

Implementation Suggestions for the Youth Declaration on Road Safety

The following is a list of suggestions proposed discussed in the various working groups for how the Youth Declaration on Road Safety might be implemented on a local, national or international level.

Local implementation ideas

- A youth committee on road safety – make recommendations to government
- Set up meetings with local government officials
- Involve schools – talk to teachers and students
- Volunteer students can create and distribute promotional material
- Get sponsorships from companies (for instance, to sponsor promo material)
- Get kids involved in sports and off the roads
- Get all youths to sign the Declaration
- Involve community or religious groups that have a wide reach
- Give out a copy of the Declaration with new licences
- Training courses and road safety guides
- Talk to youths in their own language – youth teaching youth
- Target specific events to advocate at, like sporting events, where alcohol is common
- Local road safety week/days involving local media
- Hand out Youth Declaration and talk about it. If you get a lot of young people to sign it, it can provide leverage with governments and attract media attention
- Accommodate young people's fascination with speed with for example, go cart driving
- Install a speed monitoring device in your car
- Lobby for median barriers and crash barriers

National implementation ideas

- Approach Ministry of Transport and find out what areas they need more advocacy for
- Private sector fundraising events (insurance companies, sports manufacturers, companies that employ young people like McDonald's)
- Young people will be good customers if alive – not dead. Approach car companies with this message to encourage them to invest in young people and their safety
- National research organizations for road safety
- Print Declaration in national newspaper
- Road show to generate interest and attention

International implementation ideas

- Need a brand, a name and an organization. Organize local clubs, but created globally à la Amnesty International. An international brand for road safety for young people. International umbrella would help globally and financially.
- Need things to *DO* together – not just talking but activities that make people work together and that produces something visible and tangible
- Organize a follow-up to the Declaration (regionally/globally) and meet once a year. But continue to work online throughout the year.
- Coordinate networking and communication
- Exchange best practices – learn from each other
- Organize study trips
- Pass the Declaration from one country to another like an Olympic torch
- Global day for youth road safety

Other, general suggestions

- Set up support groups for victims and family
- Create an Arab youth movement for road safety
- Organize regular road safety conferences
- Continue using the Share Point
- Propose that UNICEF dedicate the International day for Child Protection to road safety
- Publish road accident statistics
- Strengthen monitoring and statistics gathering in Latin America
- Re-synthesize the Declaration in 12 sentences for easy accessibility
- Create a quarterly newspaper
- Create lists of supporting companies
- Stress importance of shared responsibility between nations
- A UN Charter on road safety