



WEAR. BELIEVE. ACT.

DECADE OF ACTION FOR ROAD SAFETY 2011-2020

Launching
the Decade
of Action



ROAD TRAFFIC DEATHS AND INJURIES: A FAST GROWING GLOBAL EPIDEMIC

Ten reasons to act:

1. More than 1.3 million people die every year
2. Road crashes kill more people than Malaria
3. 50 million are injured, many disabled as a result
4. 90% of these casualties occur in developing countries
5. Annual deaths are forecast to rise to 1.9 million by 2020
6. This is the No.1 cause of death for young people worldwide
7. By 2015 it will be the leading health burden for children over 5 in developing countries
8. The global economic cost is more than US\$500 billion, in developing countries it is \$100 billion – equal to all overseas aid
9. Injuries place immense burdens on hospitals and health systems
10. Road crashes *are* preventable

Total 2004	Total 2030
1 Ischaemic heart disease	1 Ischaemic heart disease
2 Cerebrovascular disease	2 Cerebrovascular disease
3 Lower respiratory infections	3 Chronic obstructive pulmonary disease
4 Chronic obstructive pulmonary disease	4 Lower respiratory infections
5 Diarrhoeal diseases	5 Road traffic crashes
6 HIV/AIDS	6 Trachea, bronchus, lung cancers
7 Tuberculosis	7 Diabetes mellitus
8 Trachea, bronchus, lung cancers	8 Hypertensive heart disease
9 Road traffic crashes	9 Stomach cancer
10 Prematurity and low birth weight	HIV/AIDS
11 Neonatal infections and other	Nephritis and nephrosis
12 Diabetes mellitus	Suicide
13 Malaria	Liver cancer
14 Hypertensive heart disease	Colon and rectum cancer
15 Birth asphyxia and birth trauma	Oesophagus cancer
16 Suicide	Homicide
17 Stomach cancer	Alzheimer and other dementias
18 Cirrhosis of the liver	Cirrhosis of the liver
19 Nephritis and nephrosis	Breast cancer
20 Colon and rectum cancers	Tuberculosis
22 Homicide	



UNITED NATIONS GENERAL ASSEMBLY, 2nd March 2010:

***“Proclaims the period 2011-2020 as the Decade of Action for Road Safety,
with a goal to stabilize and then reduce
the forecast level of road traffic fatalities around the world”***

DECADE LAUNCH.

TIME FOR ACTION

11 MAY 2011



11 MAY 2011

A global launch consisting of “rolling” national launch events in every time-zone of the world, beginning in the Pacific and ending on the west coast of the Americas.

Each national launch could include some or all of the following:

- **One-hour media event with heads of state, government ministers dignitaries, celebrities, RTI victims and others**
- **Release of national plans for the Decade and/or a new road safety initiative**
- **Include the road safety Tag in your events and activities**



11 MAY 2011

Some common elements that could be adopted around the world:

- **Video statements from heads of government/heads of state – film a senior member of your government endorsing the Decade of Action (and make sure they wear a Tag!) This request is more likely to succeed if made by your country's official Decade organiser.**
- **'I/we want action because...' statements by individuals (could be filmed, written, artistic, photographic). Build collections of personal statements of what the Decade means for people everywhere.**
- **Include the road safety Tag in your events and activities**



11 MAY 2011

Some common elements that could be adopted around the world:

- **Tag hung or projected onto major international landmarks on the night of 10 / day of 11 May 2011. Seek permission from your city authority to hang or project the Tag onto a famous building or statue as a way to gain public awareness and media attention**
- **Tag projected onto famous clock faces (Time for Action). Every six seconds someone is killed or seriously injured on the world's roads – so you don't need to project for long to make your point!**
- **Include the road safety Tag in your events and activities**



11 MAY 2011

SUGGESTED TIMELINE FOR NATIONAL LAUNCH:

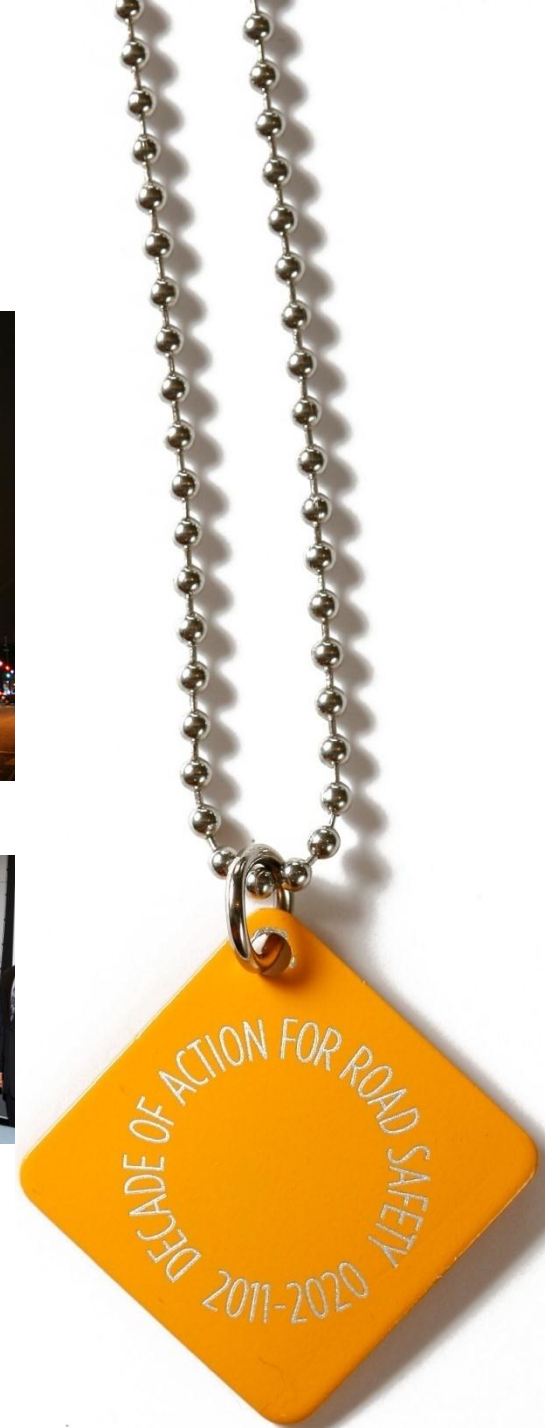
Nightfall - 10 May 2011

Project Tag onto famous clockface / landmark / national building with message: 'Time for Action'

Morning - 11 May 2011

National political/media event to mark Decade of Action and launch national plan of action or significant road safety announcement: government ministers, celebrities, road safety stakeholders, public etc.

Include a photo-call involving the Tag.



11 MAY 2011

You could plan events, big or small, to mark the launch of the Decade in your own communities, schools or workplaces:

- Hand over a Tag to your mayor or local political representative, to raise awareness**
- Involve a local sports club – like your football club**
- Organise a sponsored walk to raise money for road safety activities**
- Invite the police or other emergency services to talk to children or students about the consequences of road crashes**
- Start a national/local Tag Facebook group; write to your local newspaper...**

...remember to use the Tag in all your activities



11 MAY 2011

The 'Tag' is the new global symbol for the road safety movement around the world.

Use the Tag in your national, regional or community activities to build awareness of road safety.

- Encourage celebrities and sports stars to wear and endorse the Tag
- Become a national licensee to produce and distribute the Tag

For more information on how to get and use the Tag visit www.decadeofaction.org



11 MAY 2011

Make the Tag an important part of your communications, it can unify, making people feel part of the global Decade and our shared motivational objective:

Together
We can save
millions
of lives.



Some visual ideas...



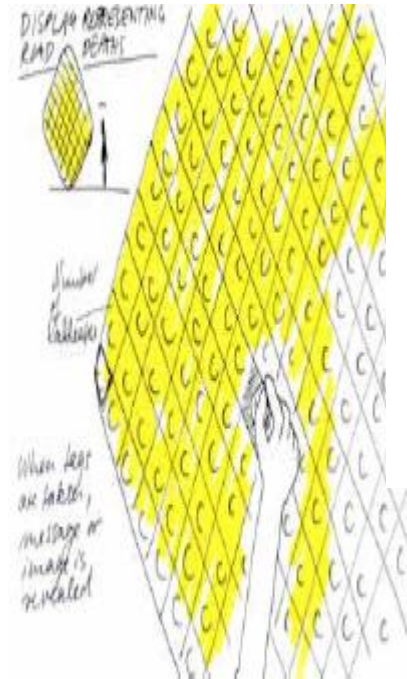


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Facebook groups



Public Displays



Something more ambitious...



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'TIME FOR ACTION'
11 MAY 2011



WEAR. BELIEVE. ACT.

DECADE OF ACTION FOR ROAD SAFETY 2011-2020





WEAR. BELIEVE. **ACT.**

DECADE OF ACTION FOR ROAD SAFETY 2011-2020

A way to remember





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UN ROAD SAFETY COLLABORATION



The UN Road Safety Collaboration (UNRSC), led by the World Health Organization, is coordinating the Decade of Action for Road Safety.

Bringing together UN agencies and regional commissions, governments, NGOs and the private sector, the UNRSC has developed a Decade Action Plan which sets out a 'safe systems' framework to guide national activity through the Decade of Action.

Check the official websites of the Decade of Action for information, events, and advice, and for updates on plans for the launch of the Decade on 11 May 2011.

MORE INFORMATION:

Go to the following websites:

http://www.who.int/roadsafety/decade_of_action

<http://www.decadeofaction.org>



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Remember...

11 May 2011 is just the beginning of a ten year campaign.

Use the Decade launch to raise awareness and build alliances for sustainable road safety action throughout the Decade of Action.

Wear the Tag

Believe in our collective ability to achieve the Decade goals

Act.



