

DECADE OF ACTION FOR  
ROAD SAFETY **2011-2020**

# toolkit

for organizers

# of launch events





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# Introduction

This “toolkit for organizers” is intended as a guide to help plan events to launch the Decade of Action for Road Safety 2011-2020 on 11 May 2011.

The toolkit briefly describes the background to the Decade, its vision and key messages. Key global data on road traffic injuries are also presented. Ideas for launch events are listed, as is a description of what constitutes an ideal launch. Indication of the support that the United Nations Road Safety Collaboration has to offer is also described.



# Background

Road traffic deaths and injuries take the lives of nearly 1.3 million people every year, and injure millions more.

They have been acknowledged as a challenge by the United Nations and its Member States for many years. It has only been during the past decade, however, that the issue has gained the prominence it deserves among the world's most pressing international health and development concerns. In 2004 the World Health Organization and the World Bank launched the *World report on road traffic injury prevention*, setting out recommendations for Member States to improve their road safety situation. The Report was followed by a number of United Nations General Assembly and World Health Assembly resolutions calling on Member States to prioritize road safety as a development and public health issue and to take measures that are known to be effective in reducing the growing numbers of deaths and injuries on the world's roads.

In 2009 the World Health Organization published the *Global status report on road safety*, the first global assessment of the road safety situation in 178 countries. The same year the Commission for Global Road Safety issued a call for a Decade of Action for Road Safety. The proposal for a Decade called for concerted effort across all societies to address the looming road safety crisis. This call was reflected in the "Moscow Declaration" issued from the highly successful First Global Ministerial Conference on Road Safety hosted by the Government of the Russian Federation in November 2009. The Decade of Action for Road Safety 2011-2020 was officially proclaimed by the United Nations General Assembly in March 2010. It is scheduled to commence formally on 11 May 2011.

# Vision

The Decade of Action for Road Safety is an historic opportunity to offer Member States and their partners a framework for action which could ultimately save millions of lives across the ten-year period.

The vision is a world in which mobility is safe for all those who use the world's roads. The alternative is grim: if no action is taken to address the current crisis, road traffic fatalities are forecast to rise from the current level of nearly 1.3 million deaths annually to more than 1.9 million deaths per year by the year 2020. The goal of the Decade is to stabilize and then reduce the number of lives lost. The Global Plan for the Decade of Action for Road Safety, prepared by the United Nations Road Safety Collaboration and many other stakeholders, outlines a course of action for ensuring that this vision becomes a reality.



# Key messages

## 1 Road traffic injuries are a pressing global health and development concern.

Nearly 1.3 million people worldwide die as a result of road traffic collisions every year, making road traffic injuries the tenth leading cause of death globally. Over 90% of road traffic deaths and injuries occur in low-income and middle-income countries. Globally, road traffic crashes have become the leading cause of death for young people aged 15-29 years. Nearly half of those dying on the world's roads are pedestrians, cyclists and motorcyclists. Millions more people are injured and often remain disabled for life. In addition to the grief and suffering they cause, road traffic crashes result in considerable economic losses to victims, their families, and nations as a whole, costing most countries 1–3% of their gross national product. This figure can reach as high as 5% for some countries.

## 2 Road traffic injuries can be prevented.

There is irrefutable evidence about what works to prevent road traffic deaths and injuries. Countries which have made the greatest gains in road safety have done so by involving all relevant sectors of society. Comprehensive legislation and enforcement around key factors such as drinking and driving, speeding and wearing seat-belts and helmets; safe roads and vehicles; and an effective emergency care system are key ingredients to success. Still, there are improvements to be made in every country of the world in order to avoid these tragic deaths and injuries.

## 3 The Decade of Action for Road Safety is an opportunity to save millions of lives.

The Decade provides a framework to countries and communities to increase action to save lives on the world's roads. The United Nations Road Safety Collaboration has developed through a broad consultation process the Global Plan for the Decade of Action for Road Safety as a guide to

Member States and their partners on actions to consider. The categories or “pillars” of activities in the Global Plan are: building road safety management capacity; improving the safety of road infrastructure and broader transport networks; further developing the safety of vehicles; enhancing the behaviour of road users; and improving emergency and other post-crash services. Governments, international agencies, civil society organizations, the private sector and other stakeholders are invited to make use of this Global Plan to define the set of actions they will undertake during the Decade.



# Global Plan

## for the Decade of Action for Road Safety: summary

The Global Plan for the Decade of Action for Road Safety was developed by the United Nations Road Safety Collaboration and stakeholders from around the world who contributed to its content through an on-line consultation open to the public. It serves as an inspiration for the development of plans for the Decade at national and local levels, while at the same time providing a framework to facilitate coordination of activities at the regional and global levels. It is directed at a broad audience that includes representatives of national and local governments, civil society organizations and private companies willing to align their activities over the Decade with the global framework. The Global Plan outlines a course of action that could save millions of lives across the Decade.

There are five categories or “pillars” of activities in the Global Plan, and indicators have been developed to measure progress in each of these areas. The five “pillars” are described below. Note that the focus of activities will be at local and national levels, with some regional and international activities to coordinate action.

### **Pillar 1: Road safety management**

This pillar focuses on the need to strengthen institutional capacity to further national road safety efforts. It includes activities such as establishing a lead agency for road safety in the country involving partners from a range of sectors; developing a national road safety strategy; and setting realistic and long-term targets for activities with sufficient funding for their implementation. It calls for development of data systems to monitor and evaluate activities.

### **Pillar 2: Safer roads and mobility**

This pillar highlights the need to improve the safety of road networks for the benefit of all road users, especially the most vulnerable: pedestrians, bicyclists and motorcyclists. Activities include improving the safety-conscious planning, design, construction and operation of roads, and making sure that roads are regularly assessed for safety; encouraging relevant authorities to consider all forms of transport and types of safe infrastructure when they respond to the mobility needs of road users; and promoting road safety training and education on these topics.

**Pillar 3: Safer vehicles**

This pillar addresses the need for improved vehicle safety by encouraging harmonization of relevant global standards and mechanisms to accelerate the uptake of new technologies which impact on safety. It includes activities such as implementing new car assessment programmes so that consumers are aware of the safety performance of vehicles, and trying to ensure that all new motor vehicles are equipped with minimum safety features, such as seat-belts. Other activities covered include promoting more widespread use of crash avoidance technologies with proven effectiveness, such as electronic stability control and anti-lock braking systems.

**Pillar 4: Safer road users**

This pillar focuses on developing comprehensive programmes to improve road user behaviour. Activities include sustained or increased enforcement of road safety laws and standards combined with public awareness and education to increase seat-belt and helmet wearing and to reduce drinking and driving, speeding and other risks. It also calls for activities to reduce work-related road traffic injuries and promotes the establishment of graduated driver licensing programmes for novice drivers.

**Pillar 5: Post-crash response**

This pillar promotes the improvement of health and other systems to provide appropriate emergency treatment and longer-term rehabilitation for crash victims. Activities include developing pre-hospital care systems, including implementation of a single nationwide telephone number for emergencies; providing early rehabilitation and support to injured patients and those bereaved by road traffic crashes; establishing insurance schemes to fund such initiatives; and encouraging a thorough investigation into crashes and an appropriate legal response.

At the international level, the Global Plan also outlines a framework that will be used to provide overarching coordination of nations' activities. This coordination will be provided through the United Nations Road Safety Collaboration. Activities will include advocating for road safety at the highest political levels, conducting public information campaigns to increase the awareness of risks, and providing technical support to countries where required. The United Nations Road Safety Collaboration will also be responsible for monitoring and evaluating the impact of the Decade. This will be determined through: monitoring of pre-defined indicators relating to each of the five pillars; tracking milestones linked to the Decade; and conducting mid-term and end-term evaluations of the Decade.

For the full version of the Global Plan in the six United Nations languages, visit: [http://www.who.int/roadsafety/decade\\_of\\_action/plan/en/index.html](http://www.who.int/roadsafety/decade_of_action/plan/en/index.html)

# Global data

Road traffic crashes cause over 1.27 million deaths a year. They are predicted to rise to the fifth leading cause of death by 2030, resulting in an estimated 2.4 million fatalities per year.

## Leading causes of death, 2004 and 2030 compared

### 2004

Rank	Disease or injury	As % total deaths
1	Ischaemic heart disease	12.2
2	Cerebrovascular disease	9.7
3	Lower respiratory infections	7.0
4	Chronic obstructive pulmonary disease	5.1
5	Diarrhoeal diseases	3.6
6	HIV/AIDS	3.5
7	Tuberculosis	2.5
8	Trachea, bronchus, lung cancers	2.3
<b>9</b>	<b>Road traffic injuries</b>	<b>2.2</b>
10	Prematurity and low-birth weight	2.0
11	Neonatal infections and other <sup>a</sup>	1.9
12	Diabetes mellitus	1.9
13	Malaria	1.7
14	Hypertensive heart disease	1.7
15	Birth asphyxia and birth trauma	1.5
16	Self-inflicted injuries	1.4
17	Stomach cancer	1.4
18	Cirrhosis of the liver	1.3
19	Nephritis and nephrosis	1.3
20	Colon and rectum cancer	1.1

### 2030

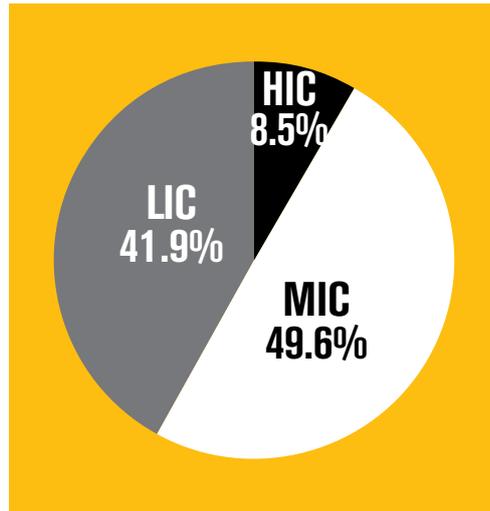
Rank	Disease or injury	As % total deaths
1	Ischaemic heart disease	14.2
2	Cerebrovascular disease	12.1
3	Chronic obstructive pulmonary disease	8.6
4	Lower respiratory infections	3.8
<b>5</b>	<b>Road traffic injuries</b>	<b>3.6</b>
6	Trachea, bronchus, lung cancers	3.4
7	Diabetes mellitus	3.3
8	Hypertensive heart disease	2.1
9	Stomach cancer	1.9
10	HIV/AIDS	1.8
11	Nephritis and nephrosis	1.6
12	Self-inflicted injuries	1.5
13	Liver cancer	1.4
14	Colon and rectum cancer	1.4
15	Oesophagus cancer	1.3
16	Violence	1.2
17	Alzheimer and other dementias	1.2
18	Cirrhosis of the liver	1.2
19	Breast cancer	1.1
20	Tuberculosis	1.0

Source: World Health Statistics 2008 (<http://www.who.int/whosis/whostat/2008/en/index.html>).

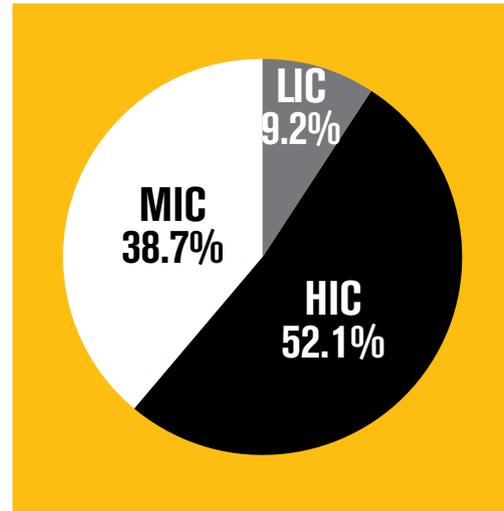
Over 90% of the world's fatalities on the roads occur in low-income and middle-income countries, which have only 48% of the world's registered vehicles.

*Road traffic deaths and registered motorized vehicles, by income group*

**Road traffic deaths<sup>a</sup>**



**Registered vehicles**

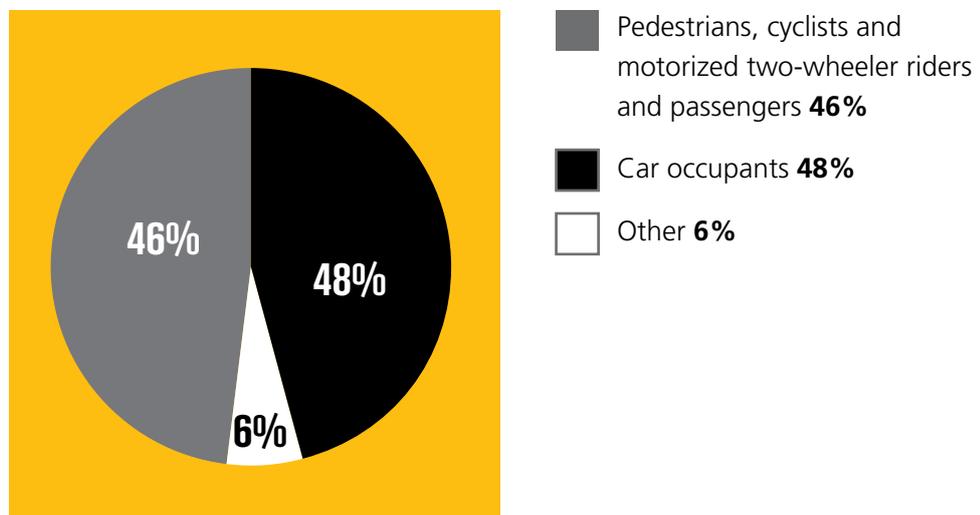


a 30-day definition, modeled data.

**HIC = high-income countries; MIC = middle-income countries; LIC = low-income countries**

Pedestrians, cyclists, and riders of motorized two-wheelers and their passengers ("vulnerable road users") account for around 46% of global road traffic deaths.

*Proportion of global road traffic deaths by type of road user*



# Ideas for launch events

In planning a launch event, it is important to keep in mind that the event is not an objective in itself; rather it should mark the beginning of a series of actions a government, agency or organization plans to take across the ten years of the Decade. It is vital that groups are strategic in planning their actions, so that they lead to concrete and measurable results, which ultimately save lives.

On 11 May 2011, events marking the launch of the Decade will take many forms. In addition to governments, groups such as international agencies, civil society organizations, schools, hospitals, automobile associations, private companies and others are encouraged to be involved in organizing and hosting their own events launching the Decade. Beyond the ideal launch event described below, other initiatives may be considered:

## **By policy-makers:**

- enactment of new legislation;
- launch of campaigns to promote the use of seat-belts and helmets and prevent drinking and driving, speeding, and distracted driving;
- release of new research on specific aspects of road safety;
- creation or announcement of new funds to support proven and promising road safety initiatives.

## **By civil society organizations:**

- release of brochure or flyer with key national or local road safety data;
- letter writing campaigns or petitions targeted towards policy-makers;
- street demonstrations, fairs, walks or similar events;
- charity sports events;
- benefit concerts;
- first-aid demonstrations;
- open days in hospital emergency rooms;
- quiz to test road safety knowledge.

**By private companies:**

- release of a fleet safety policy;
- launch of campaigns to promote the use of seat-belts and helmets and prevent drinking and driving, speeding, and distracted driving among staff;
- launch of similar campaigns for the public in communities in which the company operates.

**With young people:**

- youth assemblies;
- school-based activities, including reviews and improvements of the environment for road safety around schools and demonstrations of safe journeys to and from school;
- programmes to distribute helmets;
- training sessions at children's traffic parks;
- photo, painting, essay or other types of competitions;
- release of a new cartoon for children and young adults;
- launch of an interactive web site.

**For victims and survivors:**

- inauguration of memorials to victims and survivors, such as remembrance gardens and Internet-based memorials;
- ceremonies dedicated to victims and survivors, such as moments of observed silence and candlelight vigils;
- announcement of events planned for the coming year's World Day of Remembrance for Road Traffic Victims, held annually on the third Sunday of November.

All groups organizing events to mark the launch of the Decade can make use of these activities to draw attention from the media. In addition, they can reach out to the media through:

- press releases and press conferences;
- radio or television talk-shows;
- open letters in the printed media;
- special newspaper supplements;
- televised debates;
- other efforts attracting the media to new road safety data, reports and initiatives.

**Other ways to publicize activities:**

- Post information on web sites;
- Use social media;
- Develop posters, brochures, leaflets and other printed materials;
- Spread the news by word of mouth.

In order to enhance coordination and collaboration within countries, all those organizing events to mark the launch of the Decade of Action for Road Safety are encouraged to complete an event registration form. This way, descriptions of events, including detailed contact information for the organizers, can be added to the calendar of activities around the world.

To view the calendar of activities around the world, visit:

[http://www.who.int/roadsafety/decade\\_of\\_action/launch/national/en/index.html](http://www.who.int/roadsafety/decade_of_action/launch/national/en/index.html)

To register an event, visit:

[http://www.who.int/roadsafety/decade\\_of\\_action/launch/planned\\_events/en/index.html](http://www.who.int/roadsafety/decade_of_action/launch/planned_events/en/index.html)

## an ideal launch event

In many discussions with partners about preparations for the Decade, the ideal launch event has been described as a high profile, media-oriented event involving the head of state; ministers of transport, health, interior and others; heads of international agencies; representatives of civil society organizations; celebrities; and victims and their families. It could range from a simple one-hour press conference to a full-day road safety forum. No matter the format, the dignitaries involved should take the opportunity of this occasion to present to the public the nation's plan for the Decade. This plan should complement the country's current road safety strategies, and should be in line with the Global Plan for the Decade of Action for Road Safety.

Ideally, in a keynote speech, the head of state would present the national plan, expressing a renewed commitment to road safety across the Decade and unveiling the steps towards achieving the plan's stated objectives. This would be done in the presence of those from government and partner organizations who have the authority and the means to follow up these commitments and those from the media who are able to bring their messages to the public. The event would be broadcast on national television and radio and through the Internet. To mark the occasion, the road safety tag – the new global symbol for road safety and the key visual for the Decade of Action for Road Safety – would be projected on a national monument, as depicted above. As noted, this ideal national launch event would be simply the start of a series of actions to be undertaken during the Decade.



# A symbol for all

## – the road safety tag



The road safety “tag” is the new global symbol for road safety and the key visual for the Decade of Action for Road Safety. It will unite efforts which take place in the context of the Decade. A promotional web site for the tag encourages groups marking the launch of the Decade to “Wear. Believe. Act.” by wearing the road safety tag and displaying it on advocacy materials for Decade-related events; reflecting on the impact of road traffic crashes and the possibilities for prevention; and taking action to ensure greater safety on the roads.

To purchase the tag as a wearable or decorative item or to request the artwork for printed materials, visit:

<http://www.decadeofaction.org>

For those governments, international agencies, civil society organizations and private companies in a position to do so, the projection of the road safety tag across national monuments and headquarters of agencies and companies would be a powerful visual for the launch of the Decade in many settings around the world. All groups in a position to consider this are encouraged to do so.

Note: There are strict usage requirements for the road safety tag by private companies, and the guidance for use of the tag should be followed by such companies prior to their making use of the tag in any way. Visit [www.decadeofaction.org](http://www.decadeofaction.org) .

# Support

## from the United Nations Road Safety Collaboration

WHO and the United Nations Road Safety Collaboration offer the following resources to support the Decade of Action for Road Safety 2011-2020 and related launch on 11 May 2011:

### **Global Plan**

In order to prepare for the launch of the Decade, the United Nations Road Safety Collaboration has developed a Global Plan for the Decade of Action for Road Safety 2011-2020 with input from many partners. The Global Plan provides an overall framework for activities which may take place in the context of the Decade. The categories or “pillars” of activities in the Plan are: building road safety management capacity; improving the safety of road infrastructure and broader transport networks; further developing the safety of vehicles; enhancing the behaviour of road users; and improving emergency and other post-crash services. Indicators have been developed to measure progress in each of these areas. Governments, international agencies, civil society organizations, the private sector and other stakeholders are invited to make use of the Global Plan as a guiding document for the events and activities they will support as part of the Decade.

### **Road safety tag**

As noted, the road safety “tag” is the new global symbol for road safety and the key visual for the Decade. To date the road safety tag has been produced in the six United Nations languages – Arabic, Chinese, English, French, Russian and Spanish – and a dozen other widely spoken languages. Additional translations of the road safety tag are currently being prepared. To request the artwork for printed materials or purchase the tag as a wearable or decorative item, visit: <http://www.decadeofaction.org>

### **Web sites**

The official global web site for the Decade has been launched at [http://www.who.int/roadsafety/decade\\_of\\_action](http://www.who.int/roadsafety/decade_of_action). This web site, which will be regularly updated up to and beyond the launch of the Decade, will contain all related materials including the Global Plan; the toolkit for organizers of launch events; samples of national plans for the Decade; descriptions of events being organized by partners; a listing of national focal points for the Decade; and video statements of heads of state and international agencies pledging support to the Decade. A Facebook page has also been launched to draw attention to the Decade and provide a forum for debate and discussion.

## The Road Safety Fund

The Road Safety Fund has been created as a mechanism to raise financial support from corporations, the international donor community and the general public to support implementation of the Decade. The Road Safety Fund is managed by the World Health Organization and the FIA Foundation for the Automobile and Society. It is envisioned that proceeds raised through the Fund will be invested in two ways:

- Road traffic injury prevention programmes in low-income and middle-income countries – working with a wide range of partners on the frontline of the global road death epidemic to save lives.
- Enabling global advocacy for the Decade, building awareness and support for the Decade's injury reduction goals.

## Other advocacy materials

Other advocacy materials are being considered, including a flyer with the latest data and information on road traffic injuries and other promotional items such as reflective stickers, bags, etc. Visit the official global web site for more information.



# Contact

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**2011-2020**

[www.who.int/roadsafety/decade\\_of\\_action](http://www.who.int/roadsafety/decade_of_action)