

**PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY
2024 CALL FOR PROJECT CONCEPT NOTES
PAN AMERICAN HEALTH ORGANIZATION**

I. Overall approach to UNRSF 2024 Call for Concept Notes

Road traffic injuries (RTIs) are a priority public health problem worldwide and the region of the Americas is no exception. An unacceptable high number of people die each year due to this cause, with many more suffering from non-fatal RTIs which many result in permanent disabilities. These occurrences represent significant economic and personal loss for people and their families, that also impact the health system and the society as a whole.

As RTIs are a multicausal problem, their prevention and the promotion of road safety requires a multidisciplinary and multi-sectoral approach. For this reason, aligned with the UN's Global Plan for the Second Decade of Action for Road Safety, the Pan American Health Organization (PAHO), which serves as the Regional Office for the World Health Organization, promotes the safe systems approach to road safety and sustainable mobility. This implies working on different fronts and in close coordination with key actors to design safer roads and vehicles, promote safer use of roads (including safe speeds), and provide a timely and articulated high-quality post-crash response when collisions occur to save lives and prevent permanent disabilities. As the Global Plan emphasizes, we all have a role to play to make safety a core societal value within the safe system and sustainable mobility.

PAHO is the specialized international health agency for the Americas and is committed to working with countries throughout the region to improve and protect people's health. PAHO engages in technical cooperation with its Member States to fight communicable and noncommunicable diseases as well as injuries, strengthen health systems, and respond to emergencies and disasters. PAHO promotes technical cooperation between countries and works in partnership with ministries of health and other government agencies, civil society organizations, other international agencies, universities, social security agencies, community groups, and other partners. PAHO promotes the inclusion of health in all public policies and the engagement of all sectors in efforts to ensure that people live longer, healthier lives, with good health as their most valuable resource. From its Washington, D.C., headquarters, 27 country offices and three specialized centers in the region, PAHO promotes evidence-based decision-making to improve and promote health as a driver of sustainable development.

II. Application strategy

PAHO's engagement with stakeholders is guided by the Framework of Engagement with Non-State Actors (NSA) and the organization is open to engage with NSAs with no links to the tobacco or arms industry. PAHO will be accepting submissions from a variety of stakeholders, including governments, academic institutions, and NGOs and requests that all interested stakeholders first approach PAHO Country Offices to explore specific areas of interest and to identify opportunities of collaboration. Multi-country strategies should be sent to PAHO headquarters. Proposals should clearly outline the roles of each participating partner. Proposals should meet at least one of the two funding priorities as per the 2024 UN Road Safety Fund (UNRSF) call, should consider involving more than one UN agency, and be submitted by no later than October 15, 2024.

The two priorities are (for more details, please refer to the 2024 UNRSF call):

1. Regional programmes that implement road safety laws and standards aligned with UN legal instruments and WHO best practices on effective emergency care.
2. Provide support, at country or city levels, to identify and unlock sources of general or targeted road safety financing.

III. Contact information

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