TEN STRATEGIES FOR KEEPING CHILDREN SAFE ON THE ROAD
186 300 children <18 years die from road traffic crashes annually
THE FACTS

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
THE FACTS

2x as many boys as girls die in road traffic crashes
Road traffic death rates among children are 3x higher in developing countries.
THE FACTS

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
STRATEGY 1

• Set/enforce speed limits, maximum 30 km/h (20 mph) on roads with many pedestrians
• Enforce limits through speed cameras
• Install traffic lights, roundabouts, speed humps, etc. to limit speed
STRATEGY 2

- Set/enforce BAC limits of 0.05 g/dl for all drivers and 0.02 g/dl for young drivers
- Enforce limits through sobriety check points/random breath testing
- Restrict sale of alcohol
- Limit marketing of alcohol to children
STRATEGY 3

- Set/enforce motorcycle helmet laws stipulating type/fit by age group
- Put in place motorcycle helmet standards
- Ensure availability/affordability of motorcycle helmets
- Support community-based motorcycle/bicycle helmet programmes
STRATEGY 4

• Set/enforce child restraint laws for all private vehicles
• Put in place child restraint standards
• Ensure availability/affordability of child restraints
• Oblige vehicle manufacturers to have plug in attachments such as ISOFIX anchorage systems
STRATEGY 5

- Wear white/light-coloured clothing
- Use retro-reflective strips on clothing/backpacks
- Form "walking buses"
- Use headlamps/reflectors on bicycles
- Use daytime running lights on motorcycles/vehicles
STRATEGY 6

- Install traffic lights, roundabouts, speed humps, cross walks, over passes, median strips, street lighting, etc. on busy roads
- Separate different types of traffic
- Create car-free zones
- Introduce school safety zones
- Invest in safe public transport
STRATEGY 7

• Mandate/install energy-absorbing crumple zones in vehicles
• Redesign vehicle fronts to make them "pedestrian friendly"
• Equip vehicles with cameras/alarms to detect small objects
• Install alcohol interlock systems in vehicles of people convicted of drinking and driving
STRATEGY 8

- Lower BAC limits for young drivers
- Drive with a responsible adult for a designated period
- Restrict night time driving and driving with passengers
- Insist on zero tolerance for any traffic offenses, including texting while driving
STRATEGY 9

• Educate caretakers/teachers on safe immediate stabilization of injuries
• Equip emergency vehicles with child-sized equipment/supplies
• Make hospitals "child friendly"
• Improve rehabilitation services for children
• Increase access to counselling services for children
STRATEGY 10

- As a complement/reinforcement to other strategies, supervise children around roads
- Ensure, for example, that children use helmets/child restraints and abide by protocols established for school safety zones
THIRD UN GLOBAL ROAD SAFETY WEEK: BACKGROUND

**Mandate:** April 2014 UNGA resolution A/RES/68/269 "Improving global road safety"

**Objectives:**
- Highlight the plight of children on the world’s roads
- Generate action to better ensure their safety

**Campaign:** #SaveKidsLives
THIRD UN GLOBAL ROAD SAFETY WEEK: ACTIVITIES

- **Read it, Sign it**: Read/sign "Child Declaration for Road Safety"

- **Show it**: Share #Safies

- **Deliver it**: Deliver "Child Declaration" to national, local policy-makers

- **Report it**: Facilitate children reporting on road safety
#SaveKidsLives

http://www.who.int/roadsafety/week/2015/en/
http://www.savekidslives2015.org/