



Youth advocates for road safetyA road safety community awareness campaign was held in Cairo during the period 18–21 November 2012. This activity, a key component of the RS10 (Road Safety in 10 Countries) project funded by the Bloomberg Foundation, was held to mark World Remembrance Day for Victims of Road Traffic Crashes.

[The campaign](#)

was led by the

[Egyptian Red Crescent](#)

in coordination with the

[WHO country office](#)

and with contributions from the Ministry of Health and Population,

[Ministry of Transport](#)

, Ministry of Interior, State Ministry of Youth, and many other governmental and civil society organizations.

The campaign started with a half-day event held in the premises of the Egyptian Red Crescent with the participation of a large number of key stakeholders. This was followed by a field awareness campaign extending for three days at three toll stations at different entry points of major cities connected with Cairo. Groups of youth advocates were based along the selected areas with messages focusing on speed and seat-belt usage. The advocates also drew the attention of road users towards the new measures taken for better legislation and law enforcement. Brochures, flyers and other giveaways were distributed during the campaign along with intensive face-to-face awareness messages and traffic information by the campaigners. Extensive media coverage took place from national and satellite television, key radio stations, press and social media.

Another campaign will follow in Alexandria in early December 2012, in order to maintain the momentum of national efforts to increase awareness and change behaviour towards improving road safety.

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