"WE PLAY AND DRIVE BY THE RULES"
THE PLAYERS OF THE 2010 FIBA WORLD CHAMPIONSHIP

Global communication campaign on road safety
UNECE Road Safety Conference
25-27 June 2008, Halkida, Greece
UNECE Road Safety Conference
25-27 June 2008, Halkida, Greece
EuroBasket 2009 Declaration for Road Safety
Spodek Arena, Katowice, Poland, 17 September 2009

United Nations Economic Commission for Europe - Transport Division
EuroBasket 2009 Declaration for Road Safety

Because a true champion respects the rules of the game

7 Rules of Road Safety

1. Don't use mobile phones while driving
2. Don't drive whilst under the influence of alcohol and/or drugs
3. Keep to the speed limit
4. Share the road safely with pedestrians and cyclists
5. Wear seatbelts - every day, every time, both in the front and back of the car
6. Use approved child restraint systems
7. Wear approved helmets while riding two-wheelers

Ministry of Sport and Tourism
Republic of Poland

Ministry of Infrastructure
Republic of Poland

EuroBasket 2009 Declaration for Road Safety - Because a true champion respects the rules of the game

EuroBasket 2009 - Where dreams go on living

United Nations Economic Commission for Europe - Transport Division

Declination for Road Safety

2009

2009
Partners

A campaign initiated by the United Nations Economic Commission for Europe (UNECE) and FIBA

Supported by the Turkish Basketball Federation, the Spanish Basketball Federation and the Turkish National Police
Aim of the campaign

To engage society especially young people, players and fans in the road safety cause and to encourage respect of the rules on the road, as well as on the court.
Content of the campaign

- video clips broadcast in the arenas and the TV
- declaration displayed in the arenas inviting players to join the campaign
- road safety promotional materials and events
- information booths in the arenas of the four cities hosting the games
- press conferences
- address FIBA World Congress
- signing road safety declaration
“WE PLAY AND DRIVE BY THE RULES”
THE PLAYERS OF THE 2010 FIBA WORLD CHAMPIONSHIP

When we play, we play by the rules. When we drive, we drive by the rules. We encourage our teammates, friends, fans and everybody else to do the same.

Road crashes claim the lives of more than 1.3 million people (almost 3 every minute) and cause at least 50 million injuries on the roads every year worldwide.

These are not accidents. These are events that can be prevented through daily action and awareness.

The basketball family already lost a lot of its members on the road – famous stars as well as players whose names you may have never heard of.

Their fate could have been different. Let’s contribute to make traffic safer in following some simple rules:

We do not speed
We always wear seat belts
We never speak on the phone while driving
We do not drink and drive
We always wear a helmet when riding two-wheelers.

United Nations Economic Commission for Europe - Transport Division
Promotional materials

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Major UNECE Agreements on road safety

Convention on Road Traffic, adopted in 1968, aims at facilitating international road traffic and at increasing road safety through the adoption of uniform road traffic rules. The Convention sets up common agreed principles on all factors influencing international road traffic and its safety, including the driver and the vehicle, with which Contracting Parties must comply and ensure enforcement.

Convention on Road Signs and Signals, adopted in 1968, covers the uniformity of road signs and signals. It classifies road signs in three categories: danger warning, regulatory and informative, and provides for each of them definitions and physical appearance, including dimensions, shapes and colours.

European Agreement supplementing the Convention on Road Signs and Signals and European Agreement supplementing the Convention on Road Traffic, both 1970, set up further recommendations that the Conventions in order to further enhance road safety on European roads.

Protocol on Road Markings, Additional to the European Agreements supplementing the Convention on Road Signs and Signals, adopted in 1977, seeks to prevent accidents on the roads by better organizing road traffic and promoting road safety and traffic.

These legal instruments have succeeded to and are modernized, more complete versions of the convention on road traffic and protocol on road signs and signals, done in Geneva on 26 September 1968, which are still in force in a significant number of countries. It is highly desirable that the Contracting Parties to the new legal instruments adopt the newer versions, to improve road safety performance through harmonized conditions for testing, issuance of driving license, leading to their mutual recognition, as well as through harmonized road signage.

Agreement concerning the Adoption of Uniform Technical Prescriptions for Wheeled Vehicles, Equipment and Parts which can be Fixed and/or be Used on Wheeled Vehicles and the Conditions for European Recognition of Approvals Granted on the Basis of these Prescriptions, of 22 March 1992, provides the legal framework for the co-creation of the safety and emissions regulations according to
# Main Transport Indicators, 1999-2008

## Road accidents: fatalities per 100,000 inhabitants, 1999-2008

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<thead>
<tr>
<th>Country</th>
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**Contact Information**

United Nations Economic Commission for Europe
Transport Division

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Email: stat.trans@unece.org www.uneco.org/transport
DO NOT DRINK AND DRIVE
Alcohol is a depressant that acts on the central nervous system. Although alcohol is a depressant, it initially creates a feeling of mild and pleasant stimulation (pseudo-stimulation).

MAKE SURE YOU SEE THE ROAD THE WAY YOU SEE THE COURT
Peripheral vision problems mean that you are unable to see properly around the edges, even though your central vision is fine. In fact, some people may have no peripheral vision at all.

This creates a sensation of seeing through a narrow tube, a condition sometimes known as “tunnel vision”.

Speeding reduces a driver’s ability to steer safely around curves or objects in the roadway. It also extends the necessary distance to stop a vehicle and it increases the distance a vehicle travels while the driver reacts to a dangerous situation.

BODILY FUNCTIONS

<table>
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<th>IMPULSES</th>
<th>ALCOHOL’S PSEUDO STIMULATING AND DEPRESSIVE EFFECTS</th>
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<tr>
<td>Behaviour, thinking, memory and judgment affected</td>
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</table>

PERCEPTION

| Deficits in comprehension and memory functions, delayed reaction time, reflexes and judgment are clearly impaired |

BEHAVIOURS

| Abnormalities including excessive courage, loss of speech, movement and coordination as well as inability to walk and/or stand |

DRIVING CAPABILITY

| Over-confidence, more dangerous manoeuvres, making wrong decisions, decreased visual acuity, unconsciousness |

SPEED MAY HELP YOU WIN ON THE COURT BUT IT CAN COST YOUR LIFE ON THE ROAD
ALWAYS USE SEAT BELTS AND CHILD RESTRAINTS

The failure to wear a seat belt is a major reason for road traffic deaths and injuries sustained by vehicle occupants. Passengers who were not wearing their seat belts at the time of a collision account for the majority of occupant road traffic fatalities. Additionally, passengers who do not wear seat belts and have a frontal crash are most likely to suffer a head injury. In other words: “ALWAYS WEAR YOUR SEAT BELT!”

The seat belt has three functions:

1. To distribute the forces of a crash over the strongest parts of the human body;
2. To prevent the occupant from being ejected from the vehicle in an impact;
3. To prevent injury to other occupants.

Child restraint systems are specifically designed to protect infants from injury during a collision or a sudden stop by restraining their movement away from the vehicle structure and distributing the forces of a crash over the strongest parts of the body.

YOU NEED YOUR BRAIN TO PLAY THE GAME SO WEAR YOUR HELMET OUT ON THE ROAD

A protective helmet (crash helmet) absorbs and spreads the impact with its absorbing liner. That prevents direct contact of the objects and reducing the chances of severe head injuries.

A protective helmet also decreases severe and fatal head injuries by an average of 60 to 75 percent. Regardless of the speed, a motorcyclist who does not wear a helmet is three times more likely to die from head injuries than one who wears a helmet at the time of the collision.

LEAVE YOUR PHONE ALONE WHILE YOU’RE DRIVING

When driving, being on the phone – whether dialing, sending a text or just answering a call – can lead to having an accident because the driver is not fully focused on the road.

Drivers are more likely to make mistakes on the road when using their cell phones because they are not fully aware of the danger and as a consequence are slower to react.

STAY FOCUSED OR YOU MAY BUMP INTO TRAFFIC

SEAT BELTS STOP YOU FROM SCORING BUT THEY KEEP YOU ALIVE IN TRAFFIC

HELMETS ARE OF NO USE ON THE COURT BUT THEY WILL PROTECT YOU ON THE ROAD
United Nations Economic Commission for Europe - Transport Division
United Nations Economic Commission for Europe - Transport Division
2010 FIBA World Congress

United Nations Economic Commission for Europe - Transport Division
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The basketball family already lost a lot of its members on the road – famous stars as well as players whose names you may have never heard of.

Their fate could have been different. Let’s contribute to make travel safe by following some simple rules:

- Do not speed
- Wear seat belts
- No phone while driving
- Wear a helmet while cycling

United Nations Economic Commission for Europe - Transport Division
Signing the declaration
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