



**Mr. Eric Howard, Principal, Whiting Moyne Consulting Pty Ltd,** Moderator  
Eric Howard is the Principal of Whiting Moyne, a Strategic Road Safety Advisory Consultancy operating internationally. Eric is formerly General Manager Road Safety with VicRoads, the State Road Safety Agency/ Road Authority in Victoria, Australia. He is an internationally recognised expert on the strengthening of road safety management capacity within government and the development of practical, effective road safety policies and strategies involving relevant stakeholders.



**Prof. Shaw Voon Wong, Asia,** Presenter  
Professor Dr. Wong Shaw Voon is Director-General of the Malaysian Institute of Road Safety Research. He is nationally and internationally known for his expertise in road safety. Professor Wong has helped establish numerous national and international road safety initiatives and interventions including rear seatbelt law, national implementation framework of UN WP29 Regulations, in-depth crash and accident database, and others. He publishes extensively on road safety in scientific journals.



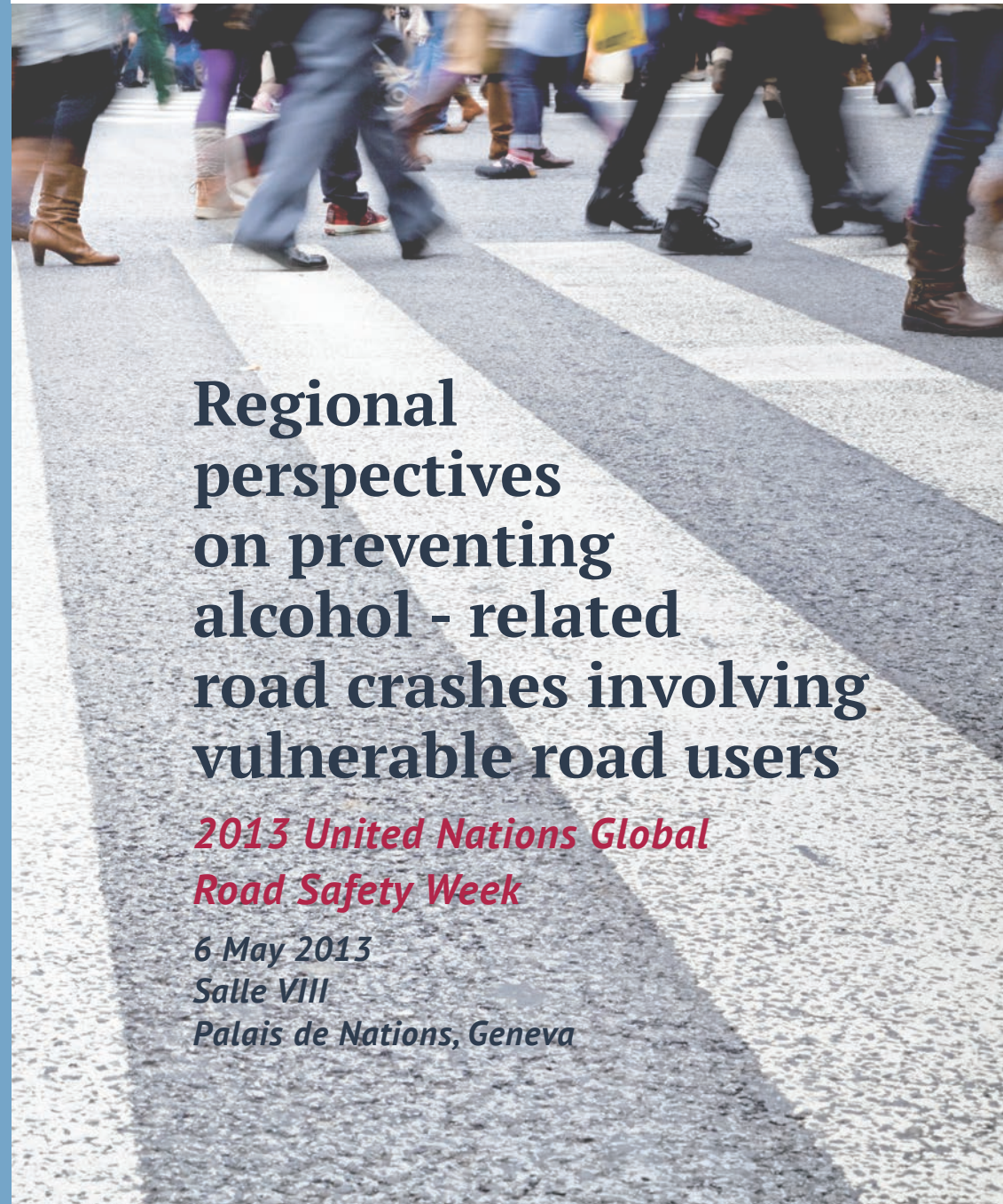
**Mr. Michael Cale, Middle East,** Presenter  
Michael Cale is an internationally recognized professional in the field of traffic psychology. His activities have included developing screening tools, via projects for young drivers, intervention programs for professional drivers to developing simulator technology for safety research and adapting tools to help accident victims. Lately Mr. Cale prepared a paper for UNECE in which he analyzed the effects of cultural differences on road crashes and the effectiveness of intervention programs.



**Prof. Majda Zorec Karlovšek, Europe,** Presenter  
Majda is Assistant Professor for forensic medicine - forensic toxicology at the Institute for Forensic medicine, Medical Faculty, University of Ljubljana. Her areas of research include alcohol, drugs, and driving. She regularly relates her knowledge and experience to public health issues like alcohol and drug use and abuse and addiction, road traffic crashes and workplace safety. She is the author of numerous publications public and is a spokesperson in many awareness campaigns on road safety in Slovenia.



**Dr. Wilson Odero, Africa,** Presenter  
Dr. Wilson Odero is an Associate Professor and Dean, School of Public Health, Moi University, Kenya. Dr. Odero has worked extensively in collaboration with organizations such as WHO and DFID on various traffic injury research and training programs. As a consultant to the WHO's Department of Violence and Injury Prevention he worked on various injury prevention and control projects including working on the preparation of the World Report on Traffic Injuries. Dr. Wilson Odero currently serves as the Secretary General of the Injury Prevention Initiative for Africa.



# Regional perspectives on preventing alcohol - related road crashes involving vulnerable road users

**2013 United Nations Global Road Safety Week**

**6 May 2013**

**Salle VIII**

**Palais de Nations, Geneva**



According to the 2013 WHO Global Status Report on Road Safety, about 1.24 million road traffic deaths occur annually on the world's roads, with little observed change since 2007. Road traffic injuries are the eighth leading cause of death globally, and the leading cause of death for young people aged 15–29. Twenty-seven per cent of all road traffic deaths occur among pedestrians and bicyclists. In low- and middle-income countries, this figure is closer to a third of all road deaths, but in some countries it is more than 75 percent.

The United Nations Economic Commission for Europe (UNECE) is one of the five United Nations regional commissions. UNECE's major aim is to promote pan-European economic integration. The International Center for Alcohol Policies (ICAP) is a not-for-profit organization supported by major international producers of beverage alcohol, with a mission to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP has been recognized by the United Nations Economic and Social Council as a non-governmental organization in Special Consultative Status.

Together, UNECE and ICAP are organizing a symposium entitled “**Regional perspectives on preventing alcohol-related road crashes involving vulnerable road users**” as a contribution towards the 2013 United Nations Global Road Safety Week, 6-12 May 2013, in Geneva, Switzerland. The primary aim of the symposium is to facilitate a discussion among experts from different regions on the main issues influencing alcohol-related crashes involving vulnerable road users (pedestrians, cyclists, motorcyclists) including culture and drinking patterns, and examples of effective prevention interventions across a wide range of disciplines.

*We hope you will enjoy the event and join us in promoting a message of not drinking and driving, and paying careful attention to pedestrians and other vulnerable road users.*

[www.unece.org](http://www.unece.org), [www.icap.org](http://www.icap.org)

**We DRIVE  
BY THE RULES**



**We DON'T DRINK AND DRIVE**  
**2013 United Nations Global Road Safety Week**

09:30 – 10:00	Coffee
10:00 – 10:10	Opening remarks
	Ms. Eva Molnar, Director, UNECE Transport Division Mr. Brett Bivans, Senior Vice President, ICAP
10:10 – 10:30	Introduction - global overview
	Mr. Eric Howard – Principal, Whiting Moyne Consulting Pty Ltd
10:30-12:00	Regional perspectives on preventing alcohol-related road crashes involving vulnerable road users
10:30 – 10:50	Prof. Shaw Voon Wong, Asia
10:50-11:10	Mr. Michael Cale, Middle East
11:10-11:30	Prof. Majda Zorec Karlovšek, Europe
11:50 – 12:00	Dr. Wilson Odera, Africa
12:00 -12:45	Panel Discussion
	Moderator Mr. Eric Howard – Principal, Whiting Moyne Consulting Pty Ltd
	Panel Prof. Shaw Voon Wong, Asia Mr. Michael Cale, Middle East Prof. Majda Zorec Karlovšek, Europe Dr. Wilson Odera, Africa
12:45 – 13:00	Conclusions
	Ms. Eva Molnar, Director, UNECE Transport Division Mr. Brett Bivans, Senior Vice President, ICAP
13:00	Lunch (compliments of International Center for Alcohol Policies)
13:00 – 15:00	Poster signing