

every 3 minutes  
a child dies  
on the world's roads

**≡ MAKE ROADS SAFE**

[www.makeroadssafe.org](http://www.makeroadssafe.org)

ROADS SAFE

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“In 2005 millions of people, and the leaders of the G8, responded to the call to Make Poverty History. A great deal was achieved. But – knowing that road crashes cost billions of dollars to developing countries – we can see that many of the gains for development won in 2005 will be at risk if action is not taken to reverse the rising toll of road traffic deaths and injury. Every day 3000 people are killed in crashes. Many of these deaths are preventable. That is why we must act together now to Make Roads Safe”.

**Lord Robertson of Port Ellen  
Chairman, Commission  
for Global Road Safety**

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“We lose our loved ones abruptly. They call it an accident, but for you it’s a lifelong pain that you have to live with. It destroys you. Suddenly there is nothing as important as having that child back that you lost.”

**Sarifa Lodewyk, mother of crash victim, South Africa**



# About Make Roads Safe

Road deaths are a global epidemic which is being ignored by the world's leaders

**Make Roads Safe** is an international campaign attempting to put global road traffic injuries on the G8 and UN sustainable development agendas. The campaign is led by a coalition of road safety and public health organisations.

The **Make Roads Safe** campaign aims to raise public and political awareness of the global road traffic injury epidemic that kills at least 3000 people, and 500 children, every day. More than 8 in 10 deaths occur in low and middle income countries.

## What we are campaigning for:

- Action by the G8 and a United Nations summit to agree high level political commitment to action on global road deaths
- A \$300 million, 10 year, global Action Plan to improve road safety in developing countries
- Making roads safer: ensuring that at least 10% of development budgets for roads provided by the World Bank and other major lenders is dedicated to road safety

“Without being alarmist you can see that there will be millions of young children killed on the roads in the years ahead. There is so much that could be done by developing countries at their current stage of development and it could prevent so much misery and suffering. It would be outrageous if it were allowed to continue in the years ahead.” **Peter Adamson, UNICEF adviser**



# Road Traffic Injuries: The Human and Economic Cost

## Did you know?

- Every 3 minutes a child is killed on the world's roads
- Road deaths in poorer countries are set to rise by 80% by 2020
- Road crashes are the biggest killer of young people in Europe and the US.
- Only HIV/AIDS kills more young men worldwide
- Road crashes kill on the scale of Malaria and Tuberculosis (see table below)

## Leading Causes of Mortality, 2002

RANK DEATHS	CAUSE	PROPORTION OF TOTAL (%)
7	Diarrhoeal diseases	3.3
8	Tuberculosis	2.7
9	Trachea, bronchus, lung cancers	2.2
10	Road Traffic injuries	2.1
11	Diabetes mellitus	1.7
12	Malaria	1.6

Source: Mathers c, Loncar D. Updated projections of global mortality and burden on disease, 2002-2030: data sources, methods and results, WHO, October 2005

## Road crash = Global disease

Road traffic crashes kill 3000 people, including 500 children, every day. Annually, 1.2 million people are killed and 50 million injured. More than 85% of these casualties (and 96% of child deaths) occur in low and middle income countries.

International efforts to combat road deaths command a tiny fraction of the resources that are deployed to fight other global diseases. Yet safer roads are essential for achieving many of the UN's Millennium Development Goals.



## Road crash = Poverty

The economic cost of deaths and injuries in developing countries is estimated at up to \$100 billion a year. By comparison overseas aid from OECD countries totalled \$106 billion in 2005.

Most of those killed or injured in developing countries are pedestrians. They are also breadwinners for their families. Research in India and Bangladesh shows that 50% of families losing a member in a road crash subsequently fell below the poverty line.

To make poverty history it is vital that we **Make Roads Safe**.



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“Our entire effort is to build a tomorrow where somebody is responsible. Once you make somebody responsible for what is happening there is a chance”.

**Rohit Baluja, road safety campaigner, India**



# What We Are Campaigning For

## 1. Political Commitment

### What we want...

We are calling for the UN and the G8 to include road safety in their global development policies. We also want to see a United Nations summit bringing political leaders across the world together to commit to action on global road deaths.

### ...and how it will help

Global road deaths are almost totally ignored as an issue by politicians and governments. The G8 and the UN influence global priorities for development spending and humanitarian action. We need politicians to recognise the scale of the road safety epidemic and to prioritise practical action on road deaths.



## 2. A Global Road Safety Action Plan

### What we want...

We are calling on rich donor governments to commit to a \$300 million, 10 year, global Action Plan to improve road safety in developing countries.

### ...and how it will help

Many developing countries do not have the skills and knowledge to tackle their growing road safety problems. The Action Plan, managed by a new Global Road Safety Facility, will train local people to manage their own road safety programmes; encourage police, government and courts to enforce traffic laws fairly; and promote road safety measures like seat belt and helmet use.



### 3. Making Roads Safer

#### What we want...

We are calling on donor governments and lending bodies (like the World Bank) to ensure that at least 10% of the development money provided for road construction and upgrading, for example in Africa, Asia and Latin America, is dedicated to road safety.

#### ...and how it will help

The G8 at the 2005 'Make Poverty History' summit approved an initial \$1.2 billion for new roads in Africa. But only \$20 million was allocated to road safety, far below official guidelines. Unless road safety is taken seriously, millions of people will be killed and injured on roads in Africa and across the developing world in the years ahead.



# Commission for Global Road Safety

The Commission for Global Road Safety was established to raise awareness of global road traffic injuries as a public health epidemic in developing countries and to encourage action by the international community.

The Commission has launched the Make Roads Safe campaign to call on the G8 and the UN to include global road safety in their development agendas.

The Commission for Global Road Safety is chaired by Lord Robertson of Port Ellen, former Secretary General of NATO. Twelve Commissioners, from the G8 countries and every World region, serve on the independent body, including 7 times Formula One World Champion Michael Schumacher as the representative for Germany.



For a full list of members see:

[www.commissionforglobalroadsafety.org](http://www.commissionforglobalroadsafety.org)

Make Roads Safe: a new priority for sustainable development is the first report of the Commission.

See [www.makeroadssafe.org](http://www.makeroadssafe.org)



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# How you can help to Make Roads Safe

- Please add your name to our global petition to the United Nations. This will be delivered to the UN Secretary General in advance of a key UN debate on road safety in March 2008
- Organise your own petition: templates available online
- Write to your political representative: see our website for ideas
- Wear a campaign t-shirt, pin or wristband

For more information, see [www.makeroadssafe.org](http://www.makeroadssafe.org)



“Road deaths represent a huge burden on our health systems and an obstacle to our efforts to overcome poverty. I call on the world community to work together to make our roads safe”.

**Archbishop Desmond Tutu**

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# Take Action

Someone is killed or maimed in a road crash every 6 seconds. Politicians are ignoring global road deaths.

Visit [www.makeroadssafe.org](http://www.makeroadssafe.org) to see how you can add your voice to the campaign for global road safety.



“We hope that the United Nations will take action for road safety in 2007. Five hundred children are dying every day and thousands more are being disabled or injured. This is why I support the campaign to Make Roads Safe.”

**Michael Schumacher,**  
**Commission for Global Road Safety**

[www.makeroadssafe.org](http://www.makeroadssafe.org)