



unitar

United Nations Institute for Training and Research

Partnership for Action on Road Safety

2022 Annual Report

PARTNERSHIP
FOR
ACTION
ROAD SAFETY



Vision

A world in which roads are safer places for drivers, passengers and pedestrians.

Mission

Mobilize public-private sector collaboration to implement local demonstration projects that help cities reduce deaths and injuries caused by road traffic crashes.

Goal

Aligned with the Decade of Action for Road Safety 2021-2030, contribute towards the ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030.

Objectives

- Increase public awareness of road safety risk factors.
- Build capacity of government authorities to implement holistic, evidence-based approaches that improve road safety.
- Strengthen multilateral cooperation towards the reduction of road traffic injuries and saving lives.

Priority areas

- Develop practical tools, learning resources, methodologies, and solutions.
- Accelerate progress through strong public-private partnerships.

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Foreword

Partnership for Action on Road Safety

This 2022 Results Report of the “Partnership for Action on Road Safety” summarizes and highlights some of the main achievements of our partnership over the past year.

With a strategy fully focused on **achieving the Sustainable Development Goals** (SDGs), the United Nations Institute for Training and Research (UNITAR) supports Governments in implementing the 2030 Agenda for Sustainable Development, and provides innovative learning solutions to individuals, organizations, and institutions to enhance global decision-making and support country-level action for shaping a better future.

UNITAR’s approach to training is human centered, designed to build capacity, change behaviors and mindsets. Its training activities create a sustainable impact by empowering people and institutions to act as **multipliers for change**.

Our “Partnership for Action on Road Safety” seeks to mobilize public-private sector collaboration to implement local demonstration projects to improve road safety and help cities reduce deaths and injuries caused by traffic crashes to improve road safety and help cities reduce deaths and injuries caused by traffic crashes.



Global Road Safety Commitment

Road safety is an urgent development priority, a major public health problem, and a social equity issue, particularly in low- and middle-income countries where over 90 percent of road traffic deaths and injuries occur.

Since 2018, the “Partnership for Action on Road Safety” works towards collectively advance road safety, by building awareness, harnessing data and technology, promoting education and training, and implementing evidence-based interventions in targeted countries worldwide. As a result of this joint action, the “Partnership for Action on Road Safety” has reached since its inception 32,000 beneficiaries across 134 countries.

In 2022 alone, 6,880 beneficiaries were reached through learning, training and knowledge sharing services in areas related to road safety. With 27 ongoing and planned road safety interventions around the world, we have trained public policy officials, civil society and educators, with special emphasis on those who make decisions and those who aim to make our cities safe, resilient and sustainable.

The “Partnership for Action on Road Safety” has been a testimony to the power of collaboration, proving that no organization can solve today’s greatest challenges alone. The SDGs explicitly highlight this with SDG 17: Partnerships for the Goals. We celebrate the power of partnerships and the transformative potential of the private sector to build capacity, drive innovation and deliver solutions to address development related priorities such as road safety – especially in developing nations.



Partnership for Action on Road Safety

Facts and trends

EACH YEAR

1.35 million
people around the world die as a result of road traffic crashes

VULNERABLE ROAD USERS

such as pedestrians, cyclist, and motorcyclists and their passengers represent **more than half** of all road traffic deaths

ROAD TRAFFIC CRASHES REPRESENT THE

Leading cause of death

for children and young adults from 5 to 29 years

RISK FACTORS CAN BE

- Unsafe road user behaviors (e.g., speeding; drink-driving; nonuse of helmets, seatbelts, child restraints; distracted driving)
- Unsafe road infrastructure
- Unsafe vehicles
- Inadequate post-crash response
- Poorly enforced or non-existent traffic laws

ROAD TRAFFIC CRASHES COST

3%

of their annual gross domestic products

93%

of world's road traffic fatalities occur in low- and middle-income countries

SDG Alignment



Our solution

Through the **Partnership for Action on Road Safety**, capacity building efforts will continue to reach those who work on issues that address road safety risk factors in line with the Decade of Action for Road Safety 2011-2030, with its Global Plan and related Sustainable Development Goals.

Partners

UNITAR, alongside private and public-sector partners, is committed to strengthening government officials' and key stakeholders' capacities to improve road safety through concrete and targeted interventions.

Government



Academia



Private sector





Strategic Alignment

Aligning the global agenda and road safety action

The “Partnership for Action on Road Safety” aligns its sustainability and road safety commitments and strategies with the global development agenda, while also focusing its resources and actions where the need is greatest.

Consequently, the “Partnership for Action on Road Safety” focuses on:

1. Supporting countries to achieve the **Global Road Safety Performance Targets**.
2. Contributing to the advancement of the Sustainable Development Goals (SDGs) from the **United Nations 2030 Agenda for Sustainable Development**, particularly to the road safety related targets.
3. Aligning its activities with the goals set by the **Global Plan of the Decade of Action for Road Safety 2021-2030**.

Global Road Safety Performance Targets

In November 2017, Member States concluded work on the development of a comprehensive set of 12 voluntary global performance targets for road safety. These indicators guide action and ensure measurement of progress at the national and global levels.

TARGET 1

2020

Target 1: By 2020, all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.

TARGET 2

2030

Target 2: By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.

TARGET 3

2030

Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.

TARGET 4

2030

Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.

TARGET 5

2030

Target 5: By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.

TARGET 6

2030

Target 6: By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.

TARGET 7

2030

Target 7: By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.

TARGET 8

2030

Target 8: By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.

TARGET 9

2030

Target 9: By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.

TARGET 10

2030

Target 10: By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.

TARGET 11

2030

Target 11: By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.

TARGET 12

2030

Target 12: By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.

- PILLAR 1: Road safety management
- PILLAR 2: Safer roads and mobility
- PILLAR 3: Safe vehicles
- PILLAR 4: Safe road users
- PILLAR 5: Post-crash response

Sustainable Development Goals (SDGs)

THE GLOBAL GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE AND JUSTICE STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

The 2030 Agenda for Sustainable Development, adopted by the 193 Members of the United Nations, set a global target (SDG 3) of reducing road traffic deaths and injuries by 50% by the year 2020.

The 2030 Agenda calls for “Making cities and human settlements inclusive, safe, resilient and sustainable” (SDG11).

It also sets a target to “provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons” (Target 11.2).

3 GOOD HEALTH AND WELL-BEING



SDG 3, Good Health and Well-Being, target 3.6, aiming to halve the number of global deaths and injuries from road traffic accidents by 2020.

TARGET 3-6



REDUCE ROAD INJURIES AND DEATHS

11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11, Sustainable Cities and Communities, target 11.2, seeking to provide access to sustainable and safe transport systems.

TARGET 11-2



AFFORDABLE AND SUSTAINABLE TRANSPORT SYSTEMS

17 PARTNERSHIPS FOR THE GOALS



SDG 17, Partnership for the Goals, target 17.16, aiming at enhancing the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources.

TARGET 17-16



ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

DECADE OF ACTION FOR ROAD SAFETY

2021 - 2030

In September 2020, the UN General Assembly adopted resolution A/RES/74/299 "Improving global road safety", proclaiming the Decade of Action for Road Safety 2021-2030, with the ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030.

WHO and the UN regional commissions, in cooperation with other partners in the UN Road Safety Collaboration, have developed a Global Plan for the Decade of Action, which was released in October of 2021.

GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

The **Global Plan** describes what is needed to achieve that target, and calls on governments & partners to implement an integrated

SAFE SYSTEM APPROACH

UN General Assembly Resolution 74/299 declared a **Decade of Action for Road Safety 2021-2030**, with the target to reduce road traffic deaths & injuries

BY AT LEAST 50% during that period



Source: Global Plan for the Decade of Action for Road Safety 2021-2030, WHO

The Global Plan aligns with the Stockholm Declaration, by emphasizing the importance of a holistic approach to road safety, and calling on continued improvements in the design of roads and vehicles; enhancement of laws and law enforcement; and provision of timely, life-saving emergency care for the injured. The Global Plan also reflects the Stockholm Declaration's

promotion of policies to promote walking, cycling and using public transport as inherently healthy and environmentally sound modes of transport.

This new Decade of Action provides an opportunity for harnessing the successes and lessons of previous years and building upon them to save more lives.



2022 Global Outreach

Key Outputs

By the end of 2022, the “Partnership for Action on Road Safety” provided learning, training and knowledge sharing services to:



6,880 beneficiaries

	Key output	Global outreach	Nr. of countries represented
01	Management Practices for Safer Roads Toolkit: Mobile App	1,201 users downloaded and used the Mobile App	123 countries represented
02	Management Practices for Safer Roads Toolkit: Online Course	1,120 beneficiaries have completed the course	127 countries represented
03	Management Practices for Safer Roads Toolkit: Virtual Immersive Experience	236 views	1 pilot country represented
04	Provincial Capacity Building Workshops	348 government officials were trained	1 country represented
05	Regional Conferences for Stakeholder Engagement	Caribbean region: 250 professionals received direct training or training material	32 countries represented
		African region: 500 professionals received direct training or training material	33 countries represented
06	Regional Dashboard to support the Andean Community with data collection and monitoring of road safety indicators	General Secretariat and Member Countries of the Andean Community (CAN)	4 member countries represented
07	The Road Safety Learning and Partnership: Online Platform	2,295 visitors accessed the online platform	134 countries represented
08	Road Safety Mural in New York and “Behind the Wall” Mobile App	46 invitees participated in the unveiling of the road safety mural, presented by UNITAR to the city of New York	1 country featured
09	Social norms aimed at improving road safety – Designing effective behavior change campaigns: Online Course	261 beneficiaries completed the online course	89 countries represented
10	Youth and Road Safety: Online Course	623 beneficiaries completed the online course	92 countries represented

Helping countries reach their road safety goals

With the support of the “Partnership for Action on Road Safety”, 27 countries are implementing interventions to improve road safety and reduce related fatalities and injuries.

Countries 2021/2022*

-  Countries 2021
-  New countries

Total: 27 countries

Interventions in Main Pillars:

- Engineering: 7
- Awareness: 18
- Education: 10
- Technology: 6
- Law Enforcement: 15
- Data Management: 8

*Road safety related pilots implemented with AB InBev.

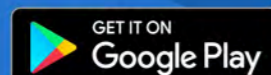


MANAGEMENT PRACTICES FOR SAFER ROADS TOOLKIT



LET'S MAKE ROADS SAFER FOR ALL!

Download the Safer Roads Toolkit App and learn about a practical management methodology to improve road safety in your city



01

Management Practices for Safer Roads Toolkit

Learning Mobile App

Why?

- This Toolkit benefits the organizations and governments that wish to make a positive impact towards improving road safety.
- Governments and road safety stakeholders can be inspired by pilot projects showcased in the Mobile App, in which a practical road safety management methodology was successfully applied.

What?

- With the aim of contributing to advance road safety, in collaboration with partners around the world, UNITAR's Mobile App features examples and practical solutions implemented and tested in cities in Brazil, Dominican Republic, India, Mexico and South Africa, to improve road safety and reduce fatalities and injuries worldwide.
- The Mobile App features a checklist to support users to monitor their progress through the different stages of the "Plan-Do-Check-Act" problem solving methodology.

Where?

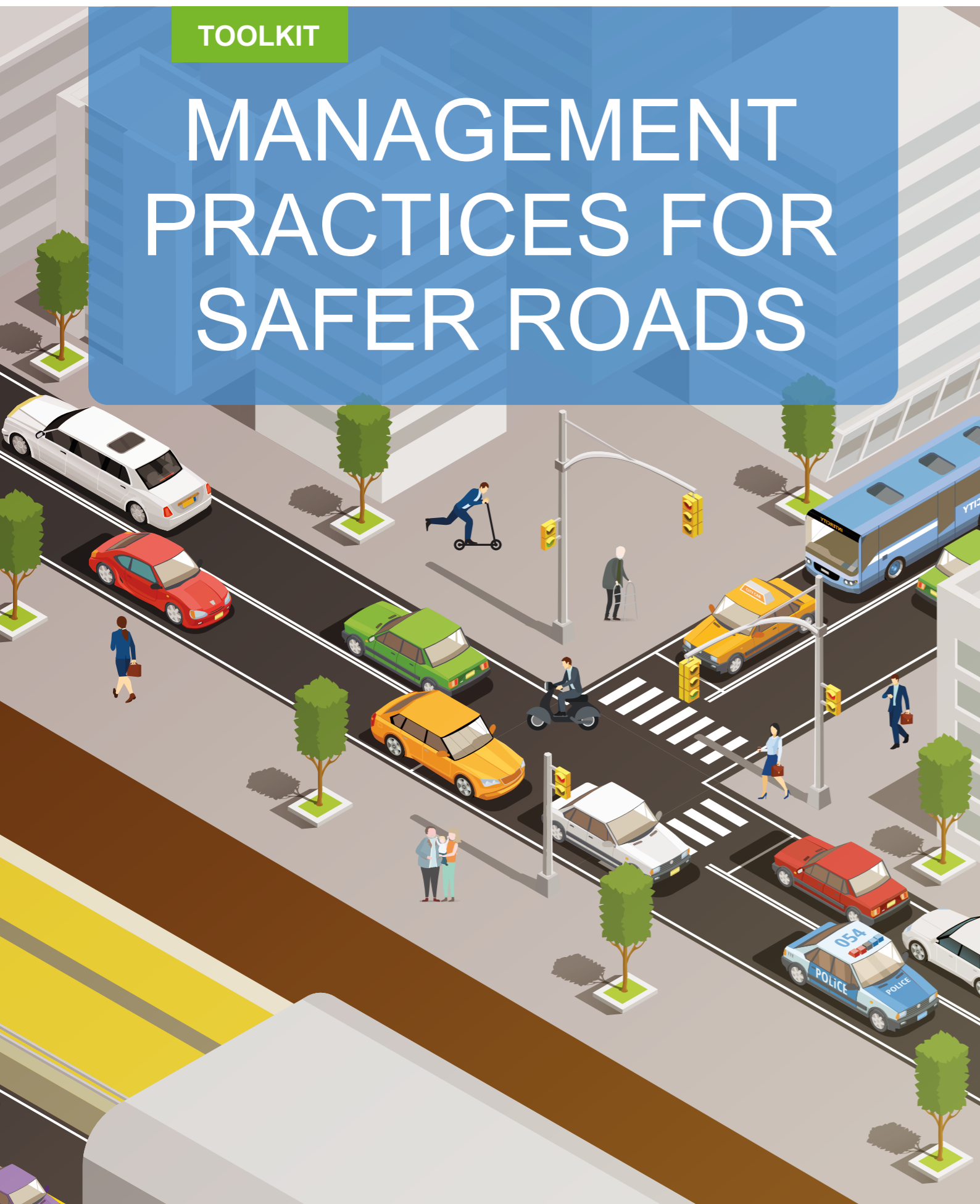
- Available in 2 languages: English, Swahili.
- Download it from Google Play and App Store.

<https://unitar.org/srtapp>



TOOLKIT

MANAGEMENT PRACTICES FOR SAFER ROADS



02

Management Practices for Safer Roads Toolkit

Online Course

Why?

- Road traffic injuries claim 1.35 million lives each year. This means that 3,700 people are dying on the world's roads every day.

Where?

- Available in 9 languages: Arabic, Chinese, English, French, Hindi, Italian, Portuguese, Spanish, Turkish.
- Accessible through UNITAR's Virtual Learning Environment.

What?

- The Toolkit is an interactive e-learning tool that presents a management methodology and a road map that can help improve road safety by:
 - Collecting data on the number and location of deaths caused by road traffic crashes.
 - Identifying hazardous and critical road locations where excessive numbers of crashes occur.
 - Outlining corrective measures.
 - Implementing interventions and monitoring results

→ https://unitar.org/safer_roads_toolkit



MANAGEMENT PRACTICES FOR SAFER ROADS TOOLKIT

The Virtual Immersive Experience

Brasilia



03

Management Practices for Safer Roads Toolkit

Virtual Immersive Experience

Why?

- Improving road safety globally requires innovative solutions that can be implemented consistently over the next decade.
- By providing an immersive learning experience and gamified digital tools, the partners seek to promote learning about practical interventions that lead to reductions in the number of deaths and injuries related to road traffic crashes.

Where?

- This interactive example shows that achieving road safety targets is possible and that it requires efforts such as improving existing road infrastructure for the benefit of all road users, especially the most vulnerable.
- The Virtual Immersive Experience is available in English and Arabic.

➔ <https://unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative/management-practices-safer-roads-toolkit-immersive-virtual-experience>

What?

- Users experience a virtual immersion of a pilot project implemented in the Federal District of Brazil. The 360° virtual reality video showcases a total of nine interventions carried out in five identified high-risk areas ("crash hotspots").



04

Provincial Capacity Building Workshops

Why?

- The provincial capacity building workshops aim to strengthen national capacity for developing local strategies to improve existing road infrastructure for the benefit of all road users, especially the most vulnerable, and to equip participants with the appropriate methodology and tools to accomplish this.

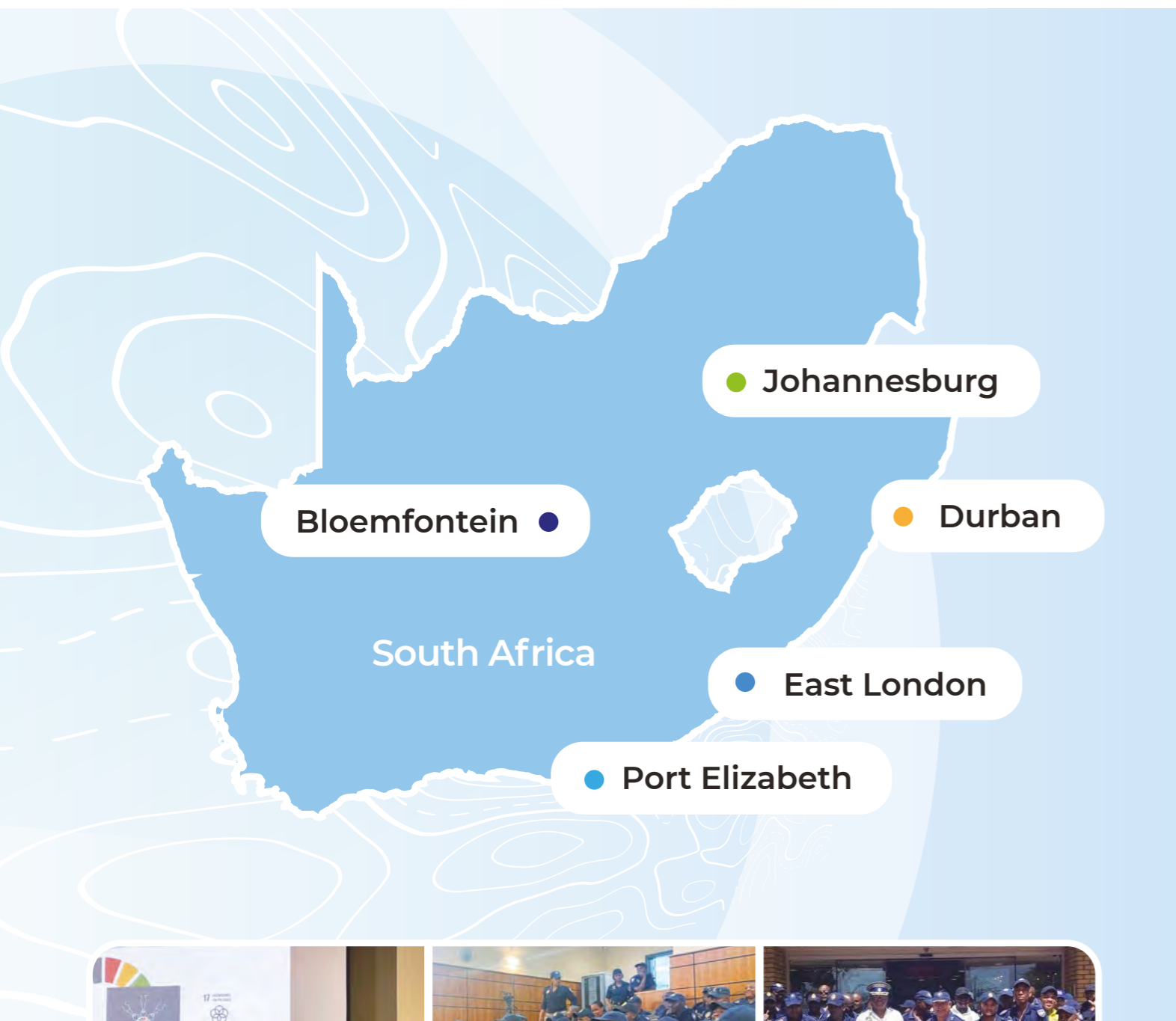
What?

- The provincial capacity building workshops enable road safety stakeholders to interact in dynamic dialogues and practical exercises, to further strengthen their knowledge in:
 - Main issues, trends, and challenges related to road safety worldwide and in South Africa.
 - United Nations global frameworks and targets related to road safety, such as the Decade of Action for Road Safety 2021-2030, to recognize road safety as an urgent priority.
 - UNITAR's Management Practices for Safer Roads Toolkit: Principles and benefices of the Plan-Do-Check-Act (PDCA) problem-solving methodology for addressing road safety.
 - Lessons learned from pilot cities implementing the Toolkit to reduce road traffic crashing in hazardous locations.

Where?

- In close collaboration with UNITAR's affiliated training Centre in South Africa -CIFAL Durban-, the first series of provincial capacity building workshops were hosted in different Provinces of South Africa between the 11th and 18th of November 2022.
- 348 law enforcement officials from the Road Traffic Management Corporation (RTMC) participated in the workshops in cities of 4 South African Provinces: East London and Port Elizabeth (Eastern Cape Province); Bloemfontein (Free State Province); Johannesburg (Gauteng Province); and Durban (KwaZulu-Natal Province).

➔ <https://www.unitar.org/about/news-stories/news/strengthening-national-road-safety-strategies-provinces-south-africa>





05

Regional Conferences for Stakeholder Engagement

Why?

- SDG 17 calls for enhanced multi-stakeholder partnerships to mobilize and share knowledge and expertise for the achievement of the sustainable development goals in all countries.
- The “Partnership for Action on Road Safety” places emphasis on mobilizing stakeholders in support of road safety by facilitating the sharing of knowledge and expertise, while encouraging partnerships.

What?

- Through participation in regional conferences organized by the International Road Federation (IRF), the partners raise awareness about their educational tools developed to date, such as the Management Practices for Safer Roads Toolkit, and demonstrate the power of partnerships in line with SDG17.

Where?

1. Road Safety Training for the Caribbean Region

- In the framework of the 10th IRF Caribbean Regional Congress A Roadmap to a Safe and Resilient Road System, in Bridgetown, Barbados, between 7th and 10th of June of 2022.
- Training workshop on the Management Practices for Safer Roads Toolkit.
- Executive session on Diagnosing and Treating Road Injury Risk.



→ <https://www.unitar.org/about/news-stories/news/unitar-and-international-road-federation-offer-training-caribbean-countries>

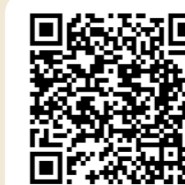


2. Road Safety Training for the African Region

- In the framework of the 7th Regional Conference for Africa under the theme Connecting Africa through Smart, Safe and Resilient Roads: Stimulating Growth and Trade on the Continent, in Cape Town, South Africa, on the 20th of October of 2022.
- Training session on Innovative Practices to Optimize Road Networks.
- Training workshop on the Management Practices for Safer Roads Toolkit.



→ <https://www.unitar.org/about/news-stories/news/road-safety-training-african-region>





06

Regional Dashboard to support the Andean Community with data collection and monitoring of road safety indicators

Why?

- In the Andean Community, more than 325,000 traffic collisions were recorded in the Member Countries during 2019, resulting in 135,834 people injured and 13,424 fatalities.
- The tool will be complemented by training workshops dedicated to supporting the designated country focal points responsible for data management.
- To support the General Secretariat of the Andean Community (SGCAN) efforts to improve road safety data collection that leads to targeted interventions, the partners signed an Interinstitutional Agreement to collaborate in the development, implementation and maintenance of a regional dashboard including relevant road safety statistics for Andean Community Member Countries.
- Andean Community Member Countries: Bolivia, Colombia, Ecuador, and Peru.
- To be launched in early 2023.

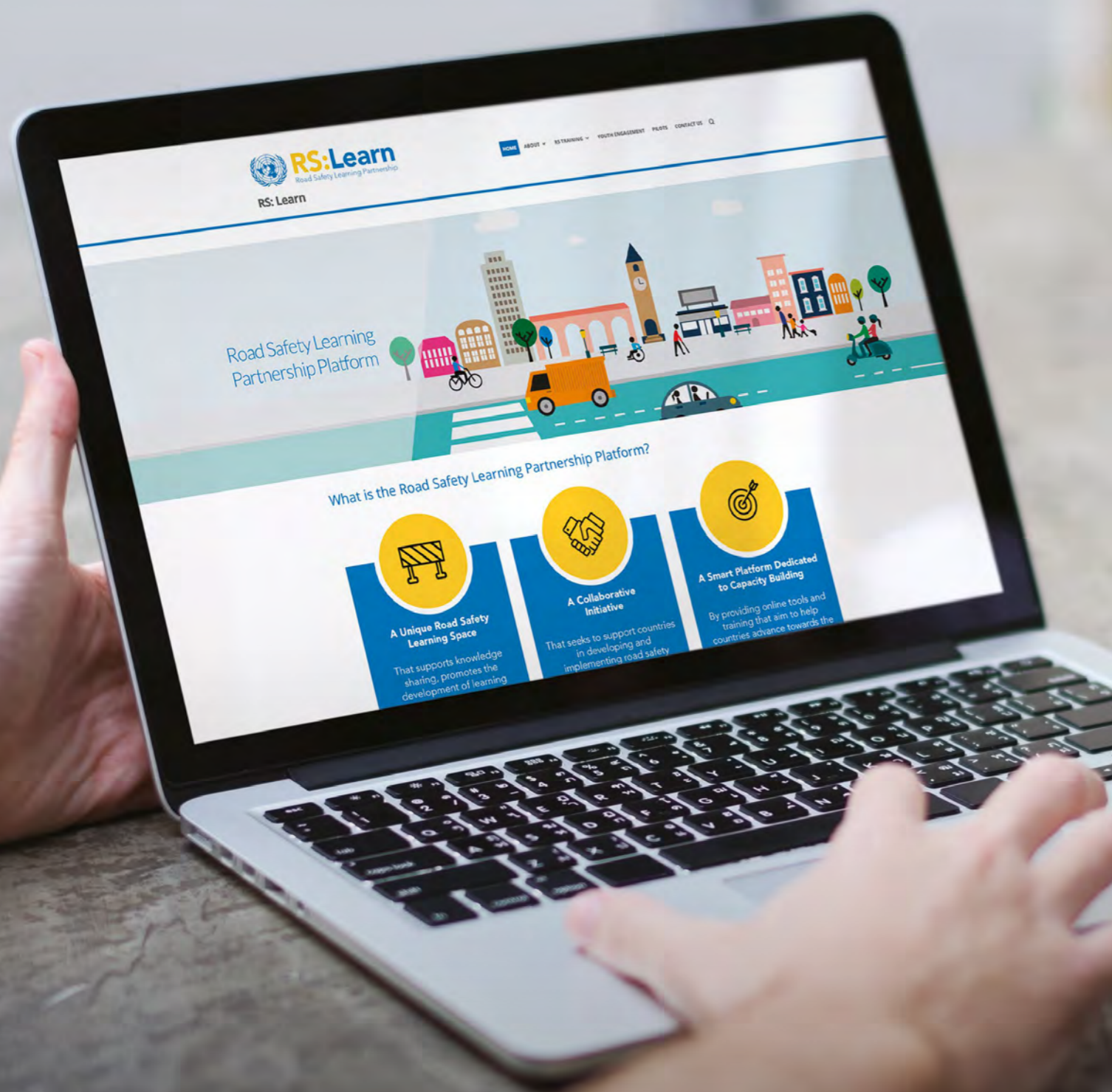
Where?

- ➔ <https://www.unitar.org/about/news-stories/news/strengthening-capacities-andean-community-member-states-collect-road-traffic-crashes-data>

What?

- Regional Road Safety Dashboard enabling road safety professionals in the Andean Community Member Countries to constantly monitor and track changes in traffic and safety over time.
- The Regional Road Safety Dashboard will be highly interactive, providing real-time interactive tables (including charts and graphs), trends and most common factors of traffic crashes in the region.





07

Road Safety Learning and Partnership

Online Platform

Why?

The Road Safety Learning and Partnership Platform 'RS:Learn' aims to:

- Promote knowledge and best practices sharing.
- Provide access to online tools, including the Management Practices for Safer Roads Toolkit and other online courses.

Where?

Accessible at:

<https://un-roadsafety-learn.org/>



What?

The Road Safety Learning and Partnership Platform 'RS:Learn' is:

- A unique road safety learning space.
- A collaborative initiative that seeks to support countries in developing and implementing road safety interventions.
- A smart platform dedicated to capacity building.



ROAD SAFETY MURAL IN NEW YORK



08

Road Safety Mural in New York and “Behind the Wall” Mobile App

Why?

- On the 18th of July 2022, the partners unveiled a road safety mural offered to New York City. The artwork, curated by Street Art for Mankind (SAM) and created by street artist Dragon76, supports the UN Decade of Action for Road Safety 2021-2030, conveys road safety messages and envisions a future in which roads are safer places for drivers and pedestrians.
- The mural was made possible thanks to the support of AB InBev Foundation and AB InBev. The wall was donated by the Chhabra family and the production was facilitated by the Triborough Bridge and Tunnel Authority (TBTA) and the City of New York Mayor's Office.

- The mural hopes to create a positive norm and promote choices where safe driving is cool.

What?

- The 5,200 square feet mural aims to raise awareness about the importance of Road Safety by depicting a future in which roads are safer places for drivers and pedestrians.
- The mural comes to life in augmented reality with the free mobile app “Behind the Wall” that will educate on road safety and enable all viewers to take action.
- For more information about the Road Safety Mural in New York, please visit: <https://streetartmankind.org/RoadSafety/>
- <https://unitar.org/about/news-stories/featuredarticles/unitar-presents-road-safety-mural-city-new-york-raise-awareness-about-high-risk-behaviours>

Where?

- It is located on a stone's throw from the United Nations NYC Headquarters, on the corner of Tunnel Exit Street and 39th street in Midtown New York City.

<https://unitar.org/about/news-stories/featuredarticles/unitar-presents-road-safety-mural-city-new-york-raise-awareness-about-high-risk-behaviours>





09

Social Norms aimed at improving road safety

Designing effective behavior change campaigns: Online Course

Why?

- Understanding how social norms act as powerful constraints on individual attitudes and behaviors is crucial for effective policy interventions. Moreover, changing road users' behavior on the risk factors for road traffic injuries (speed, drink-driving, and the failure to use helmets, seat belts and child restraints properly or at all) is essential to improve road safety.
- The partners, in collaboration with the International Social Marketing Association (ISMA), developed an innovative tool to support local and national efforts in the study of social norms for improving road safety.

Moreover, changing road users' behavior on the risk factors for road traffic injuries (speed, drink-driving, and the failure to use helmets, seat belts and child restraints properly or at all) is essential to improve road safety. The objective of this e-Learning course is threefold:

1. Introduce social norms and their role in creating new and/or perpetuating beneficial norms affecting road safety, as well as in eliminating harmful ones.
2. Outline examples of interventions such as road safety campaigns that seek to alter social norms in support of road safety.
3. Offer a guide on how to design effective communication campaigns aimed at changing road users' behaviors.

What?

Social norms are highly influential in shaping individual behavior. A social norm is a perception about what others do (what is normal) and what is expected of what others do within the group (what is appropriate).

They act as rules that define acceptable, appropriate, and obligatory actions in each group or society. Furthermore, they can influence behavior despite conflicting individual opinions.

Understanding how social norms act as powerful constraints on individual attitudes and behaviors is crucial for effective policy interventions.

Where?

➔ <https://www.unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative/social-norms-aimed-improving-road-safety-designing-effective-behavior-change-campaigns-online-course>





YOUTH AND ROAD SAFETY

TRAINING COURSE

10

Youth and Road Safety Online Course

Why?

- Road traffic crashes are the leading cause of death among young people aged between 15 and 29 years.
- They are the ninth leading cause of death across all age groups globally and the leading cause among young people aged between 15 and 29 years, costing governments approximately 3% of GDP and 5% in low- and middle-income countries (World Health Organization, WHO 2018).
- To develop core skill sets and knowledge on safer road behaviors.
- To explore and analyze different ways to combat road traffic injuries and death.

Where?

→ <https://event.unitar.org/full-catalog/youth-and-road-safety-championing-safer-road-users>



What?

This e-learning course aims to raise awareness and build capacity among the youth to be safer road user champions. It sheds light on the importance of road safety measures and provides core skill sets and knowledge on safer road behaviors.

It also explores various ways to help combat road traffic injuries and death. The course aims to achieve the following objectives:

- To raise awareness of the need for road safety measures.
- To Highlight the risk factors associated with road traffic crashes.



SUSTAINABLE DEVELOPMENT GOALS

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