About the First United Nations Global Road Safety Week

The First UN Global Road Safety Week, jointly organised by the World Health Organization (WHO) and the UN Regional Commissions, will take place from 23 to 29 April 2007 targeted at young road users, including young drivers. Under the slogan “Road Safety is no Accident” national campaign activities will take place throughout the world to promote road safety.

Two key global events will be organized at the Palais des Nations in Geneva to mark this Week:

- The First World Youth Assembly for Road Safety on 23-24 April
- The Second Global Road Safety Stakeholders’ Forum on 25 April.

There will also be an exhibition at the Palais during the three days, where around thirty countries and organizations will promote road safety through various displays and presentations.

For further information, please visit:
- www.unece.org/trans/globalroadsafetyweek
- www.who.int/roadsafety

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*English only
Global Road Safety Week Materials

UNECE and WHO are preparing various materials to promote the Week and to disseminate more information on the work on road safety.

At the Global level, WHO has prepared a toolkit for organizers available on their website. Also available for downloading are the Global Road Safety Week Logo and posters prepared by WHO. In addition, WHO is producing a Global Report on road safety, whilst WHO Europe is issuing a policy briefing about the topic in Europe.

UNECE’s materials focus on the countries of Europe and North America. They include a brochure about road safety issues, and a postcard and poster promoting the Week. These materials will be available for downloading from the UNECE website in the coming days.

A delegate’s “scenario”, giving young participants information about what to expect on their trip to Geneva (including logistical information) will also be available for downloading from the UNECE website soon.

Country Activities

We are receiving more and more information about national activities that are being organized for the Week. Below is a selection of what some countries are planning (more will follow in subsequent issues of the Newsletter).

Organized by the Austrian Road Directorate, Division for Technology and Road Safety, and following the Global Road Safety Week’s focus, the Austrian campaign is themed: “Young Road Users, including Young Drivers,” with the accompanying slogan: “Vision Zero for one Week.” Through this approach the organisers hope to foster a sense of “courtesy on the road to other road users, the family and oneself.” Each day of the week will carry a different motto directly targeting a particular group or a specific road safety topic.

Planned events:

**Vision Zero for one Week**

In addition to daily activities taking place at central locations in Vienna, certain specific events aimed at symbolizing the number of road fatalities will include:

- A “Car-Chain” or “Vacant Chairs” on the main streets of Vienna
- Cardboard figures on main streets
- Empty classrooms

**Courtesy on the road**

A media/awareness campaign on “Vision Zero for one Week” will run for the duration of the week. The focus will be on “respecting other road users and oneself.” In cooperation with leading media experts the concepts of respectful and amicable behaviour will be explored, highlighted and awarded.

“Day against speeding”

A visual exposition of heavily damaged cars as well as “scrap cubes” will be on display in strategic environments such as cinema lounges and outside popular nightlife establishments.

“Day against driving under the influence of alcohol”

Distribution of flyers and information material on “the impact of alcohol” in bars, clubs and cinemas. A re-launch of the successful designated driver campaign: “0.0 for friends.”

“Day of courtesy on the road/Day of pedestrians”

This day will draw attention to the effects of reckless behaviour on the road by e.g. “headless pedestrians” walking around in the city.

“Day of children as road users”

A well-known road safety figure on Austrian Television, “Helmi,” will be used to promote the special safety needs of the youngest road users. Promotional materials as well as a “Helmi TV-show” sequel should be produced.

ETSC PIN Talk

On 23 April 2007 an ETSC “PIN Talk” will take place in Vienna. High-level representatives from various ministries, road safety organizations, road authorities and the media will discuss the topic “Enforcement” with a focus on young drivers.

European Road Safety Day, 27 April 2007

The European Road Safety Day is a one-day event organised by the European Commission (EC) in conjunction with the Global Road Safety Week. Held in Brussels on 27 April, the day will include presentations by young people on various aspects of road traffic safety, from the effects of drugs and alcohol while driving and driver training to a scoreboard on how various countries are performing on road safety.

A host of stands will allow participants to engage with the subject matter hands-on. Vehicle simulators, first aid training, car maintenance and inspection sessions, and a variety of information stands will ensure a broad coverage of road safety issues.

The European Commission plans to make the European Road Safety Day an annual occurrence and to provide a forum for young people within its framework to follow up on important processes started this year.

For more information: http://ec.europa.eu/transport/roadsafety/road_safety_day/index_en.htm
Involvement of other organizations
Provincial and communal authorities and institutions have been invited to organize activities on a regional and local level.

Activities in the Czech Republic

National Road Safety Campaigns
• Road Show – The Action
• “Domiľume se” (Let us Agree)
• Aggressive Driving

Seminars
• National Injury Free Days Seminar
• International Seminar on Child Traffic Injury Prevention
• Approval of the National Strategy for Child Injury Prevention

Other Activities
• Road safety drawing contest for children and exhibition at the UN House, Prague
• Signature of the European Road Safety Charter by the Czech Centre of Road Accident Prevention
• Support for the European Contest for Young Truck Drivers
• Presentation of the First UN Global Road Safety Week at the PRAGOALARM Exhibition
• Dissemination of UN and WHO materials related to the First UN Global Road Safety Week

Activities in Latvia

Latvia is planning a public campaign about speeding during the Global Road Safety Week.

Activities in the Netherlands

The Dutch approach to the First UN Global Road Safety Week mirrors the objectives stated by the UN and WHO. It aims to raise awareness about the importance of improving road safety among young road users and encourage active involvement by politicians and the public on the issue.

To realise these objectives, three communication strategies have been chosen:
• Encourage public debate about the subject on national and local levels
• Give young people a voice and a platform to articulate their ideas and solutions for the problem
• Local ‘road shows’ consisting of interactive presentations. These will inform the public and politicians about existing and new projects to improve the road safety of young people (i.e. at schools and in residential areas).

Each day of the Road Safety Week attention is focussed on one age group and its specific problems in traffic (i.e. blind spot, helmets, belt use, alcohol/drugs, speeding).

Activities in Norway

Planned Events:

23 April: Press Conference and Opening of the Road Safety Week
The Minister of Transport opens the Road Safety Week at a press conference, followed by visits to opening events with the participation of primary school pupils and civil organizations.

24-27 April: Local Road Shows
New and existing projects targeting road safety for young people are highlighted. The aim is to raise awareness and enhance active involvement of the population and local politicians.

The local road shows are organised by the regional authorities and municipalities in cooperation with the road safety association and the police.

24 April: Survey Results and Primary School Contest
The report of a large survey of 9-12 year olds on the daily traffic problems they encounter is given to the Minister of Transport. The survey was conducted at 1200 schools in the country and includes a contest to see who can come up with the best solution for improving road safety for pupils in their age group.

25 or 26 April: Jubilee of the Road Safety Research Institute (SWOV)
A congress will be held in conjunction with SWOVs 45th anniversary. Scientists and policy makers will discuss recent scientific research on road safety. Participants will explore the effects of education programmes for primary and secondary schools, risk reduction for novice car drivers (18-24), and the OECD-publication “Young Drivers: The Road to Safety.”

27 April: Debate between Young People, Politicians and Road Safety Experts -Closing Event
Selected young people (16-24) will discuss with politicians and experts how the road safety of young people can be improved. The Declaration of the World Youth Assembly will serve as input for the discussion.

The debate is organised by Team Alert and VVN (national road safety association) and led by a well-known journalist.
Seat belt campaign aimed at young people. This campaign includes the winning movie of a national movie script competition for young people aged 16-24 on the theme “how to make young people always wear their seat belt.”

Campaign and control activities aimed at 2-wheelers (moped and motorcycles)

Call special attention to various youth initiatives and local road safety projects around the country.

Activities in Sweden

Road safety in Sweden is based on the Zero Vision approach, which suggests a shared responsibility of system designers and road users. If road users fail to adhere to the system, the system designers must take the necessary steps to counteract resulting accidents.

Over the last decades road safety has improved step by step in Sweden.

The benefits of safety measures, such as median barriers, roundabouts and safer cars, are significant. However the problem of road user behaviour (speeding, driving under the influence of alcohol/drugs and not wearing seat belts) persists. 50-60% of car drivers in Sweden still drive too fast: It is estimated that about 100-150 people are killed each year due to speeding, out of a total number of 440 deaths per year.

Selected stakeholders will therefore undertake special efforts to reduce speeding during 2007. The European Police cooperation, TISPOL, has chosen the Global Road Safety Week in April to stage special activities dedicated to speeding. The Swedish Police, Road Administration and National Society for Road Safety are cooperating on information measures on local, regional and national levels to put across the importance of speed in road safety. At the same time, Police will be present on the roads as much as possible during this week.

Speeding is common to all people – not just the young – and we will address the campaign to everyone. This will be the key feature of the Global Road Safety Week in Sweden.

Activities in Russia

The First UN Global Road Safety Week will feature on the agenda of the Governmental Commission on Road Traffic Safety.

A round-table discussion will be held on the premises of ‘ITAR-TASS’ news agency. Ministry experts and government bodies, community leaders and representatives from culture, science and mass media will discuss the legal education of young road users.

A National Children’s Drawing/Photo Contest on road safety with the best works exhibited at community centres, clubs and cinemas.

Educational sessions on road safety for school parent committees.

A special section on the State Road Traffic Safety Inspection (Ministry of Internal Affairs) website devoted to the Road Safety Week. This sub-website will inform the public about the objectives of the Week and the international activities taking place.

Promotional materials for the Week to the public (leaflets, booklets, video clips, banners etc.)

Tele broadcasts exploring the Road Safety topic with politicians, teachers, actors, athletes and lawyers.

The private sector and public institutions will co-organize campaigns with various themes such as: “On the road – a young driver”, “Seat belt”, “Child – passenger”, “Helmet”, “Polite driver”, etc.

Activities in Spain

The celebration of the Road Safety Week will be included in all official campaigns of the Dirección General de Tráfico, in all media: radio, television, written press, not forgetting the website (www.dgt.es)

Contact information

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www.who.int/roadsafety