



33% of all road traffic deaths in Jordan are pedestrians. As part of the continued celebrations of the second United Nations Global Road Safety WHO Jordan has completed its "Two Days of Action" road safety campaign. In partnership with: the Jordan Traffic Institute; Ministry of Health; the Royal Health Awareness Society; El Hassan Youth Award; Aman Association; and the Road Helpers' Association, WHO/Jordan organized a series of advocacy and lobbying campaigns on the 7 and 8 May. These initiatives included: distributing road safety materials to road users, particularly drivers and pedestrians; conducting awareness-raising lectures for young volunteers; and repainting pedestrian crossings at major interchanges in Amman, including outside schools and at major roundabouts.

Through the excellent collaboration of young volunteers from partner organizations, the two-day campaign also saw the volunteers (who were previously trained in pedestrian safety and support) assist pedestrians cross roads. The volunteers were supplied with stop signs, florescent jackets and advocacy leaflets and brochures. Pedestrians were also advised on the best ways of crossing roads, such as using the crossing areas and waiting for assistance from the traffic police or volunteers. All actions were overseen by the Jordanian traffic police and the Jordan Traffic Institute who ensured a constant safe environment.

Banan Kharabsheh, WHO's focal person for the road safety campaign stated, *"I am honoured to be part of this excellent campaign. The hard work and dedication of our partner organizations and their volunteers has culminated in a successful, through provoking initiative that has targeted both governmental institutes and the people on the ground. Every activity has been better than I expected! People understand the need for safer roads, and targeting pedestrians is vital if Jordan is to continue to reduce its road traffic deaths."*

WHO was also proud to be invited by its road safety campaign partner organization the Royal Health Awareness Society to attend their 'Think First' campaign (as part of the second UN Global Road Safety Week). Specifically targeting young children the event included: child-friendly education sessions from the Jordan traffic police and a short play created

specifically for this event.

WHO and its partners will continue to promote this campaign. Pedestrians represent 33% of all road traffic deaths in Jordan and vulnerable individuals, such as young children, are one of the most directly affected groups.

On 13 May, WHO and its collaborating organizations will close the Road Safety Week with the national launching of the "Global Status Report on Road Safety, 2013", which provides the most recent road safety data at global, regional and country levels. The report, developed by WHO headquarters, represents a comprehensive analysis on what is now the eighth leading cause of death globally.

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