

Road Safety

1

Key Unit

THE CONTEXT

Each year nearly 1.3 million people die as a result of a road traffic collision—more than 3000 deaths each day—and more than half of these people don't travel in a car. Unless immediate and effective action is taken, road traffic injuries will become the fifth leading cause of death in the world, resulting in an estimated 2.4 million deaths each year. (WHO, Global Plan for the Decade of Action for Road Safety 2011-2020.)

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THE IMAGE

Road safety in our lives



Fatima is a typical 10 year old school girl from Jakarta, Indonesia. She lives with her family and studies very hard each day to try and fulfill her dream, which is to be a doctor. She takes this perilous route to school every day with her mother. Fatima used to cross the same road with her older brother Ramelan. Last year however, when Fatima and Ramelan were on their way to school, Ramelan was run down by a car and died shortly after. Since then, Fatima is terrified of crossing the street, so now she is always accompanied by her mother.

¹ FIA Foundation / Make Road Safe campaign: <http://www.makeroadssafe.org/Pages/home.aspx>

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Road Safety

1 Road safety is about people, boys and girls, men and women, and their right to live safely while crossing streets or roads on their way to school, or driving their vehicle on their way to work.

2 Road safety is about risks and responsible people driving, occupying or facing vehicles of all types (trucks, cars, motorbikes, bicycles).

3 Road safety is about safe behaviors, safe streets, safe roads and safe vehicles.

4 Road safety is about creating a safe environment

Road Safety in the World

Road traffic injuries: a growing urban health threat

The number of people killed in road traffic accidents worldwide is around 1.3 million, while the number of injured people involved in accidents could be as high as 50 million (WHO/World Bank, 2004). These numbers are forecast to increase significantly in the coming decades. Fatalities from road traffic injuries in emerging countries account for more than 85% (WHO/World Bank, 2004), and road injuries affect the poor more than the affluent in emerging countries.

There are a lot of differences between countries depending on their degree of economic development and the priority given to road safety at the national level. The countries with the lowest mortality rates of road traffic injuries are the Netherlands, Sweden and the United Kingdom with rates at 5.0, 5.4 and 5.6 deaths per 100 000 motorised vehicles respectively (WHO/World Bank, 2004). The rate in the USA is 14.5. China has a high country rate at 15.6 road deaths per 100 000, considering that the number of vehicles in relation to population is low when compared with the USA and European countries. Thailand and the Republic of Korea have worse rates still at 20.9 and 22.7 deaths per 100 000, respectively. Despite the variations across countries, road safety is an international issue that affects us all.

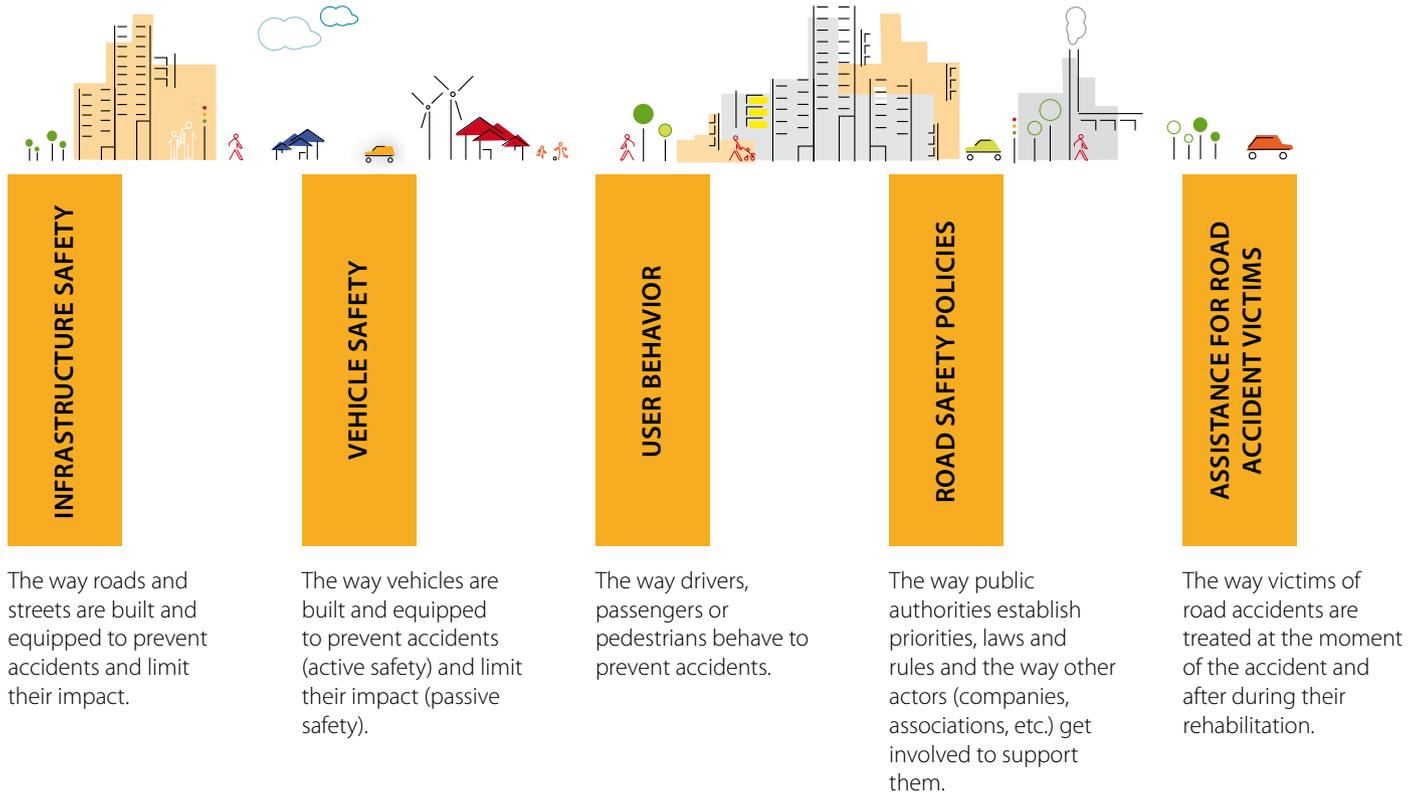
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Road Safety Pillars

Initiatives for road safety are taken at all levels: national, regional or local. Civil society and citizens themselves are paying more attention to their safety on the streets or on the roads.



The **UN Decade for Action on Road Safety** is an invitation to governments to reinforce their policies in favor of road safety. It is also an opportunity for everyone to take – personal or professional – commitments to improve road safety in their daily lives and surroundings.

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Road Safety Education

...aims **to provide individuals with the necessary means to ensure their own safety**, allowing them to better understand the risks they face and how to cope with them.

...is a **set of knowledge, skills, attitudes and values** that are necessary to move around and, at the same time, interact with others in a safe way.

Road
Safety
Education

...is not confined to a technical area but is part of citizenship education. **It relies on a sense of autonomy and a broad understanding of responsibility and solidarity** towards others.

...is a **life-long learning process** that concerns children, adolescents, young drivers, adults and seniors.

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Education for Sustainable Development

Road safety provokes changes in our infrastructures, influences the way cities are planned and how rural areas look. Road safety modifies our relationship to the car, and promotes new ways to move around, on foot, by bike or on public transport. Road safety not only influences the way we move but it also affects also the speed at which we move and therefore our impact on the environment. Road safety is another way to think about our relationship with our environment and with the others. This is why the words "safety" and "mobility" are so closely interlinked. In that sense, road safety education can't be separated from Education for Sustainable Development.

The new Decade of Action for Road Safety (2011-2020) takes over the former Decade (2001-2010) of Education for Sustainable Development (ESD). The program "Safety and Mobility for All" integrates the main principles of ESD and enables a broader and richer approach to road safety education.

"Sustainable development" is not a fixed thing but a quest for developing our daily life and communities in directions that benefit most people now and in the future and at the same time minimize our negative environmental impact. This requires active, creative and critical citizens that are good at overcoming problems and conflicts in co-operation, and able to combine theoretical knowledge with practical innovations and ideas.²

As a consequence, the program "Safety and Mobility for All" has the learner at the centre and provides contexts to develop students' own ideas and initiatives. The program considers students as "active agents in the construction of their knowledge".

² Quality Criteria for ESD-Schools "Guidelines to enhance the quality of Education for Sustainable Development", May 2005

Since 2000, Renault has developed its Road Safety Education International Program **"Safety for All"** to raise awareness on road safety among children, teenagers and young people.

Renault is one of the first four companies that have been announced as corporate **'Supporters of the Decade of Action for Road Safety 2011-2020'**.

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YOUR ideas

■ Objectives

To understand the principle ideas surrounding road safety.

■ Materials

Board, markers, pen, paper, projector, internet.

■ Steps

As a first step, we want you to be convinced that time for action has come and that we all have a say.

Together, watch the film <http://www.makeroadssafe.org/Pages/home.aspx> that presents the Decade of Action for Road Safety 2011-2020.

List the main arguments that explain why road safety is also a key issue for you, your family and your friends.



YOUR initiatives

■ Objectives

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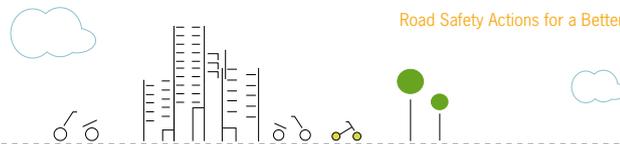
Have students participate in the Decade of Action for Road Safety 2011-2020. Have students write down a list of objectives they hope to see achieved from the Decade. Support the “Make Roads Safe” campaign for Global Road Safety.

<http://www.makeroadssafe.org/takeaction/Pages/homepage.aspx>



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YOUR ideas

■ Objectives

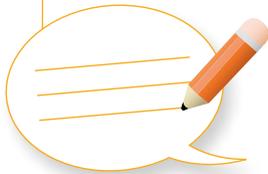
To brainstorm the key concepts of road safety.

■ Materials

Pen, paper, board.

■ Steps

Write the words road safety on the board and ask the students what it means to them. Encourage the students to give as many personal accounts as possible; actions or accidents that have happened to friends or family. Write all the ideas down on the board as they give them to you. Try to organize it as a mind map which should help the students digest key concepts.



YOUR initiatives

■ Objectives

To understand the idea of commitment.

■ Materials

Pens and paper.

■ Steps

Once the brainstorming has been completed, have the students develop a plan towards committing to a road safety strategy.

They must first begin by separating into groups of three. This commitment must be something that can be applied on a regular basis, e.g. we will commit to walking or taking public transport to school rather than being brought by our parents; or, we will commit to crossing the streets only at designated crossings.

The students should list a possible number of commitments before deciding on one. Once they have decided they should share their commitment with the rest of the group, who will give it their approval or make further suggestions.

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UN Decade for Action in Road Safety

2011-2020 has been declared the **Decade of Action for Road Safety**

The United Nations General Assembly has set the goal for the decade: "to stabilize and then reduce the forecast level of road traffic fatalities around the world" by 2020.

More information about the decade can be found on:

■ <http://www.decadeofaction.org/believe/index.html>



Anyone can support the Decade and promote its objectives. To this end, Make Roads Safe has begun a campaign to secure a UN Decade of Action for Road Safety 2011-2020 and now it is working to ensure that it is implemented.

Everyone can take part in the campaign:

■ <http://www.makeroadssafe.org/takeaction/Pages/homepage.aspx>



Many organizations are supporting road safety across the world. Find more information about what young people can do at:

■ <http://www.youthforroadsafety.org>



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