



Pedestrian deaths account for 22% of all annual global road deaths. More needs to be done to make our world more walkable by providing safe, reliable and accessible facilities for all pedestrians.

To celebrate the second United Nations Global Road Safety Week from 6 to 12 May 2013, the Ministry of Interior and Egyptian National Road Safety Council, in collaboration with WHO/Egypt, organized a series of activities with the active participation of the Ministries of Health and Population, Transport, Education and others, the Egyptian Red Crescent, Egyptian Society for Road Safety and other nongovernmental and civil society organizations.

Under the theme of "Make Walking Safe", the Week seeks to draw attention to the needs of pedestrians; generate action on measures to protect them; and contribute to achieving the goal of the Decade of Action for Road Safety 2011–2020 to save 5 million lives.

Events have been registered in nearly 70 countries. Activities in Egypt were announced through the media, including several radio stations, newspapers and social media platforms. An on-the-air radio programme on road safety took place hosting key national focal persons from the Ministries of Interior and Transport and WHO country office. Callers rang in to discuss road safety issues.

On Wednesday 8 May, the nongovernmental organization Egyptian Society for Road Safety held a short walk from a specified meeting point to Maadi library and children repainted pedestrian crossings while walkers held signs advocating for pedestrian safety. Paramedics gave live demonstrations to the children on the management of first aid to a simulated road traffic crash victim and showed them how those injured in road traffic crashes should be safely handled.

A workshop was also held demonstrating Egypt's traffic department road traffic crash data system, followed by a video conference with WHO headquarters.

Activities to raise community awareness of road safety will extend beyond Road Safety Week. On Sunday 19 May, a Facebook campaign called “Start with yourself” (ابدأ بنفسك) will be officially launched. The campaign is an initiative created by the Egyptian National Road Safety Council, with the support of WHO/Egypt and the Egyptian Red Crescent Society, it aims to involve the community in a dialogue on road safety issues. The site has already attracted over 45 000 users, mainly youth, from all over the country.

From 20 to 23 May, a 4-day road safety awareness-raising campaign will also take place in Alexandria to raise awareness of the dangers of speeding and not wearing seatbelts. This campaign is being implemented by the Egyptian Red Crescent Society and the Egyptian National Road Safety Council, in collaboration with national road safety stakeholders from governmental and civil society organizations, supported by WHO.





Related links

[Start with yourself \(Facebook web campaign\)](#)

[Second United Nations Global Road Safety Week, 6–12 May](#)

[Information for the media: Make Walking Safe, The second United Nations Global Road Safety Week in the Eastern Mediterranean Region 6–12 May 2013 \[pdf 250kb\]](#)

[Press release: Making walking safer](#)

[Make walking safe posters](#)

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