

**≡ MAKE ROADS SAFE**  
The Campaign for Global Road Safety



Across the world people are supporting the Make Roads Safe campaign



Every year, 1.3 million people around the world are killed by motor vehicle crashes – and millions more are severely disabled. These deaths and injuries exact an enormous emotional and financial toll on our communities. But we can prevent this needless suffering by raising awareness, building support, and making road safety a priority for every country.



We must share what we have learned. Countries struggling to meet the U.N. Millennium Development Goals cannot afford the losses in human and economic potential that these deaths represent, especially when the means to stop this disaster are at hand. Road safety is important to our health, our economy, and our quality of life.

We face a fork in the road. We have a choice between accepting that there could be 100 million deaths in the coming decades, or resolving to work together to prevent them. Let's work together to Make Roads Safe.

**Norman Y. Mineta, Honorary Chairman, Make Roads Safe North America**  
US Secretary of Commerce (2000-2001)  
US Secretary of Transportation (2001-2006)

## About Make Roads Safe

Road deaths are a global epidemic which is being ignored by the world's leaders.

Make Roads Safe is an international campaign attempting to put global road traffic injuries on the G8 and UN sustainable development agendas. The campaign is led by a coalition of road safety and public health organizations.

The Make Roads Safe campaign aims to raise public and political awareness of the global road traffic injury epidemic that kills more than 3000 people, including at least 500 children, every day. More than 8 in 10 deaths occur in low and middle income countries.

## What we are campaigning for:

- A \$300 million Action Plan to help improve road safety in developing countries;
- A 10 year global effort to halve the projected increase in road deaths by 2020;
- Ensuring that at least 10% of development budgets for road infrastructure provided by the World Bank and other major lenders and donors are dedicated to road safety.



# ≡ MAKE ROADS SAFE

Every 3 minutes a child dies on the world's roads. Sign the petition. Your name counts.



“It is the poorest people, working people, who are most affected by road crashes, often leaving families suddenly without a breadwinner. I call on Africa’s leaders & the world community to work together to make our roads safe”. **Archbishop Desmond Tutu**

# Global leaders urge action

“Travel-related injuries and deaths affect millions of people around the world. I’m hopeful that action can be taken to ensure that no one dies before their time.”

**Bill Clinton, former US President**



“In a world facing war and violence of many kinds, the violent deaths on our planet’s roadways often go unnoticed. Strong leadership from the heart of the United Nations is vital. I express my heartfelt support for the Make Roads Safe campaign.”

**President Oscar Arias, Costa Rica**



“As our world becomes increasingly mobile, it is imperative that we give more attention to the safety of our roads and methods of transportation. The Make Roads Safe campaign is an essential step towards saving the 3,000 lives that are lost daily in road accidents.”

**Former U.S. President Jimmy Carter**





“Road crashes constitute a global epidemic, causing 1.3 million fatalities and 50 million injuries worldwide each year. Make Roads Safe is doing excellent work to raise awareness of this epidemic and to save lives.”

**U.S. Congressman James L. Oberstar, Chairman of the House Committee on Transportation and Infrastructure**



Roadway accidents are the leading killer of children worldwide, but too often this epidemic is overlooked. We must do more to draw attention to the seriousness of this problem and act to improve roadway safety and save lives.

**U.S. Congressman John Mica, Ranking Member of the House Committee on Transportation and Infrastructure**

The real tragedy is that road traffic crashes are predictable and can be prevented. It is critical that America play an active role domestically and internationally to address road crashes.

**U.S. Congressman Robert Wexler, Co-Chair, Congressional Caucus on Global Road Safety**



We can have an immediate and significant impact on the devastating effect of road crashes if we work together with other nations. This is an issue that transcends party affiliations and borders.

**U.S. Congressman Chris Van Hollen, Co-Chair, Congressional Caucus on Global Road Safety**



APHA President Dr. Linda Degutis with youth ambassadors



“As we strive to promote the health and well-being of each individual, road safety is an issue of critical importance to the public health community.”

**Dr. Georges C. Benjamin, Executive Director, American Public Health Association (APHA)**



## Leading Causes of Mortality, 2002

RANK DEATHS	CAUSE	PROPORTION OF TOTAL (%)
7	Diarrheal diseases	3.3
8	Tuberculosis	2.7
9	Trachea, bronchus, lung cancers	2.2
10	Road Traffic injuries	2.1
11	Diabetes mellitus	1.7
12	Malaria	1.6

Source: Mathers c, Loncar D. Updated projections of global mortality and burden on disease, 2002-2030: data sources, methods and results, WHO, October 2005



“When one thinks of the numbers who die or are disabled in road accidents, it immediately elevates it to the global agenda. It is time that leaders rallied round this issue”. **Stephen Lewis, Chair, Stephen Lewis Foundation; Former UN Special Envoy for HIV / AIDS in Africa**





“We have a moral obligation to make our highways safer for travelers everywhere. When we invest in a safe transportation system worldwide, we invest in our future.”

**Pete Rahn, President, American Association of State Highway and Transportation Officials (AASHTO) and Director, Missouri Department of Transportation**





Government officials and the public must view traffic deaths as a health problem, not just a transportation problem. Transportation ministries must be convinced to think in terms of moving traffic in ways that save lives and encouraging more public transportation such as trains, which greatly reduce the risks of travel.

**Professor Susan P. Baker, Founder, Johns Hopkins Injury Prevention Center,  
Johns Hopkins University School of Public Health**



Road crashes are the leading global cause of death for young people aged 10-24.

Half of all serious head injuries and spinal cord injuries and one-fifth of facial injuries are related to motor vehicle crashes. Too many people are never the same again following a serious injury.

The economic cost of road deaths and injuries in developing countries alone is estimated at up to US \$100 billion a year, equivalent to all overseas aid from donor countries.





We can work together to ensure that people everywhere - whether they are driving, taking public transportation, walking or biking – have access to the safest, most environmentally friendly, and affordable forms of travel possible.

**William Millar, President, American Public Transportation Association (APTA)**



My own son's death and the deaths of over one million others in road crashes each year demand informed, concerted, and unrelenting action.

**Rochelle Sobel, President, Association for Safe International Road Travel (ASIRT)**



Every week, we hear how children without helmets are dying in traffic accidents while their parents, who do wear helmets, survive. This is a horrifying, unacceptable reality. It must be changed.

**Greig Craft, President, Asia Injury Prevention Foundation (AIPF)**



The U.S. can share our skills, knowledge and experience with developing countries that are just beginning to wrestle with a wide range of highway safety issues.

**Barbara Harsha, Executive Director, U.S. Governors Highway Safety Association**

By getting safer drivers into safer vehicles on safer roads, in concert with an enhanced traffic safety culture, we can substantially drive down needless injuries and deaths around the world.”

**Peter Kissinger, President & CEO, AAA Foundation for Traffic Safety**



Motorcycle deaths continue to plague our efforts to reduce traffic deaths - it is imperative that leaders worldwide support helmet use to give citizens a fighting chance to escape death and injury in a crash. **Colonel James Champagne, Executive Director, Louisiana Highway Safety Commission (1996-2008)**



Protecting children around the world from motor vehicle injuries and deaths should be a top public health priority for our society. Though collaboration, advocacy, education, and evidence-based interventions, we can make it happen.

**Mitch Stoller, President & CEO, Safe Kids Worldwide**



Road crashes are causing tremendous but often unrecognized public health, transportation, humanitarian, and economic crises around the world – together, we must act now.” **Dr. Bella Dinh-Zarr, North American Director, Make Roads Safe Campaign**



# Making Roads Safe around the world



Vietnam



Guyana



Ghana



Costa Rica



Russia



Argentina



Japan



UK



Peru



Kenya



Lebanon



South Africa

# Make Roads Safe members include:

AAA, AAA Foundation for Traffic Safety

American Association of Motor Vehicle Administrators (AAMVA)

Advocates for Highway and Auto Safety

Amend.org

American Association of State Highway and Transportation Officials (AASHTO)

American Public Health Association (APHA)

American Public Transportation Association (APTA)

ARTBA

Asia Injury Prevention Foundation (AIPF)

Association for Safe International Road Travel (ASIRT)

Association for the Advancement of Automotive Medicine (AAAM)

ASPIRA

George Washington University Center for Injury Prevention & Control

Governors Highway Safety Association (GHSA)

Institute of Transportation Engineers (ITE)

Keep Kids Alive - Drive 25

MADD

Mothers in Black

National Association of County Engineers (NACE)

National Association of Women Highway Safety Leaders (NAWHSL)

National Organizations for Youth Safety (NOYS)  
Operation Lifesaver Inc. and Opération Gareautrain Canada  
RADD  
SADD  
Roadway Safety Foundation  
Safe Kids Worldwide  
Society for Advancement of Violence and Injury Research (SAVIR)  
Texas Transportation Institute (TTI)  
Traffic Injury Research Foundation (TIRF)  
University of California Center for Trauma and Injury Prevention Research  
University of Iowa Injury Prevention Research Center  
University of Minnesota Center for Excellence in Rural Safety  
U.S. Bone and Joint Decade  
usRAP/iRAP  
World Health Organization (WHO)  
World Federation of Public Health Associations (WFPHA)

Make Roads Safe is led by the FIA Foundation. Registered UK Charity No. 1088670.  
For a complete list of partners, visit [www.makeroadssafe.org/us](http://www.makeroadssafe.org/us) (North America) and  
[www.makeroadssafe.org](http://www.makeroadssafe.org) (Worldwide).



Lord Robertson, Chairman, Make Roads Safe campaign, and Michelle Yeoh, actress, present the Make Roads Safe petition to Ban Ki-moon, UN Secretary General

For more information, visit: [www.makeroadssafe.org](http://www.makeroadssafe.org)

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