186,300 children <18 years die from road traffic crashes annually.

Road traffic death rates among children are 3x higher in developing countries.

2x as many boys as girls die in road traffic crashes.

Road traffic injury ranks:
- Among the top 4 causes of death for children >5 years.
- Is the #1 killer of children aged 15-17 years.
Proportion of road traffic deaths among children*, by type of road user, worldwide, 2010

- Pedestrians (38%)
- Occupants (36%)
- Motorcyclists (14%)
- Cyclists (6%)
- Other (7%)

Source: Institute for Health Metrics and Evaluation, 2010
*Children under 19 years of age

Key strategies

- Control speed
- Reduce drinking and driving
- Use helmets for bicyclists and motorcyclists
- Restrain children in vehicles
- Improve children’s ability to see and be seen
- Enhance road infrastructure
- Adapt vehicle design
- Implement graduated driver licensing
- Provide appropriate care for injured children
- Supervise children around roads

http://www.who.int/roadsafety/week/2015/en/