

**CALL FOR A DECADE OF ACTION
FOR ROAD SAFETY 2010-2020
TOGETHER WE CAN SAVE 5 MILLION LIVES**

≡ MAKE ROADS SAFE

www.makeroadssafe.org

We call for a Decade of Action for Road Safety 2010 - 2020
Together we can save millions of lives. It is time for action.

Phát động chương trình Một Thập niên Hành động vì An toàn Giao thông 2010 - 2020

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The Campaign for Global Road Safety

An toàn giao thông đường bộ



Demanding Action in 2009

“Road crashes are now the leading global cause of death for children and young people aged 10-24 and cost the developing world up to \$100 billion a year, money that could instead be spent on schools and hospitals and economic development.

We must respond to this epidemic, which kills on the scale of malaria yet has been largely ignored by the international community.

Now, the Make Roads Safe campaign has successfully argued for the first ever UN Ministerial Conference on global road safety, which will be held in Moscow in November 2009.

We are calling on governments meeting at this UN Conference to agree to launch a Decade of Action for Road Safety to cut projected global road deaths by 50% by 2020. We need your support to make this happen.

Together we can make the change and save up to 5 million lives in the coming decade”.

Lord Robertson of Port Ellen
Chair, Make Roads Safe Campaign



Lord Robertson presents million name petition calling for UN Conference on global road safety to UN Secretary General Ban Ki-moon, March 2008



**I call for a Decade of Action
for Road Safety 2010-2020**

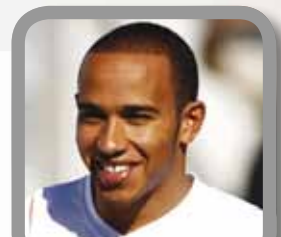
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“We need governments to come together and agree a Decade of Action for Road Safety. I urge people to get behind this cause.”

Lewis Hamilton



Why we need international action on road deaths

Road traffic crashes kill more than 3000 people, including 1000 children and young people, every day. Annually, 1.3 million are killed and at least 50 million are injured. More than 85% of these casualties (and 96% of child deaths) occur in low and middle income countries.

Many of those killed or injured are pedestrians. They are also breadwinners for their families. And by 2015 road crashes will be the leading cause of premature death, and disability, for children above the age of 5 in developing countries, unless we act now.

International efforts to combat road deaths command a tiny fraction of the resources rightly deployed to fight other comparable global killers, like Malaria. Yet safe roads are vital for achieving many of the UN's development objectives.



“The Make Roads Safe campaign will be working hard to ensure that when governments meet in 2009 at the UN Conference in Moscow, they don’t just talk, but they also act” **Michelle Yeoh, Global Ambassador, Make Roads Safe Campaign**

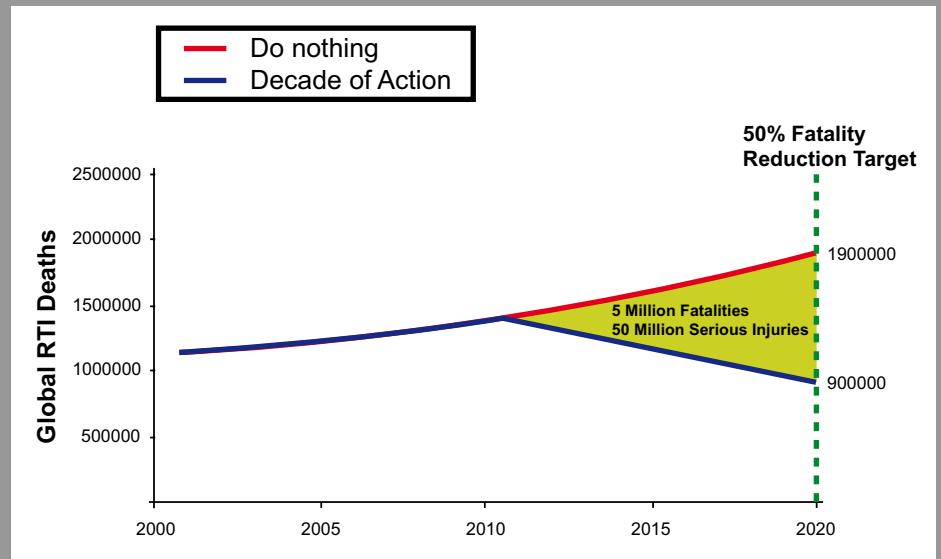


What we are campaigning for

- We want governments and the UN to commit to a Decade of Action for Road Safety with the aim of reducing by 50% the projected increase in global road deaths between 2010-2020;
- To help achieve this we want the international community to finance a \$300 million, ten year, global Action Plan to catalyse improvements in road safety in developing countries;
- We are calling for the G8 donor governments and major lending bodies, such as the World Bank, to ensure that at least 10% of their multi-billion dollar budgets for road construction and upgrading in developing countries are dedicated to road safety.

Projection of Global Road Deaths: 2 Scenarios

Green line shows possible road fatality savings by 2020 if a Decade of Action for Road Safety results in sustained governmental action for road injury prevention



“This problem can be cut down to size. We could save many millions of lives. We need at least a ten year sustained effort to do it and it can be done.”

Peter Adamson, Unicef adviser



Achieving a Decade of Action for Road Safety

In developing countries the number of people killed on the roads is predicted to rise by at least 80% over the next 20 years

We can avoid this terrible prediction, and save millions of lives, if the 2009 UN Ministerial Conference on global road safety commits to take serious action.

We know what works: making vehicles safer and designing roads to be safe for all road users; tackling inappropriate speed and drink driving; promoting seat belt use and helmet wearing; improving driver training and police enforcement; taking care to protect the most vulnerable road users like children and pedestrians.

But many developing countries need international assistance if they are to improve road safety and develop their own home-grown technical expertise. The solution: a ten year, \$300 million Action Plan, combined with a global target to cut by 50% the predicted increase in global road deaths between 2010 - 2020.

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



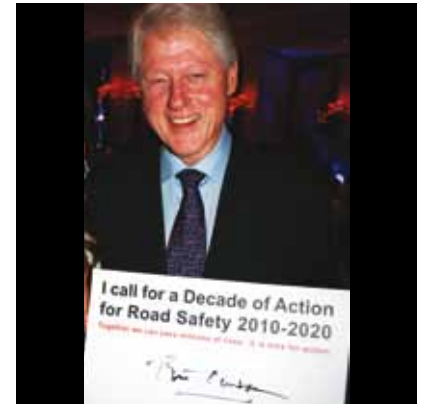
“It is time for those who can make a real difference to step up to meet this challenge and to commit to a Decade of Action for Road Safety.”

Archbishop Desmond Tutu, Nobel Peace Prize Laureate



“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



“We need a global programme to combat this epidemic of road traffic injuries. I am supporting the Make Roads Safe campaign and I call for a ‘Decade of Action’ which is essential if we are to save lives around the world.”

Óscar Arias Sánchez, President of Costa Rica,
Nobel Peace Prize Laureate





“What I’ve noticed in the twenty years I’ve been travelling is an enormous growth in the number of cars, using roads that are not always safe. We need to Make Roads Safe” **Michael Palin**, writer, actor and traveller



Join us...call for a Decade of Action for Road Safety



Ang Lee,
Film director



Mitch Stoller,
Safe Kids Worldwide



Jet Li,
One Foundation



Harasan Pandey,
Poverty campaigner



Etienne Krug,
WHO



Dr Fabiola Chacon
Paediatric Trauma Surgeon



Oliver Stone,
Film director



Osita Chidoka, Nigerian
Road Safety Commission



“Every three minutes a child dies on the world’s roads and these lives can be saved. We need a global action plan to ensure that key safety measures are put in place.”

Sonia Gandhi, President, Indian National Congress



Show your support – get involved

More than a million people and many organisations have added their names to the Make Roads Safe campaign.

Now we need your voice for the Call for a Decade of Action for Road Safety.

- Sign our petition at **www.makeroadssafe.org**
- Send us a photo with your Decade of Action signature board – download one from our website
- Add your organisation's endorsement to the campaign
- Urge your government to support a Decade of Action at the First Global Ministerial Conference on road safety in Moscow.

Together we can save millions of lives. It is time for action.



SUPPORT THE MAKE ROADS SAFE CAMPAIGN

WWW.MAKEROADSSAFE.ORG

The Make Roads Safe Campaign is led by the FIA Foundation.
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