



XXIVth WORLD
ROAD CONGRESS
Mexico City 2011

Youth and Road Safety

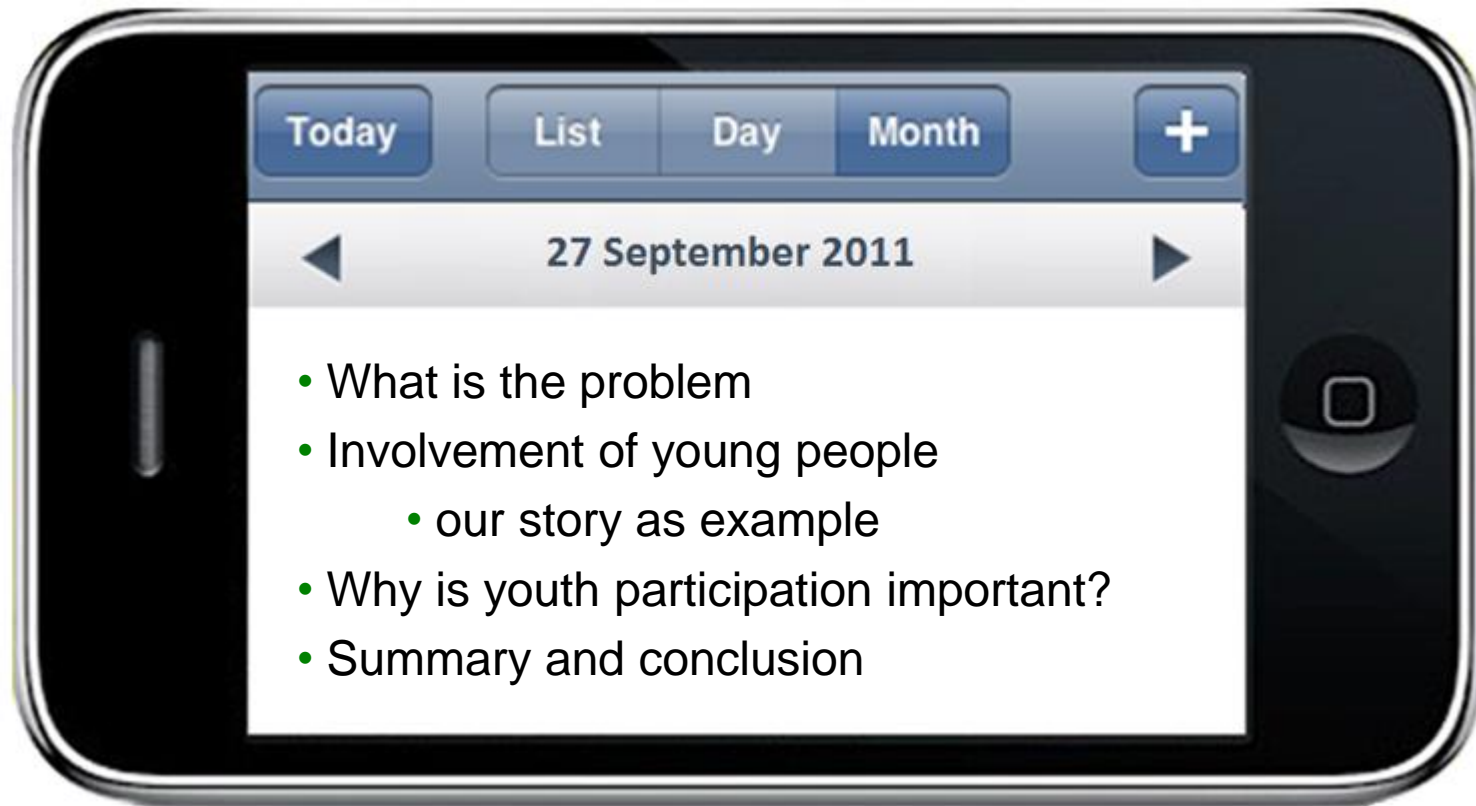
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AGENDA

Special Session 09: Decade of Action for Road Safety





CHALLENGES YOUNG PEOPLE FACE

What is the problem?

FACTS:

- Every day more than **1000** young people die on the world's roads
- **Every day** thousands more are injured
- Worldwide, road crashes are the **leading** cause of death among 10-24 year olds



CHALLENGES YOUNG PEOPLE FACE

What is the problem?

TIME FOR ACTION

- WHO predicts: **unless more** comprehensive global **action** is taken, the number of **deaths and injuries** is likely to **rise** significantly
- Youth are **the future** of tomorrow
- Tony Blair: *“It is right that we recognize the particular vulnerability of the young on our roads, because we all have a duty of care to keep our children and **young people safe**”.*



CHALLENGES YOUNG PEOPLE FACE

What is the problem?

YOUNG ROAD USERS PROBLEM

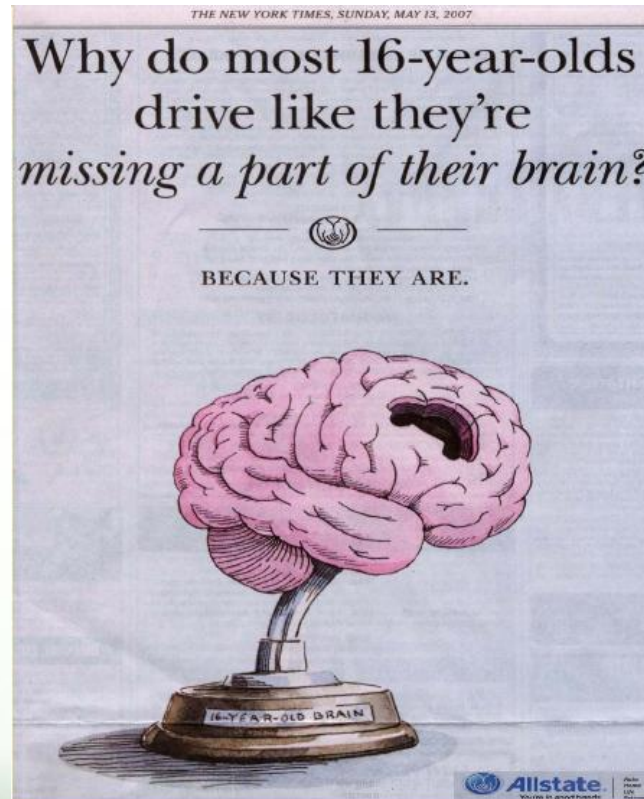
- There are **no** problem young road users, there is a young road users problem
- It is the system that makes young people the main victims, for example:
 - No proper driver training
 - Bad infrastructure
 - No or limited traffic laws and enforcement
 - No or limited access to safe vehicles or helmets
 - Limited awareness and education programs



CHALLENGES YOUNG PEOPLE FACE

What is the problem?

YOUNG PEOPLE AND THEIR CHALLENGES

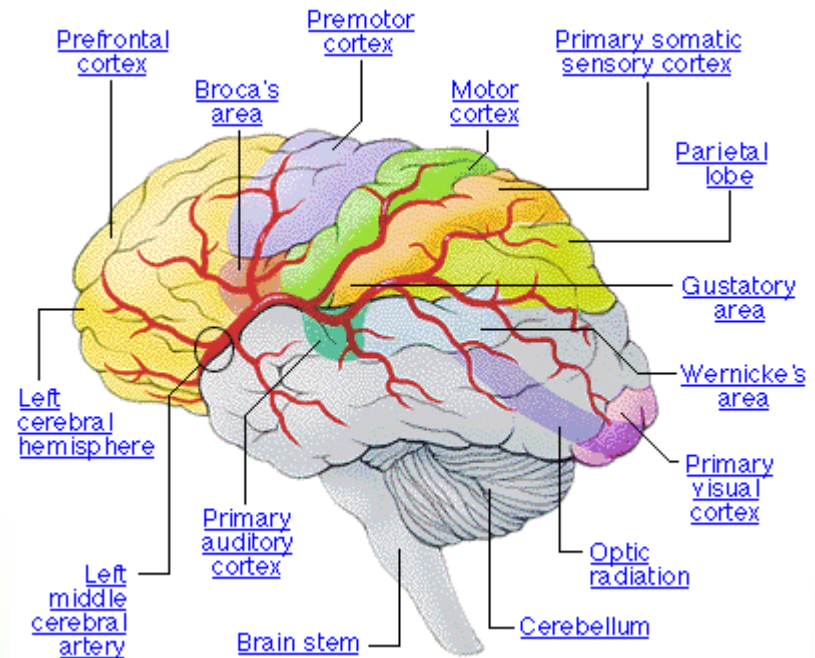


CHALLENGES YOUNG PEOPLE FACE

What is the problem?

YOUNG PEOPLE AND THEIR CHALLENGES

- Brain development: between 20-25 yrs
- Prefrontal cortex:
 - Impulse control
 - Judgment
 - Decision-making
 - Reasoning

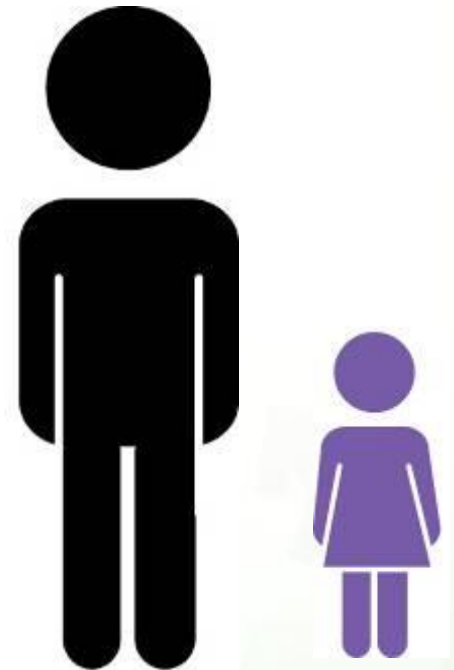


CHALLENGES YOUNG PEOPLE FACE

What is the problem?

YOUNG PEOPLE AND THEIR CHALLENGES

- Young people are more sensitive for social / group pressure / peer influence
- Some young people will take higher risks than adults in search for a 'kick'
- Young males are higher at risk than young females



CHALLENGES YOUNG PEOPLE FACE

What is the problem?

YOUNG PEOPLE AND THEIR CHALLENGES

- Inexperience among adolescents and young adults makes them less safe when driving a car or a motorcycle than older drivers
- Overestimation of their own skills
- Environment often not adjusted for their needs
 - Setting speed limits
 - Safe playgrounds
 - Safe school areas



CHALLENGES YOUNG PEOPLE FACE

What is the problem?

YOUNG PEOPLE AND THEIR CHALLENGES

Youth culture and life style:

- Cars/motorbikes are important
- Going out at night and weekends



CHALLENGES YOUNG PEOPLE FACE

What is the problem?

ROAD CRASHES ARE PREVENTABLE

What is needed:

- Designing safer **roads**
- Improving the safety features of **vehicles**
- Setting and enforcing **laws**: seat-belts, helmets, child restraints, BAC limits for drivers, speed limits
- Raising public **awareness**, **education** activities and **training**
- Influencing **social values** and **norms**



INVOLVEMENT OF YOUNG PEOPLE

Our story as example

- It all started in 2007...
- @United Nations



INVOLVEMENT OF YOUNG PEOPLE

Our story as example

- 400 Young people
- From more than 100 countries



INVOLVEMENT OF YOUNG PEOPLE

Our story as example

- Discussing road safety and what could be our involvement?

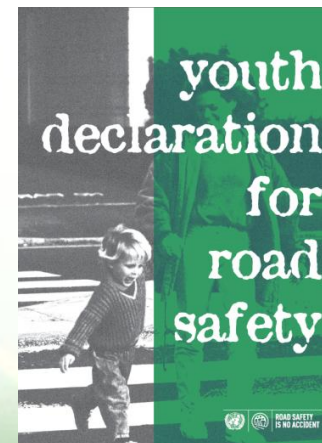


INVOLVEMENT OF YOUNG PEOPLE

Our story as example

Important outcomes were:

- All youth delegates were **inspired** and full of energy to become youth Ambassadors for Road Safety
- Adoption of the UN Youth **Declaration** for Road Safety
- Decision to **mobilize and organize** ourselves and to start a global youth **movement** for road safety



INVOLVEMENT OF YOUNG PEOPLE

Our story as example

One of our wishes: a global youth-led NGO for road safety



INVOLVEMENT OF YOUNG PEOPLE

Our story as example

2008: support of World Health Organization

2009: generous grant of Michelin to start first activities

2009: creation of a youth Taskforce to set strategy, goals, branding, website...



INVOLVEMENT OF YOUNG PEOPLE

Our story as example

November 2010: Launch of YOURS – Youth for Road Safety



TIME FOR ACTION
FIRST GLOBAL MINISTERIAL CONFERENCE
ON ROAD SAFETY
MOSCOW 2009



INVOLVEMENT OF YOUNG PEOPLE

Our story as example

What do we do...

Advocate at a regional/global level

Inspire, Connect and Unite young people

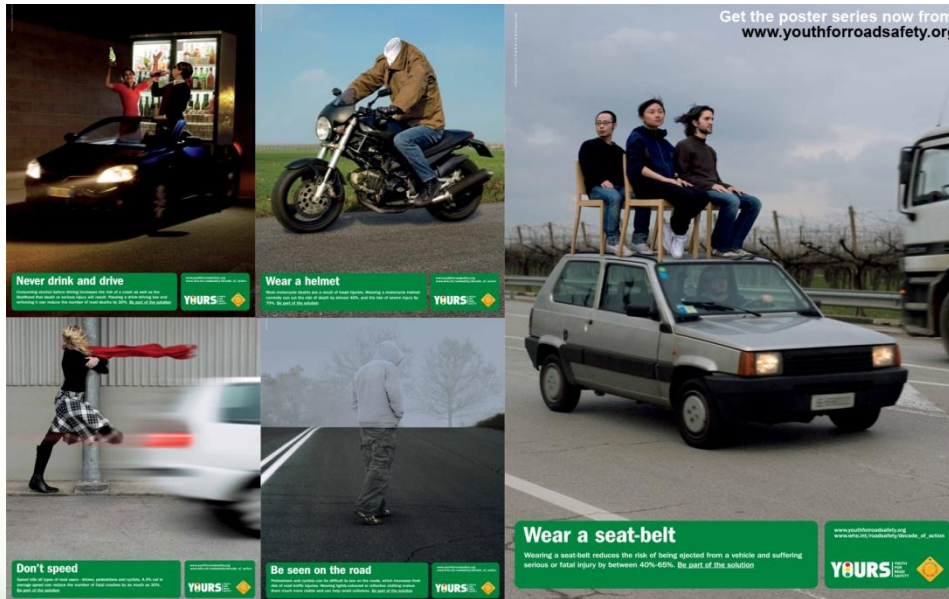
Develop capacities of youth advocates



INVOLVEMENT OF YOUNG PEOPLE Advocacy and Awareness

Youth voice at United Nation Road Safety Collaboration

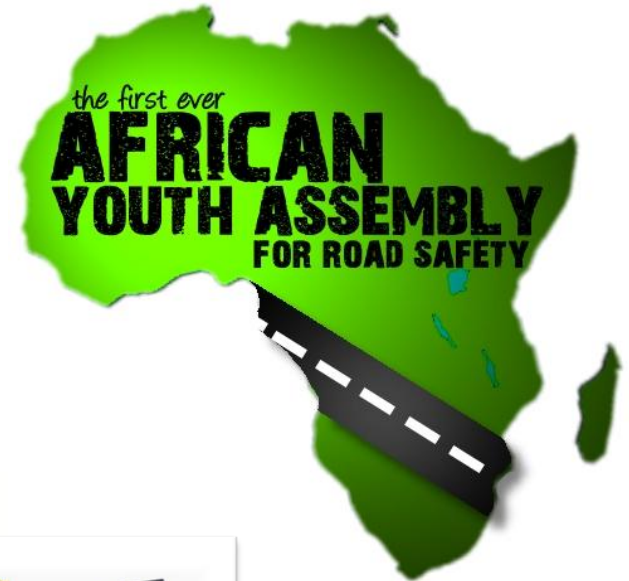
Free advocacy materials to use:



INVOLVEMENT OF YOUNG PEOPLE

Inspiring, Connecting and Uniting

Organizing regional youth assemblies for road safety:



INVOLVEMENT OF YOUNG PEOPLE

Inspiring, Connecting and Uniting

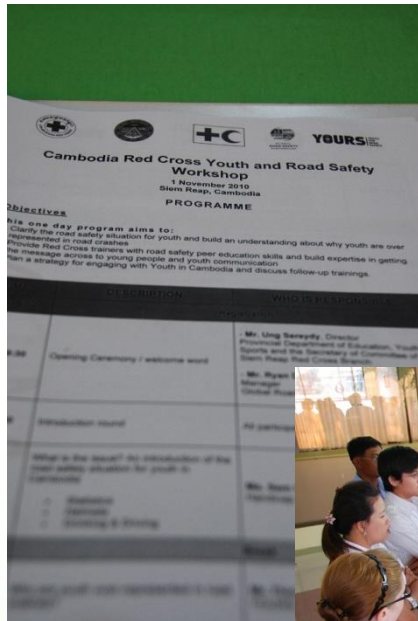
Strong online presence and online mapping of youth initiatives



INVOLVEMENT OF YOUNG PEOPLE

Developing capacities of young people

Organizing workshops and development of Youth and Road Safety Toolkit



INVOLVEMENT OF YOUNG PEOPLE

Other showcases

Brazil, Vida Urgente



INVOLVEMENT OF YOUNG PEOPLE

Other showcases

The Netherlands, TeamAlert



INVOLVEMENT OF YOUNG PEOPLE

Other showcases

Niger, ONG FONDEÏ MA BORI



ONG FONDEÏ MA BORI
NA
MEDIATION DE L'ACTIVITE
JOURNEE MONDIALE DU SOUVENIR DES
VICTIMES DE LA CIRCULATION ROUTIERE
MARCHE DES ENFANTS POUR LA SECURITE ROUTIERE
16 Novembre 2008



WHY IS YOUTH PARTICIPATION IMPORTANT?

Encourage you to reach out to young people and increase youth participation:

- ✓ Youth have a right to participate in decisions that affects them;
- ✓ Youth are the main victims and can be a big asset in the solution as well;
- ✓ Next generation of stakeholders;
- ✓ Development of skills of young people.



WHY IS YOUTH PARTICIPATION IMPORTANT?

Tips to engage with young people

- TIP 1:** Approach youth as part of the solution, not just as focus of the problem
- TIP 2:** Trust youth to do good, support/guide them, but do not tell them what to do, youth are a bit rebellious by nature
- TIP 3:** Use their unique set of skills, Youth...
- are experts of their own youth culture;
 - have boundless energy and motivation;
 - have the will to make a change;
 - have the abilities for peer education;
 - are great advocates;
 - have the skills in new media.



ROLE OF YOUNG PEOPLE DURING THE DECADE

What can you expect from us?



WEAR. BELIEVE. ACT.
DECADE OF ACTION FOR ROAD SAFETY 2011-2020

YOURS will continue to...

- mobilize the youth world wide
- support the youth with their road safety efforts
- further develop the skills of young people
- advocate for the needs of young people



SUMMARY AND CONCLUSIONS

What do you need to remember?

- Road crashes are the leading killer of young people
- Young people face many challenges
- About YOURS
 - Advocating for youth and road safety;
 - Inspiring-Connecting-Uniting;
 - Developing Capacities.
- Importance of youth participation
- **Involve young people in road safety!**



SUMMARY AND CONCLUSIONS

What do you need to remember?

Thank you

