

SAVING
MILLIONS
OF LIVES



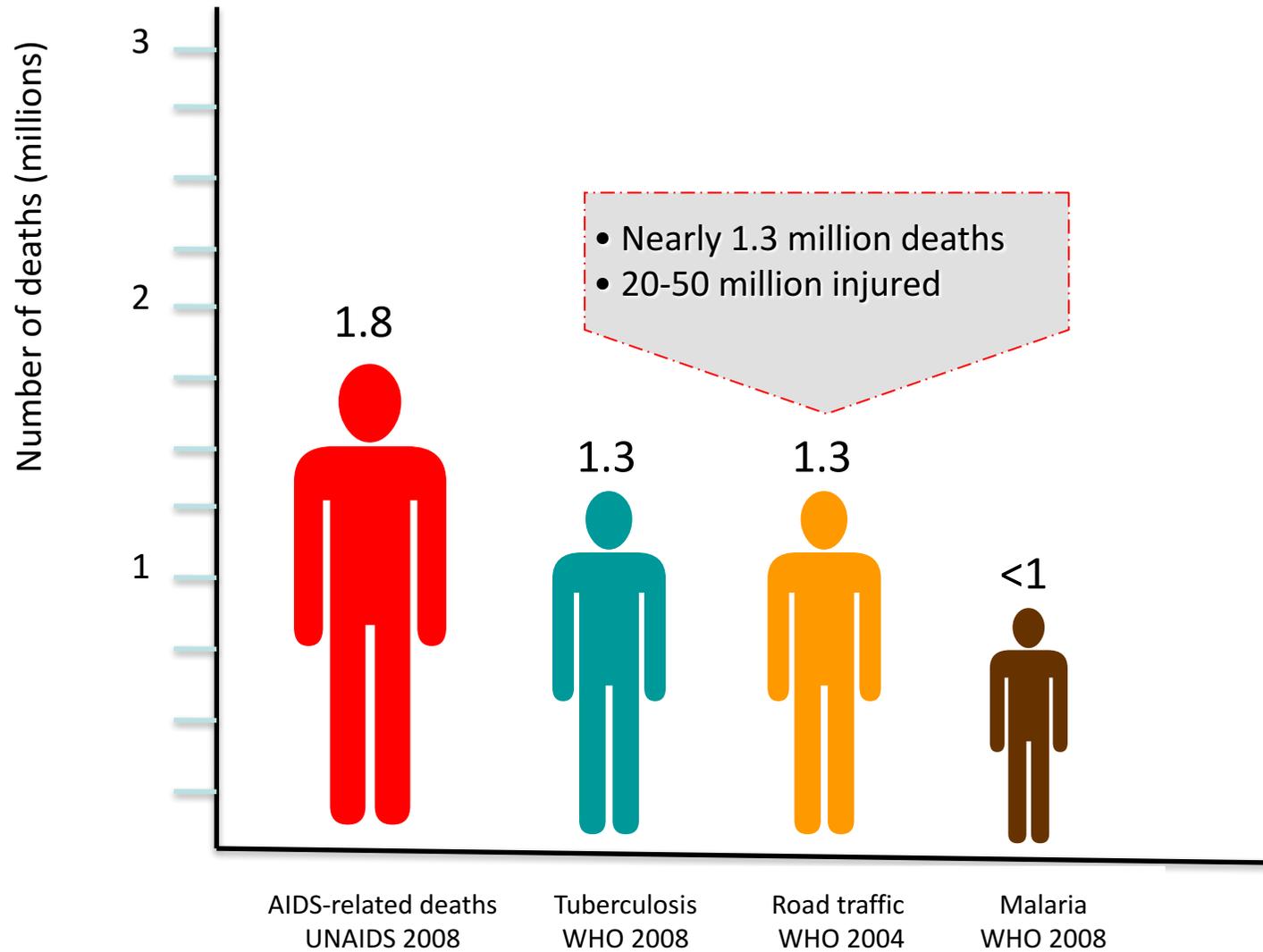
DECADE OF ACTION FOR ROAD SAFETY 2011-2020

11 May 2011

FACTS



Key facts



Key facts

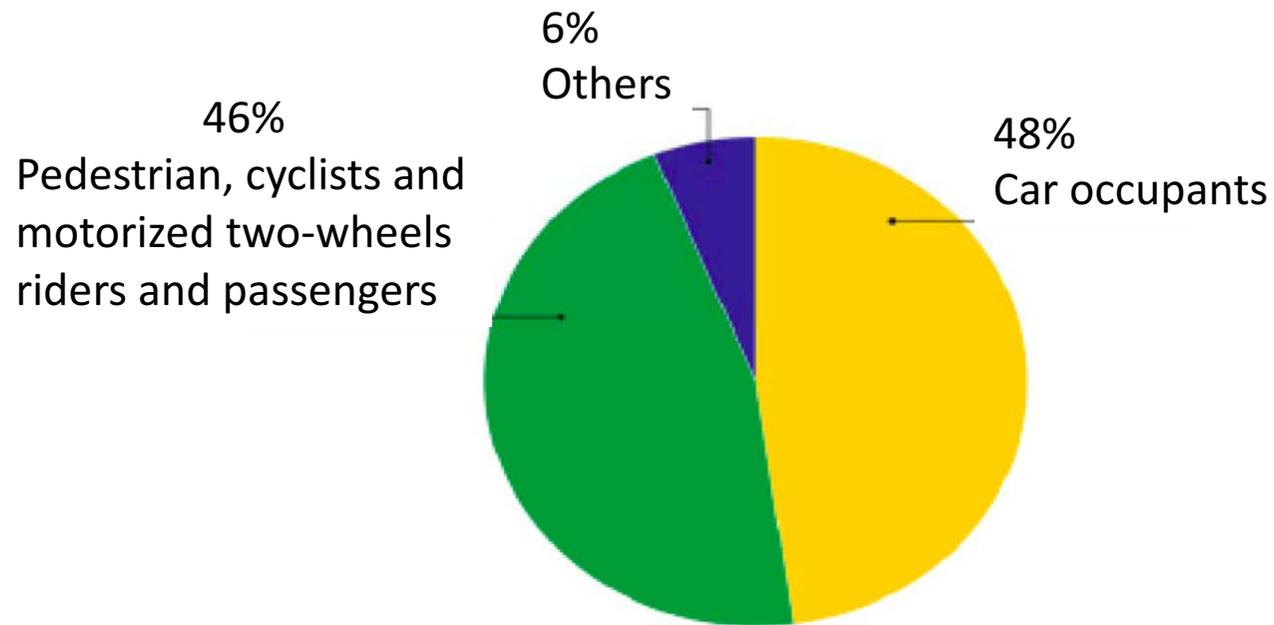


The leading cause of death
of young people aged
15-29 years



Road traffic deaths

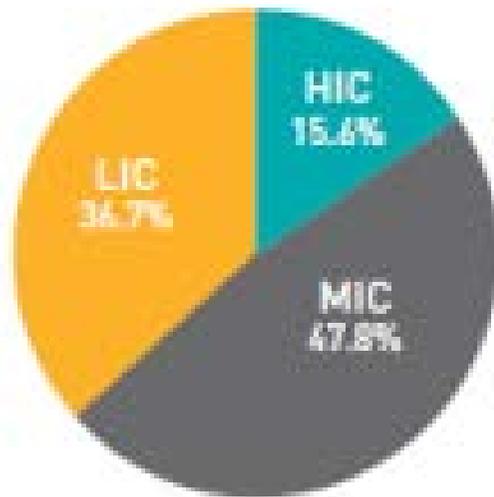
46% of road traffic deaths are pedestrians, cyclists and motorcyclists



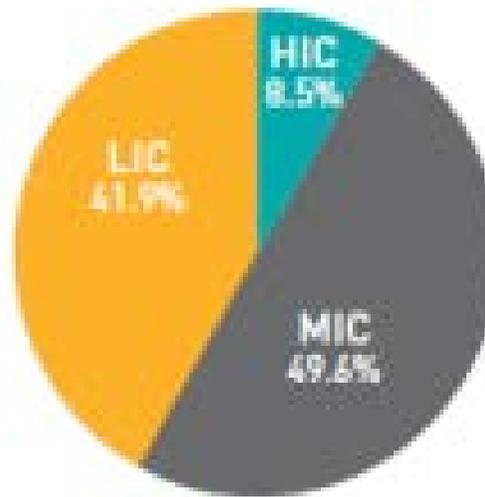
Deaths vs vehicle ownership

90% of road traffic deaths and injuries occur in low-income and middle-income countries which have only 48% of the world's registered vehicles

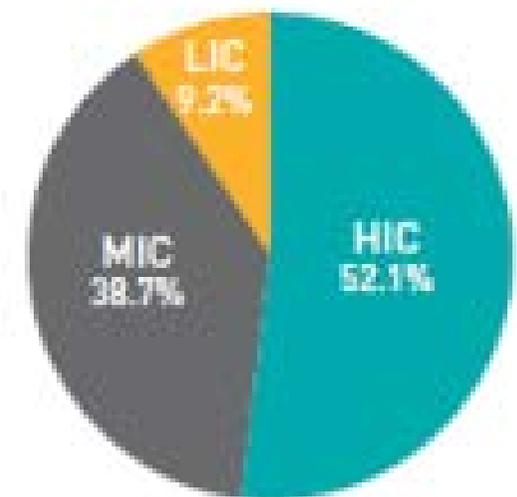
Population



Road traffic deaths



Registered vehicles



Regional perspective

Road traffic injury fatality rates* per 100 000 population, by WHO region and income group

WHO region	High-income	Middle-income	Low-income	Total
African	—	32.2	32.3	32.2
The Americas	13.4	17.3	—	15.8
South-East Asia	—	16.7	16.5	16.6
European	7.9	19.3	12.2	13.4
Eastern Mediterranean	28.5	35.8	27.5	32.2
Western Pacific	7.2	16.9	15.6	15.7
Global	10.3	19.5	21.5	18.8

* 30-day definition of a road traffic death
Source: Global Status Report on Road Safety, 2009



Worsening situation

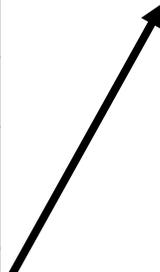
Top 10 leading causes of death

2004

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Lower respiratory infections
4	Chronic obstructive pulmonary disease
5	Diarrhoeal diseases
6	HIV/AIDS
7	Tuberculosis
8	Trachea, bronchus, lung cancer
9	Road traffic injuries
10	Prematurity & low-birth weight

2030

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Chronic obstructive pulmonary disease
4	Lower respiratory infections
5	Road traffic injuries
6	Trachea, bronchus, lung cancer
7	Diabetes mellitus
8	Hypertensive heart disease
9	Stomach cancer
10	HIV/AIDS



The Decade of Action



The Decade

◆ November 2009

Called for by the Moscow Ministerial Declaration

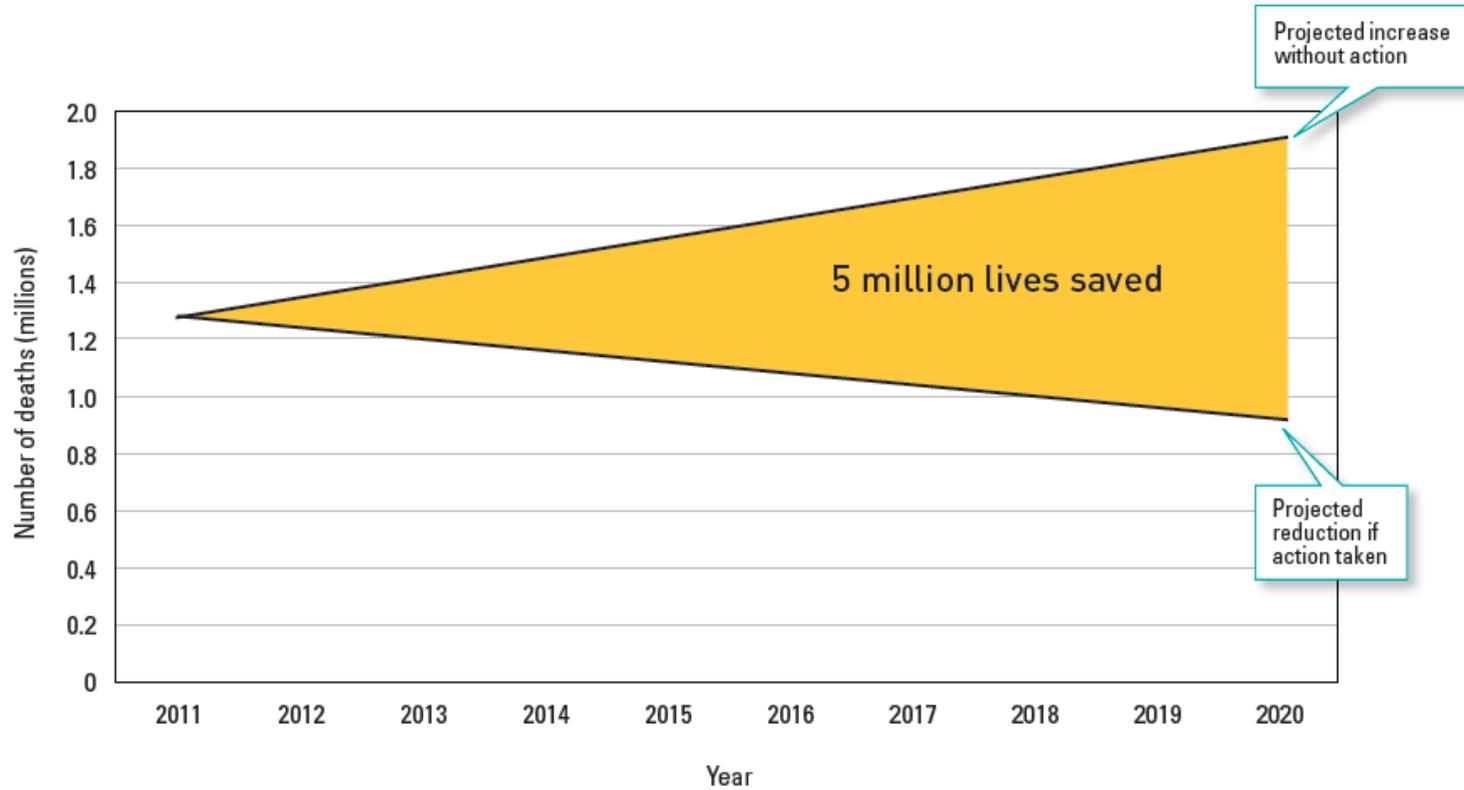
◆ March 2010

Tabled by the Russian Federation, co-sponsored by 100 countries and declared by the United National General Assembly



The Goal

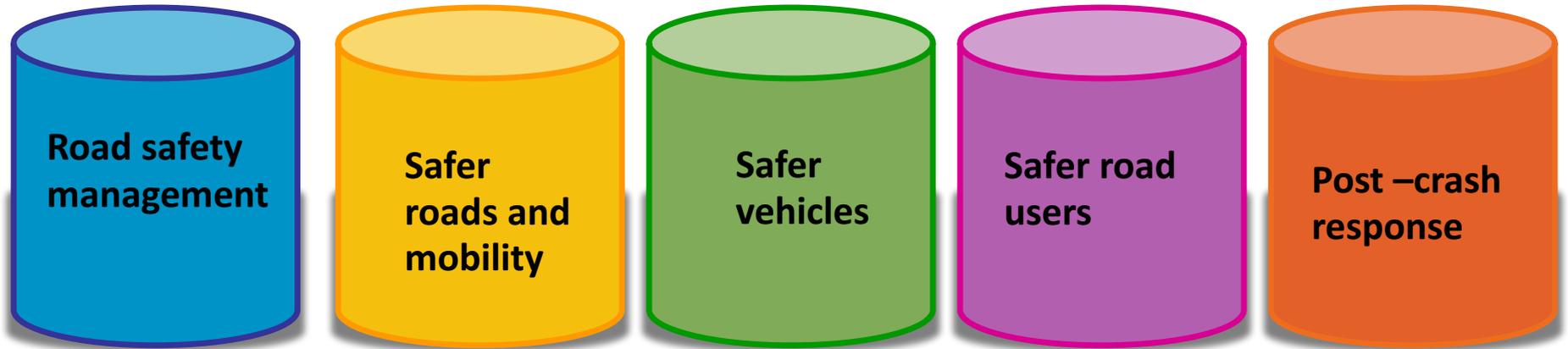
The overall goal of the Decade is to stabilize and then reduce the forecast level of road traffic fatalities around the world by 2020



The Plan

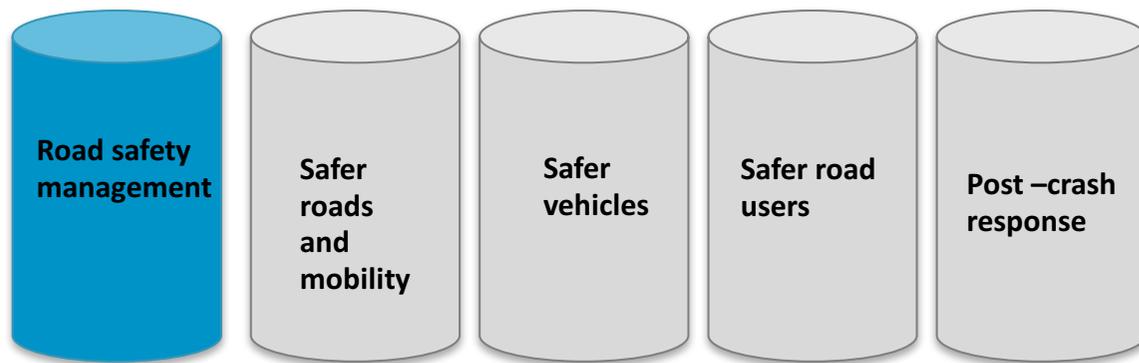


Pillars of the Plan



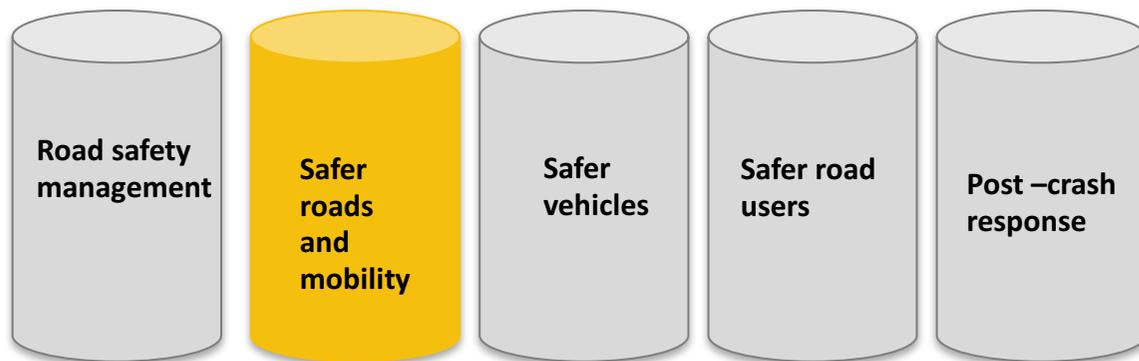
Road safety management

- ◆ Strengthen institutional capacity
- ◆ Put in practice United Nations road safety conventions
- ◆ Establish lead agency
- ◆ Develop a national road safety strategy
- ◆ Set realistic and long-term targets
- ◆ Develop data systems



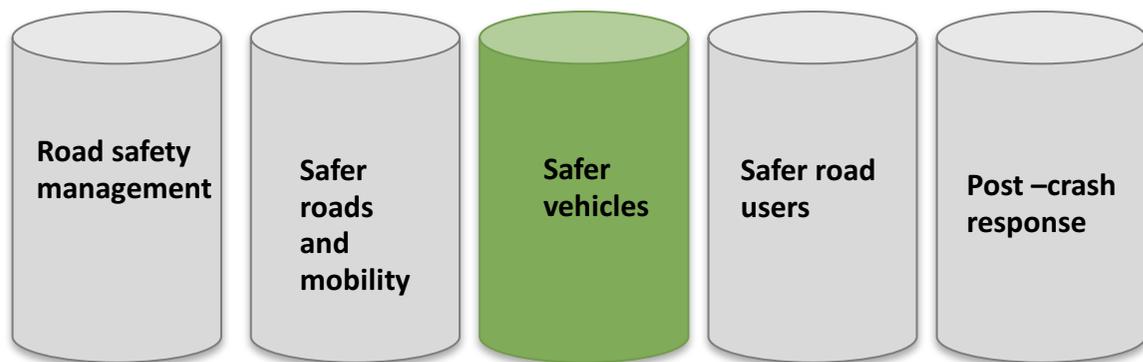
Safer roads and mobility

- ◆ Improve safety-conscious planning, design, construction and operation of roads
- ◆ Assess regularly safety of roads
- ◆ Explore various forms of transport and safe infrastructure



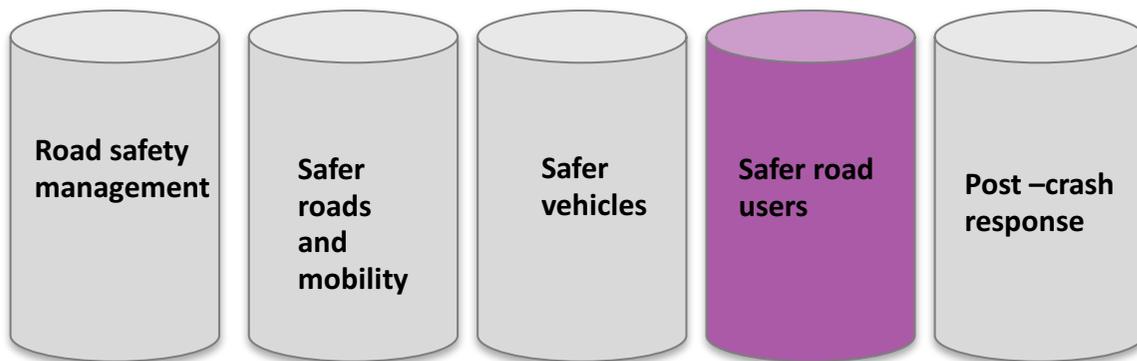
Safer vehicles

- ◆ Harmonize global standards
- ◆ Implement new car assessment programmes
- ◆ Equip all new cars with minimum safety features
- ◆ Promote use of crash avoidance technologies
- ◆ Encourage managers of fleets to purchase, operate and maintain safe vehicles



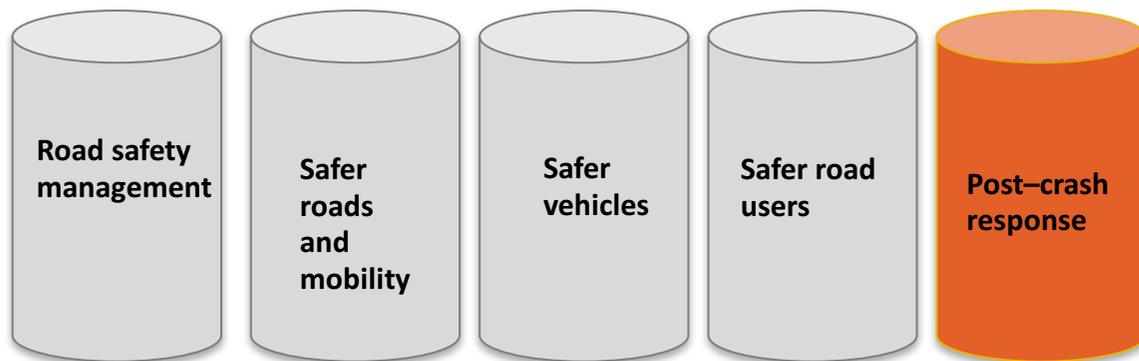
Safer road users

- ◆ Adopt model road safety legislations
- ◆ Sustain or increase enforcement
- ◆ Promote public awareness of risk factors
- ◆ Call for activities to reduce work-related road traffic injuries
- ◆ Establish graduated driver licensing programmes for novice drivers



Post-crash response

- ◆ Develop pre-hospital care systems
- ◆ Put in place single nationwide emergency telephone number
- ◆ Provide early rehabilitation and support to injured patients and those bereaved by road traffic crashes
- ◆ Establish insurance schemes
- ◆ Investigate crashes and provide legal response

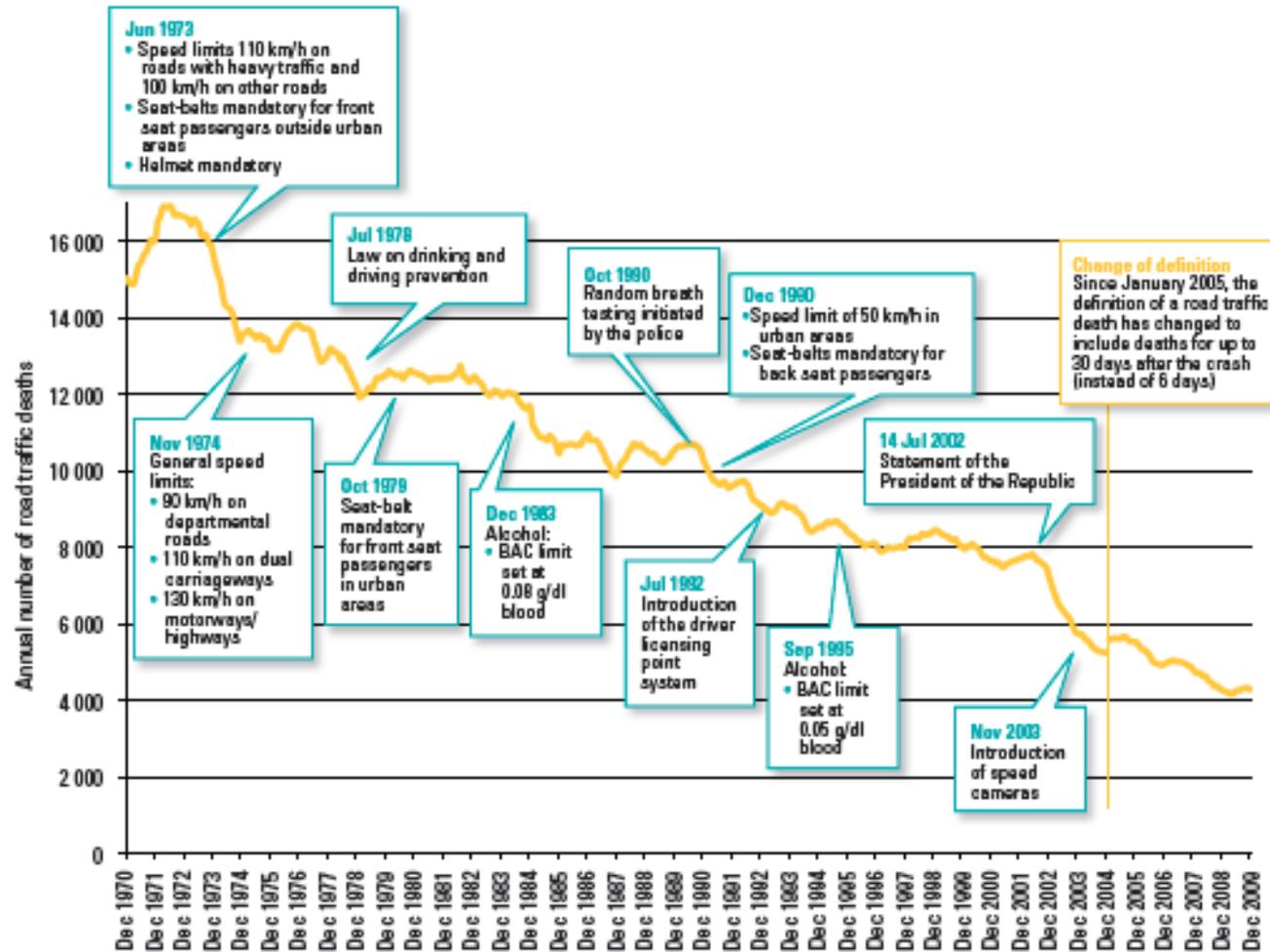


GOOD Practices



Prevention works

Evolution of the number of annual road traffic deaths in metropolitan France, 1970-2009



Source: Graphique reproduit avec l'autorisation de l'Observatoire national interministériel de la sécurité routière (ONISR), France



Best buys in road safety

- Speed reduction
- Seat-belts
- Child-restraints
- Helmets
- Drinking and driving
- ✓ Low cost engineering measures
- ✓ Safer vehicles
- ✓ Pre-hospital and Trauma care



Drinking and driving

BACs should be set at 0.05 g/dl for the general population.

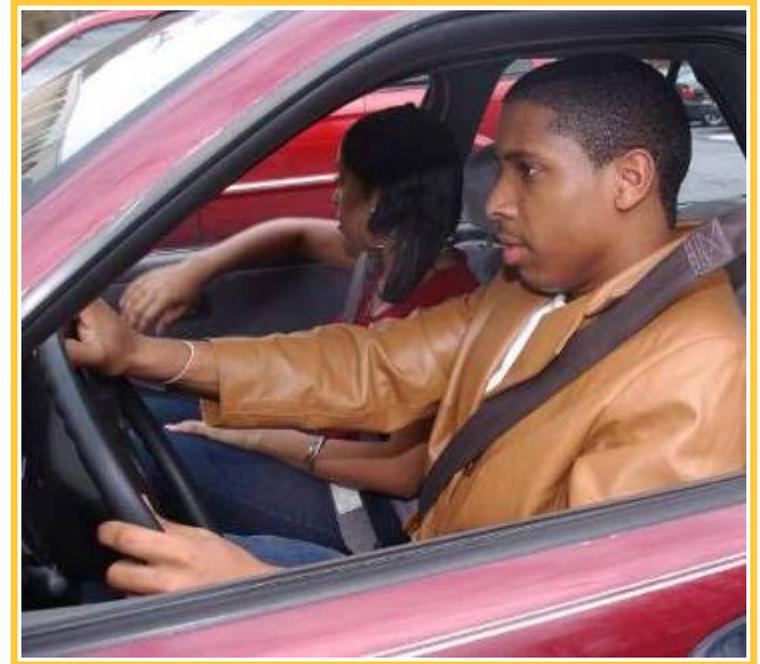
Less than
50%
of countries set
this limit!



Seat-belts and airbags

Wearing a seat-belt reduces the risk of death among front-seat passengers by 40–65% and among rear-seat occupants by 25–75%.

**Only 57%
of countries
require seat-belts
(front & rear)!**



Motorcycle helmets

Wearing a good quality motorcycle helmet can reduce the risk of death by $\pm 40\%$ and severe head injury by $>70\%$.

Only 40% of countries have a comprehensive law and standards!



Child restraints

Infant seats, child seats and booster seats can reduce deaths of infants by $\pm 70\%$ and deaths of small children by between 54%–80% in the event of a crash.

**Less than 50%
of countries have
a child restraint
law!**



Speed reduction

Urban speed limits should not exceed 50 km/h and local authorities should be able to reduce speeds where necessary.



**Only 29%
of countries
have such
laws!**



The Launch



11 May 2011



Statements of support from
national and international leaders

Projection of the tag on national
landmarks in New York, London,
Rio de Janeiro, Geneva, Moscow,
Warsaw, Colombo, others



Over 300 launch events
in more than 80 countries

www.decadeofaction.org



YOUR Contribution



Everybody's Decade



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United Nations Road Safety Collaboration

English Français Русский Español

Decade of Action for Road Safety 2011-2020

Welcome to the website of the Decade of Action for Road Safety 2011-2020. Officially established by the UN General Assembly in March 2010, the Decade provides a framework to coordinate and harmonize the increase action to save lives on the world's roads.

Call on Member States, international agencies, civil society organizations, businesses and community leaders to ensure that the Decade leads to real improvements. As a step in this direction, governments should release their national plans for the Decade when the Decade gets going on 11 May 2011.

Mr. Ban Ki-moon, UN Secretary-General

Global Plan for the Decade of Action for Road Safety 2011-2020

Symbol of the Decade of Action for Road Safety 2011-2020

Launch of the Decade to kick off for supporters of events

Launch of the Decade

Register your event

Calendar of activities

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WEAR. BELIEVE. ACT.
DECADE OF ACTION FOR ROAD SAFETY 2011-2020

HOME. WEAR. BELIEVE. ACT. SHOP. THE FUND. RESOURCES. LINKS. CONTACT.

Every six seconds someone is killed or maimed on the world's roads

This death and suffering is preventable

YOU can help to stop it

The United Nations has announced the Decade of Action for Road Safety

WEAR THE TAG
BUY NOW >

SUPPORT THE DECADE OF ACTION
Register to download the Tag symbol artwork, leaflets, posters and booklets >

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