

23–29 April 2007

First United Nations  
Global Road Safety Week

ROAD SAFETY  
IS NO ACCIDENT



a toolkit for organizers of events

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# Message from the United Nations Secretary-General

on the occasion of the *First United Nations Global Road Safety Week, 23–29 April 2007*

**T**HE FIRST UNITED NATIONS GLOBAL ROAD SAFETY WEEK is an important opportunity for improving safety for the hundreds of millions of young people who travel the world's roads every day.

Since World Health Day 2004 and subsequent discussions in the United Nations General Assembly, governments and their partners have paid increased attention to road safety. But we still have a long way to go. Road traffic crashes kill nearly 1.2 million people worldwide every year, and injure millions more. They are the second leading cause of death for people aged 5 to 25 years, with devastating impact on families and communities. Among this age group, young men – as pedestrians, cyclists, motorcyclists, novice drivers and passengers – are nearly three times more likely to be killed or injured on the roads than young women.

Fortunately, there is a growing recognition that road traffic injuries can be prevented. It has been demonstrated in a number of countries that by acting on key factors, in particular drink-driving, speeding, the wearing of helmets and seat-belts, and road design and infrastructure, a significant number of lives and financial resources can be saved even as motorization continues to rise.

Road safety is no accident. Road safety happens through the deliberate efforts of many individuals and many sectors of society, governmental and nongovernmental alike. Every one of us has a role to play: ministers of transport, health and education; health care providers; automobile associations; educators; students; insurers; vehicle manufacturers; the media and victims of road traffic crashes and their families. But a strong commitment at the political level is crucial. Today's success stories often result from a decision at the highest level of government to improve safety on the road.

Through the World Youth Assembly for Road Safety – the key global event of the *First United Nations Global Road Safety Week* – the World Health Organization, United Nations Regional Commissions and their partners are giving a voice to young people. Let us listen to their advice. And let us improve safety on the world's road, for their sake and for ours.



Kofi A. Annan



# The First United Nations Global Road Safety Week

## Background

In December 2005, United Nations General Assembly resolution A/60/5 on *Improving global road safety* called for a Global Road Safety Week. This resolution followed others from both the United Nations General Assembly and the World Health Assembly that reflected the growing concern over the problem of road traffic injuries on the part of governments and of the international public health and development communities. The Week will be modelled on previous Road Safety Weeks organized by the United Nations Economic Commission for Europe and on World Health Day 2004.

## Vision

The *First United Nations Global Road Safety Week* is an historic opportunity to raise the issue of road traffic injuries to a higher level. During the Week, it is expected that hundreds of initiatives – local, national, regional and global – will take place around the world, organized by governments, non-governmental organizations, United Nations and other international agencies, private sector companies, foundations and others working for safer roads. The Week will be marked in all countries and by many communities. It is hoped the events of the Week will serve as launching points for new and effective road safety initiatives in the years ahead.

## Theme

Children and young people make up a high proportion of the nearly 1.2 million people killed on the world's roads

every year. Globally, more than 40% of all road traffic deaths occur among people aged 0–25 years. Because children and young people constitute a major group at risk of death, injury and disability on the roads, the *First United Nations Global Road Safety Week* will be dedicated to “young road users”, who travel the roads as pedestrians, cyclists, motorcyclists, novice drivers and passengers. While the focus of the Week is on improving safety for children and young people, the actions resulting from the Week, such as initiatives to reduce drink-driving and excessive speeding, will benefit road users of all ages.



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## Objectives

As with many similar global advocacy initiatives, participants in the *First United Nations Global Road Safety Week* will aim to draw attention to the theme of the Week and spur governments and civil society organizations into urgent

action. The objectives of the Week are:

- to **raise awareness** about the impact of road traffic injuries, particularly among young road users;
- to **promote action** around the factors with the greatest impact on road traffic injuries: helmets, seatbelts, drink-driving, speeding and road design and infrastructure.

For many low-income and middle-income countries not yet addressing the problem of road traffic injuries in a significant or comprehensive way, to achieve these objectives will be an important step towards improving the health and well-being of their citizens.

## Why this booklet?

This “toolkit for organizers” is intended as a guide to help plan events during the *First United Nations Global Road Safety Week*. The toolkit describes briefly the global road traffic injury problem, particularly as it relates to young road users, and some of the solutions currently being pursued. It also highlights the key messages for the Week,

provides ideas for national and local events and indicates the resources available to support their planning and implementation. Also included in the toolkit is a series of forms for ordering advocacy materials, for requesting the listing of events on the Week’s official global web site, and for providing feedback on activities.

## Key messages for the Week

The *First United Nations Global Road Safety Week* will be a unique opportunity to raise awareness about the impact of road traffic injuries, particularly among young road users, and to promote action around the leading factors related to road traffic injuries and their prevention. Whatever form of events are being planned for the Week, it will be useful to articulate them around the following key messages:

### **1. Road traffic injuries are a major global public health and development problem. Their magnitude is expected to rise considerably in the years ahead.**

Nearly 1.2 million people worldwide die as a result of road traffic collisions every year, representing more than 2.1% of global mortality, and comparable to the number of deaths caused by major killers such as malaria and tuberculosis. Millions more are injured and often remain disabled for life. Around 85% of deaths from road traffic crashes occur in low-income and middle-income countries, at a cost of 1%–1.5% of gross national product annually. Without action, road traffic deaths and disabilities are likely to rise due to increasing motorization.

### **2. Road traffic injuries greatly impact upon young lives.**

Road traffic injuries are the second leading cause of death for people aged 5–25 years. Among this age group, young

men – pedestrians, cyclists, motorcyclists, novice drivers and passengers – are nearly three times more likely to be killed or injured on the roads than young women.

### **3. Road traffic injuries can be prevented.**

In some countries, the number of road traffic injuries has declined, despite increasing motorization. By acting on a number of factors, in particular drink-driving, speeding, helmets, seat-belts and road design and infrastructure, many lives and financial resources can be saved.

### **4. Road safety is no accident.**

Road safety happens through the deliberate efforts of many individuals and many sectors of society – governmental and nongovernmental alike. Political commitment is paramount. Today's success stories often result from a decision at the highest level of government to improve road safety.

### **5. International cooperation is crucial to strengthening national road safety efforts.**

International cooperation can strengthen national road safety efforts through the sharing of information and lessons from successful strategies and programmes, and by mobilizing additional resources. International cooperation can also help to ensure that road safety is among the top priorities on the public health and development agendas of countries around the world.

## Some facts about road traffic injuries and their prevention

The following data and information are drawn from the *World report on road traffic injury prevention* and from other recent studies. They are global and regional in nature. Taken together with information from sources at national level, these data and information may be useful for groups wishing to develop their own advocacy materials for the *First United Nations Global Road Safety Week*.

- Each year road traffic crashes kill nearly 1.2 million people, and injure or disable 20–50 million more people.
- Unless drastic measures are taken to counter the trend, the number of deaths and disabilities from road traffic crashes will continue to increase over the next three decades, and will make road traffic injuries the eighth leading cause of death by the year 2030.
- Globally, more than 40% of all road traffic deaths occur among the 0–25 age group.
- Road traffic injuries are the second leading cause of death for young people aged 5–25 years.
- The highest rate of fatalities in the 0–25 age range occur among young road users in low-income and middle-income countries, particularly in Africa and the Eastern Mediterranean.
- Males account for 75% of all road traffic fatalities among those under 25 years of age.
- In low-income and middle-income countries, the young road users most likely to be involved in a crash are vulnerable road users – pedestrians, cyclists, motorcyclists and passengers of private and public transport – with regional variability.
- In high-income countries those most at risk are drivers.
- It is estimated that every year road traffic crashes cost US\$ 518 billion globally.
- In low-income and middle-income countries, road traffic crashes cost an estimated US\$ 100 billion, which exceeds the total amount received by these countries in overseas development assistance.

- Road traffic crashes cost 1%–1.5% of gross national product in low-income and middle-income countries, and 2% of gross national product in high-income countries.
- Road traffic crashes are predictable and can be prevented. Many countries have achieved sharp reductions in the number of crashes and the frequency and severity of traffic-related injuries by addressing key issues. Interventions that have been proven to be effective include those that deal with:

#### **Speeding:**

- ▶ Speed is a main factor contributing to road traffic injuries in most countries.
- ▶ Young men in particular are likely to drive at excessive or inappropriate speeds.
- ▶ Reducing the average traffic speed by 1 km/h has been shown to lead to a 4%–5% decrease in fatal crashes.
- ▶ Reducing the speed at which traffic is moving also protects pedestrians.
- ▶ Appropriate speed limits should be set and enforced.



#### **Drink-driving:**

- ▶ Alcohol consumption increases both the likelihood of a crash occurring and the seriousness of the injury sustained.
- ▶ Young male teenage drivers are at least five times more likely to be involved in a crash than drivers aged 30 years and older, at all alcohol levels above zero.
- ▶ Some countries have lower blood alcohol content limits for young or inexperienced drivers, a strategy that can reduce crashes by 4%–24%.
- ▶ Blood alcohol concentration limits for all drivers should be set and enforced.



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#### **Seat-belts:**

- ▶ Seat-belts have saved more lives than any other road safety intervention in the event of a crash.
- ▶ Young male drivers have been found to use seat-belts less frequently than other groups.
- ▶ Seat-belts can reduce the risk of all injuries by 40%–50%, and of fatal injuries by 40%–60%.
- ▶ Mandatory seat-belt laws should be introduced and enforced.

**Child restraints:**

- ▶ Child restraints, such as infant and child seats and booster seats, have been shown to be highly effective at preventing fatalities among both infants and young children travelling in cars.
- ▶ Child restraints reduce the death rates in car crashes by 71% among infants and by 54% among young children.
- ▶ Child restraint laws should be introduced and enforced.



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**Helmets:**

- ▶ Wearing a helmet is the single most effective way of reducing head injuries and fatalities resulting from motorcycle, moped and bicycle crashes.
- ▶ Young men are less likely to wear helmets while riding motorcycles and mopeds.
- ▶ Motorcycle helmets have been shown to reduce the risk and severity of head injury by about 70%.
- ▶ Helmet laws should be introduced and enforced.

**Road design and infrastructure:**

- ▶ Measures to improve road design and infrastructure include: separating different types of traffic; providing safer routes for pedestrians and cyclists; building pavements and recognizable crossing structures for pedestrians; and reducing traffic speeds by constructing speed bumps, rumble strips and roundabouts.
- ▶ Some of these measures can be implemented at relatively low cost.

**Emergency services:**

- ▶ Many road crash victims die before they reach a hospital because of inadequate emergency services, including medical, fire and police services.
- ▶ Improving the emergency services from the crash scene to the health facility and beyond will increase the chances of those involved in road traffic crashes surviving, and avoiding long-lasting disabilities and injuries.



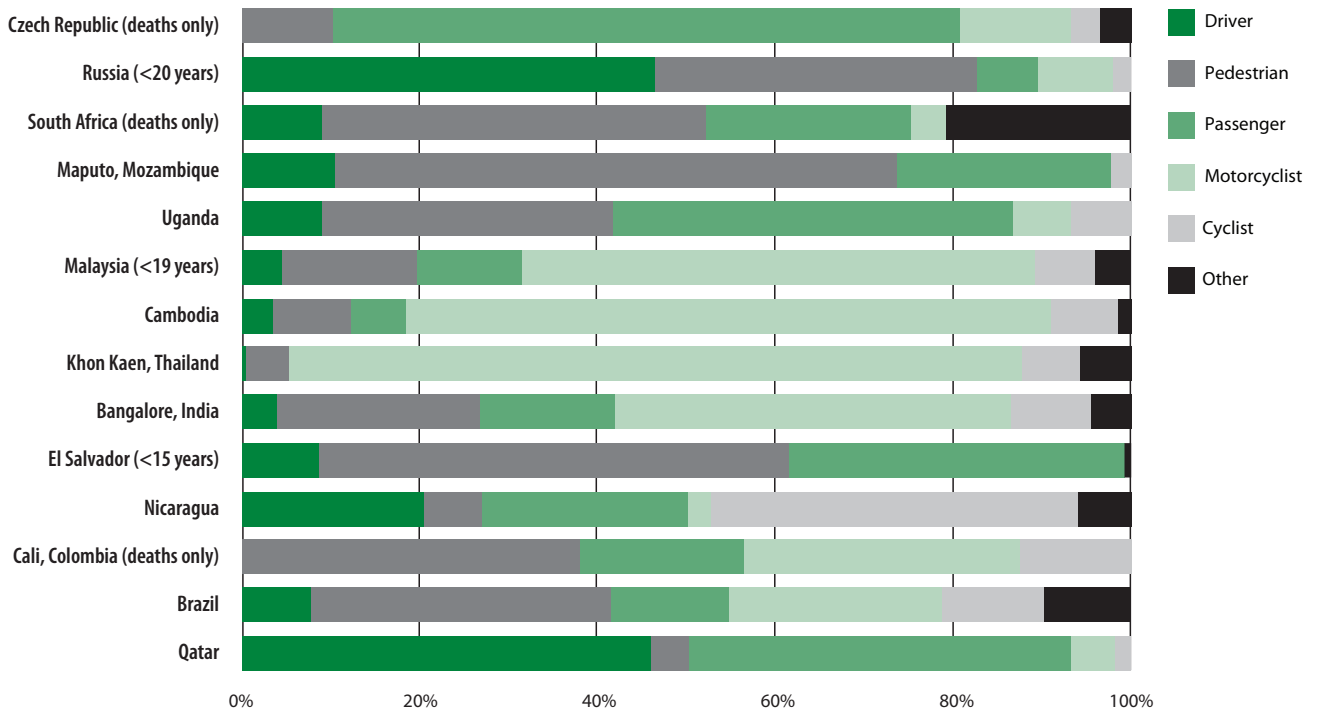
### Regional mortality rates per 100 000 population among those aged 0–25 years



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Source: WHO Global Burden of Disease project for 2002, Version 5

### Injuries and deaths by road user type among under 25 year olds in a few selected LMICs



Source: see acknowledgements on page ii.

## Leading causes of death among young people under 25 years

<b>Rank</b>	<b>&lt; 1 year</b>	<b>1 to 4 years</b>	<b>5 to 9 years</b>	<b>10 to 14 years</b>	<b>15 to 19 years</b>	<b>20 to 24 years</b>	<b>All &lt; 25 years</b>
<b>1</b>	Perinatal conditions	Lower respiratory infections	Lower respiratory infections	Lower respiratory infections	Road traffic injuries	HIV/AIDS	Perinatal conditions
<b>2</b>	Diarrhoeal diseases	Childhood cluster diseases	HIV/AIDS	Road traffic injuries	Self-inflicted injuries	Road traffic injuries	Lower respiratory infections
<b>3</b>	Lower respiratory infections	Diarrhoeal diseases	Road traffic injuries	Drownings	Maternal conditions	Self-inflicted injuries	Diarrhoeal diseases
<b>4</b>	Malaria	Malaria	Childhood cluster diseases	HIV/AIDS	Lower respiratory infections	Maternal conditions	Childhood cluster diseases
<b>5</b>	Childhood cluster diseases	HIV/AIDS	Drownings	Tuberculosis	Violence	Violence	Malaria
<b>6</b>	Congenital anomalies	Perinatal conditions	Meningitis	Protein-energy malnutrition	Drownings	Tuberculosis	HIV/AIDS
<b>7</b>	HIV/AIDS	Protein-energy malnutrition	Fires	Fires	Tuberculosis	Lower respiratory infections	Congenital anomalies
<b>8</b>	Protein-energy malnutrition	Congenital anomalies	Tuberculosis	Self-inflicted injuries	Fires	Fires	Road traffic injuries
<b>9</b>	Syphilis	Drownings	Protein-energy malnutrition	Leukaemia	HIV/AIDS	War	Drownings
<b>10</b>	Meningitis	Road traffic injuries	Falls	Violence	Leukaemia	Drownings	Tuberculosis

Source: WHO Global Burden of Disease project for 2002, Version 5

## Planning an event

Events marking the *First United Nations Global Road Safety Week* will take place at local, national, regional and global levels. It is widely recognized, however, that events that are hosted at local and national levels are most likely to have the greatest impact on moving the road safety agenda forward.

### **National and local events**

*What are the first steps in planning an event?*

The preparation for national events may be led by the government's officially nominated focal person for the Week. The focal person should work with others as part of a committee representing all relevant sectors, that provides overall strategic guidance and direction for the Week. The committee should collaborate with other partners to determine the country's objectives for the Week, identify the activities most suitable to achieve these objectives, and ensure that what is being proposed is relevant to policy-makers, the media and young people.

*Who should be involved?*

The following groups of people may be considered for involvement in the Week's activities: government officials, in particular ministers of health, transport and education and their staff; representatives of nongovernmental organizations; road safety professionals; health care providers; representatives of automobile associations; educators; students; insurers; vehicle manufacturers; the media; and victims of road traffic crashes and their families. The participation of well-known personalities can help draw attention to events and to the issue of road safety in general. Such personalities may be from the arts, sciences, politics, fashion, sports, business and academia, as well as victims of road traffic crashes and their families, who may be willing to share their stories and experiences.

*What activities will be conducted at national and local levels?*

National and local events may range from high-level policy discussions to national youth assemblies or ceremonies dedicated to victims and survivors of road traffic injuries. The following list provides some ideas and suggestions for events.

BY POLICY-MAKERS:

- high-level policy discussions, conferences or seminars, bringing together the main groups and individuals concerned, to define or redefine a country's approach to road safety;
- the announcement of new road safety targets;
- the launch of new national strategies or plans of action;
- the enactment and enforcement of new legislation;
- the release of new research on specific aspects of road safety;
- signing of charters;
- the creation or announcement of new funds to support proven and promising road safety initiatives.

WITH YOUNG PEOPLE:

- a national youth assembly, modelled on the World Youth Assembly for Road Safety described on page 13;
- campaigns to prevent drink-driving;
- programmes to distribute helmets;
- school-based initiatives, including reviews and improvements of the environment for road safety around schools and demonstrations of safe journeys to and from school;
- training sessions at children's traffic parks;
- photo, painting, essay or other types of competitions;
- the release of a new cartoon for children and young adults;
- the launch of an interactive web site.

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*a toolkit for organizers of events*

### FOR VICTIMS AND SURVIVORS:

- ceremonies dedicated to victims and survivors, such as moments of observed silence and candlelight vigils;
- the inauguration of memorials to victims and survivors, such as remembrance gardens and Internet-based memorials;
- the announcement of events for the World Day of Remembrance for Road Traffic Victims, held each year on the third Sunday of November.

### WITH THE MEDIA:

- press conferences;
- radio or television talk-shows;
- open letters in the printed media;
- special newspaper supplements;
- televised debates;
- other efforts attracting the media to new road safety data, reports and initiatives.

### FOR THE PUBLIC AT LARGE:

- campaigns to promote the use of helmets, seat-belts and other restraints and to prevent drink-driving and speeding – particularly campaigns held in conjunction with the enactment and enforcement of new legislation;
- the dissemination of information materials related to such campaigns;
- publicity around the placement of new road signs and signals;
- open days in hospital emergency rooms;
- quiz to test road safety knowledge;
- street demonstrations, fairs, walks or similar events;
- the release of a commemorative postage stamp;
- first-aid demonstrations;
- charity sports events;
- benefit concerts.

Variations on some of the activities listed above were organized during previous Road Safety Weeks and on World Health Day 2004 and descriptions of some of these are compiled in the document *Milestones in international road safety: World Health Day 2004 and beyond*. A link to this document – that can provide inspiration for activities for the Week – is given in the section “Publications and resolutions on road safety” on page 15.

### *Who should be informed about plans for events?*

In order for better coordination, national and local organizations planning to host events to mark the *First United Nations Global Road Safety Week* are encouraged to collaborate with the United Nations Regional Commissions and WHO regional and country offices. It will also be useful to complete the “Form to request listing on the *First United Nations Global Road Safety Week* web site” (see page 21), so that descriptions of events, including detailed contact information for the organizers, can be added to the listing of activities around the world. The listing will be made available on the Week’s official global web site at: <http://www.who.int/roadsafety/week>.

## **Regional events**

### *What activities will be conducted at regional level?*

The United Nations Regional Commissions, WHO regional offices and other regional bodies are working together to plan and host regional events for the Week. These groups should consider completing the “Form to request listing on the *First United Nations Global Road Safety Week* web site” (see page 21), so that descriptions of their events may also be reflected on the Week’s official global web site, along with those for the national and local events.

## **Global events**

### *What activities will be conducted at global level?*

The following major global events for the *First United Nations Global Road Safety Week* will be hosted at the Palais des Nations in Geneva, Switzerland.

#### WORLD YOUTH ASSEMBLY FOR ROAD SAFETY

On 23–24 April 2007, a World Youth Assembly for Road Safety will be held, modelled on the format of the United Nations General Assembly and involving delegations of young people from all regions of the world. The objectives of this World Youth Assembly are to give a voice to young people; contribute to a shift in attitudes and behaviour among your people; encourage and support a cadre of national leaders for road safety; and identify, through a declaration on road safety, specific actions that can be taken by governments, nongovernmental organizations, the private sector, the media and young people to prevent road traffic injuries – and particularly injuries among young people. The criteria for selecting delegates have been circulated among Member States. In addition to developing a declaration on road safety, delegates will have the opportunity to participate in workshops and exchange ideas and experiences on ways to promote road safety in their countries.

#### SECOND GLOBAL ROAD SAFETY STAKEHOLDERS' FORUM

On 24–25 April 2007, the Second Global Road Safety Stakeholders' Forum will be held, convening representatives of governments, UN agencies, civil society and the private sector. The first Forum took place in April 2004. This provided the means for a large number of concerned organizations to share perspectives and define ways to contribute collectively towards advancing road safety efforts around the world. The objectives of the Forum are to raise awareness about road traffic injuries; strengthen the demand for road safety; build political will; support sustainable and collaborative efforts to implement the recommendations of the *World report on road traffic injury prevention*; and help identify and mobilize resources.

Additional global events currently being considered include a ceremony to commemorate victims of road traffic injuries, a short-film and a drawing competition and a campaign for improving road safety around schools.

#### *Who is coordinating preparations of the global events?*

Through United Nations General Assembly resolution A/60/5, WHO and the United Nations Regional Commissions have the task of organizing the *First United Nations Global Road Safety Week*, with support and guidance from a Global Organizing Committee. The UN Regional Commissions include: the Economic Commission for Africa (UNECA); the Economic Commission for Europe (UNECE); the Economic Commission for Latin America and the Caribbean (UNECLAC); the Economic and Social Commission for Asia and the Pacific (UNESCAP); and the Economic and Social Commission for Western Asia (UNESCWA).

The Global Organizing Committee, co-chaired by WHO and UNECE, includes representation from the Association for Safe International Road Travel; the European Federation of Road Traffic Victims; the FIA Foundation for the Automobile and Society; the Global Road Safety Partnership; the Government of Switzerland; La Prévention Routière Internationale; the Task Force for Child Survival and Development; and the World Bank. Its tasks are to plan the global events, develop the global advocacy materials, encourage and lend support to regional and national events, and ensure coordination across all levels. Five Regional Organizing Committees have been established to plan regional events and facilitate preparations for national events.

## Support from WHO and the UN Regional Commissions

### Support

The United Nations Regional Commissions and WHO regional and country offices are ready to provide advice and guidance to groups wishing to plan and host events in the *First United Nations Global Road Safety Week*. Contact information for the regional focal persons in these offices can be found in the section “Whom to contact” on page 16. Depending on their resources and on the potential impact of the events being proposed, these offices may consider providing modest financial support for activities in countries.

### Logo and slogan



The official logo and slogan for the *First United Nations Global Road Safety Week* will be made available – in Arabic, Chinese, English, French, Russian and Spanish – through the Week’s official global web site at: <http://www.who.int/roadsafety/week>. When preparing materials in support of the Week, this logo and slogan can be used, and translated into other languages as needed. Organizers are reminded that both logo and slogan are WHO copyright property, and should be used only to identify events and materials related to the *First United Nations Global Road Safety Week*. The logo may not be reproduced for the purpose of self-promotion or for obtaining any commercial or personal financial gain, nor may it be utilized in any manner which implies WHO endorsement of activities or products of a commercial enterprise.

### Package of advocacy materials

A package of advocacy materials for use in conjunction with the Week is being prepared, and will include posters and stickers. A few additional items are currently being considered for inclusion in the package, which is expected to be available in printed form by January 2007 at the latest. The enclosed “Order form for the *First United Nations Global Road Safety Week* package” (see page 19) may be used to obtain the relevant materials from WHO.

### Web site

The official global web site for the *First United Nations Global Road Safety Week* has been launched at <http://www.who.int/roadsafety/week> and others are being issued by the United Nations Regional Commissions, such as that prepared by UNECE at <http://www.unece.org/trans/globalroadsafetyweek>. These will be regularly updated up to and beyond the Week. The official global web site will contain all materials related to the Week, including the logo and slogan; this toolkit for organizers; posters and stickers; and other items. The web site will also feature country-by-country descriptions of events being organized by partners around the world. The press corner will contain press releases and other material relevant to the media. The official global web site for the Week will also link to the web sites of the United Nations Regional Commissions and WHO regional offices, providing more information about the Week.

## Evaluating the Week

An evaluation of the *First United Nations Global Road Safety Week* will be carried out by WHO and the United Nations Regional Commissions to document the activities and events that have taken place around the world. Describing the process through which different regions and nations chose to mark this Week will be one of the

methods used to assess the success of this global advocacy road safety initiative. To assist in efforts to document and assess the many events occurring during the Week, please complete the “Form for feedback on activities during the *First United Nations Global Road Safety Week*” (see page 23).

## Publications and resolutions on road safety

### Publications

*World report on road traffic injury prevention* (2004)  
[http://www.who.int/world-health-day/2004/infomaterials/world\\_report/en/index.html](http://www.who.int/world-health-day/2004/infomaterials/world_report/en/index.html)

*The global road safety crisis* (2005)  
[http://www.who.int/violence\\_injury\\_prevention/road\\_traffic/UN\\_SG\\_Final\\_Report\\_1st\\_August\\_2005.pdf](http://www.who.int/violence_injury_prevention/road_traffic/UN_SG_Final_Report_1st_August_2005.pdf)

*Milestones in international road safety: World Health Day 2004 and beyond* (2005)  
<http://whqlibdoc.who.int/publications/2005/924159280X.pdf>

*Make roads safe: a new priority for sustainable development* (2006)  
[http://www.makeroadssafe.org/documents/make\\_roads\\_safe\\_low\\_res.pdf](http://www.makeroadssafe.org/documents/make_roads_safe_low_res.pdf)

*Helmets: a road safety manual for decision-makers and practitioners* (2006)  
[http://www.who.int/roadsafety/projects/manuals/helmet\\_manual/en/](http://www.who.int/roadsafety/projects/manuals/helmet_manual/en/)

### Resolutions

Improving global road safety, A/60/5 (2005)  
Resolution of the United Nations General Assembly, 60th session, 1 December 2005  
<http://www.un.ece.org/trans/roadsafe/docs/A-RES-60-5e.pdf>

Road safety and health, WHA57.10 (2004)  
Resolution of the World Health Assembly, 57th session, 22 May 2004  
[http://www.who.int/gb/ebwha/pdf\\_files/WHA57/A57\\_R10-en.pdf](http://www.who.int/gb/ebwha/pdf_files/WHA57/A57_R10-en.pdf)

Improving global road safety, A/RES/58/289 (2004)  
Resolution of the United Nations General Assembly, 58th session, 11 May 2004  
[http://www.who.int/violence\\_injury\\_prevention/media/news/en/unga\\_58\\_289\\_en.pdf](http://www.who.int/violence_injury_prevention/media/news/en/unga_58_289_en.pdf)

## Whom to contact

### **WHO**

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*National and local organizations should contact the respective WHO Country Office. Contact information for WHO Country Offices is provided on the main WHO web site at <http://www.who.int/countries/en/>. In countries where WHO has no presence, these groups should contact the respective WHO Regional Office or office of the United Nations Regional Commissions.*

**First United Nations Global Road Safety Week**  
*a toolkit for organizers of events*

***United Nations Regional Commissions***

***Africa***

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***Europe***

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## Order form for the *First United Nations Global Road Safety Week* package

Kindly complete this form to order the *First United Nations Global Road Safety Week* package of campaign materials. Please note that delivery is by surface mail, and will take 6–8 weeks. First deliveries are scheduled to begin in January 2007.

At the time of publication of this toolkit, it is envisioned that the package of advocacy materials will be made available in English only. Printer files of the English version of the materials could be made available to organizations wishing to translate into other languages and print locally. A maximum of 10 packages will be delivered to any one location, unless a good justification is put forward and approved by WHO, for a greater number.

English

Quantity: \_\_\_\_\_

Contact name: \_\_\_\_\_ Tel: \_\_\_\_\_

Organization name: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Description of the organization:

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Purpose for which the package will be used:

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Submit this form to: Ms Laura Sminkey

Technical Officer: Advocacy and Communications

WHO Department of Injuries and Violence Prevention

Avenue Appia, 20

CH-1211 Geneva 27, Switzerland

Tel: +41 22 791 4547; Fax: +41 22 791 4332; E-mail: [traffic@who.int](mailto:traffic@who.int)

By web site: <http://www.who.int/roadsafety/week>





**Form to request listing on the  
First United Nations Global Road Safety Week web site**

Through the “activities around the world” section of the Week’s official global web site, listed by country, organizers of events will be able to inform others about events they are planning. This section of the web site will be available by December 2006. To list an event, please complete the form below. Kindly note that WHO may use its discretion about listing organizations on the Week’s official global web site; should there be any doubt as to the legitimacy or reliability of an organization, the organization’s event will not be included.

Contact name: \_\_\_\_\_ Tel: \_\_\_\_\_  
Organization name: \_\_\_\_\_ Fax: \_\_\_\_\_  
Address: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address: \_\_\_\_\_

Title of event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date of event: \_\_\_\_\_

Location of event: \_\_\_\_\_

Description of event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Submit this form to:* Ms Laura Sminkey  
Technical Officer: Advocacy and Communications  
WHO Department of Injuries and Violence Prevention  
Avenue Appia, 20  
CH-1211 Geneva 27, Switzerland  
Tel: +41 22 791 4547; Fax: +41 22 791 4332; E-mail: [traffic@who.int](mailto:traffic@who.int)  
By web site: <http://www.who.int/roadsafety/week>





**Form for feedback on activities during the  
First United Nations Global Road Safety Week**

Kindly complete this form to report on the outcome of activities hosted for the *First United Nations Global Road Safety Week*.

Contact name: \_\_\_\_\_ Tel: \_\_\_\_\_  
Organization name: \_\_\_\_\_ Fax: \_\_\_\_\_  
Address: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address: \_\_\_\_\_

Short description of the event:  
*Please include the subject addressed, type of activity, specific audience for which it was organized, and the attendance rate.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The activity received the following press coverage in our area: *Press clippings may be attached for reference.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This activity/event led to the following concrete actions in our community/region:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A follow-up activity is planned:  No  Yes *If yes, please describe the type of activity and expected outcomes.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Submit this form to: Ms Laura Sminkey  
Technical Officer: Advocacy and Communications  
WHO Department of Injuries and Violence Prevention  
Avenue Appia, 20  
CH-1211 Geneva 27, Switzerland  
Tel: +41 22 791 4547; Fax: +41 22 791 4332; E-mail: [traffic@who.int](mailto:traffic@who.int)  
By web site: <http://www.who.int/roadsafety/week>

