Reminder

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 and French only
Activities in Albania


This Conference will be attended by the Albanian Prime Minister and representatives of all ministries that are involved in Road Safety, the local government, representatives from national and international NGOs, the Albanian Red Cross, etc. The main issues to be dealt with concern improving the road accident situation in Albania and the challenges for the future.

Activities in Canada

The Canadian Global Road Safety Committee shares the objectives established by the United Nations for Global Road Safety Week 2007:

- Raise awareness about the societal impact of road traffic injuries, highlighting the risks for young road users.
- Promote action around key factors which have a major impact on preventing road traffic injuries: helmets, seat belts, drink driving, speeding and infrastructure.

The slogan for the First United Nations Global Road Safety Week 2007 — “Road Safety is No Accident” - - highlights the fact that road safety happens not by accident, but through the deliberate efforts on the part of many individuals and many sectors of society - governmental and nongovernmental alike. In Canada, we are also using another slogan — “Get Hooked on Road Safety” -- to communicate our objective: that it is critical to have young people take responsibility to stop preventable deaths and injuries on the road.

Canada Road Safety Week – it is held during the week before and over the May long weekend. During the Global Road Safety Week, press conferences and public awareness campaigns will take place in the provinces across the country.

Canadian Road Safety Youth Conference June 6-8, 2007, Montreal, Quebec

The Canadian youth delegates from the World Youth Assembly on Road Safety will share their experience in Geneva with 45 other young Canadians. All participants at the conference will commit to taking specific actions to help promote the objectives of the First United Nations Global Road Safety Week. This conference will be held in conjunction with the Canadian Multidisciplinary Road Safety Conference.

Canadian Multidisciplinary Road Safety Conference - June 2007

Held in conjunction with the Canadian Road Safety Youth Conference, this annual traffic safety conference in Canada is organized by Ecole Polytechnique in Montreal under the auspices of Transport Canada and the

Activities in Estonia

During a one month-long national road safety campaign starting 23 April, Estonia will focus predominantly on the wearing of bicycle helmets. With the slogan “Cool people wear helmets!” we hope to reduce the number of head injuries as a result of bicycle riders not wearing helmets. The main target group is children aged 10-12, but children of all ages as well as parents also form part of the target audience.

Media

Strategic use of the media will ensure the audience is targeted in the most direct way. Print media has a higher reach among adults than children for example, and will be used to influence purchasing decisions of parents. TV can easily communicate the importance of wearing helmets to children.

Campaign Support

The campaign is supported by a large bicycle retailer, which is offering a special price on helmets for the month as well as other discounts to clients who bring in campaign flyers.

Continuous efforts

Research will be conducted after the campaign to evaluate its effects. To raise the effect of future campaigns it is necessary to understand why people do not wear helmets.

Activities in France

Ministère des transports, de l’équipement, du tourisme et de la mer.

La Sécurité routière lance un nouveau programme de sensibilisation vers les jeunes, population particulièrement exposée aux risques routiers.

Pour s’adresser aux jeunes, la Sécurité routière a choisi, à travers différents médias, de les mettre en scène en milieu festif afin de sensibiliser le plus grand nombre aux dangers à éviter:

Un film « fin de soirée » diffusé du 15 mars au 5 avril 2007 sur les chaînes TV généralistes, programmé une première fois en 2001, présente des jeunes qui vont prendre la route alors qu’ils ne sont pas en état de conduire. Une image, symbole du danger encouru, montre une jeune femme dont un de ses amis l’aide à monter
la fermeture éclair de son manteau qui se transforme en sac mortuaire.

Des messages radios de sensibilisation sont diffusés du 15 mars au 7 mai 2007 sur les antennes des radios musicales. Ils dénoncent avec dérision la discordance entre conscience du danger et pratiques à risques : un jeune utilise des arguments statistiques pour démontrer à ses amis qu’il n’est plus en état de conduire… même s’il a décidé de les raccapagner.

Parce qu’il est insupportable de perdre la vie en s’amusant, le film et les messages radios s’achèvent par une incitation à réussir la fête, mais surtout l’après-soirée, et renvoient sur le site « sortezrevenez.fr ».

Un dispositif Internet : « sortezrevenez.fr ». Ce site d’information propose une séquence animée qui présente une situation de fin de soirée pour sensibiliser les jeunes aux dangers de la route. Un portail d’information donne des conseils à respecter en toute circonstance ainsi que des données sur la vitesse, l’alcool, le cannabis, la fatigue et les risques multi-factoriels.

Une affiche qui dénonce la « monstruosité » de la prise de risque au volant est illustrée par une créature effrayante, qui prend le risque de tuer ses amis alors qu’il est conscient de ne pas être en état de conduire. Il s’apprête à commettre un acte monstrueux et c’est cette image que les jeunes doivent retenir. www.sortezrevenez.fr

Activities in Italy

Various press releases will be issued from political authorities to underline the Government’s commitment to the importance of road safety issues.

The Ministry of Inland Transport has encouraged its regional offices to support the Week. In particular, open days will draw attention to the importance of Traffic Code rules; the need to keep vehicles roadworthy; and, most importantly, to highlight the dangers of speeding and alcohol and drug abuse.

The scope of the ICARO project - an annual initiative in co-operation with the Traffic police and the Ministry of Education - has been lengthened and broadened to encompass initiatives specifically focussed on young and vulnerable road users. (There will also be a ‘Theatre piece’ where actors will stress the importance of correct driving).

The University of Rome (Psychology Department) will carry out a survey among young people (high school and university students) to gather information about their perception of ‘risk factors’. Young drivers often underestimate the significance of these factors (e.g.: speed, not wearing helmets, drink and drugs abuse, hazzardous driving, and tiredness), and yet they are often the cause of casualties or lifetime injuries.

During the week, the SICES driver-training centre will have dedicated open days to help raise awareness about the rules to respect when driving mopeds, motorcycles and micro cars.

Television slots have been booked to help launch the Road Safety campaign. Specific preference has been given to channels favoured by young people and during important sports segments. The message of road safety will also be broadcast in 400 cinemas and on radio channels. Internet portals will feature ‘banners’ with the same message.

Gadgets and posters have been prepared for distribution during the events. Their slogans encourage young riders and drivers to think about things like the use of helmets, appropriate speeds, and avoiding alcohol.

Copies of a video about Road Safety - which has already been screened during the ‘Giffoni Film festival’ - will be sent out to the regional offices.

The Socitras and the Italian Red Cross will hold a special conference on 23 -24 April, during which a number of fundamental road safety issues will be debated by key stakeholders. For example, the need to improve legislation and enforcement to better protect vulnerable road users (e.g. children, young and elderly people); and medical matters (e.g.: post-trauma intervention and rehabilitative processes) are issues that will be explored.

Personnel usually involved in dealing with the aftermath of accidents, such as firemen, emergency doctors and traffic police, will carry out practical demonstrations to help explain how on-the-spot first-aid should be given.

It will also be possible for young people to check their motorcycle riding ability on a simulator.

Initiatives to highlight the importance of the forthcoming event have already started with a National Conference on Road Safety in Taranto on 29 March, during which Ministry plans, achievements and future policies were outlined.

The Conference covered a wide variety of relevant issues, ranging from the psychology involved, medical issues, and, the exchange of good practice ideas, both about legislation and operational techniques for making roads safer.

Also in Italy:
Afin de supporter la semaine mondiale de la sécurité routière, la région Emile-Romagne (Italie) a écrit à toutes les écoles de la région, à toutes les administrations locales, à toutes les municipalités afin de les sensibiliser sur l’importance de cette semaine et solliciter des actions.
Activities in Tula (Russia)

The Russian city of Tula is preparing a host of activities for the Global Road Safety Week, through the Tula Municipal Youth Organization - Young Road Policemen - an NGO working to improve road safety among young people.

Members of the Young Road Policemen cooperate with the road police regularly to do routine traffic checks. The program builds ties and trust between young people and law enforcement.

For the Week itself, Tula city is conducting a road safety campaign that will educate youngsters on traffic rules and safe behaviour on roads. In addition, there will be competitions in drawing, photography, poetry, and multimedia projects for various age levels and for parents, where participants explore different elements of road safety. These competitions are all aimed at creating awareness for the topic, educate people and find solutions to road traffic problems.

http://svetofor.tula.net

Activities in United States of America

Stop Underage Drinking and Driving
23-29 April 2007 — Troy, Michigan, USA

A public service campaign, and possibly an event, in collaboration with the local police department, the school district personnel and community leaders to raise awareness about the problem of underage drinking and driving.

http://www.troycoalition.com

National Youth Traffic Safety (NOYS) Month
April 2007 — Nationwide, USA

The national youth and youth serving NOYS member organizations will be hosting traffic safety awareness events across the country. NOYS will sponsor this event with project ideas, registration of activities, press releases, awards, articles from experts on youth traffic safety, and hosted conference calls with experts in this field.

http://www.noys.org

Activities in United Kingdom

One Great George Street, Westminster, London
Make Roads Safe - Rally for Safer Roads

The Make Roads Safe campaign is organising a ‘Rally for Safer Roads’ to mark UN Global Road Safety Week. Confirmed keynote speakers include:

HRH Prince Michael of Kent GCVO, Patron of the Commission for Global Road Safety;
Lord Robertson of Port Ellen, Chairman of the Commission for Global Road Safety;
Douglas Alexander MP, UK Secretary of State for Transport;
Michael Schumacher, seven times Formula One World Champion.

Panel discussions at the Rally will include ‘Road safety and the Millennium Development Goals’; ‘Road safety for children and young drivers’; and ‘Taking action for global road safety’; with speakers from organisations including the World Bank, Taskforce for Child Survival & Development, UK Department for Transport and OECD.

www.makeroadssafe.org/unweek/

Driving forward - 23 April 2007 — Scotland, UK

RoSPA in Scotland will provide a central focus for road safety practitioners to highlight the work that goes on in road accident prevention in Scotland. Key partners will work together to raise the profile of road safety, particularly in respect of vulnerable road users, especially young drivers. These organisations include RoSPA, the Association of Chief Police Officers in Scotland (ACPOS), the Scottish Executive (Road Safety Scotland), the Institute of Road Safety Officers (IRSO) and Society of Chief Officers of Transportation in Scotland (SCOTS). A company will be employed to ensure co-ordinated Scotland-wide media activity. RoSPA will host web pages to enable the sharing of good practice.

http://www.rospa.com/roadsafety

23 April 2007 — Ridgway Place, Wimbledon
Road Safety Campaign in our road with support from residents to emphasise road safety, and in particular the dangers of speeding, to all road users (including cars, taxis, bikes, cyclists and walkers). We intend to use posters, banners, leaflets and lead a peaceful campaign to get the message across.

Contact information

For further enquiries or to submit information about your country’s activities, please contact:

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www.unece.org/trans/globalroadssafetyweek
www.who.int/roadsafety