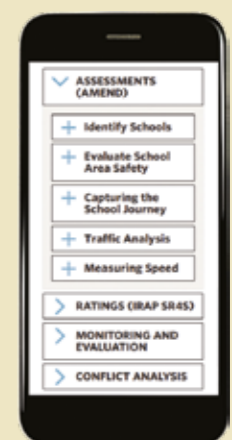


# RESEARCH AND RESOURCES

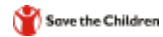
Child Health Initiative partners have published several influential research and advocacy reports. For example, the FIA Foundation and UNICEF collaborated on a study of the links between road traffic injury and poverty; while the World Resources Institute and the Overseas Development Institute published a major report on the political economy of urban road safety.



The Child Health Initiative has launched an online Global Toolkit to showcase and signpost good practice interventions by many Initiative partners, and others, for child traffic injury prevention. The toolkit will be constantly updated to reflect new evidence, and in the future will also include air quality programme examples.







For more information:

[www.childhealthinitiative.org](http://www.childhealthinitiative.org)

 [@childhealthGI](https://twitter.com/childhealthGI)

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