

FIFTH UNITED NATIONS GLOBAL ROAD SAFETY WEEK

6-12 May 2019



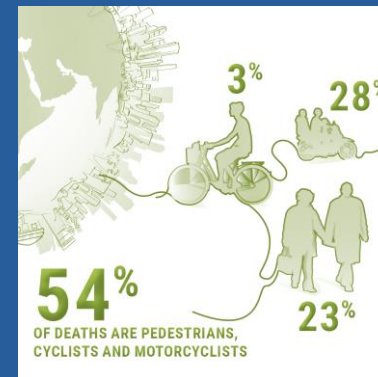
Save Lives

SpeakUp



ROAD TRAFFIC INJURIES: KEY FACTS

Road traffic injuries are the 8th leading cause of death



54% of deaths are pedestrians, cyclists and motorcyclists

ROAD TRAFFIC INJURIES: KEY FACTS

Road traffic injuries are the 1st cause of death among children and young adults aged 5-29 years



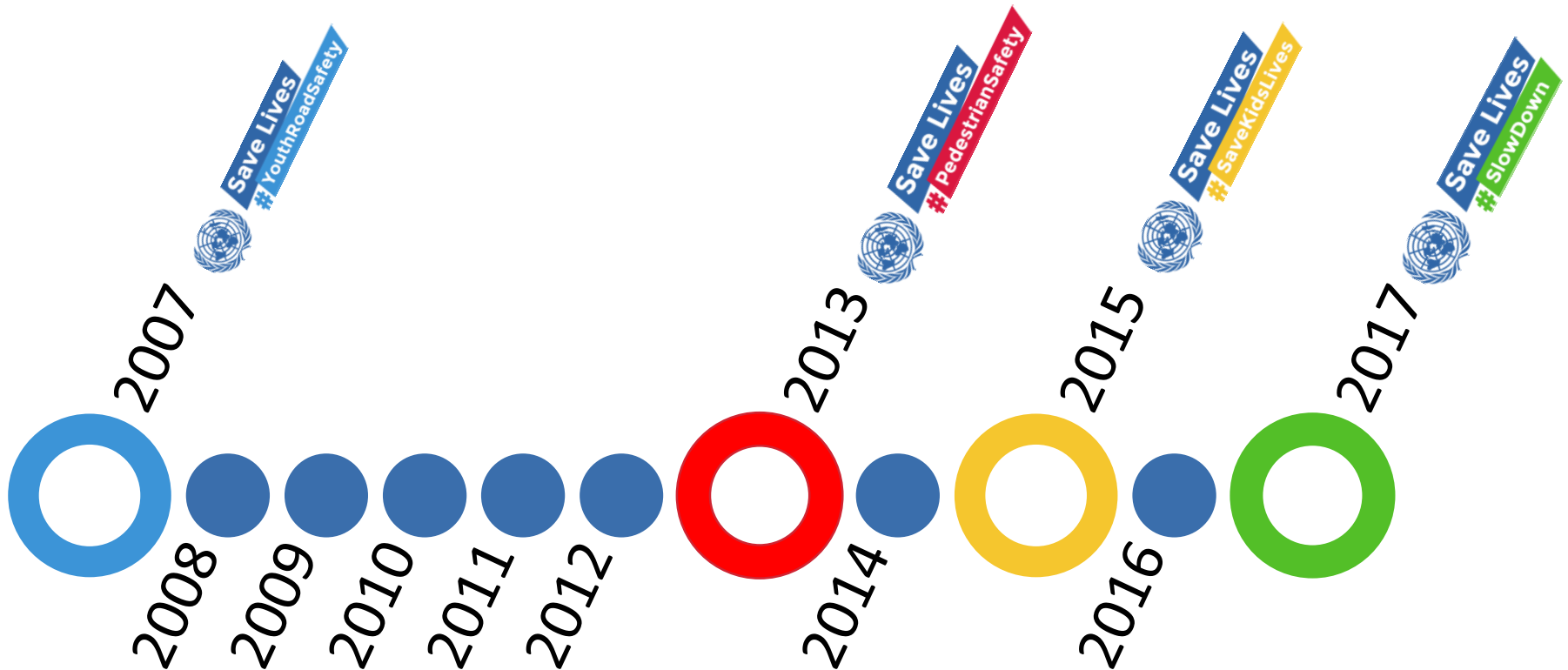
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**CAUSE OF DEATH AMONG
CHILDREN AGED 5-14 AND AMONG
YOUNG ADULTS AGED 15-29**

UN GLOBAL ROAD SAFETY WEEKS



- Mandated by a United Nations General Assembly resolution
- Are held approximately every 2 years
- Focus each year on a new theme



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GOAL

Demand for strong leadership for road safety worldwide to help achieve SDGs and other road safety targets .

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TARGET AUDIENCE

- Civil society, including NGOs; associations of pedestrians, cyclists or motorcyclists; automobile clubs; schools and universities
- Policy-makers in charge of road safety from transport, health, education, communications, cities, and other sectors
- Other road safety advocates and practitioners

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OBJECTIVES

- To generate demands for strong leadership for road safety, especially around concrete, evidence-based interventions
- To inspire decision-makers to take action by showcasing examples of strong leadership for road safety within a variety of sectors

LEADERSHIP IS **KEY** FOR ROAD SAFETY

Leadership is the ability to influence or inspire people to achieve a certain goal.



WHO IS A LEADER ?



COMMUNITIES



GOVERNMENTS



CIVIL SOCIETY



PARLIAMENTS



MUNICIPAL
GOVERNMENTS



PRIVATE
COMPANIES



FOUNDATIONS



SCHOOLS



POLICE



EMERGENCY
SERVICES



INTERNATIONAL
AGENCIES



COMMUNITIES



GOVERNMENTS



CIVIL SOCIETY



PARLIAMENTS



MUNICIPAL
GOVERNMENTS

ANYBODY
CAN BE A LEADER



PRIVATE
COMPANIES



FOUNDATIONS



SCHOOLS



POLICE



EMERGENCY
SERVICES



INTERNATIONAL
AGENCIES

EXAMPLES OF LEADERSHIP

Parents, teachers, students, employees, volunteers and concerned citizens can:

- ✓ highlight specific risks on the road
- ✓ bring these to the attention of community leaders
- ✓ demand concrete measures to address them



COMMUNITIES

EXAMPLES OF LEADERSHIP

Parliamentarians can:

- ✓ ensure adequate funding for road safety by adopting appropriate budgets
- ✓ pass laws that establish road safety funds or that require a portion of taxes to go to a road safety fund
- ✓ advocate for the “safe system approach”



EXAMPLES OF LEADERSHIP



Heads of agencies and other senior officials within UN and other international agencies can:

- ✓ draw attention to the road safety crisis
- ✓ ensure road safety actions are part of programmes on child and adolescent health, sustainable mobility and other topics
- ✓ ensure that there is a road safety policy in place for their own fleets

#SPEAKUP: ENGAGE

You can become a leader for road safety by:


- ❖ Organizing opportunities to **#SPEAKUP**, such as meetings, press conferences or other initiatives and registering them
- ❖ Urging others to act by assessing risks, recording demands and making pledges through www.unroadsafetyweek.org
- ❖ Being active on social media
- ❖ Further promoting the 5th UNGRSW within your respective communities



#SPEAKUP: DEMAND

There are three easy steps to follow to #SpeakUp through the 5th UNGRSW **website**:


- ❖ ASSESS YOUR JOURNEY
- ❖ RECORD YOUR DEMANDS
- ❖ URGE DECISION-MAKERS



Save Lives
#SpeakUp

**FIFTH UN GLOBAL
ROAD SAFETY WEEK**

GET INVOLVED

















TOOLKIT

WWW.UNROADSAFETYWEEK.ORG

STEP 1: ASSESS YOUR JOURNEY

What part of your journey is particularly unsafe?
For example:

 It is unsafe to drive	 It is unsafe to walk
 It is unsafe to cycle	 It is unsafe to ride a motorcycle
 Drivers are speeding	 Drivers are driving drunk
 Drivers/passengers not using their seat-belts	 Motorcyclists not wearing helmets
 Children in cars not using child car seats	 I can't always see or be seen
 Vehicles not equipped with safety features	 In case of a crash, I would not be rescued
 It is unsafe to use public transport	 Other



STEP 2: RECORD YOUR DEMANDS



**I DEMAND THAT YOU IMPROVE
EXISTING INFRASTRUCTURE**

Build at the minimum, 3* roads for all road users.

www.unroadsafetyweek.org










**I DEMAND THAT YOU MANAGE
SPEED ON MY ROAD**

Lower speeds decrease the chances of a crash.

www.unroadsafetyweek.org

What is your demand ? Who is it addressed to?
For example, *I demand ...* :

	That you manage speed on my road		That you take leadership in road safety
	That you improve existing infrastructure		That you improve public transportation
	That you improve the safety of vehicles		That you improve and enforce traffic laws
	That you improve post-crash care		

STEP 3: URGE DECISION MAKERS

Ensure you obtain a pledge from your leaders to make your journey safe and post it on www.unroadsafetyweek.org



TOOLS FOR THE 5TH UNGRSW

A WEB SITE:

- With ideas for and stories about road safety leaders
- A [demand registration page](#) with clear and simple steps to urge leaders to take concrete actions and record your efforts
- Template petitions and pledges

A TOOLKIT:

- to help you follow the steps to assess risks, record demands and urge pledges from leaders

A SOCIAL MEDIA PACKAGE:

- Speech bubbles for selfies
- Social media cards with demands, quotes, examples
- Hashtags: #SpeakUp #RoadSafety #UNGRSW



www.unroadsafetyweek.org

WHO SPOKE UP?

Full name * Country *

Email * Organization

I am a: * Website

WHERE IS THE RISK ON YOUR JOURNEY?

Street *

City *

Country *

Move the red pin marker on the map to select a precise location.

WHAT TYPE OF RISK ARE YOU FACING?

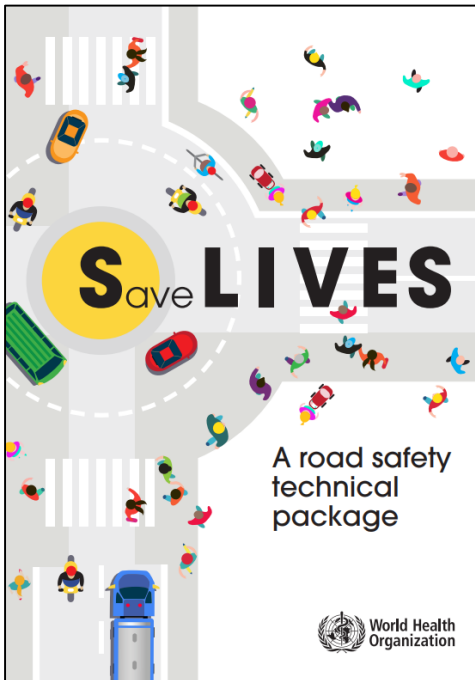
We understand you might face multiple risks on your journey. Please select the most important risk that needs addressing:

On my journey *

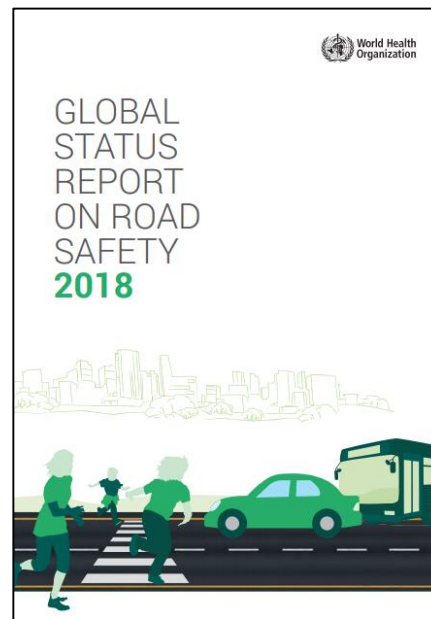
Tell us more about your priority risk and why this is your priority (max 150 words). *

TOOLS FOR ROAD SAFETY

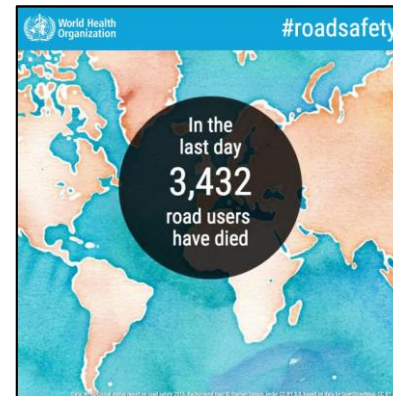
Ensure action is based on the best road safety evidence and data.



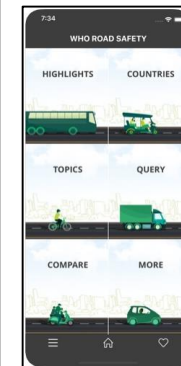
[SaveLIVES: A Road Safety Technical Package](#)



[Global status report on road Safety 2018](#)



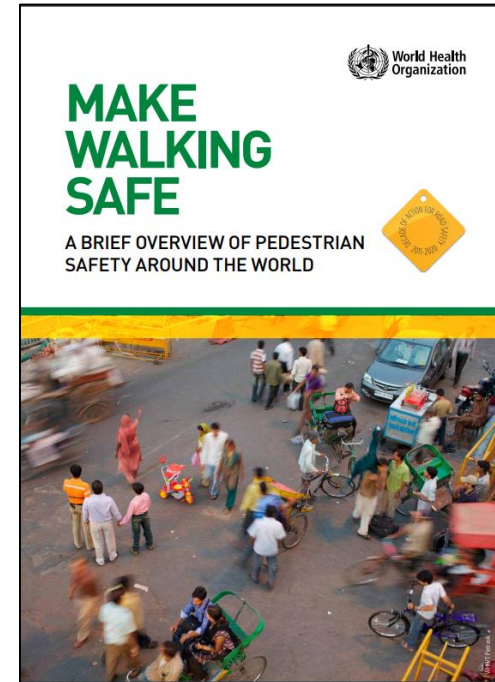
[Death on the roads: data visualization](#)



[WHO GRS Info: An App for mobile devices](#)

TOOLS TO BE A LEADER ON A PARTICULAR TOPIC

Ensure action is based on the best road safety evidence and data.



[More technical resources](#) on drink-driving, child restraints, helmets, seat-belts, drug use and other issues.

Are you ready to be a leader for
#RoadSafety?

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