

Rural Road Safety Action Plan 2023-30

DRAFT

Introduction

This Rural Road Safety Action Plan 2023-30 has been developed to support a systematic approach to significantly improving the safety of our rural communities.

This plan has been prepared to support, complement, and not duplicate the National Road Safety Action Plan which is the responsibility of the National Road Safety Council. It articulates an overall road safety vision for rural Bangladesh in 2041, the approach which will be taken to realising this vision under the leadership of the National Road Safety Council, and the interim targets which have been set for 2030.

Key safety issues facing Bangladesh's rural road network are described, based on engagement with key government agencies and stakeholders, along with the strategic directions to be pursued when tackling those issues, and the mechanisms for delivering the plan.

There are limited actions, which reflects the need to establish sound foundations for rural road safety to 2041. Each action has been assessed for its ability to directly achieve reductions in road trauma now, or enable safety improvements in the future.

Vision

Road traffic injury is a gateway to poverty for individuals, households and communities, and preventing road traffic injury is an important anti-poverty measure. Road safety has therefore been integrated within the United Nations (UN) Sustainable Development Goals (SDG) – specifically, SDG 3 Good Health and Wellbeing, which includes a target of reducing road fatalities and serious injuries by 50% by 2030.

Good practice road safety visions reflect our ultimate goal – safety from fatal and serious injury on the road – similar to our approach on other major health issues such as water and sanitation, malaria, or HIV-AIDS. We want to eliminate serious road trauma.

The road safety vision for rural Bangladesh is “Safe Rural Roads”

This vision is consistent with the aim of Bangladesh's Vision 2041 is “to end absolute poverty and to be graduated into higher middle-income status by 2031, and eradicate poverty on way to becoming a developed nation by 2041.”¹

The Perspective Plan to help make Vision 2041 a reality envisages a Bangladesh where “the safety standards are well established and the transport system is accountable through legal provisions for full compliance with safety standards.” This is critical. Across the world, the quality of safety standards for roads, vehicles and operators, and the compliance with those standards, determines the level of safety experienced by communities.

The national context in Bangladesh, and in rural Bangladesh, is unique, but universal principles of standards setting, compliance and accountability are essential to supporting the safety of the communities living on Bangladesh's rural roads.

¹ See "Making Vision 2041 a Reality: Perspective Plan of Bangladesh 2021-2041" approved by the National Economic Council on February 25, 2020.

<http://oldweb.lged.gov.bd/uploadeddocument/unitpublication/1/1049/vision%202021-2041.pdf>

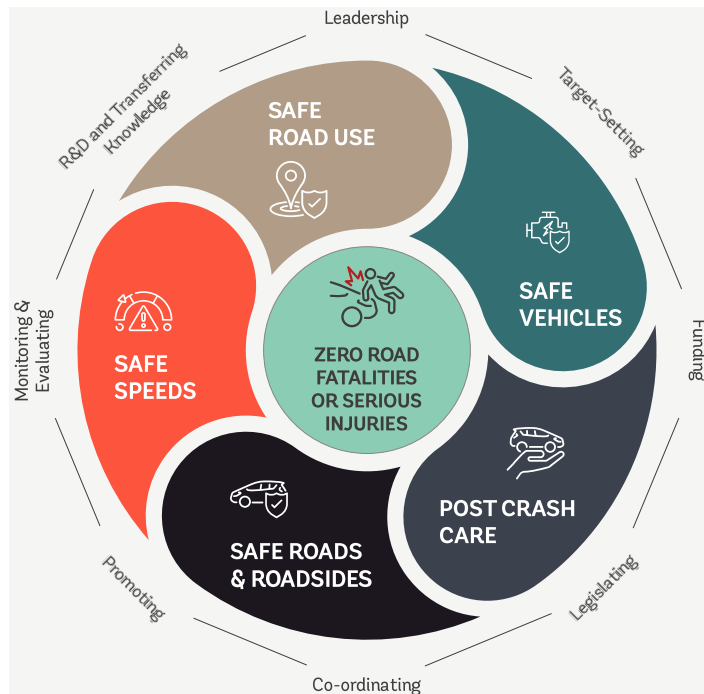
Approach

Realising our road safety vision of Safe Rural Roads requires a systems approach, which includes all stakeholders, and does not blame road traffic crash victims or their families. Our goal is a rural road traffic system which protects people from death or injury.

This “safe system” approach rests on three simple ideas:

- Death and serious injury are ethically unacceptable outcomes of road use
- The road traffic system should prevent crashes in the first place, and protect users from injury if a crash does occur
- There are physical limits to the forces which the human body can sustain without severe casualty.

This Rural Road Safety Action Plan focuses particularly on the safety needs of vulnerable road users – the old and the young, pedestrians, bicyclists and other low powered vehicles plying Bangladesh’s rural roads.



Targets

The World Health Organisation (WHO) estimates that for every road fatality recorded in Bangladesh ten fatalities actually occurred. A significant upgrade of the country’s road crash data systems is underway through the Government’s Bangladesh Road Safety Project, but the current systems constrain road safety target setting in two essential ways:

- It is necessary to rely on global and national estimates of trauma
- There is no baseline data available for key safety performance indicators.













This places even more emphasis on the importance of research, knowledge, monitoring and evaluation actions in this plan. Specific actions proposed to address these gaps are:

- Undertake a nationwide survey of road trauma to more accurately estimate the burden of injury on Bangladesh’s rural road network
- Establish performance monitoring programmes (focusing on Upazila roads) on
 - the safety of the rural road network
 - the speed of motor vehicles on the network
 - the use of motorcycle helmets.

Two tiers of targets are drawn from consensus positions developed within the United Nations and its agencies, under the SDGs:

1. Safety Outcome Targets, reflecting the UN fatality and serious injury targets set in SDG 3 Health and Wellbeing, and extended to focus on pedestrian safety
2. Safety Performance Targets, reflecting the relevant items of the Voluntary Road Safety Performance Targets set by the WHO.

The 2030 SDG targets are universal, and provide vital direction. By 2027, clear progress towards these targets for rural Bangladesh should have been demonstrated.

Indicator		2027 Progress	2030 SDG Target
	Number of Fatalities		– 50 %
	Number of Serious injuries		– 50 %
	Number of Pedestrian Fatalities and Serious Injuries		– 50 %
	Safety star rating for Upazila roads		At least 3-star
	Vehicles exceeding the posted speed limit		– 50%
	Motorcycle riders correctly using helmets		100%

A third type of target – Safety Delivery Targets – focuses on delivery of safety activity. Each action has been screened for its capacity to support progress towards the outcome and performance targets above, and has specific deliverables associated with it. Once delivered to a certain quality, we can be confident in their contribution to a safer road traffic system in rural Bangladesh.

Except for the delivery targets associated with each action, it is important to recognise that the 2030 safety outcome and safety performance targets for rural road safety in Bangladesh are aspirational. A key element of this action plan is to begin the long process of collecting fatality and injury data, and safety performance data. This will allow a more detailed estimate of the burden of road traffic injury on rural communities, allow progress to be tracked, and the targets realised over time.

Three Safety Performance Factors

iRAP Safety Star Ratings²

iRAP safety star ratings for infrastructure are based on road inspection data and provide a simple and objective measure of the level of safety which is 'built-in' to the road for vehicle occupants, motorcyclists, bicyclists and pedestrians. Five-star roads are the safest while one-star roads are the least safe. Broadly speaking, every extra star rating results in a halving of crash cost in terms of the number of people who are killed and seriously injured.

The iRAP protocols are fully validated across all types of countries and road networks across the world. The star ratings of roads can be determined in urban and rural areas and without reference to detailed crash data, which is often unavailable in low-income and middle-income countries. Three star is the globally recognised minimum which requires, for example, footpaths for pedestrians and cycle lanes for bicyclists. An iRAP survey will help identify which Upazila roads need to be upgraded to 3 star safety rating.

Speed Management³

Speed management is the number one safety issue across the world because speeding not only causes a lot of crashes but the injury severity resulting from any crash increases with any increase in impact speed. Broadly speaking lower motor vehicle speeds results in less injuries and less severe injuries. This means that even a 5% reduction in average speed can result in a 30% reduction in fatal crashes. The risk of fatality for a pedestrian hit by a motor vehicle rapidly increases after about 30 kmh.

Motor vehicle speeds can be reduced through use of road safety engineering treatments such as speed humps and platforms, and chicanes and narrowings, which encourage the driver to slow down to a safe speed though a populated area. The infrastructure should be supported by safe speed limits, and by enforcement of those speed limits. The focus in rural Bangladesh is to improve the safety of the infrastructure and to set safe speed limits.

Motorcycle Helmets⁴

Correct helmet use reduces the risk of fatal injuries by 42% and head injuries by 69%, which makes this an important behavioural issue in Bangladesh. The helmets should meet UN standards, and be correctly worn by everyone on the motorcycle. There are a variety of suitable helmet types within the UN standard and there has been considerable work done to supply a "tropical" helmet for use in hot countries, and a cheap helmet. The FIA initiative to develop a safe and suitable helmet for a warehouse price of \$10 ensures that there should be no equity barriers to the use of helmets.

A helmet campaign is desperately needed in Bangladesh, and a rural focused programme is proposed to form a community coalition, promote the benefits of helmet wearing, ensure supply of appropriate helmets, enforce helmet wearing and monitor change.

² See <https://irap.org/3-star-or-better/>

³ See https://www.grsproadsafety.org/wp-content/uploads/Speed_management_English.pdf

⁴ See https://www.grsproadsafety.org/wp-content/uploads/Helmets_English.pdf

Directions

Road traffic injury is a major development issue in all low and middle-income countries. Globally, it is the number one cause of death among 5-19 year olds. In Bangladesh it is the 6th leading cause of death for children aged 5-14, and the 8th leading cause of death for 15-49 year olds.

The World Health Organisation estimates that road fatality rates in Bangladesh increased by 30% over the last decade – from 11.6 fatalities per 100,000 people in 2010 to 15.4 fatalities per 100,000 people in 2019. There were an estimated 25,000 fatalities, and 375,000 serious injuries in 2019 at a socio-economic cost of \$17.9 Billion or 5.1% of Bangladesh's gross domestic product.

Significant change is required to stop the steady increase in trauma, and head towards a significant reduction in road trauma on Bangladesh's rural roads. Four strategic directions have been identified which, if followed, will provide lasting road safety improvements over the lifetime of the strategy.

1. Making safety an overriding priority for rural roads

Based on research undertaken by the Accident Research Institute at the Bangladesh University of Engineering and Technology, and the Centre for Injury Prevention and Research Bangladesh, it is estimated that in 2019 alone motor vehicle crashes on Local Government Engineering Department (LGED) roads resulted in 4500 fatalities and 67,560 serious injuries. This led to an estimated \$3.2 Billion in economic losses, the equivalent value of Bangladesh's annual exports to the United Kingdom.

The brutal reality is that there has been significant increases in exposure to injury, and the road traffic system simply cannot cope with the increased demands on it. The network under LGED's formal control has trebled over the last 25 years, and vehicle ownership has increased by two to three times. With an increasing population, 2/3rds of which already live in rural areas, the rural road network is under extreme pressure.

Significant change is required to stop the increase in serious road trauma and improve safety results over time. More people are likely to be killed and injured per kilometre on the most heavily trafficked parts of the rural network, and so a particular focus will be given to the Upazila roads. However, the entire rural network provides critical social and economic connections where most of the population lives. The safety of the community starts with their safety on the road outside their door. Safety needs to be given first call on rural road funds.

2. Building rural road safety across government and communities

Under the leadership of the National Road Safety Council (NRSC), a variety of safety initiatives have been undertaken by LGED and other stakeholders. But there is limited capacity to sustain progress over time, and there is no regular road safety program in place to support communities in rural areas.

Institutional strengthening is required within LGED and stakeholders. Safety leadership capability needs to be developed in accountable institutions and focus on district and upazila levels. This needs to be reinforced by technical safety training and development

programs across all agencies and non-government stakeholders, and by specific professional training of LGED engineers and Bangladesh Police.

Capacity building is essential, it needs to be sustained over time, and needs to include communities and organisations which support them.

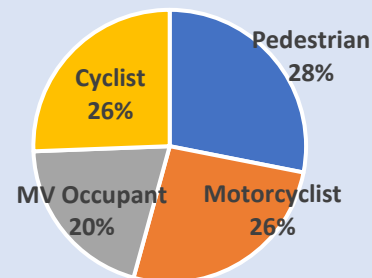
3. Delivering safe speed environments and protecting vulnerable users

Bangladesh's rural road environment is unique, with its extensive use of embankments and the ownership and asset management arrangements between LGED and land-owners. The safety solutions need to be tailored to fit the environment, but research suggests that success will depend on:

- Reducing the speed in which any crash occurs – even small reductions in impact speed bring big reductions in the number of injuries that result
- Protecting the most vulnerable users – children and the elderly are more frail and are at particular risk, along with non-motorised users – by providing separate facilities to motor vehicles.

Road Traffic Injury in Bangladesh by User

The most vulnerable road user groups (pedestrians, cyclists and motorcyclists) carry 80% of the injury burden in Bangladesh, and maybe more on the rural road network. All actions must be directed towards ensuring safe mobility for these groups as they move between home,



4. Strengthening our understanding through improved data and more research

There are significant gaps in the country's road traffic crash and injury data systems, which are more pronounced in rural areas. There is enough information and knowledge to warrant a major road safety programme for rural roads, but not enough to sustain safety results over the medium to long term.

We need to collect more and better data to understand the true scale and nature of the safety problem. Where are road crashes happening? Who is being killed and injured? What vehicles are involved? What are the most beneficial prevention measures for rural road crashes? And most importantly what can best be done to eliminate the trauma over time?

Implementation

LGED is responsible for the rural road network, and is preparing to assume a greater safety leadership role for rural communities. Under the leadership of the National Road Safety Council, a multi-sectoral group of stakeholders will be brought together to collaborate on rural road safety matters, and lead implementation of this Rural Road Safety Action Plan.

The plan sets out priority actions, with different agencies responsible for delivery. Some of the actions will require additional project funding, and others can be delivered through normal government budgeting processes with some additional safety priority.

Three foundational actions have been identified which are essential enablers for all other projects.

- Action 1 Governance and Leadership
- Action 2 Road Safety Capacity Building
- Action 3 Funding and Investment

Without delivering on these actions, it will be extremely difficult to deliver on any of the others.

To complement the safety outcome and safety performance targets, safety delivery targets are embedded in each action. An implementation review of the plan is proposed in 2025 to take stock of progress, build on successes, identify any improvement required, and assess what further actions are required to progress towards the 2030 targets.

LGED Safety Management

The establishment of a lead agency function was the first recommendation by the World Health Organisation in 2004, and the successful establishment of a Road Safety Unit is a centrepiece of this Rural Road Safety Action Plan for Bangladesh. The Unit will be responsible for:

- Leading the preparation and delivery of safety strategies and plans, and coordination with other government agencies and key stakeholders, to improve the safety of LGED roads
- Providing guidance for all LGED work groups (Divisions, Regions, Districts and Upazilas) to incorporate road safety in day-to-day business
- Ensuring good road safety engineering practices are incorporated within all LGED functions, and are being delivered by all LGED work groups.

The Unit will also ensure risk management systems and procedures are in place that:

- Acknowledge road safety as a key objective in road network design and management
- Provide for adequate regular safety inspection of the road network
- Specify steps to be taken when unsafe conditions are detected
- Continuously improve the safety of the LGED network.

Actions

Governance and leadership	<ol style="list-style-type: none"> 1. By March 2023, establish Rural Roads Safety Sub-Committee of NRSC and hold inaugural meeting 2. By March 2023, assign initial dedicated staff to Road Safety Unit, with full complement in place by December 2023
Road safety capacity building	<ol style="list-style-type: none"> 3. By December 2023, develop and begin delivery a road safety capacity building programme over the life of this plan
Funding and investment	<ol style="list-style-type: none"> 4. By June 2023, establish a road safety budget line comprising 10% of the existing maintenance budget for 2023/24 financial year 5. By June 2025, develop a ten-year investment and funding plan for safety improvements of Upazila roads
Infrastructure safety guidance	<ol style="list-style-type: none"> 6. By June 2024, review existing practices for roadworks, road maintenance works and speed management and develop/ upgrade the guidelines with primary focus on road safety
Infrastructure safety works	<ol style="list-style-type: none"> 7. By December 2023, develop and begin delivery of annual infrastructure safety works program 8. By December 2024 ensure at least 10% of all road investment is allocated to road safety, prepare design drawings for all rural road development projects, and institutionalize RSAs for all LGED road projects 9. By December 2024, undertake iRAP study of Upazila roads and prepare associated investment plan to address the most vulnerable roads, and intersections.
Speed management	<ol style="list-style-type: none"> 10. By June 2024, prepare speed management guidelines 11. By June 2025 review existing speed limits across the rural road network 12. By June 2025 develop and begin delivery of ongoing speed management works program.
Motorcycle helmet wearing	<ol style="list-style-type: none"> 13. By June 2024, develop an agreed helmet wearing programme
Vehicles	<ol style="list-style-type: none"> 14. By June 2025, complete a major rural vehicle safety report which assesses the scale and nature of the related injury problem, and documents a simple vehicle safety code for use in rural areas
Rural crash analysis	<ol style="list-style-type: none"> 15. By December 2024, develop and begin delivery of a rural road crash analysis programme
Upazila safety management (demonstration)	<ol style="list-style-type: none"> 16. By June 2024, develop and begin delivery of an Upzila Safety Management Programme to demonstrate good practice road safety
Research and knowledge	<ol style="list-style-type: none"> 17. By June 2025 complete a major study of rural road safety, which estimates the rural road traffic injury burden
Monitoring and reporting	<ol style="list-style-type: none"> 18. By March 2024, prepare the first annual rural roads safety report 19. By December 2023, conduct first annual survey on speeding and helmet wearing on rural roads

Governance and leadership	
Description	<p>Greater safety priority for rural roads will be supported by a multi-sectoral approach, and a dedicated road safety unit within the Local Government Engineering Department (LGED).</p> <p>This foundational project places oversight of this plan under the NRSC and delegates leadership responsibility to LGED.</p>
Responsibility	<p>Bangladesh Road Transport Authority – gain National Road Safety Council (NRSC) approval of Rural Roads Safety Sub-Committee</p> <p>LGED – establish a dedicated road safety unit, and support Sub-Committee</p>
Funding	Staff establishment of LGED road safety unit to be met by Government budget allocation
Deliverables	<ol style="list-style-type: none"> 1. By March 2023, establish Rural Roads Safety Sub-Committee of NRSC and hold inaugural meeting 2. By March 2023, assign initial dedicated staff to Road Safety Unit, with full complement in place by December 2023

Road safety capacity building programme	
Description	<p>An ongoing programme of professional capacity building is needed to support a stronger institutional response and support for communities.</p> <p>This foundational project develops the leadership and technical capacity to deliver the plan by:</p> <ul style="list-style-type: none"> • Providing access to international expertise and training • Ensuring the most senior leadership of LGED and stakeholders are in a position to lead implementation of the plan • Reinforcing safety learning through practical delivery of programs (learning by doing) • Training the trainers in order to develop a pool of road safety experts within LGED and stakeholders
Responsibility	<p>LGED – collaboratively develop both an internal and a multi-sectoral capacity building programme</p> <p>Other agencies – prioritise multi-sectoral capacity building activities</p> <p>Non-government stakeholders – participate in stakeholder capacity building activities</p>

Funding	<p>Government budget allocation support is required to provide time for professional staff to participate in capacity building activities</p> <p>External project funding is needed to develop and deliver a road safety capacity building programme over the life of this plan</p>
Deliverables	<p>3. By December 2023, develop and begin delivery a road safety capacity building programme over the life of this plan, incorporating:</p> <ul style="list-style-type: none"> • Safety leadership – providing heads of agencies, and technical leaders of agencies knowledge and tools to deliver improved safety results • Technical leadership – building road safety engineering knowledge and tools for LGED engineers, with some stakeholder input • Community leadership – providing safety knowledge and tools for all stakeholders, with a focus on developing District and Upazila level safety leaders

Funding and investment	
Description	<p>Re-allocation of existing resources towards safety, and planning future safety investment needs.</p> <p>This foundational project will re-orient existing works programmes towards safety, and develop a viable safety investment and funding plan for significant additional infrastructure safety investment into the next decade.</p>
Responsibility	LGED – re-allocation of current maintenance budget, and preparation of future safety investment needs
Funding	<p>Government budget allocation to establish a road safety programme</p> <p>External project funding to identify safety investment needs for the next decade of investment in Bangladesh rural roads</p>
Deliverables	<p>4. By June 2023, establish a road safety budget line comprising 10% of the existing maintenance budget for 2023/24 financial year</p> <p>5. By June 2025, develop a ten-year investment and funding plan for safety improvements of Upazila roads</p>

Infrastructure safety guidance	
Description	Develop/upgrade various engineering guidelines with primary focus on road safety to build capacity across LGED and to ensure safety of all road-users on rural roads
Responsibility	LGED – work collaboratively with research institutes or private sector experts to review existing practices/guidelines and develop/upgrade guidelines
Funding	External project funding to develop and provide training on technical safety guidance
Deliverables	<p>6. By June 2024, review existing practices for roadworks (such as paving LGED roads without also providing shoulders), road maintenance works and speed management and develop/ upgrade the following guidelines with primary focus on road safety:</p> <ul style="list-style-type: none"> • Guidelines for developing and approving annual safety programme • Road maintenance guidelines (with strong emphasis on road safety) • Guidelines for safety during roadworks
Evaluation	Guidelines developed and relevant trainings delivered to staff in the shorter term, continuous staff trainings for knowledge dissemination
Considerations	The objective of developing road safety centric guidelines is to ensure safety for all road users (and road workers) using improved engineering practices. The newly developed/upgraded guidelines must be well disseminated to LGED staff to apply and implement ideal practices.

Infrastructure safety works	
Description	<p>Giving special emphasis to the safety of vulnerable road-users, make road safety an integral part of all road infrastructure works and deliver safety conscious road projects, through:</p> <ul style="list-style-type: none"> • Improved road designs (including safe speed management) • Institutionalizing road safety audits (RSAs) • Road safety performance survey and preparation of investment plan for vulnerable LGED roads
Responsibility	LGED

Funding	<p>Government budget allocation support is required to provide time for professional staff to prepare detailed design drawings and undertake road safety audits</p> <p>External project funding will be needed to undertake road safety performance survey</p>
Deliverables	<p>7. By December 2023, develop and begin delivery of annual infrastructure safety works program</p> <p>8. By December 2024 ensure formal processes are in place and are being applied to:</p> <ul style="list-style-type: none"> Secure at least 10% of all road development project investment to be added to the road safety budget line Prepare design drawings for all rural road development projects and drawings (including basic safety enhancement features such as road signs, markings, other delineation measures and speed management measures, infrastructure and facilities for vulnerable road users such as sidewalks, crosswalks) Institutionalize RSAs for all LGED road projects and especially for high risk corridors, and conduct for all road development projects at the detailed design stage, construction stage and pre-opening stage. <p>9. By December 2024, undertake iRAP study of Upazila roads and prepare associated investment plan to address the most vulnerable roads, and intersections.</p>
Considerations	<p>In the immediate term, the objective is to train LGED staff in preparation of design drawings and conduct of RSAs, identify key risk factors and faulty designs, prepare plan for mass actions, institutionalize these tasks for Upazila roads, undertake road safety performance surveys, and prepare investment plans for future road improvement.</p> <p>In the medium term, the objective is to continuously improve LGED staff capacity for preparing design drawings and conducting RSAs for all road development projects, and begin evaluating the treatments, and improving the quality of works delivered</p>

Speed management	
Description	Create safe speed environments for all road-users on LGED roads in rural areas of Bangladesh
Responsibility	LGED

Funding	Government budget allocation to support LGED staff activity, and external project funding to develop guidelines, LGED staff capacity, and deliver safe speed management works
Deliverables	<p>10. By June 2024, speed management guidelines (safe speed-limit setting/posting, with reinforcing traffic calming measures, etc) to guide LGED engineers to create safe speed environments for non-motorised users, with supporting training for LGED and stakeholders</p> <p>11. By June 2025 review existing speed limits across the rural road network in line with guidelines, and ensure speed limits are legally enforceable</p> <p>12. By June 2025 develop and begin delivery of ongoing speed management works program.</p>
Considerations	<p>In the immediate term, the objective is to prepare comprehensive speed management guidelines, conduct trainings to LGED staff, apply speed management guidelines to road development projects, prepare speed management works program for high-risk vulnerable LGED roads</p> <p>In the medium term, the objective is to continuously improve LGED staff capacity to deliver safe speed environments, and apply good practice speed management principles across the LGED network</p>

Motorcycle helmet wearing	
Description	Motorcycle helmet wearing will be the focus of a major behaviour change programme
Responsibility	<p>Bangladesh Police – lead community engagement and communications with supportive enforcement on rural roads</p> <p>LGED – project support to engage behaviour change experts</p>
Funding	External project support is required to ensure a strong programme is developed and can be sustained over the life of this plan
Deliverables	13. By June 2024, a multi-sectoral project team has been formed to address helmet wearing on rural roads and has developed an agreed programme, for roll out by December 2024
Considerations	Programme to include baseline helmet wearing survey, and six monthly follow up surveys in programme areas

Vehicles	
Description	Increase awareness and action on the safety of motor vehicles using rural roads
Responsibility	Bangladesh Road Transport Authority – lead specification of research outputs and engagement of research team
Funding	External project support funding is required
Deliverables	<p>14. By June 2025, complete a major rural vehicle safety report which includes:</p> <ul style="list-style-type: none"> • An assessment of the scale and the nature of the injury problem associated with type of vehicle and the associated safety issues in rural Bangladesh, and options to improve it • A simple vehicle safety code for use in rural areas to enforce essential safety features (brakes, tyres, steering, loading, lights) of all vehicles on rural roads

Rural crash analysis	
Description	Develop and implement a rural road crash analysis programme
Responsibility	Primarily LGED, in collaboration with stakeholders, at Upazila level
Funding	<p>Government budget allocation support is required to provide time for professional staff to participate in capacity building activities and conduct crash investigation/ analysis</p> <p>External project support funding is required for programme operation and materials</p>
Deliverables	<p>15. By December 2024, develop and begin delivery of a rural road crash analysis programme, involving:</p> <ul style="list-style-type: none"> • Government and non-government stakeholders and capacity building/training for Upazlia engineers and stakeholders • Identification of the risk factors and design of suitable treatments/ recommendations to address the risk factors, and their implementation as part of road safety works program
Considerations	In the immediate term, a rural road crash analysis programme will be developed, with training modules prepared and trainings imparted to Upazila Engineers and stakeholders (in pilot districts), and joint crash investigation commenced in pilot districts, with investigation results and recommendations documented

	In the medium term, trainings will continue to be rolled out District by District to LGED Upazila engineers and stakeholders, with a goal of joint crash site investigation in all districts, and investigation results and recommendations informing future safety works programs
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Upazila safety management (demonstration)	
Description	A demonstration project will be delivered in eight Districts (one District in each Division) which brings agencies and communities together to address road trauma at an Upazila level
Responsibility	LGED, with support of NRSC Rural Roads Safety Sub-Committee
Funding	Government budget allocation to support agency participation External project funding to support design, delivery and evaluation
Deliverables	<p>16. By June 2024, develop and begin delivery of an Upzila Safety Management Programme to demonstrate good practice road safety, including:</p> <ul style="list-style-type: none"> • Districts identified and District Road Safety Committees reinforced to oversee establishment and delivery of Upazila demonstration projects • Simple rural road safety plans developed collaboratively for participating Upazilas • Delivery of funded actions according to plans, with regular reporting to District Road Safety Committee • 12 and 24 month process and impact evaluations of Upazila demonstration projects
Considerations	This is a primary delivery project and requires ongoing support and commitment from LGED and other agencies, such as BRTA and Bangladesh Police, and the Ministry of Health and Family Welfare. Plans need to include a promotion component which seeks support from influential people and organisations within the community to support the project. Up to 6 Districts would be selected, and at least two of these Districts would have health care services which could support improved post-crash response at the Upazila level.

Research and knowledge	
Description	A much more comprehensive understanding of road safety issues on rural roads is required to inform future plans
Responsibility	LGED – project specification and management
Funding	External project support funding is required

Considerations	<p>17. By June 2025 complete a major study of rural road safety, with a methodology which recognises major data constraints, and answers research questions about:</p> <ul style="list-style-type: none"> • The road traffic injury burden in rural Bangladesh and on rural Bangladesh roads managed by LGED • The safety of the various elements of the road traffic system in rural areas, and proposes an ongoing research and evaluation program for rural road safety
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Monitoring and evaluation	
Description	Annual reporting of safety activity and available safety data regarding rural roads, and develop an ongoing monitoring programme of vehicle speed and helmet wearing
Responsibility	LGED – project specification and management
Funding	External project support funding is required
Deliverables	<p>18. By March 2024, prepare the first annual rural roads safety report and publish for the preceding calendar year, including a statement of delivery against this Rural Road Safety Action Plan</p> <p>19. By December 2023, develop ongoing survey methodology for mean free speed (particularly Upazila roads) and helmet wearing on rural roads, and conduct first annual survey</p>
Considerations	This important learning and improvement project complements a more sustained research and knowledge agenda