

**ROAD CRASHES ARE  
THE NO. 1 KILLER OF  
YOUNG PEOPLE WORLDWIDE  
IT IS TIME TO ACT**

**≡ MAKE ROADS SAFE**

[www.makeroadssafe.org](http://www.makeroadssafe.org)



Across the world people are supporting the Make Roads Safe campaign



Sign the Make Roads Safe petition at [www.makeroadssafe.org](http://www.makeroadssafe.org)

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

We must respond to this epidemic, which ranks with HIV/AIDS, Malaria and Tuberculosis as a truly global killer, yet is largely ignored by the international community.

The Make Roads Safe campaign is calling for a UN Ministerial Conference on global road safety to be held as a first step to tackling this problem. We need your support.

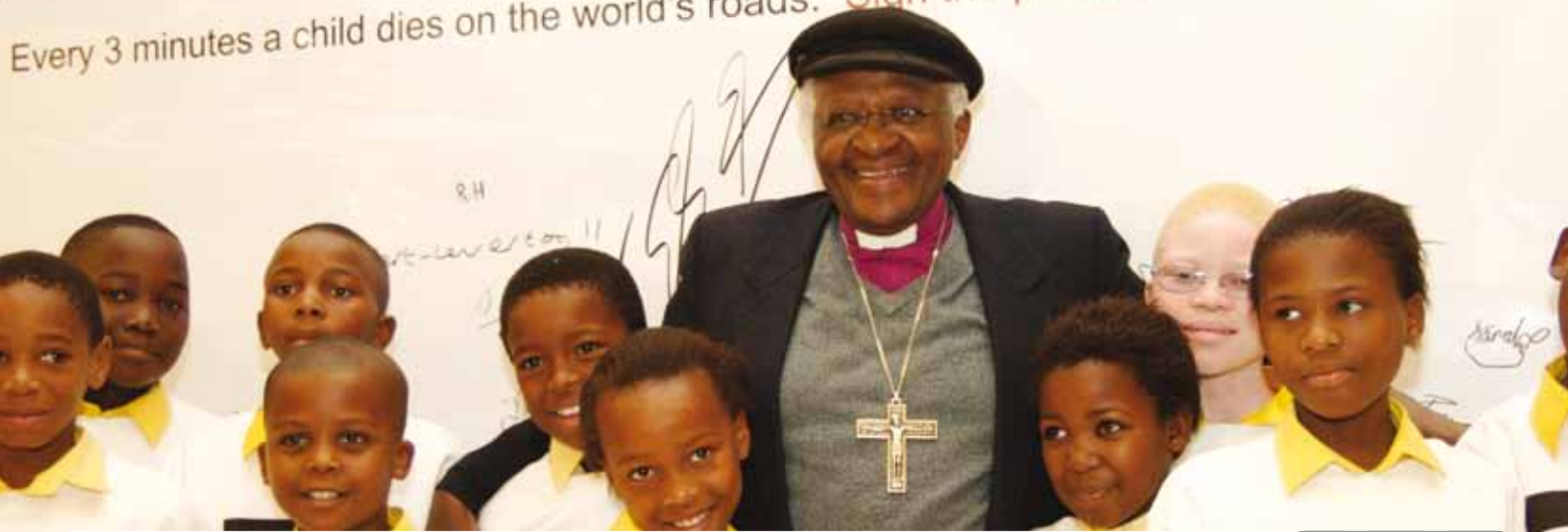
Every six seconds someone is killed or maimed on the world’s roads. Every six seconds we have another powerful reason to demand that the international community works to Make Roads Safe”.

**Lord Robertson of Port Ellen  
Chair, Make Roads Safe Campaign**



# ≡ MAKE ROADS SAFE

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



“Road deaths represent a huge burden on our health systems and an obstacle to our efforts to overcome poverty. I call on Africa’s leaders, and the world community, to work together to make our roads safe”.

Archbishop Desmond Tutu



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## Why we need international action on road deaths

Road traffic crashes kill 3000 people, including 500 children, every day. Annually, 1.2 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 disability for children aged 4 and above in developing countries, unless we act now.

International efforts to combat road deaths command a tiny fraction of the resources deployed to fight other comparable global diseases. Yet safer roads are essential for achieving many of the UN's Millennium Development Goals.

# ROADS SAFE

world's roads. Sign the petition. Your name



**“Road crashes kill on the scale of Malaria or Tuberculosis, yet the international community has not woken up to this horrific waste of life”.**

Michael Schumacher, Member of the Commission for Global Road Safety



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## What we are campaigning for

- We are calling for a first ever United Nations Ministerial Conference on global road safety to focus international attention on the scale of this epidemic and the need for practical action and support to developing countries;
- We want the international community to commit to a \$300 million, ten year, global Action Plan to improve 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 budgets for road construction and upgrading in developing countries are dedicated to road safety.



**“I am very happy to be able to provide my help to this campaign with the aim of reducing road accidents and saving lives”.**

Samuel Eto'o, footballer, FC Barcelona and Cameroon

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# Sign the Make Roads Safe petition

In November 2007 the United Nations General Assembly will debate a Resolution calling for a first ever UN Ministerial conference on global road safety.

A UN road safety Ministerial is a vital step because it will raise road traffic injuries up the political agenda.

A Ministerial meeting will bring together ministers from rich donor countries and developing countries to focus on a strategy for reducing the tragic toll of death and injury.

Road deaths in the richest countries are forecast to fall by 30% over the next 20 years. But in developing countries the number of people killed is predicted to rise by at least 80%.

The United Nations can, and must, begin to bridge the road safety gap between rich and poor.

# Support for the Make Roads Safe campaign...



‘I only recently found out that there are 1.2 million deaths a year and I think that’s shocking. We really need to think about how many people are dying on the roads and what we can do about it’.

**Lewis Hamilton, racing driver**



“We are committed to reducing road deaths in our countries. But we cannot do it alone. This is an issue where the international community can really help us to save lives”.

**Karla Gonzalez, Minister of Transport, Costa Rica**



“Over 500 children are being killed in road accidents every day. The world needs to act and act fast. That is why I support the Make Roads Safe campaign and its petition to the United Nations”.

**Moby, musician**

“It is becoming clear that road injury has a serious impact on the wider development goals we are all trying to achieve. So I commend the proposal that the UN should organise a global Ministerial meeting on road safety”.

**Tony Blair, former Prime Minister**



“People are dying on our roads every day. The world cannot simply turn away. Now is the time for action, not excuses for inaction”.

**Precious Mumbi, road safety campaigner and former Miss Zambia**



“These are preventable deaths. We’re talking about almost half a million children and young people dying each year from a preventable cause. Now let’s just stop the cause”.

**Kevin Watkins, Director, UN Development Report**



**SUPPORT THE MAKE ROADS SAFE CAMPAIGN**  
**SIGN OUR PETITION AT [WWW.MAKEROADSSAFE.ORG](http://WWW.MAKEROADSSAFE.ORG)**

The Make Roads Safe Campaign is led by the FIA Foundation.  
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**≡ MAKE ROADS SAFE**  
The Campaign for Global Road Safety