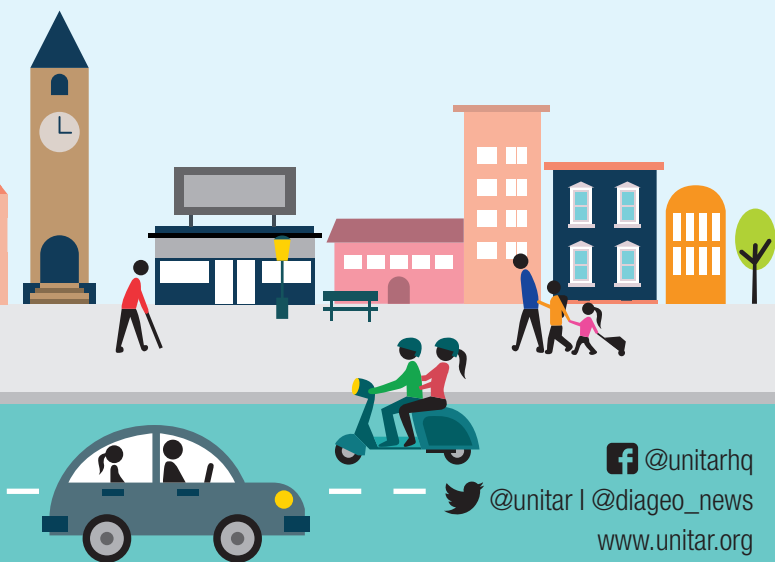




STRENGTHENING ROAD SAFETY FOR SUSTAINABLE CITIES

A UNITAR training initiative
to halve the number of global deaths and injuries
from road traffic accidents by 2020. **SDG 3.6**



 @unitarhq

 @unitar | @diageo_news

www.unitar.org

WHY?

Road traffic injuries claim more than 1.2 million lives each year and have a disproportionate impact on health and development. They are the ninth leading cause of death across all age groups globally and the leading cause of death among young people between the ages of 15 and 29.

WHAT?

UNITAR's Road Safety Initiative prioritizes countries with the highest road traffic death rates, with a special focus on low-income countries, Least Developed Countries (LDCs), and Small Island Developing States (SIDS).

The Initiative aims to:

- Improve road user behaviour through advocacy efforts and by increasing awareness of risk factors.
- Enhance the capacity of government agencies and municipal authorities to develop and implement road safety strategies and plans in line with **SDG 3.6**.

WHO?

UNITAR'S INITIATIVE TARGETS

TWO KEY AUDIENCES:

- Government officials and policy makers
- Youth and other road users



HOW?

THE INITIATIVE IS BASED ON
TWO PILLARS:

I. ADVOCACY

Individual road users have the responsibility to abide by laws and regulations. Changing road users' behavior on key risk factors for road traffic injuries (**speeding, drink-driving, distracted driving, and failing to properly use helmets, seat belts, and child restraints if used at all**) is an essential component for improving road safety. Youth constitute the main target audience for advocacy efforts.



II. CAPACITY BUILDING

Strengthening capacity at the local and national level is essential to improving road safety. The Initiative will provide training activities for government officials at both the national and local level to implement road safety strategies and programmes.

ACTIVITIES IN 2017

ROAD SAFETY AND SUSTAINABLE TRANSPORT SYSTEMS:

WEST AFRICA

21 - 22 February

Lagos, Nigeria

IMPROVING ROAD SAFETY AND TRANSPORT SYSTEMS: SOUTH AFRICA

22 - 24 March

Durban, South Africa

STRENGTHENING ROAD SAFETY IN CITIES: ASIA-PACIFIC

31 May - 2 June

Jeju, ROK

STRENGTHENING ROAD SAFETY: LATIN AMERICA

1 - 2 August

Curitiba, Brazil

STRENGTHENING ROAD SAFETY IN INDIA

22 - 23 August

New Delhi, India

STRENGTHENING ROAD SAFETY: WEST AFRICA

26 - 27 September

Accra, Ghana

STRENGTHENING ROAD SAFETY: EAST & CENTRAL AFRICA

12 - 13 October

Addis Ababa, Ethiopia

STRENGTHENING ROAD SAFETY: THE CARIBBEAN

25 - 27 October

Santo Domingo, Dominican Republic

MULTI-STAKEHOLDER CONFERENCE

9 - 10 November

Manila, Philippines

With the support of:

DIAGEO

Contributing to improve road safety by supporting initiatives aimed at reducing the incidence of drink driving crashes and fatalities. Diageo's multi stakeholder approach involves raising awareness of the dangers of drink driving, supporting new legislation and education & enforcement campaigns, among others.

www.diageo.com/en-us/csr/alcoholinsociety