

ENSURING THE DECADE *IS* ACTION

UN Decade of Action for Road Safety 2011-2020



≡ MAKE ROADS SAFE
The Campaign for Global Road Safety



In 2011 the United Nations will launch a 'Decade of Action for Road Safety' with the aim of stabilising and then reducing global road deaths by 2020. Major economies of the G20, leading developing countries and public institutions like the World Bank and the World Health Organization have all endorsed the Decade of Action.

This Decade of Action was first proposed by the Make Roads Safe campaign. More than a million people have supported our call for UN action. Now, with political will and increased resources millions of lives could be saved. Our campaign will work to hold governments and institutions to their commitments, to ensure that the Decade *is* Action.

Rt. Hon. Lord Robertson of Port Ellen
Chairman, Make Roads Safe campaign

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Decade of Action for Road Safety 2011-2020

The United Nations General Assembly has proclaimed the period 2011-2020 as the Decade of Action for Road Safety, “with a goal to stabilize and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels”.

100 governments co-sponsored the UN resolution establishing the Decade of Action, committing to work to achieve this ambitious objective through an ‘Action Plan’ with targets for raising helmet and seat belt use, promoting safer road infrastructure and protecting vulnerable road users, such as pedestrians and cyclists.

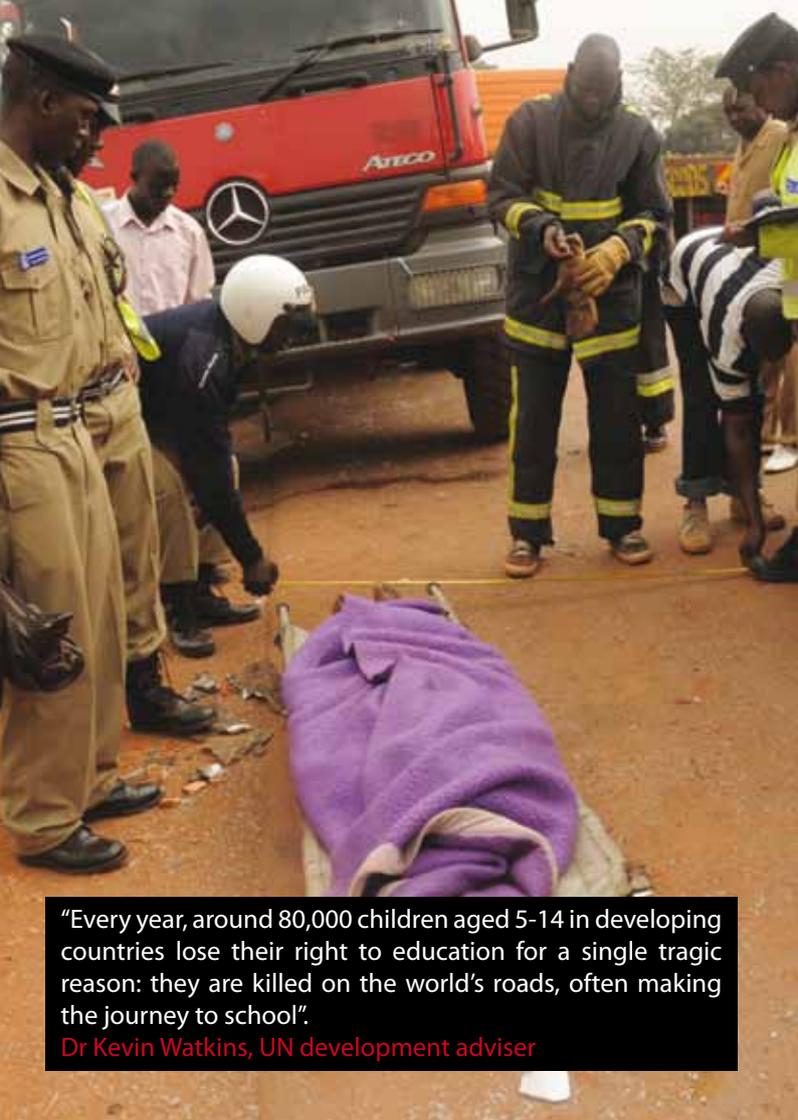


Now we need your help to keep up the pressure, to ensure that the promises are followed by real action to make roads safer.

“By making road safety a priority over the next decade we have the potential to save millions of lives, and to prevent many millions of injuries and disabilities”.

Make Roads Safe Global Ambassador, Michelle Yeoh, addressing the UN General Assembly, New York, March 2010

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10 reasons + 10 years = Decade of Action

Ten reasons to act on road deaths:

1. 1.3 million people are killed on the world's roads each year:
2. Road crashes kill more people than Malaria
3. 50 million people are injured, many disabled as a result.
4. 90% of these casualties occur in developing countries
5. Annual deaths are forecast to rise to 1.9 million by 2020
6. It is the No.1 cause of death for young people worldwide
7. By 2015 it will be the leading health burden for children over the age of five in developing countries
8. The economic cost to developing countries is at least \$100 billion a year
9. Injuries place immense burdens on hospitals and health systems
10. Road crashes *are* preventable

"Every year, around 80,000 children aged 5-14 in developing countries lose their right to education for a single tragic reason: they are killed on the world's roads, often making the journey to school".

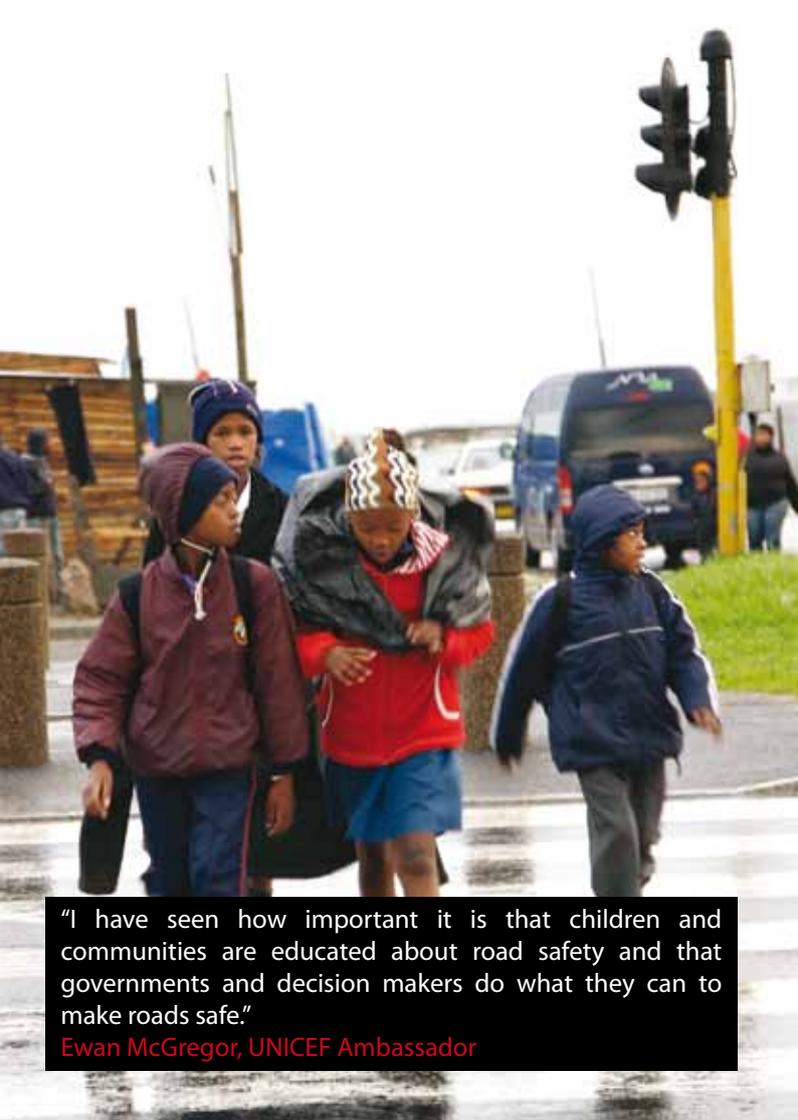
Dr Kevin Watkins, UN development adviser

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The Rights of Children

The UN Convention on the Rights of the Child states that children have the right to a safe environment and protection from injury. Yet, every day, hundreds of children are killed or seriously injured - by adults - on the world's roads.

Now the leading global cause of death for young people, road crashes kill 260,000 children under the age of 18 each year. Governments must do much more to meet their legal obligation to protect the rights of children to travel safely on the road.



"I have seen how important it is that children and communities are educated about road safety and that governments and decision makers do what they can to make roads safe."

Ewan McGregor, UNICEF Ambassador



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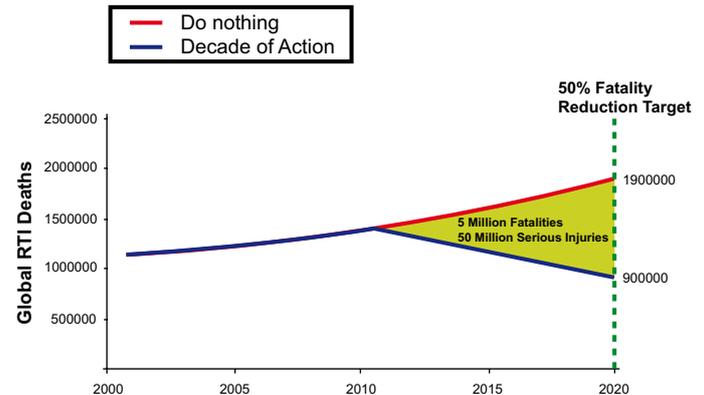


"Travel-related injuries and deaths affect millions of people around the world. I'm hopeful that action can be taken to ensure that no one dies before their time"

Bill Clinton, Former US President

Taking Action

Leading road safety experts believe that, with the right action, up to 5 million lives could be saved and 50 million injuries prevented during the Decade of Action. This would represent a reduction of about 50% on the predicted global death toll by 2020.



Yet these lives can only be saved if the international community and national governments translate their rhetoric into measurable action.

On the next page we set out the agenda for action.

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Translating words into action

Deliver vaccines for road safety

The knowledge and the 'vaccines' exist to tackle this epidemic and quickly begin to reduce casualties: using motorcycle helmets and seat belts; government action to tackle drink driving, speeding and to improve driver training and licensing. The governments that have signed up to the 2009 Moscow Declaration on Road Safety and the UN resolution for a Decade of Action have a moral obligation to deliver these vaccines to their people.



Design safer roads

Unsafe roads are still being built with international aid money. This must stop. Safe infrastructure design can save thousands of lives. The World Bank, regional development banks and leading donors have now committed to make road safety a priority in their multi-billion dollar lending portfolios. The Make Roads Safe campaign will keep up the pressure to ensure these words are followed by action.

Build safer vehicles

Vehicle manufacturers have a responsibility to produce safe cars. They must meet this obligation, in every market. All cars should be engineered for safety, and basic safety measures like air bags should no longer be considered optional extras. Motorcycle manufacturers must do more to proactively encourage helmet use.

Mobilise international support

By investing \$30 million a year in catalytic action, leading donor countries and major public health philanthropies could transform the way road safety is understood and managed across the developing world. More can and must be done to support and enable countries to tackle their road safety problems, starting with better data on road injuries and building home-grown expertise in road injury prevention.





Support the Make Roads Safe campaign

The Make Roads Safe campaign was launched in 2006 by the Commission for Global Road Safety, led by former NATO Secretary General Lord Robertson. The campaign is managed and financed by the FIA Foundation, an independent charity.

Since 2006, working in partnership with NGOs, public health organisations, motor clubs and more than a million people around the world, the Make Roads Safe campaign has pushed road safety up the policy agenda:



- Proposing and securing the first ever UN-backed Global Ministerial Conference on road safety
- Persuading the world's leading development banks to take joint action to prioritise road safety
- Proposing and leading the campaign for a Decade of Action for Road Safety

To find out how you can support the Make Roads Safe campaign during the Decade of Action, visit our website at www.makeroadssafe.org

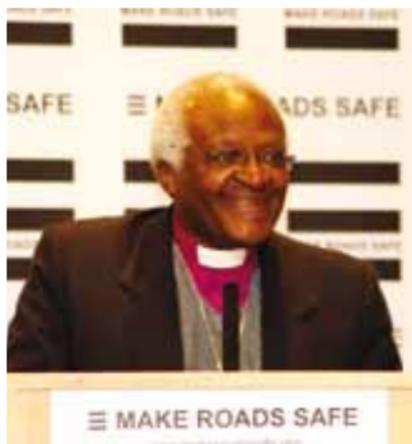
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2011-2020 is the UN Decade of Action for Road Safety

Help us to ensure that the Decade *is* Action.

Visit www.makeroadssafe.org to see how you can add your voice to the campaign for global road safety.

“It is time for those who can make a real difference – the governments, international financial institutions, the donor community, development activists and the millions who are angry but silent – to step up to meet this challenge and to commit to the Decade of Action for Road Safety”



Archbishop Desmond Tutu