Fifth United Nations Global Road Safety Week
6-12 May 2019

Save Lives
#SpeakUp

I want to live another day
I demand a safe journey!
I demand a safe journey!
I won't let you drive me to the wrong direction.
Road traffic injuries are the 8th leading cause of death.

54% of deaths are pedestrians, cyclists and motorcyclists.
Road traffic injuries are the 1st cause of death among children and young adults aged 5-29 years.
UN GLOBAL ROAD SAFETY WEEKS

- Mandated by a United Nations General Assembly resolution
- Are held approximately every 2 years
- Focus each year on a new theme
GOAL

Demand for strong leadership for road safety worldwide to help achieve SDGs and other road safety targets.
TARGET AUDIENCE

- Civil society, including NGOs; associations of pedestrians, cyclists or motorcyclists; automobile clubs; schools and universities
- Policy-makers in charge of road safety from transport, health, education, communications, cities, and other sectors
- Other road safety advocates and practitioners
OBJECTIVES

- To generate demands for strong leadership for road safety, especially around concrete, evidence-based interventions
- To inspire decision-makers to take action by showcasing examples of strong leadership for road safety within a variety of sectors
Leadership is the ability to influence or inspire people to achieve a certain goal.

Leadership provides a vision!
WHO IS A LEADER?
COMMUNITIES
GOVERNMENTS
CIVIL SOCIETY
PARLIAMENTS
MUNICIPAL GOVERNMENTS
PRIVATE COMPANIES
FOUNDATIONS
SCHOOLS
POLICE
EMERGENCY SERVICES
INTERNATIONAL AGENCIES
GOVERNMENTS
PARLIAMENTS
MUNICIPAL GOVERNMENTS
COMMUNITIES
CIVIL SOCIETY
PRIVATE COMPANIES
FOUNDATIONS
SCHOOLS
POLICE
EMERGENCY SERVICES
INTERNATIONAL AGENCIES

ANYBODY CAN BE A LEADER
Parents, teachers, students, employees, volunteers and concerned citizens can:

✓ highlight specific risks on the road
✓ bring these to the attention of community leaders
✓ demand concrete measures to address them
Parliamentarians can:
✓ ensure adequate funding for road safety by adopting appropriate budgets
✓ pass laws that establish road safety funds or that require a portion of taxes to go to a road safety fund
✓ advocate for the “safe system approach”
Heads of agencies and other senior officials within UN and other international agencies can:

- draw attention to the road safety crisis
- ensure road safety actions are part of programmes on child and adolescent health, sustainable mobility and other topics
- ensure that there is a road safety policy in place for their own fleets
#SPEAKUP: ENGAGE

You can become a leader for road safety by:

❖ Organizing opportunities to #SPEAKUP, such as meetings, press conferences or other initiatives and registering them

❖ Urging others to act by assessing risks, recording demands and making pledges through www.unroadssafetyweek.org

❖ Being active on social media

❖ Further promoting the 5th UNGRSW within your respective communities
There are three easy steps to follow to #SpeakUp through the 5th UNGRSW website:

❖ **ASSESS YOUR JOURNEY**

❖ **RECORD YOUR DEMANDS**

❖ **URGE DECISION-MAKERS**
**STEP 1: ASSESS YOUR JOURNEY**

What part of your journey is particularly unsafe? For example:

<table>
<thead>
<tr>
<th>It is unsafe to drive</th>
<th>It is unsafe to walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is unsafe to cycle</td>
<td>It is unsafe to ride a motorcycle</td>
</tr>
<tr>
<td>Drivers are speeding</td>
<td>Drivers are driving drunk</td>
</tr>
<tr>
<td>Drivers/passengers not using their seat-belts</td>
<td>Motorcyclists not wearing helmets</td>
</tr>
<tr>
<td>Children in cars not using child car seats</td>
<td>I can't always see or be seen</td>
</tr>
<tr>
<td>Vehicles not equipped with safety features</td>
<td>In case of a crash, I would not be rescued</td>
</tr>
<tr>
<td>It is unsafe to use public transport</td>
<td>Other</td>
</tr>
</tbody>
</table>
What is your demand? Who is it addressed to?
For example, I demand … :

- That you manage speed on my road
- That you improve existing infrastructure
- That you improve the safety of vehicles
- That you improve post-crash care
- That you take leadership in road safety
- That you improve public transportation
- That you improve and enforce traffic laws

I DEMAND THAT YOU IMPROVE EXISTING INFRASTRUCTURE
Build at the minimum, 3* roads for all road users.

www.unroadsafetyweek.org

I DEMAND THAT YOU MANAGE SPEED ON MY ROAD
Lower speeds decrease the chances of a crash.

www.unroadsafetyweek.org

STEP 2:
RECORD YOUR DEMANDS
STEP 3: URGE DECISION MAKERS

Ensure you obtain a pledge from your leaders to make your journey safe and post it on www.unroadsafetyweek.org
TOOLS FOR THE 5\textsuperscript{TH} UNGRSW

A WEB SITE:
• With ideas for and stories about road safety leaders
• A demand registration page with clear and simple steps to urge leaders to take concrete actions and record your efforts
• Template petitions and pledges

A TOOLKIT:
• to help you follow the steps to assess risks, record demands and urge pledges from leaders

A SOCIAL MEDIA PACKAGE:
• Speech bubbles for selfies
• Social media cards with demands, quotes, examples
• Hashtags: #SpeakUp #RoadSafety #UNGRSW

www.unroadsafetyweek.org
Ensure action is based on the best road safety evidence and data.

SaveLIVES: A Road Safety Technical Package

Global status report on road Safety 2018

Death on the roads: data visualization

WHO GRS Info: An App for mobile devices
TOOLS TO BE A LEADER ON A PARTICULAR TOPIC

Ensure action is based on the best road safety evidence and data.

More technical resources on drink-driving, child restraints, helmets, seat-belts, drug use and other issues.
Are you ready to be a leader for #RoadSafety?