PRESENTATION BY DR. L.JONES TO THE FIRST HIGH LEVEL IBERO-AMERICAN CONFERENCE ON ROAD SAFETY

GOOD AFTERNOON LADIES AND GENTLEMEN, DESPITE THE CONSTAINTS OF TIME PLACED ON THIS AND ALL OTHER PRESENTATIONS I CANNOT HELP BUT REFLECT ON THE FACT THAT ON THE DAY THAT I LEFT JAMAICA FOR MADRID, THE KING AND QUEEN OF SPAIN WERE VISITING MY COUNTRY. AND ALTHOUGH I WEAR NO CROWN, I AM EXTREMELY DELIGHTED THAT I HAVE BEEN ACCORDED ROYAL TREATMENT BOTH IN THE PREPARATION FOR THE VISIT, AND EVER SINCE I ARRIVED. MY THANKS THEREFORE GO OUT TO ALL WHO HAVE BEEN SO GRACIOUS BUT SPECIAL MENTION MUST BE MADE OF SUSANNA ESTOBAN AND HER TEAM WHO HAVE BEEN SIMPLY MARVELLOUS.

SO IN THIS SEGMENT, IN AN ENDEAVOUR TO ENSURE WORLDWIDE COMPLIANCE OF THE IMPLEMENTATION OF THE RECOMMENDATIONS OF THE UN WORLD REPORT, WE CONTINUE TO FOCUS ON PROMOTIONS AND CAMPAIGNS.

OUR FIRST SLIDE SHOWS VERY GRAPHICALLY THE JAMAICAN EXPERIENCE IN DEALING WITH RTI’S.

TIME WILL NOT ALLOW ME TO GO THROUGH THE SLIDE IN DETAIL, BUT THE KEY POINT TO NOTE HERE IS FACT THAT WE IN JAMAICA WITH A POPULATION OF 2.8 MILLION PEOPLE HAVE MADE SIGNIFICANT PROGRESS SINCE THE 1993, MOVING FROM A HIGH OF 17.8 DEATHS /100,000 TO A MORE ACCEPTIBLE FIGURE OF 12.7/100,000.

BASED ON THIS EXPERIENCE THE IMPORTANT POINTS WE WISH TO SHARE WITH TO YOU IN THIS PRESENTATION ARE:

IN ACCORDANCE WITH THE UN ACTION PLAN WE HAVE CREATED A MULTI-SECTOR LEAD AGENCY, THE NRSC, A MOVE WHICH WE STRONGLY TO OTHER COUNTRIES WHICH HAVE NOT DONE SO.

DESPITE SOME INTIAL SUCCESS WE CONTINUE TO HAVE SERIOUS PROBLEMS WITH RTI’S ( ROAD TRAFFIC INJURIES ) IN OUR COUNTRY.

CONSEQUENTLY WE HAVE DEVELOPED AND EXECUTED A NEW STRATEGY

WE WISH TO UNDERSCORE THE FACT THAT WE HAVE BEEN ABLE TO MAKE SIGNIFICANT PROGRESS IN PROVIDING SAFER ROADS FOR OUR PEOPLE AS SINCE ITS INCEPTION IN 1993 THE PRIME MINISTER OF THE COUNTRY HAS BEEN THE CHAIRMAN OF OUR LEAD AGENCY. AND HENCE ROAD SAFETY ISSUES RECEIVE PRIORITY ATTENTION. THIS IS A POLICY THAT WE WOULD WE WOULD STRONGLY RECOMMEND TO OTHER COUNTRIES.

HERE OUR CURRENT PM THE HON. BRUCE GOLDING IS SHOWN ALONG WITH MEMBERS OF THE AUTOMOBILE ASSOCIATION ENDORSING THE FIA SPONSORED MAKE ROADS SAFE PETITION

ALSO VERY INVOLVED IN PROVIDING SAFER ROADS IS OUR MINISTER OF TRANSPORT WHO IS HERE WITH US AND WILL ADDRESS THE CONFERENCE TOMORROW. SHOWN HERE AT THE RECENT MEETING AT THE UN AT WHICH MANY IN THIS ROOM WERE IN ATTENDANCE

THE FINAL POINT WE WISH TO MAKE BEFORE SHARING OUR EXPERIENCE WITH OUR NEW CAMPAIGN IS THE FACT THAT AS A SMALL CARIBBEAN COUNTRY, WITH A LAND MASS OF A MERE 10991 SG KM VS SPAIN’S APPROXIMATELY 500,000, WE HAVE BENFITED GREATLY FROM OUR ASSOCIATION WITH OUR LATIN AMERICAN PARTNERS ON THE TRANSITIONAL COMMITTEE OF THE LAC REGION. NOT ONLY IN TERMS OF MATERIAL ASSISTANCE BUT OF EQUAL IMPORTANCE THE INSPIRATION OF ITS LEADERS. I’LL MAKE REFERENCE TO TWO. DR. MARK ROSENBERG AND PRESIDENT OSCAR ARIAS.

SO ON TO OUR NEW PROJECT – SAVE 300 LIVES. WHY 300. THAT FIGURE REPRESENTS OUR BEST YEAR EVER, IN TERMS OF ROAD FATALITIES, WHICH OCCURED IN 1999 AND SO WE FIGURED THAT WE WOULD USE THAT AS OUR NEW STARTING POINT, AND THEN MOVE TO THE NEXT LEVEL. 275, THEN 250 THEN 225 WHICH WOULD AT 8 FATALITIES/100,000 THEN PLACE US AMONG THE DEVELOPED COUNTRIES.

THE KEY POINTS ABOUT THIS PROJECT WHICH WAS DEVELOPED IN CLOSE ASSOCIATION WITH ONE OUR PARTNERS IN THE PRIVATE SECTOR ARE THAT:

1. IT IS LOCATED IN THE OFFICE OF THE PM, WITH A PROJECT OFFICER WHO DOES ALL THE CO-ORDINATION.
2. CLEAR LINES OF RESPONSIBILITY HAVE BEEN ASSIGNED TO EACH MINISTRY, WITH THE MINISTER BEING ULTIMATELY ACCOUNTABLE FOR THE MANY DELIVERABLES AND INTERVENTIONS.

TODAY WE WILL HIGHLIGHT ONE OF THE INTERVENTIONS WHICH OUR PUBLIC EDUCATION CAMPAIGN FEATURING CLOSE COLLABORATION WITH THE POLICE AND OUR VERY INFLUENTIAL AND WIDELY POPULAR OLYMPIC GOLD MEDALISTS. SHOWN HERE ARE TWO OF THEM USAIN BOLT WHO WE ARE HOPING TO WILL FIND THE TIME TO WORK US AND MELAINE WALKER WHO AS YOU WILL SEE HAS DONE EXTENSIVE AND VERY GRATIFYING WORK FOR THE COUNCIL.

THE CAMPAIGN FOCUSED ON THREE MAIN OBJECTIVES.

1. CARRYING A UN MANDATE TO REMEMBER THOSE WHO DIED ON THE THIRD SUNDAY OF NOVEMBER. WE CHOOSE IN ACCORDANCE WITH OUR CULTURE TO FEATURE A CHURCH SERVICE DURING WHICH A SPEECH FROM THE PM COMMEMORATING THE DAY WAS READ BY OUR MINISTER OF TRANSPORT AND WHICH MESSAGE WAS PLACED IN A FULL PAGE AD IN THE LOCAL NEWSPAPAPERS.
2. A CAMPAIGN AGAINST DRINKING AND DRIVING FEATURING A RE-INTRODUCTION OF THE BREATHALSYSER PROGRAMME. INITIALLY INTRODUCED IN 1996 WITH GOOD EFFECTS BUT WHICH FOR SEVERAL REASONS FELL OFF BADLY. THIS ATTRACTED GOOD MEDIA COVERAGE

AND TOGETHER WITH PRINT ADS MADE FOR A REALLY GOOD CAMPAIGN. A NOVEL APPROACH ALSO INVOLVED A DIRECT APPEAL TO YOUNG PEOPLE AT PARTIES AND WHICH ALSO GAINED US GOOD MEDIA COVERAGE. BUT THAT WHICH MADE A GREAT IMPACT BOTH ON TELEVISION AND ALSO ON FACEBOOK WAS IN OUR VIEW QUITE AN EFFECT VIDEO WITHA DRAMATIC MESSAGE DON’T DRINK AND DIE AND VERY HAUNTING MUSIC THAT SHOULD AFFECT THAOSE WHO LISTEN.

1. PARTNERING WITH ONE OF OUR GREAT OLYMPIC STARS WE LAUNCHED AN EFFECTIVE STEM SPEED CAMPAIGN AS OUR DATA INDICATE THAT EXCESSIVE SPEEDING IS ONE OF THE MAIN REASONS FOR CRASHES IN OUR COUNTRY

HOW HAVE PERFORMED SO FAR? WELL IT’S EARLY DAYS YET BUT THE DATA IS SHOWING A FAIR RESPONSE TO THE RE-INTRODUCTION OF THE BREATHALSYSER PROGRAMME WITH THE NUMBERS OF PERSONS BEING TESTED SHOWING AN UPWARD TREND TOGETHER WITH A MODEST DECREASE IN NUMBERS WHO TEST POSITIVE. THE COMBINATION OF WHICH IS WHAT WE ARE ANXIOUS TO PROMOTE. IN RESPECT OF THE ACTUAL FATALITY RATE, WITH AN AKNOWELDGEMENT WE NEED TO DO FAR MORE TO TRACK THE RATE OF INJURIES, AGAIN IT IS EARLY DAYS WITH JUST A MONTH OR SO SINCE THE WE CAMPLETED THE FIRST PHASE OF THE PE CAMPAIGN. THE SHOWS THAT WE DID NOT DO AS WELL AS WE HAD HOPED AFTER HAVING LAUNCHED THE PROJECT IN OCTOBER ’08. THE REALITY IS THAT HAD IT NOT BEEN FOR A TERRIBLE CRASH WHICH CLAIMED THE LIVES OF **FOURTEEN** PERSONS, WE WOULD HAVE HAD BETTER RESULTS. AND SO FAR FOR THIS YEAR WE ARE ON TRACK TO MAKE SIGNIFICANT GAINS.

SO IN SUMMARY THE LESSONS FROM THE JAMAICAN EXPERIENCE INDICATES THAT FOCUSING ON DELIVERABLES SUCH AS PROMOTIONS AND CAMPAIGNS IN ACORDANCE WITH THE RECOMMENDATIONS OF THE UN MANDATE DOES MAKE A DIFFERENCE. THAT MOBILIZING POLITICAL WILL AT THE HIGHEST LEVEL MAKES A DIFFERENCE. THAT CONSTANT MONITORING AND REVIEW OF PROGRAMMES ACTING IN CONCERT WITH CREATIVE AND DETERMINED ACTION WILL MAKE A DIFFERENCE. THAT WORKING CLOSELY WITH NATIONAL PARTNERS – THE POLICE ,THE PRIVATE SECTOR AND OUR OLYMPIC STARS, REGIONAL PARTNERS – THE TC, AND INTERNATIONAL PARTNERS SEGIB/DGT CAN AND WILL CONTINUE TO MAKE A DIFFERENCE IN THE LIVES OF THOSE WHO DEPEND ON OUR EFFORTS. SADLY FOR TOO MANY IT IS TOO LATE, BUT LET US HEEDS THE URGENT CALL ECHOED ACROSS THE LAC REGION, AND NOW AT THIS HISTORIC CONFERENCE, THAT TIME IS RUNNING OUT. N OW IS THE TIME TO ACT, AND TOGETHER WE CAN, BUT ALONE WE WILL CERTAINLY FAIL.