Media Advisory

2nd Global High-Level Conference on Road Safety: Time for Results

BRASILIA-18 November -- Delegates from more than 100 countries will meet in Brasilia, 18-19 November, to agree ways to halve road traffic deaths by the end of this decade – a key milestone within the new Sustainable Development Goals (SDG 3.6).

The “Brasilia Declaration on Road Safety” is expected to guide action through the end of the UN’s Decade of Action for Road Safety 2011-2020 and towards achievement of the SDGs.

Despite improvements in road safety, some 1.25 million people die each year on the world’s roads. WHO’s recent Global status report on road safety 2015 warns that while the number of road traffic deaths is stabilizing - despite rapid increase in the number of motor vehicles worldwide and a growing population - the pace of change is too slow.

Road traffic crashes are the leading cause of death among those aged 15-29 years. Almost half (49%) of all road traffic deaths are among pedestrians, cyclists and motorcyclists.

The Global status report on road safety 2015 defines many of the key measures to be highlighted during the Conference. These include strategies to:

- improve laws and enforcement on risks such as speeding, drinking and driving, and failing to use seat-belts, motorcycle helmets and child restraints;
- make roads safer through infrastructural modifications, such as sidewalks and lanes separating cyclists and motorcyclists from vehicles;
- ensure that vehicles are equipped with life-saving technologies including seat-belts, air bags and electronic stability control;
- enhance emergency trauma care systems for victims of road traffic crashes.

Key speakers during the Conference include:

- Ms Dilma Rousseff, President, Federative Republic of Brazil
- Dr Margaret Chan, Director-General, WHO
- Dr Marcelo Costa e Castro, Minister of Health, Federative Republic of Brazil
- Ms Zoleka Mandela, Ambassador, Make Roads Safe
- Dr Carissa Etienne, Director, Pan American Health Organization, and, Regional Director for the Americas, WHO
- Ms Michelle Yeoh, Global Ambassador for the Make Roads Safe Campaign

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Global status report on road safety 2015

2030 Agenda for Sustainable Development
Brasilia Declaration on Road Safety


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