

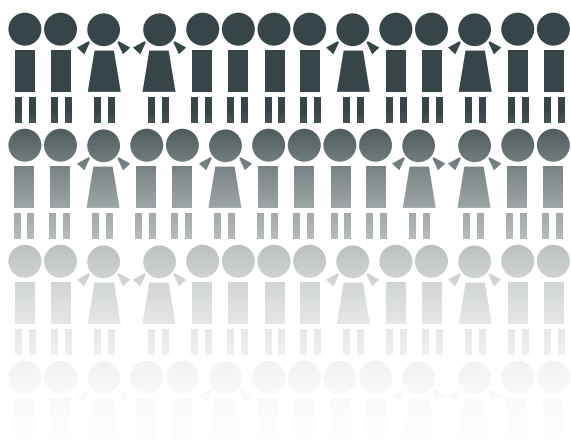
TEN STRATEGIES FOR KEEPING CHILDREN SAFE ON THE ROAD



Key facts

186 300

children <18 years die from road traffic crashes annually



Road traffic death rates among children are

3x

higher in developing countries



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

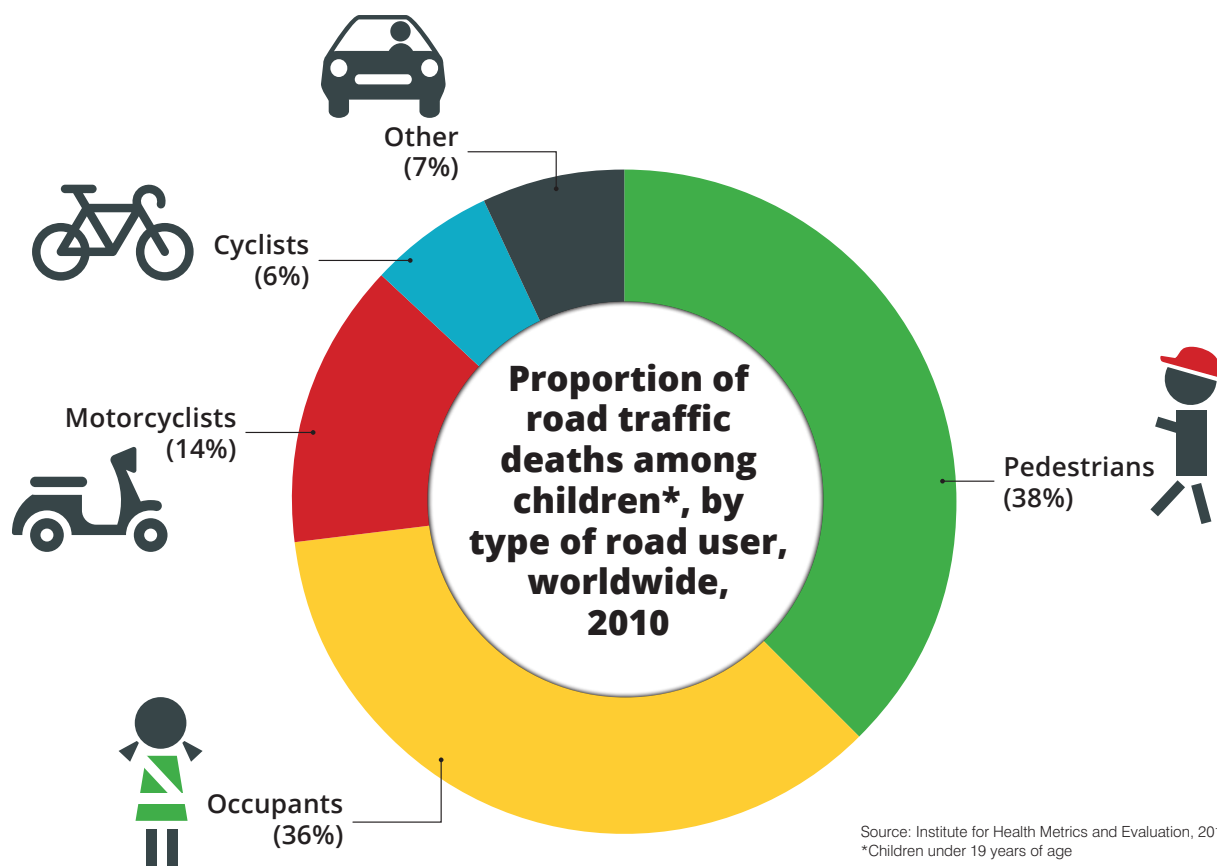


2x

as many boys

as girls die in road traffic crashes





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/>