

Egypt road safety media workshop



The Egypt road safety media workshop was held on 11 December 2011 in Cairo, Egypt, as one of a series of similar workshops organized by WHO in countries that are part of the road safety in 10 countries project. The workshop was a collaborative effort by WHO at the global, regional and country levels and members of the road safety in 10 countries project, national working groups from different sectors, including health, traffic police, transport, academia, nongovernmental organizations and others. It was attended by about 30 journalists from print and audio-visual media.

The need for the workshop stemmed from the great influence that journalists and media have on public opinion and of them being key in the advocacy for road safety among individuals, communities and decision-makers at the highest levels.

The objectives of the workshop were to:

- foster an in-depth understanding of main concepts around road safety in Egypt
- promote a shift in coverage from basic reporting of road safety news and individual stories to their utilization as a foundation for addressing road safety as a whole with clear analysis of causes and consequences
- promote constructive reporting through the inclusion of feasible evidence-based solutions as an integral part of road safety coverage, whether print or audiovisual
- agree on a mechanism for feedback to the WHO Egypt country office on road safety media coverage.

Launch of the Decade of Action on Road Safety



Egypt road safety in 10 countries project



According to the Global status report on road safety, 12 000 lives are lost annually to road traffic crashes in Egypt with a fatality rate of 42 deaths per 100 000 population. Almost 5% of those deaths are borne by four-wheeler passengers, followed by pedestrians at 20% of the death burden.

Different related laws are in place, including laws on speed, seat belts, helmets and blood-alcohol concentration. However, enforcement of these laws remains inadequate.

Egypt is one of the 10 countries of the road safety in 10 countries project conducted over 5-years 2010–2014 by a consortium of six international partners – WHO, the Global Road Safety Partnership, the International Injury Research Unit at Johns Hopkins University and the Association for Safe International Travel, with funding from The Bloomberg Family Foundation. The project focuses on different aspects of road traffic injury prevention in 10 low- and middle-income countries across the world: Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russian Federation, Turkey and Viet Nam. In Kenya and Egypt the project also focuses on data system development and in Kenya and India on trauma care.

The road safety project in Egypt is led by a working group, including representatives from the Ministries of Interior, Education, and Health, as well as academia, trauma care

services and nongovernmental organizations. The WHO country office coordinates the project. Activities focus on controlling speed and increasing seat-belt wearing rate, in addition to data system development.

[Egypt road safety in 10 countries project fact sheet \[pdf 1.53Mb\]](#)

[Status of road safety in Egypt \[pdf 210kb\]](#)

[Arabic \[pdf 1.12Mb\]](#) | [English \[pdf 496kb\]](#) Egypt country profile -

[Egypt mortality profile \[pdf 292kb\]](#)

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