



Decade of Action for Road Safety 2011-2020

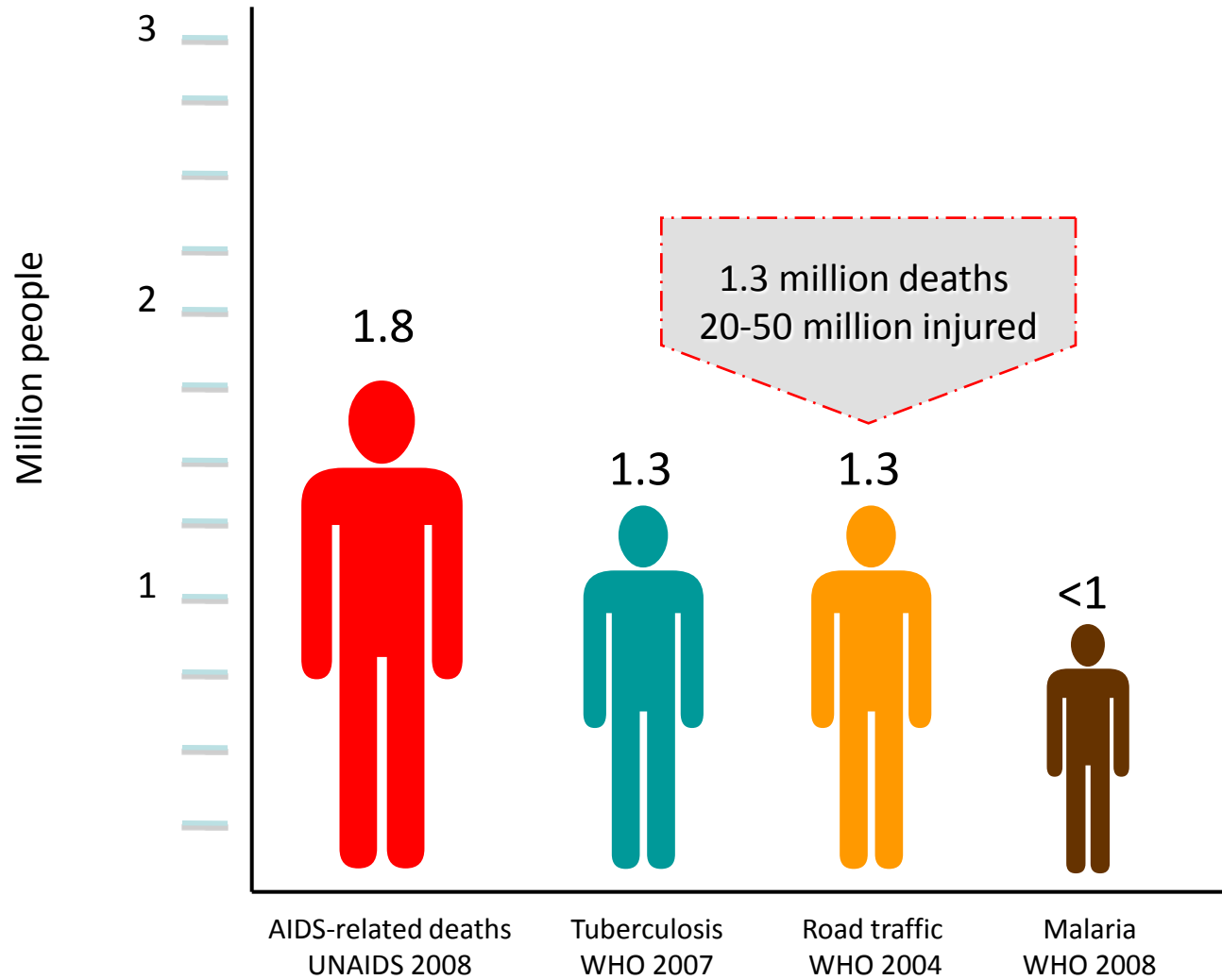
SAVING
MILLIONS
OF LIVES

Dr Etienne Krug
WHO Director
Department of Violence and Injury
Prevention and Disability





The facts



Leading causes of death

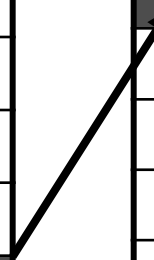


2004

| Rank | Disease or Injury |
|------|--------------------------------|
| 1 | Ischaemic heart disease |
| 2 | Cerebrovascular disease |
| 3 | Lower respiratory infections |
| 4 | COPD |
| 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 | COPD |
| 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 |





Ministerial Conference



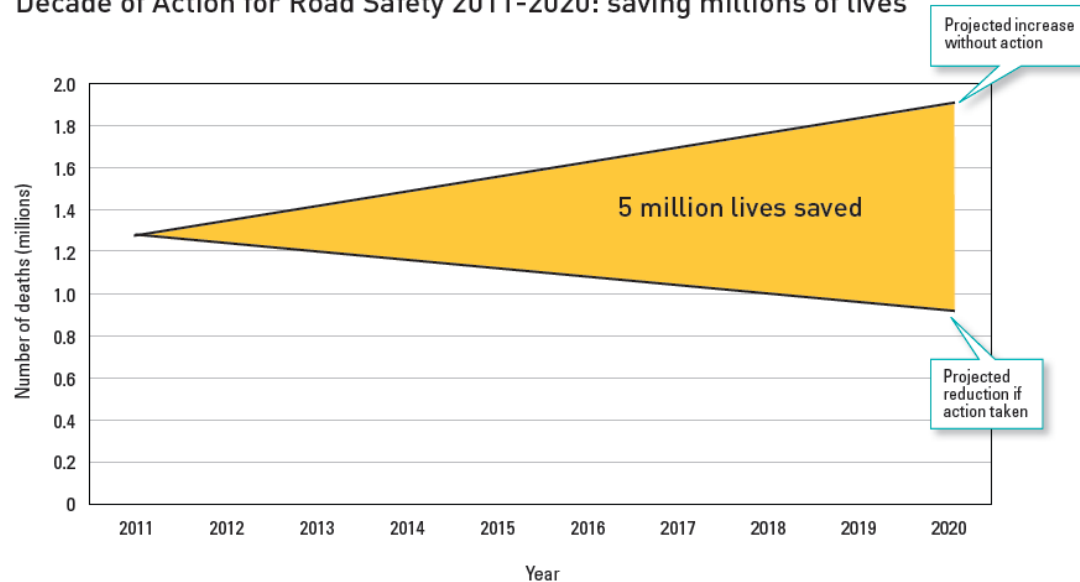
UN Decade of Action



Goal of the Decade



Decade of Action for Road Safety 2011-2020: saving millions of lives



Goal: To halt or reverse the predicted increases in road traffic fatalities around the world.

Global Plan for the Decade



http://www.who.int/roadsafety/decade_of_action/plan/en/index.html



Road safety
management



Safer roads
and mobility



Safer
vehicles



Safer road
users



Post-crash
response

Road safety management



- Strengthen institutional capacity
- Put in practice UN 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

- Promote road safety ownership/accountability
- Promote needs of all road users as part of sustainable mobility
- Promote safe operation/maintenance/improvement of existing infrastructure
- Promote development of safe new infrastructure
- Encourage capacity building/knowledge transfer in safe infrastructure
- Encourage research/development in safe infrastructure





Safer vehicles

- Harmonization of global standards
- Implement new car assessment programmes
- All new cars equipped with minimum safety features
- Promote use of crash avoidance technologies
- Encourage managers of fleets to purchase, operate & maintain safe vehicles





Safer road users

- Adopt model RS 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

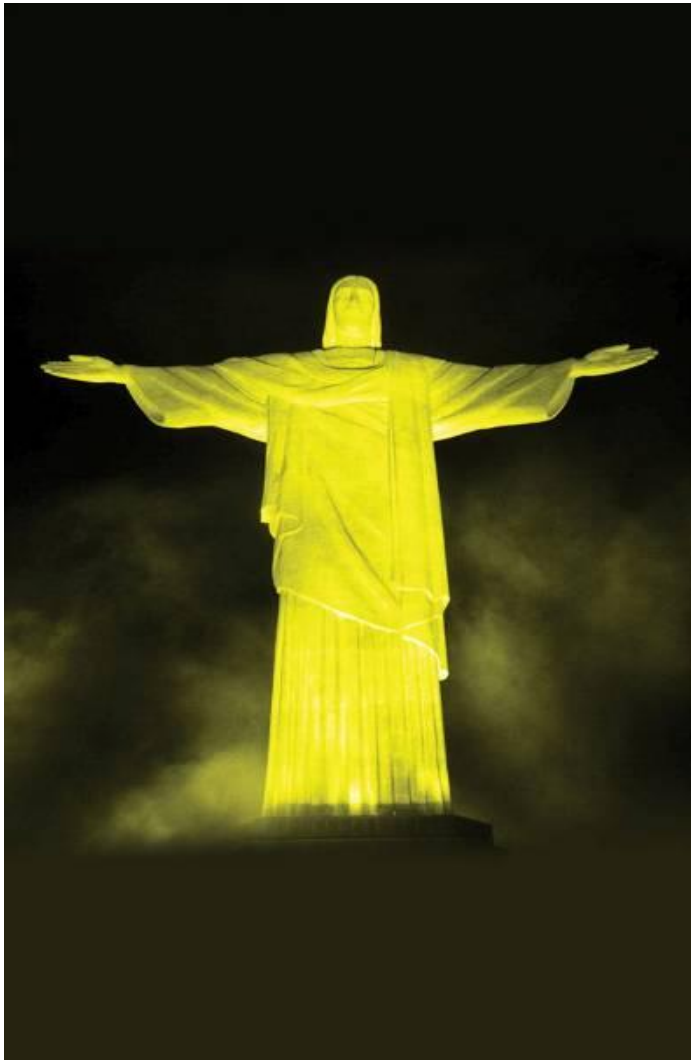
- Develop pre-hospital care systems
- Single telephone number for emergencies
- Provide early rehabilitation and support to injured patients and those bereaved by road traffic crashes
- Establish insurance schemes
- Investigate crashes & legal response



Decade launch: dignitaries



Decade launch: illuminations

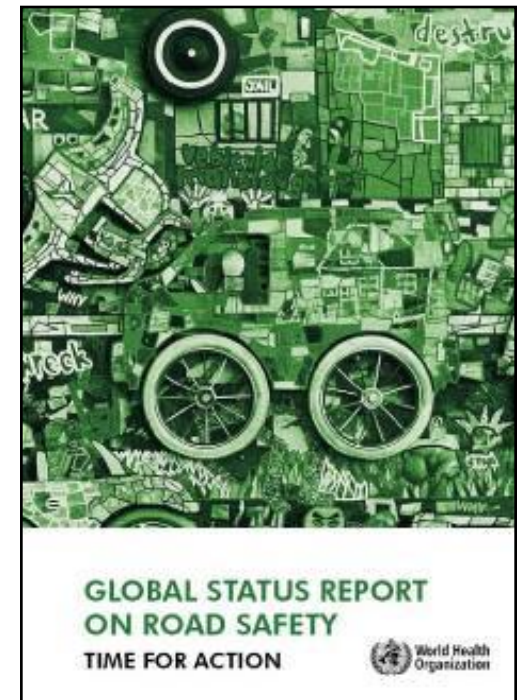


Decade launch: the public



WHO's contribution

- Coordinate global efforts
- Support countries
- Build capacities
- Monitor progress





Your contribution

- Encourage countries to develop Decade plan, nominate Decade focal point, launch Decade
- Support implementation of Decade plans (Pillar 2)
 - Eliminate high risk roads by 2020
 - Commit 10% of road budgets to safety
 - Establish specialist unit to monitor safety of road network
 - Lead efforts to manage speed
 - Ensure work zone safety
 - Promote training in low-cost safety engineering
 - Make the business case for safer road infrastructure

United Nations Road Safety Collaboration

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 Decade of Action

Decade of Action for Road Safety 2011-2020



Decade of Action for Road Safety 2011-2020

Welcome to the web site of the Decade of Action for Road Safety 2011-2020. Officially proclaimed by the UN General Assembly in March 2010, the Decade provides a framework to coordinate and harmonize the activities across the globe to reduce road deaths and injuries.

"Call on Member States, international agencies, civil society organizations, businesses and community leaders to ensure that the Decade leads to real improvements. Also step in the countries governments should release their national plans for the Decade when it is launched globally on 11 May 2011."
 Mr. Ban Ki-moon, UN Secretary-General

UN Secretary-General Ban Ki-moon unveils the Decade of Action for Road Safety 2011-2020. The Decade will be marked by a series of activities, including the launch of the Decade of Action for Road Safety 2011-2020 campaign.

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 of Action for Road Safety 2011-2020

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

Launch of the Decade
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DECADE OF ACTION FOR ROAD SAFETY 2011-2020

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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
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www.who.int/roadsafety
 www.decadeofaction.org

**It's everybody's
Decade ...**

**a unique
opportunity
that we should
not miss!**

