



# Master's Programme in Public Health

## Leadership and Professional Perspectives on Public Health MPHP28

### Case 5

#### Focus topic: Road Traffic Control in Pakistan

##### Background

Road traffic accidents (RTAs) are a leading cause of death and injury around the world. Approximately 90% of deaths due to RTAs occur in low- and middle-income countries even though these countries only have 54% of the world's vehicles. Iran has one of the highest rates of road traffic mortality in the world. Traffic accidents on Pakistan's roads cause thousands of deaths and injuries every year and costs billions of dollars. The high rates are attributable to issues relating to enforcement of safety regulations, driving environment, and user behavior. Interventions by the traffic police in Pakistan through enforcement of various driving safety legislations have been shown to have lowered RTA. However, large-scale and continued implementation face several challenges and new innovative measures have to be considered.

UNICEF, together with Pakistan's Ministry of Health, police forces, and the Municipality of Karachi, has agreed to design a new project with the aim of reducing the mortality and injury rates caused by road accidents. It has been agreed that the interventions should focus on behavioral change and use new technology, including big data telematics. A vehicle tracking system with smartphone integration has been procured by the city of Karachi to facilitate data collection and provide information about driving behavior\*.

##### The assignment

The Ministry of Health together with UNICEF are looking for a team of public health experts/consultants to develop an intervention project with the aim of improving road safety in Pakistan based on big data analysis and in-vehicle telematics using mobile phone vehicle tracking information. The proposal should be a one-year pilot project which can be extended after evaluation. It should include detailed plan of action including a situation analysis, stakeholder analysis, an M&E framework, and it should be based on principles of sustainability. There is no budget ceiling, but the team should take cost effectiveness into account in the proposal.

##### Expected outcome

The expected outcome is a proposal for a pilot project with the aim of reducing injuries and fatalities from road traffic collisions in Pakistan. The proposal should be presented to the Ministry of Health officials and UNICEF representative in Islamabad on November 24, 2023.

##### References

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3508990/>  
<https://tribune.com.pk/story/2359062/road-accidents-take-over-karachis-highways>

\* <https://www.ijser.org/researchpaper/Vehicle-Tracking-System-with-Smartphone-Integration.pdf>