

# First United Nations Global Road Safety Week

23 - 29 April 2007



*Balloon slip to commemorate the 1,049 young people who die in road crashes every day*

## UNECE Newsletter No. 3\*

**Contents:** Report from the First United Nations Global Road Safety Week and a summary of country activities in: Croatia, Cyprus, Ireland, Latvia, Lithuania, Luxembourg, Mali, Poland, Polynesia, Romania, Russia, Serbia, Slovakia, Spain and Viet Nam.



**ROAD SAFETY  
IS NO ACCIDENT**



# Global Road Safety Week in Geneva



*Participants in the World Youth Assembly for Road Safety*

*The First United Nations Global Road Safety Week, jointly organized by the World Health Organization (WHO) and the UN Regional Commissions, took place from 23-29 April 2007. Targeted at young people, including young drivers, the Week started off with a World Youth Assembly on 23-24 April at the Palais des Nations in Geneva. Over 400 young people from more than 100 countries attended the two-day event, which culminated in the adoption of a Youth Declaration for Road Safety.*



*Nelly Ghusayni, Chairperson of the Youth Assembly*

Also in Geneva, the Second Global Stakeholders Forum for Road Safety took place on 25 April. Organized by the Taskforce for Child Survival and Development, it brought together a large number of government, NGO and private sector representatives to discuss road safety issues.

During these events, a Road Safety Exhibition was on display in the Palais des Nations. From over 30 stands set up outside the Assembly Hall, participating countries, NGOs and organizations displayed and distributed promotional material about their work for road safety.

## **Thanks**

The UN Economic Commission for Europe wishes to thank everyone who contributed to the events held in Geneva. Many people put in much time and effort to ensure its success and the bringing together of so many resourceful young people from around the world. The World Youth Assembly would not have been possible without generous donations by institutions like the European Commission and the World Bank, the Governments of the Netherlands, Norway and Italy, as well as organizations like the FIA Foundation.

Thanks for all your enthusiasm and continued commitment to road safety!



*Salle des Assemblées*

## More information

To read more about the Global Road Safety Week, including press releases, news clippings, speeches and the Youth Declaration, please visit the UNECE website:

<http://www.unece.org/trans/globalroadsafetyweek/rsun1home.html>

To view **video footage** of speeches and presentations made during the World Youth Assembly, please see:

[http://www.unece.org/videoc/07\\_road\\_safety\\_video.htm](http://www.unece.org/videoc/07_road_safety_video.htm)

For **photos** of the events in Geneva, please go to:

<http://picasaweb.google.com/world.youth.assembly>

<http://picasaweb.google.com/globalroadsafetyweek>

You can also find more information on WHO's website, including links to reports such as *Youth and Road Safety* and *Faces Behind the Figures*: <http://www.who.int/roadsafety/week/en/>



Marie-Noëlle Poirier,  
Transport Division, UNECE



Vice-chairs for the Youth Assembly

## Other Events

In addition to these events in Geneva, activities were organized all over the world on both national and local levels:

- A Rally for Safer Roads in London organized by the Make Roads Safe campaign
- The First European Road Safety Day organized by the European Commission in Brussels
- The Asian Mayors Policy Dialogue for the Promotion of Environmentally Sustainable Transport in Cities in Kyoto
- The Asia Injury Foundation's helmet wearing campaign in Vietnam
- The Multi-Sectoral Forum on Road Safety in China organized by the China CDC, in col-

laboration with the Global Road Safety Partnership (GRSP) and WHO (which served as an opportunity to launch the good practice manual on drink-driving)

- The launch of the good practice manual on helmets in Ghana
- The launch of the new road traffic legislation in Cambodia organized by Handicap International and partners
- The "Fatality Free Friday" campaign in Australia

These are just some examples of events taking place during the Week. In this Newsletter you can read about activities taking place all through the UNECE region.

## Speakers at the World Youth Assembly for Road Safety in La Salle des Assemblées, Palais des Nations



© M. Kokic/WHO  
Marek Belka,  
Executive Secretary,  
Economic Commission for Europe



© M. Kokic/WHO  
Margaret Chan,  
Director-General, World Health Organization



© M. Kokic/WHO  
José Capel Ferrer, Director,  
Transport Division, UNECE



© M. Kokic/WHO  
Etienne Krug, Director,  
Department of Injuries and  
Violence prevention, WHO



© M. Kokic/WHO  
Jacques Barrot,  
EU Commissioner and  
Vice-President for Transport



© M. Kokic/WHO  
The Road Safety Exhibition in the  
Salle des Pas Perdus, Palais des Nations

# Global Road Safety Week Around the World

## Croatia

Different activities relating to speeding, driving under the influence of alcohol, pedestrians, young road users, and use of helmets, were implemented every day of the Global Road Safety Week

There was promotion for safe driving around Croatia through media, as well as cooperation with different government and non-government agencies, which deal with road safety issues.

## Cyprus

The Ministry of Health published and distributed promotional materials and a children's book on safe strapping of children and seat belts to hospitals, clinics, primary schools and kinder gardens.

The Police organized billboards about the campaign in schools, colleges, universities, army campus, youth centres and in other areas where young people gather. In addition, they gave lectures on road safety to young people and organized a soccer tournament for children aged 10-13.

A TV campaign was supplemented by talk shows on TV and radio.

The Ministry of Education and Culture organized road safety events in school (e.g. competitions, play-acting, poster exhibitions, debates).

The Ministry of Communications and Works, in cooperation with the Cyprus Youth Board organized an open debate between high-ranking state officials and young people. Three Ministers (Transport, Public Order and Education) and the Chief of Police were scheduled to participate on European Road Safety Day, 27 April 2007.

An Internet campaign and a competition with attractive prizes was held with free bicycle reflectors handed out to cyclists.

## Ireland

The Minister for Education and Science launched the Road Safety Authority "Streetwise Programme", targeted at Junior Cycle in Secondary Schools.

The Minister for Transport of the Road Safety Authority and the Department of Environment, Northern Ireland launched and all island anti-speeding TV advertisement entitled "Mess." This ad targets speeding and young people with all the implications such behaviour can cause.

The Road Safety Authority "Crash Programme" launched another anti-speeding advertisement, which will be shown in cinemas and aimed specifically at young men aged 17 to 24 years.

The Road Safety Authority and the Union of Students of Ireland produced a road safety leaflet to be distributed among third level students to promote road safety on campuses nationwide.

Local Authorities' Road Safety Officers were invited to get involved on a local basis and organise individual Road Safety Awareness events with distribution of the Road Safety Authority /UN Global Road Safety Week Posters and Road Safety Packs.

In support of the launch of the new Anti-Speeding Advertising Campaign, the Gardaí (Police) were placing special emphasis on speeding enforcement and were liaising closely with the Road Safety Authority in planning enforcement initiatives for the week.

## Latvia

National campaign on careless driving: "What do people do while driving."

The national campaign on careless driving took place in all of Latvia for 3 weeks, starting 18 April 2007, and with the main activities concentrated during UN Global Road Safety Week.

## Latvia (continued)

Video and audio clips, along with Internet communication and advertisements were run during this time. Press conferences and round table discussions were also held with participation from the ministries of Interior, Transport, Health and Education.

The campaign was supported by the UN country team, the Transport department, the Ministry of Transport, the Ministry of Interior and the State Police.

## Lithuania

Traffic safety contests for schoolchildren all over the country.

Frontal collisions and rollover simulations to increase awareness of the importance of seat belt wearing for drivers and passengers

Discussions on issues related to the carriage of dangerous goods, digital tachographs, etc.

## Luxembourg

Mardi, 24 avril 2007

Participation de Monsieur le Ministre des Transports Lucien LUX à un événement organisé pour les classes de 3<sup>e</sup> d'un lycée dans le cadre du programme éducatif « Mobilité et Sécurité sur la Route ». Ce programme, initié par le Ministère de l'Éducation et de la Formation professionnelle en collaboration avec le Ministère des Transports, comporte une partie théorique et une partie pratique et contribue à un enseignement important à la sécurité routière ([www.msr.lu](http://www.msr.lu)).

Vendredi, 27 avril 2007

Conférence de presse de Monsieur le Ministre des Transports en présence de tous les acteurs oeuvrant en matière de sécurité routière qui dans le cadre d'une exposition ont l'occasion de présenter leurs diverses actions.

Lancement d'une campagne de sensibilisation audiovisuelle relative à l'alcool au volant en corrélation avec la procédure législative en cours en vue de l'abaissement du taux légal d'alcoolémie actuel de 0,8 ‰ à 0,5 ‰. Cette campagne à laquelle sont étroitement associés les secteurs concernés (hôteliers, restaurateurs, cafetiers, viticulture) était complétée par une action visant la distribution d'éthylotests dans tous les restaurants et bistrotts du pays ainsi que par la diffusion à grande échelle de cartes d'information reprenant les numéros utiles des opérateurs des moyens de transports offerts en

alternative à la voiture personnelle [transports publics, Late Night Bus ([www.latenightbus.info/](http://www.latenightbus.info/)), Night Rider([www.nightrider.lu](http://www.nightrider.lu)).

Signature de la Charte nationale de la sécurité routière par les membres du Gouvernement qui s'engagent ainsi à ne pas relâcher les efforts déployés en matière de sécurité routière et d'intensifier davantage les actions tant sur le plan préventif que répressif.

Samedi, 28 avril 2007

Journée « Fit for your bike » organisée par la S.A. Centre de Formation pour Conducteurs ([www.cfc.lu](http://www.cfc.lu)) sous le haut patronage de Monsieur le Ministre des Transports. Alors que la saison pour la conduite des deux-roues motorisés vient de commencer, il s'agit en l'occurrence d'un événement visant à sensibiliser les conducteurs pour les particularités et risques inhérents à la conduite de ces véhicules.

## Mali

Après Genève, l'Association Action et Jeunesse pour le Développement-Sécurité Routière (AJD-SR) continue de s'employer. En effet, le 11 mai dernier, une délégation de l'Association a remis solennellement la « Déclaration des Jeunes sur la Sécurité Routière » à son excellence Monsieur Ousmane Issouffi Maiga, Premier Ministre du Mali.

Monsieur Abdoulaye Koita et Monsieur Natié Plea, respectivement Ministre des transports et Ministre de la Jeunesse, étaient également présent à cette cérémonie de remise.

## Poland

23 April 2007

The Global Road Safety Partnership (GRSP), together with the Ministry of Transport and the World Bank in Poland, organised a press conference on Global Road Safety Week (GRSW) and young road users in Poland. Speakers included Mr. Jerzy Polaczek, Minister of Transport, Mr. Bogumil Kowalski, Secretary of State at the Ministry of Transport, Mr. Andrzej Grzegorzczuk, Head of the National Road Safety Council, Mr. Grzegorz Benedykinski, the Mayor of City of Grodzisk Mazowiecki, Ms. Jolanta Biela, Safe City Association and Ms. Ewa Labno Falicka, the President of the Road Safety Partnership. There was extensive media interest in this event.

26 April 2007

The Road Safety Partnership organised a Road Safety Forum together with the UN Family, The Ministry of Transport, The National Road Safety Coun-

cil (NRSC), and the World Bank, to discuss critical issues relating to young road users in Poland. For the occasion, the Partnership facilitated the participation of an OECD representative to provide an international perspective on the issue and information from the OECD's recent report on young drivers. Due to the interest generated by the Forum, the Partnership intends to organise a similar event on an annual basis.

The Partnership and NRSC produced a film on safety at pedestrian crossings that was shown in Polish movie theatres from 28 April through the end of May. The film clip can be viewed and downloaded from the GRSW section and Poland section of the GRSP website ([www.grsproadsafety.org](http://www.grsproadsafety.org))

As a closing celebration of GRSW, the Partnership organised a community event in Grodzisk Mazowiecki, a city in Poland that has an active and successful road safety programme. Activities focused on families and youth and included a 12 km bicycle tour, games, a concert and competitions for children. More than 600 people attended the event.

(Source: [www.grsproadsafety.org](http://www.grsproadsafety.org))

## Polynésie française

La semaine mondiale de la sécurité routière a fait objet d'un partenariat entre le gouvernement de la Polynésie française et les institutions de l'Etat. Elle a nécessité la création d'un comité de la sécurité routière ayant pour missions et objectifs de travailler sur des actions ponctuelles et sectorielles liées à la sécurité routière. De nombreuses actions ont donc été mises en place toute la semaine en partenariat avec les ministères du Pays, l'Etat, les associations de jeunes, le contrat urbain de cohésion sociale, l'établissement pour la prévention et l'association prévention routière.

Vendredi 20 avril 2007

Conférence de presse à la Présidence : Présentation du programme de la semaine mondiale, des supports de l'événement et remise des lots aux écoles ayant participé à la création des visuels.

Mardi 24 avril 2007

Entre 17h30 et 20h30 - Opération de sensibilisation et de contrôle de l'éclairage des vélos dans 6 communes de Tahiti et Moorea avec remise de 1100 kits d'éclairage aux vélos non équipés.

Mercredi 25 avril 2007

Stands de sensibilisation au Parc Bougainville en partenariat avec le Ministère de la santé, de la famille, de l'éducation, de la jeunesse et des sports.

Organisation de jeux avec lots à gagner. Battles, concert et « graffeurs » grâce à la participation d'association de jeunes (CJP, Association Hip hop).

Jeudi 26 avril 2007

Opération de sensibilisation et de contrôle des deux roues motorisés dans 5 communes de Tahiti et Moorea.

Vendredi 27 avril 2007

Animation au complexe sportif de Arue avec installation de la piste sécurité routière et stand de sensibilisation. Organisation de jeux avec lots à gagner.

Samedi 28 avril 2007

Stage alternatif à la sanction, salle du gouvernement, avenue Puvanaa a Oopa à Papeete.

## Romania

Press conference to launch the Global Road Safety Week and the Traffic Safety Partnership with the Inter-ministerial Traffic Safety Council.

Tree planting by the Prime Minister, Inter-ministerial Traffic Safety Council members and mayors in Bucharest, and by the local authorities in other towns, to commemorate the victims of traffic accidents in 2006

Increased enforcement on overtaking, speeding, pedestrian discipline and the transport of persons and goods.

National school competitions on road traffic accident prevention for pupils between 10 and 14 years old

Publication and distribution of promotional material and media coverage of the First UN Global Road Safety Week

TV and radio debates on road safety between road safety professionals and experts.

## Sakhalin, Russia

Numerous local events were held throughout Sakhalin Island in celebration of GRSW. There were activities aimed at raising awareness about road safety, the impact of road traffic injuries on individuals, families and society at large, and activities to encourage road safety stakeholders to focus on how to deal with the main risk factors of road traffic injury – inappropriate speed, drinking and driving, occupant restraints, and helmets.

## Sakhalin, Russia (continued)

### Activities included

- A round table discussion on educating young road users about safe behaviour in road traffic. Participants in the discussion included representatives of the local government, health and education services, political parties, the Sakhalin Road Safety Partnership (SRSP), youth organisations, the church, law enforcement agencies and the media
- Teachers and road traffic inspectors demonstrated road safety rules at local schools
- DVDs with road safety cartoons were distributed to school children
- Painting contests and art exhibitions were organised displaying works done by school children under the slogan 'Road Safety is No Accident'
- Road safety videos were shown on the local TV channel GTRK
- Representatives of the SRSP distributed reflective arm bands to local school children

The GIBDD (road traffic police) conducted targeted information campaigns on the following issues: "Young drivers on the road", "Seat belts", "Young passengers", "Polite driver", "Attention, street".

As a part of these campaigns, traffic police officers distributed information materials produced by the SRSP to local community members, including 8000 booklets and 4000 stickers with the slogan 'Choose life-buckle up!'

(Source: [www.grsproadsafety.org](http://www.grsproadsafety.org))

## Serbia

The Society of Automotive Engineers (JUMV) dedicated the whole 21st International Automotive Conference "Science and Motor Vehicles 2007" to the UN Global Road Safety Week.

The Conference was held in Belgrade on 23 and 24 April 2007 with more than 150 participants from over 20 different countries under the motto "Automotive Engineering for Improved Safety". For more information please visit [www.jumv.org.yu/nmv2007](http://www.jumv.org.yu/nmv2007)

## Tula, Russia

The Tula Municipal Youth Organization – Young Road Policemen – organized a host of events to support the Global Road Safety Week. All kindergartens, schools and youth clubs in the city were involved in the activities which included competitions, quizzes and songs to teach kids about road safety according to their age group, distribution of materials, and a road safety fair. Reports from the events featured in local TV, radio and newspapers.



*First graders learning about traffic signs*



*Computer programmes for different age levels used as learning tools*

## Spain

A special commission will monitor all actions related to this special world week and the European day on Road Safety. Official events took place on 27th April, 2007 in Madrid with the participation of the Minister of Interior Affairs and the President of Government.

Official Advertising Campaigns from the Traffic General Directorate.



## Navarra, Spain

Monday 23 and Tuesday 24

Course on AIS version 2005. Under the leadership of AAAM faculty, a two-day course was held for some 25 students

Wednesday 25

Richard Kent (University of Virginia) gave a talk on the biomechanics of injury at the School of Engineering, University of Navarra.

Thursday 26 and Friday 27

A course on the biomechanics of impact for motor vehicle injuries was held under the collaboration of AAAM, and with the Continuing Medical Education Credits from the government of the region of Navarra.

Wednesday 25 to Friday 27

An exhibit on campus comprised an experimentally crashed vehicle, provided by SEAT (Spanish car manufacturer from the group Volkswagen), and informative posters.

Participants signed the Make the Roads Safer campaign.

## Viet Nam

The President of the Asia Injury Prevention Foundation (AIPF), Mr. Greig Craft, was awarded the first Vietnam Contribution to Education Medal by Vietnamese President Nguyen Minh Triet at a government ceremony on 06 June, 2007 in Hanoi. The medal is in recognition of Mr. Craft's personal contributions to improving road safety education for children in Vietnam.

AIPF was awarded an official Certificate of Recognition for its education activities including Helmets for Kids, Traffic Safety School Environment Changes, Road Safety Public Awareness Campaigns, and for development of a national Primary School Curriculum for Road Safety. This was also presented by the President, and Minister of Education Dao Thien Nhan.

To read more about activities around the World, please visit the UNECE website:  
<http://www.unece.org/trans/globalroadsafetyweek/rsun1nationalact.html>



WHO Poster Campaign

### Contact information

Ms. Line Konstad, UNECE Transport Division  
Palais des Nations, CH-1211 Geneva 10, Switzerland  
Tel: +41 (0) 22 917 3389, Email: [infotransport@unece.org](mailto:infotransport@unece.org)

Or you can visit our websites at:

[www.unece.org/trans/globalroadsafetyweek](http://www.unece.org/trans/globalroadsafetyweek)  
[www.who.int/roadsafety](http://www.who.int/roadsafety)