

# ROAD SAFETY theme for World Health Organization World Health Day 2004



## **What is World Health Day?**

World Health Day is an annual event held by the World Health Organization to mark the date of the establishment of the Organization. Traditionally, the day is held on 7th April every year. The World Health Organization uses World Health Day as the main tool to reach out and engage the general public in health messages. Essentially this occasion is used to engage the international, national and local public in a health message that is known but neglected.

## **Road Safety is the Theme for World Health Day 2004**

A theme is selected annually for World Health Day. The theme selected for 2004 is 'Road Safety'. This day will be observed on 7 April 2004.

The objectives for this World Health Day are to:

- a) Raise awareness about the health impact, social & economic costs of RTIs
- b) Highlight the particular vulnerabilities of certain groups of road users
- c) Issue a call for action to increase efforts to prevent RTIs.

Events will be organized around the world by governments, organizations and groups.

The day will mark the start of a global campaign for road traffic injury prevention.

## **World Report on Road Traffic Injury Prevention**

This report will be launched on World Health Day. This is the first major report on the topic produced and issued by the World Health Organization in collaboration with the World Bank.

The main message of the report is that *road traffic injuries are a major but neglected public health problem requiring concerted multi-sectoral efforts for effective and sustainable prevention.*

The report has five chapters: Chapter 1 (fundamental concepts), Chapter 2 (global burden, intensity and impact of road traffic injuries), Chapter 3 (key determinants), Chapter 4 (intervention strategies) and Chapter 5 (conclusions and recommendations).



## **What can you do?**

The World Health Organization invites and encourages as many persons, institutions and organizations as possible to organize events around the theme of World Health Day 2004. We urge you to start planning early for activities and invite you to share your ideas with us.

## **Whom to contact?**

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