

# 4th Road Safety Week

5-11 April 2004

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE (UNECE)  
TRANSPORT DIVISION



## NEWSLETTER N° 1

*The purpose of the Fourth Road Safety Week Newsletter, to be issued periodically by the UNECE secretariat in the build-up to the Fourth Road Safety Week in the ECE Region, 5–11 April 2004, is to monitor the status of preparations and to inform members of the Working Party about planned and on-going activities undertaken in the framework of the Week by member Governments as well as by international and non-governmental organizations. The newsletters will contain information on government and NGO programmes, listing national activities such as conferences, seminars, workshops, public events, TV debates, publications, exhibitions and competitions, giving the reader a cross-section of the Fourth Road Safety Week activities undertaken in the UNECE region. The newsletters are also intended to provide materials for possible use by the mass media.*

### EDITORIAL

The week of 5-11 April 2004 has been designated as the Fourth Road Safety Week in the UNECE Region.

In the framework of this event, member States of the United Nations Economic Commission for Europe (UNECE) will organize national road safety campaigns with a common target and a common slogan. The general objective of the Road Safety Weeks is, by influencing human behaviour, to save lives and reduce the number of accidents.

This time the common target is “Aggressive Behaviour on the Road” and the common slogan is “Respect is Safety”. This Fourth Road Safety Week is, therefore, aimed at combating aggressive driving behaviour by making drivers aware of the vital importance of keeping calm behind the wheel and of being respectful to other drivers. Previous Road Safety Weeks have targeted Young Road Users and Vulnerable Road Users.

Aggressive driving behaviour is all too common on our roads. It may be due to personal situations affected by emotions, time pressures or to the consumption of alcohol and/or drugs, or to the attitude of other road users. Aggressive drivers disrespect traffic rules related to, for example, distance between vehicles, speed, right of way and overtaking, often giving rise to fatal accidents.

The dates of the Fourth Road Safety Week in the UNECE Region have been chosen to coincide with

the World Health Organization’s World Health Day, which will be held on 7 April 2004 and will address the theme “Safe Roads”.

At the start of the Fourth Road Safety Week, on 5 April 2004, UNECE will hold an international Seminar at the Palais des Nations in Geneva on the issue of Aggressive Driving Behaviour. I am pleased to invite all interested persons and organizations to attend this seminar.

Further information on the Fourth Road Safety Week and the Seminar are available on the UNECE website at the following address: <http://www.unece.org/trans/roadsafe/rs4rs.html>

I also invite countries and organizations to share the results of their work in this field by transmitting information to the secretariat. If the Fourth Road Safety Week is to be a success, it will require the fullest possible involvement of governmental and non-governmental institutions and organizations working in the areas of road safety and education, as well as local communities and the mass media.

I encourage all to participate actively in the Fourth Road Safety Week so that it can effectively contribute to the prevention of injuries and fatalities on the roads.

José Capel Ferrer, Director

## ACTIVITIES IN ROMANIA FOR 4<sup>th</sup> ROAD SAFETY WEEK

The Romanian Road Traffic Police Department together with non-governmental bodies active in the field of road safety have initiated, starting in August 2003, several educational activities targeting aggressive driving behaviour, as well as new modalities for road traffic education for children and the elderly, categories of road users which are the most vulnerable.

Under the Fourth Road Safety Week logo and the common slogan "Respect is Safety", the following materials have been prepared:

- 150,000 leaflets containing the new traffic regulations in Romania, 50,000 leaflets containing warnings and information on the sanctions for illegal parking and also 50,000 leaflets with advice regarding driving in winter;
- 100,000 leaflets with the text "The use of mobile phones while driving, except "hands free", is forbidden", with the support of the private sector
- 300 questionnaires containing traffic rules for children and 200 diplomas for national competitions on traffic themes "Drawing, playing, learning traffic regulations" and "Traffic education – Education for life" whose final phases will take place in the period 5 – 11 April 2004;

All the leaflets were distributed to ministries and non-governmental bodies with competence in the field of road safety, to traffic police units and also in traffic to road users.

It is also planned to:

- prepare CDs containing video clips and spots with messages regarding the prevention of aggressive driving behaviour, which will be played daily on radio and television;
- continue the regional exchange of experiences in the field of road safety, especially in the field of preventing aggressive driving behaviour, with traffic police units from Hungary, Ukraine and the Republic of Moldova.

In the future, the following activities are planned:

- Public debates on radio and television regarding aggressive driving behaviour, especially the effects of such behaviour on the traffic safety of other road users;
- Development of new methods for disseminating information on the new traffic regulations in Romania and the punishments for breaking those rules;
- Support for law enforcement, especially for the prevention of aggressive driving behaviour, using representatives of the mass media.

*Responsible:* Ministry of Administration and Interior

## ACTIVITIES IN SPAIN FOR 4<sup>th</sup> ROAD SAFETY WEEK

- Radio slots
- A special banner on the website of the Direccion General de Trafico
- An announcement in the road safety website "Entérate"
- A mention in the magazine "Trafico"
- A press release for press agencies.

*Responsible:* Ministerio del Interior.



## OTHER ROAD SAFETY NEWS

### CANADA:

The Canadian Federal Departments of Transport (Transport Canada) and Health (Health Canada) will be jointly crafting a fact sheet on road safety that will appear on their respective sites as well as on the World Health Organization's web site link to activities carried out in countries around the world.

## USA:

The US Cabinet Departments (Transportation, State, and Health and Human Services) are involved in planning for World Health Day on 7 April.

The US effort will involve teaming with the Pan American Health Organization (WHO's North American presence) to acknowledge the findings in the World Report on Global Road Injury Prevention that will be released that same day in Paris and to identify an issue of traffic safety urgency, probably at the United States-Mexico border.

The topic is likely to focus on vulnerable road users, especially Mexican migrants interacting with high speed/high volume US traffic in Texas and California. There may also be a press conference to highlight the problem of underage youths crossing the US border into Mexico and drinking (legally), returning to the US after heavy drinking, and then being involved in vehicular or pedestrian incidents. In all cases, the US will seek to have widespread press and media attendance to report on the World Report's findings.

Early discussions are also taking place with Canadian Transport officials to determine evidence of particular traffic safety problems at the USA's northern border.

## ACTIVITIES OF OTHER INTERNATIONAL ORGANIZATIONS

### World Health Organization (WHO)

In response to growing concern about road traffic injuries, the WHO Director General has, for the first time in the history of WHO, devoted a World Health Day (WHD) specifically to Road Safety.

Celebrated on 7 April every year, WHD is a key advocacy tool for engaging the general public in discussion and debate, and calling for action on important health issues.

The WHD 2004 slogan "Road Safety Is No Accident" and logo may be downloaded at the following internet address:

[www.who.int/world-health-day/2004](http://www.who.int/world-health-day/2004)

## ACTIVITIES OF NON-GOVERNMENTAL ORGANIZATIONS

### 1. International Road Transport Union (IRU)

IRU will participate in and promote the Fourth UNECE Road Safety Week as follows:

- ◇ Driver checklists were issued for, respectively, coach and truck drivers. IRU will promote their issuance by its national associations to their affiliates for onward distribution to drivers in the context of the Road Safety Week. IRU is also preparing a road transport industry Road Safety Charter for adoption and signature on the occasion of the IRU World Congress in Yokohama at the end of April 2004.

IRU has developed and will launch in 2004, road safety standards for driver training which will also be highlighted in the framework of the Week.

- ◇ IRU has created an internet hyperlink between the road safety page of its site and the UNECE road safety web page.

### 2. International Federation of Pedestrians (FIP)

The FIP campaign will be addressed at the behaviour of both pedestrians and drivers.

For the first time, the association "Pedestrian Mobility", which defends the rights of pedestrians, and the Touring Club of Switzerland (TCS), which defends all road users, are joining together in a nationwide campaign in Switzerland. The campaign will start on World Health Day on 7 April 2004.

The campaign consists not only of press conferences and dissemination of information but also of messages, printed on information panels at strategically important locations e.g. car parks. One side of the panel is intended for pedestrians after leaving their cars. The other side of the panel is intended for drivers returning to their cars. The aim of the message is to make each aware of the other's behaviour on the road and as such improve safety on pedestrian crossings. Drivers are particularly to be informed about the needs of children and elderly persons i.e. the most vulnerable road users.

The campaign is to be held in all of the three language areas of Switzerland.

## ACTIVITIES OF OTHER INTERNATIONAL ORGANIZATIONS

Various materials are being prepared to promote the Fourth Road Safety Week. These include posters, post cards, page markers and a brochure entitled "Fourth Road Safety Week in the ECE Region, 5–11 April 2004, a framework for national road safety campaigns". These documents will be distributed directly to ECE member Governments as well as to international and non-governmental organizations. Those interested in receiving copies of these documents (in English, French or Russian) when they are ready should direct their requests to:

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The secretariat also takes this opportunity to request member Governments and organizations to send information on their Fourth Road Safety Week activities to the secretariat so that it can be issued in future editions of this newsletter.

For more information about the Fourth Road Safety Week, please refer to the following website:

<http://www.unece.org/trans/roadsafe/rs4rs.html>

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