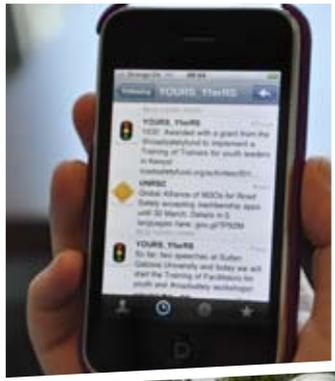




Advocating for Road Safety and Road Traffic Injury Victims

A Guide for Nongovernmental Organizations



World Health
Organization



Global Alliance of
NGOs for Road Safety

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Safe Kids China commemorates the World Day of Remembrance for Road Traffic Victims in Shanghai

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Introduction

A group of nongovernmental organizations representing road safety and road traffic injury victims and belonging to the United Nations Road Safety Collaboration suggested the development of this guide, with the aim of assisting nongovernmental organizations in their efforts to make the world's roads safer. It was agreed that advocacy is one area in which all nongovernmental organizations can work effectively, no matter what their resources.

This guide is an attempt to define more clearly the role of nongovernmental organizations in the advocacy arena. It is especially targeted towards organizations which operate with limited resources. It is hoped that the guide will be a useful tool for nongovernmental organizations in advocating on behalf of road safety and road traffic injury victims, in particular during the Decade of Action for Road Safety 2011–2020. The guide offers ideas for the types of initiatives nongovernmental organizations might conduct, with a series of related checklists, and case studies from around the world. It also offers links to a range of useful web sites.

Background

Road traffic crashes take the lives of nearly **1.3 million people** every year, and disable millions more. Around 90% of road traffic deaths and injuries take place in low-income and middle-income countries. Road traffic crashes have been acknowledged as a challenge by the United Nations and its Member States for many years. However, it has only been during the past decade that the issue has begun to gain the prominence it deserves among the world's most pressing international health and development concerns.

Following the release of the WHO/World Bank *World report on road traffic injury prevention* in 2004 (see “Related links” section below), a number of United Nations General Assembly and World Health Assembly resolutions have called on Member States to prioritize road safety and take measures that are known to be effective in reducing traffic-related fatalities. As evidence of this growing political support, a number of high-profile global events have been organized by the international community and taken up in a significant and visible way by nongovernmental organizations. Such initiatives have generated momentum in the efforts to save lives on the world's roads.



Government and partners celebrate the launch of the Decade of Action for Road Safety 2011-2020 in Cambodia

Highlights of recent global efforts in road safety

August 2003:

United Nations Secretary-General releases first report on *Global road safety crisis*



April 2004:

World Health Day held on the theme "Road Safety is No Accident"; WHO/World Bank launch *World report on road traffic injury prevention*

October 2005:

Sixtieth session of the United Nations General Assembly adopts resolution A/RES/60/5 inviting Member States to recognize an annual World Day of Remembrance for Road Traffic Victims



June 2006:

Make Roads Safe Campaign launched in London (see Box 1)



2004

2006

2003

November 2003:

Fifty-eighth session of the United Nations General Assembly adopts resolution A/RES/58/9 on *Global road safety crisis*



May 2004:

Fifty-seventh World Health Assembly adopts resolution WHA57.10 on *Road safety and health*

October 2004:

United Nations Road Safety Collaboration established in Geneva, with several nongovernmental organizations as founding members



2005

Highlights



May 2009:
First Global Meeting of NGOs Advocating for Road Safety and Road Victims hosted in Brussels; Nongovernmental organizations adopt Brussels Declaration



March 2011:
Second Global Meeting of NGOs Advocating for Road Safety and Road Victims hosted in Washington, DC

April 2007:
First United Nations Global Road Safety Week; WHO launches *Youth and road safety*



March 2010:
Sixty-fourth session of the United Nations General Assembly adopts resolution A/RES/64/255 declaring the Decade of Action for Road Safety 2011–2020



2008

2010

2007

2009

2011

ights



June 2009:
WHO launches *Global status report on road safety*



November 2009:
First Global Ministerial Conference on Road Safety hosted in Moscow; Member States adopt Moscow Declaration



11 May 2011:
Launch of the Decade of Action for Road Safety 2011–2020 celebrated worldwide (see Box 2).

Nongovernmental organizations representing road safety and road traffic injury victims

Nongovernmental organizations advocating on behalf of road safety and road traffic injury victims vary considerably in terms of their origins, scope and resources. Many were created by people who have been directly affected by a road traffic crash, either through the loss of a loved one or as a victim themselves. For them, road safety is a deeply personal issue, and they bring their passion and conviction to the cause. Their testimonies help to convey a sense of urgency. Other nongovernmental organizations are membership-based, promoting the rights of specific groups of road users, such as pedestrians, cyclists or motorcyclists. Still others are oriented towards road safety research or policy. Like the professional associations, they make their case based on scientific evidence and the prestige of their members. In terms of their scope, some

of the organizations focus particularly on the post-crash response, advocating for improved emergency services and national standards of social, medical and legal care for victims and their families. Others call for, or themselves implement, discrete road safety projects around key factors such as seat-belts, helmets or reflectors for increased visibility on the roads. Some address road safety as part of the broader issue of sustainable mobility. Given their disparate nature, capacities vary greatly in terms of human and financial resources and technical road safety knowledge. Regardless of their background, remit and assets, all nongovernmental organizations serve as advocates in one way or another, and suggestions for ways in which they might do this as strategically as possible can benefit the road safety cause.

BOX 1

“Make Roads Safe” campaign and nongovernmental organizations: achieving the Decade of Action for Road Safety 2011-2020



The Filomena Blanco School in Costa Rica expresses support for road safety and Make Roads Safe campaign

The “Make Roads Safe” campaign, established by the FIA Foundation in 2006, has worked to place road safety firmly on the international agenda. Nongovernmental organizations have been an integral part of the campaign’s strategy to build a global coalition.

In the early years of the campaign, nongovernmental organizations such as Amend in Ghana, Mothers in Black in Guyana, Chariots of Destiny in Kenya and Kunhadi in Lebanon made significant contributions to the success of a million-name global petition which was presented to United Nations Secretary-General Ban Ki-moon in March 2008. With help from the Asia Injury Prevention Foundation, the campaign hosted a high-profile advocacy event in Viet Nam in October 2008. Serving as the first public appeal for a 10-

Added value of advocacy by nongovernmental organizations

Advocacy may be defined as raising awareness of an issue for the purpose of influencing the policies, programmes and resources devoted to it. It is a fundamental component of road traffic injury prevention efforts. Although nongovernmental organizations representing road safety and road traffic injury victims vary considerably in many ways, one common feature is that most of them engage in advocacy at some level. Some focus on raising awareness about road safety generally, while others are involved in lobbying, which is advocacy aimed towards policy-makers to achieve a specific legislative change. In certain settings, nongovernmental organizations are at an advantage compared with governments and international agencies, in that they are flexible, quick to respond and free to speak. Representatives of nongovernmental organizations created following the tragedy of a road crash can demand action with particular authority. All have enormous potential to advocate effectively for safety and contribute

to saving lives. Advocacy may be used for many purposes including, but not limited to:

- drawing attention to road safety generally;
- creating political will to address road safety;
- correcting public misconceptions about the causes and preventability of road traffic crashes;
- promoting changes in current national policies and programmes regarding both prevention and services, including rehabilitation for physical and psychological trauma;
- conveying messages to the general public about the need to change specific behaviours;
- building effective partnerships and coalitions;
- increasing funding for policies and programmes to support road safety and road traffic injury victims;
- generating a demand for road safety from the public.

year period dedicated to road safety, the event featured the campaign's ambassador, Malaysian film star Michelle Yeoh, on parade with 2000 children in the streets of Hanoi. This event marked the start of a global roadshow, through which the campaign collected political endorsements for the Decade in capital cities around the world.

In partnership with national and local nongovernmental organizations, including national automobile clubs, events were organized on every continent, in countries including Argentina, Bangladesh, Cambodia, Costa Rica, the United Republic of Tanzania, the United Kingdom and the United States of America. Each stop of the roadshow garnered a high-level political endorsement, securing attention and coverage in their respective political and media markets. With the support of many

nongovernmental organizations, the high-level advocacy spearheaded by the campaign ultimately led to the First Global Ministerial Conference on Road Safety. This conference of delegates from more than 150 countries, held in Moscow in November 2009, called for the Decade of Action for Road Safety 2011–2020. The Decade was formally declared by the United Nations General Assembly in March 2010. While the Make Roads Safe campaign provided an overall framework, the Decade could not have been achieved without the hard work, imaginative activism and unity of purpose demonstrated by nongovernmental organizations, especially at national and local levels.

Visit: <http://www.makeroadssafe.org/Pages/home.aspx>

Guiding principles for advocating on behalf of road safety and road traffic injury victims

Given the sometimes challenging political and financial environments in which nongovernmental organizations work, it is important for them to make the most of their advocacy efforts. It may be useful to keep in mind some guiding principles.

- **It is important to be committed in the long term.** Change is rarely achieved overnight, and even in the best-performing countries in the world, it has taken years to achieve a decrease in road traffic fatalities.
- **It is essential to be strategic.** There is a tendency among some nongovernmental organizations to engage in a broad range of activities, and this may not always yield results. Instead, they should target their efforts carefully, so as to make the best use of their limited time and resources in favour of the greatest potential gains. They need to be realistic about what is achievable.
- **It is critical to ensure that efforts are based on the best scientific evidence.** Nongovernmental organizations should engage in a permanent dialogue with road safety experts in order to stay informed about the latest knowledge and practice from the field and use that understanding to enhance ongoing research and activities. In certain settings, the best scientific evidence may contradict the common understanding, and nongovernmental organizations can play a role in highlighting such contradictions.
- **It is helpful to make use of existing materials to avoid duplication of effort.** Many organizations offer materials which can be used to support national and local road safety initiatives. These should be tailored for relevant audiences and translated into appropriate languages. Some links to web sites which offer materials are available in case studies below and at the end of the document.
- **It is vital to engage with partners.** Few nongovernmental organizations are able to succeed in their efforts without the support of partners from government, academia, the private sector, foundations or agencies such as the police, fire department and medical services. They also gain by reaching out to other nongovernmental organizations in order to coordinate messages, support one another's activities and generate resources. The importance of engaging with partners, promoting similar actions and speaking as a community with one voice cannot be underestimated.
- **It is crucial to review progress regularly.** While most advocacy contributes to general awareness-raising, it is targeted advocacy which can most effectively contribute to concrete and measurable change. Even when an organization lacks the capacity to monitor its programmes in detail, it is useful to make a conscious effort at the start to identify some measures of success. These measures should then be used to compare progress before and after the advocacy effort to determine whether that effort needs to be redirected in some way.



BOX 2

DECADE OF ACTION FOR ROAD SAFETY 2011–2020: SAVING MILLIONS OF LIVES

The Decade of Action for Road Safety 2011–2020 was launched globally on 11 May 2011. From Sri Lanka to Albania and from Ethiopia to Peru, presidents and prime ministers; ministers of transport, health and others; heads of international agencies; chief executive officers of companies; road traffic injury victims and their families; and other concerned citizens expressed their commitment to the goal of the Decade: saving five million lives. In most of over 100 countries which celebrated the launch, nongovernmental organizations played an important role through the advocacy events they hosted to bring the Decade to the attention of the public.

The Decade is recognized as a unique opportunity to save lives on the world's roads. The Global Plan for the Decade, prepared by the United Nations Road Safety Collaboration and many other stakeholders, outlines a course of action for ensuring that the Decade's goal becomes a reality. The Plan provides an overall framework for activities which may take place in the context of the Decade. The categories or "pillars" of activities are:

- road safety management
- safer roads and mobility
- safer vehicles
- safer road users
- post-crash response.

Through their advocacy efforts, nongovernmental organizations can call for action on all pillars of the Global Plan. Below are some examples of the issues on which nongovernmental organizations might advocate, classified by pillar of the Global Plan.

As relates to Pillar 1 on road safety management:

- establishment of a lead agency for road safety in the country
- development of a national strategy coordinated by the lead agency
- realistic and long-term targets for national activities.

As relates to Pillar 2 on safer roads and mobility:

- setting of targets to eliminate high-risk roads by 2020
- the allocation of a minimum 10% of all road budgets to safer road infrastructure
- planning land use to respond to the safe mobility needs of all road users.

As relates to Pillar 3 on safer vehicles:

- implementation of new car assessment programmes in all regions of the world;
- agreement to ensure that all new motor vehicles are equipped with seat-belts and anchorages that meet regulatory standards;
- application of pedestrian protection regulations.





The launch of the Decade of Action for Road Safety 2011-2020 was celebrated in more than 100 countries around the world.

As relates to Pillar 4 on safer road users:

- new laws or standards or increased enforcement of existing laws and standards on risks such as speeding, drinking and driving and failing to use helmets, seat-belts or child restraints;
- comprehensive policies and practices to reduce work-related road traffic injuries;
- establishment of graduated driver licensing systems for novice drivers.

As relates to Pillar 5 on post-crash response:

- a single nationwide telephone number for emergencies;
- rehabilitation for victims to minimize both physical and psychological trauma;
- thorough crash investigation and application of an effective legal response and fair settlements for bereaved families.

The Decade belongs to everyone.

Nongovernmental organizations representing road safety and road traffic injury victims have a particular role to play in terms of personalizing the issue, creating a sense of urgency and generating a demand for safety from the public. Such nongovernmental organizations may also serve as critical observers, in terms of monitoring the extent to which their Government

stands by its commitments to the Decade. Given their potential as effective agents for change, it would be useful for many nongovernmental organizations to engage in a more strategic approach to advocacy, as their contributions are vital to ensuring the success of the Decade: saving five million lives.

For further information about the Decade of Action for Road Safety 2011–2020, visit the official web site, including the publication: *Decade of Action for Road Safety 2011–2020: global launch* http://www.who.int/roadsafety/decade_of_action/en/



Initiatives for advocacy

In the area of advocacy, nongovernmental organizations engage in a range of activities, from general awareness raising to lobbying for a specific legislative change. Many of these activities can be done even with limited resources. A description of a number of these activities follows. They are presented in a step-by-step fashion, although implementation does not always have to follow this order strictly. For example, a nongovernmental organization may identify a champion at an earlier stage of the process than presented here. Related checklists follow each step. In all steps, nongovernmental organizations should engage in continued efforts to build their capacities in road safety, and seek guidance from partners to do so.

Assess the terrain

1. Review status of road safety in the country

In order to plan their interventions strategically, nongovernmental organizations should obtain a review of the status of road safety in their countries or communities from those responsible for this area. They should also conduct a dialogue with government officials and people working on the front line, including police officers, paramedics and hospital staff. Road safety experts from government and academia can share knowledge about the nature of the problem and the responses to date. As a complement to these discussions, nongovernmental organizations should carefully review the contents of the *Global status report on road safety*, the *World report on road traffic injury prevention*, relevant United Nations agreements and conventions and other trusted sources to determine which, of the recommendations proposed, still require action from their Government. This initial step will help to gain a general understanding of where the nation or community stands in terms of its road safety record, what steps still need to be taken, and where the organization can steer its efforts.

2. Identify political mechanisms which influence the creation or modification of legislation

Advocacy by nongovernmental organizations often focuses on promoting the creation or modification of a nation's road safety legislation. Approaches vary across countries in terms of the way policies and legislation are developed and put into practice. It is therefore essential to understand the inner workings of the legislative system before embarking on advocacy geared towards creation or modification of legislation. Nongovernmental organizations should seek guidance from experts in this regard, including law-makers themselves. If they wish to have a law introduced into a legislative body, nongovernmental organizations may wish to identify a legislator who would be willing to

raise awareness about road safety generally and support a specific legislative change (see case studies 1 and 2). Nongovernmental organizations should also be aware of the points in the sometimes lengthy law-making process at which there are opportunities to provide input. For example, in some countries, once the legislative process itself is under way, there may be opportunities for the public to comment on a draft law before it is finalized.

3. Engage partners

It is rarely possible for a single actor to achieve change, so it is generally useful to identify and bring on board partners from various sectors of society who share a common concern, but bring different types of knowledge and expertise to the effort (see case studies 3 and 4). At an early stage, it would be useful for a nongovernmental organization to identify or map the groups involved in road safety and begin considering which partners could best support its efforts. These partners may come from national or local government, academia, the media, the private sector or other areas of society, and can support the nongovernmental organization in many ways. Engaging with other like-minded organizations is vital in order to generate an effective demand for road safety by the public. It is equally important to know one's opponents, and determine a strategy for countering the arguments of those groups in society which might oppose the actions proposed by the organization and the broader road safety community.

Checklist: Getting started

- Have you reviewed the status of road safety in your country/area?
- Have you spoken with Government officials and other road safety experts to understand the nature of the problem in your country?
- Have you carefully reviewed the recommendations of key policy documents to identify the ones which still require action from your Government?
- Do you understand the mechanisms within your Government for embarking on advocacy geared at creating or modifying legislation or increasing enforcement of legislation?
- Have you sought guidance from experts or law-makers themselves to see how this can best be done?
- Have you identified or mapped the groups involved in road safety in your country?
- Have you consulted partners from various sectors of society who share a common concern, but bring different knowledge and expertise to the effort?

Prepare to act

1. Define objectives

The objective of the advocacy effort will vary depending on the outcome of the previous steps. Objectives at the national level may include any of those listed in the Global Plan for the Decade of Action for Road Safety 2011–2020 (see Box 2) or others defined in the national road safety strategy. At the local level, the objectives might be to call for the creation of a pedestrian overpass above a highway (see case study 5) or the reduction of a speed limit around a school or residential area. In all cases it is important to keep the guiding principles in mind, prioritize a key objective, and be clear about the change to be achieved (see Box 3). This will help to ensure the development of a programme with a well-defined focus and set of messages that complements and adds value to the work of other partners.

2. Develop a strategy

Once the above steps have been taken, the nongovernmental organization may develop its own strategy for advocacy based on the specific objective. The approach will depend to a certain extent on the environment in which it operates. In some countries, nongovernmental organizations function in relative freedom, while in others they must take care not to be perceived as too critical of government. In any case, there are many ways to influence change. In some settings, it may be best to try to achieve the advocacy objective through a visible approach, by using mass media or organizing events for the public, while in others it may be more effective to hold discreet one-to-one meetings with key policy-makers. If, for example, the objective to be achieved is a revision of legislation to mandate the wearing of seat-belts, the organization may, depending on the context:

- carry out a targeted dissemination of a position paper or fact-sheet on the importance of wearing seat-belts and the need for stricter legislation and enforcement;

BOX 3

TIP

Ensuring that objectives are SMART

In project management, an effective way for setting objectives is to ensure that they are **SMART**, an acronym that describes key characteristics of an objective – **specific, measurable, achievable, realistic** and **time bound**. As a nongovernmental organization defines its advocacy objectives, it may ask the following questions to ensure that the objectives it has set are indeed SMART.

Specific:

- Is the objective concrete, precise and well-defined?
- Will this objective lead to the desired results?

Measurable:

- How will it be clear that the objective has been achieved?
- What are the concrete criteria for measuring progress towards the objective?

Achievable:

- Is the objective feasible?
- Are the limitations and constraints on achieving the objective understood?

Realistic:

- Are the resources available to achieve this objective?
- Will achievement of this objective address the problem at hand?

Time bound:

- Can the objective be achieved within a defined time frame?
- Is it appropriate to attain this objective now?

- compare the situation in a given country with that of others at a similar stage of development;
- conduct a briefing for policy-makers on road safety, highlighting the need to revise legislation on seat-belts in order to make citizens safer on the roads;
- start a petition for presentation to policy-makers, requesting this legislative change;
- host public seminars or workshops on road safety, demonstrating through the use of seat-belt slides the value of wearing seat-belts;
- use an annual road safety day or week to engage with the police to carry out random seat-belt checks;
- involve the families of road traffic injury victims on radio or television talk shows, where they can share their personal stories;
- develop or promote a social marketing campaign;
- request that a reputable national authority, such as the head of a public health association or automobile association, present the case for seat-belts to the legislative body in government and promote their use to the public.

The strategies should be clearly defined with reference to the operating environment, the advocacy objective and the intended target audience, meaning the group or groups the organization wishes to influence in order for the advocacy objective to be achieved (see case study 6).

Checklist: Setting the stage

- Have you prioritized a key objective for advocacy and are you clear about the change to be achieved?
- Have you developed a programme with a well-defined focus and set of messages, that complements and adds value to the work of other partners?
- Have you developed your strategy for advocacy based on the objective?
- Have you defined the best mechanisms for reaching out to the intended target audience?



Children in the Philippines write a petition letter for the United Nations Secretary-General demanding safer roads

Take action

Depending on the objective and the audience to be reached to achieve that objective, the following are a few suggestions for action.

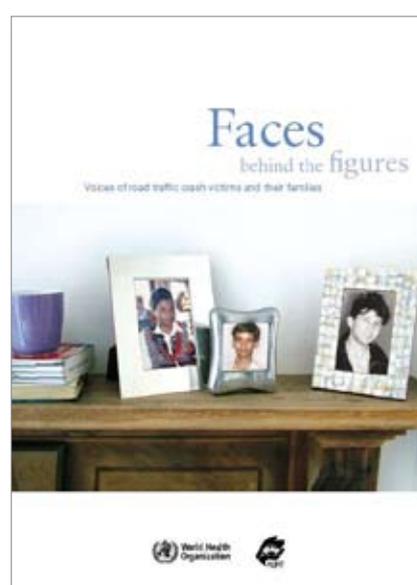
1. Develop advocacy materials

The general public and policy-makers are not always well informed about road safety. They may not be aware of the magnitude of the problem, including the dramatic long-term consequences, nor fully understand the potential to intervene. While nongovernmental organizations are not always best placed to produce new data or conduct scientific studies, they can contribute to awareness-raising by developing and disseminating documents or related materials that compile key existing facts, as well as documents that describe the impact of road traffic crashes on families, communities and the broader society. Such documents may take the form of pamphlets or brochures. Two such documents are described below.

- A pamphlet or brochure on road safety as it relates to a particular country, city or community, with the latest data and information. Data on road safety are often compiled by government departments or academic experts. Nongovernmental organizations can use this information strategically and present it in a user-friendly way to support advocacy efforts (see case study 7). They may use social math to present these data in a way that is easily understandable for the public (see Box 4). The *Global status report on road safety* has one-page country profiles from 178 countries, and groups are encouraged to make use of these individual country profiles to raise awareness about road safety in their countries. One interesting exercise would be to compare the status of road safety in a country with others in the same region, or perhaps with one of the world's best performing countries, so as to inspire a country or community to action.

- Stories of victims and their families. To policy-makers and the broader public, the personal statements of those people whose lives have been affected by a road crash can often be more powerful than the statistics. In 2007, the Association for Safe International Road Travel and WHO released *Faces behind the figures: voices of road traffic crash victims and their families* (see section "Related links" below), which featured 22 stories of road traffic injury victims as told by their families. It is a powerful commentary on the devastation and grief of those who have lost loved ones, often in an instant. The document is a reminder that if the proper prevention measures had been in place and if adequate emergency trauma services had been available, so much of the loss could have been avoided. It also raises a host of issues around the need to improve services for victims post-crash.

For both types of documents, it is important to prepare a dissemination plan carefully in advance of their production in order to decide on the format in which they should be released and the way they will be distributed to ensure they reach the intended target audience.



Faces behind the figures: voices of road traffic crash victims and their families personalizes the loss associated with road traffic crashes

2. Organize events

Nongovernmental organizations clearly have the capacity to plan and host advocacy events in their countries and communities. Such events contribute to general awareness-raising about road safety and the impact that the lack of safety has on the lives of victims and their families. They can attract media attention and can therefore also be used to spread more specific advocacy messages, such as calling for new legislation. Below is a list of some events which are commonly organized by nongovernmental organizations, sometimes in the context of a national road safety or road traffic injury victim day, week or month:

- briefings for policy-makers, representatives of the media and others;
- inauguration of memorials to victims and survivors, such as remembrance gardens and Internet-based memorials;
- ceremonies dedicated to victims and survivors, such as moments of observed silence and candlelight vigils;
- public workshops and other education-oriented events;
- school-based interventions, such as youth assemblies;
- street demonstrations, fairs, walks or similar events;
- benefit concerts or sports events;
- photo, painting, essay or other types of competition.

Additional opportunities for advocacy are provided by the events predefined on the calendar of the international road safety community. During the Decade of Action for Road Safety 2011–2020, it is envisaged that regular global road safety weeks will be prepared by the United Nations and its agencies. Nongovernmental organizations

BOX 4

TIP

Using social math to illustrate road safety messages

Numbers help to substantiate claims about the magnitude of a problem or issue. However, it can be a challenge to make numbers meaningful. “Social math”, a technique aimed at making data more understandable, does so by making them more relevant to our everyday lives. Below are a few examples of social math used to describe road traffic crashes, their consequences and costs. It is important when using social math that the data come from a trusted source and can be referenced as needed.

- In Brazil, the number of reported road traffic deaths in 2006 was 35 155, **comparable with the number of people in Pinheirão Stadium in Curitiba** at its full capacity.
- In Cambodia, reported road traffic deaths in 2007 reached 1545, equivalent to the average passenger capacity of **10 Boeing 737 aircraft**.
- Every day in the United States, an average of 12 teenagers between 16 and 19 years of age die as a result of a road traffic crash. That's **the equivalent of an entire classroom every 2–3 days**.
- According to the *Global status report on road safety*, **only 15% of countries** have comprehensive laws which address five key risks: drinking and driving, speeding and failure to use helmets, seat-belts or child restraints.
- The total annual costs of road crashes in low-income and middle-income countries are estimated to be about **US\$ 65 billion**, exceeding the total annual amount received in development assistance.

should follow these closely to determine how they can take advantage of them. Also on the calendar of the United Nations is an annual event which is marked by an increasing number of nongovernmental organizations: the World Day of Remembrance for Road Traffic Victims (see Box 5). In 2006, the European Federation of Road Traffic Victims, RoadPeace and WHO released the document *World Day of Remembrance for Road Traffic Victims: a guide for organizers* (see section “Related links” below), which is

helpful in planning related events. Beyond those opportunities linked directly to road safety, advocacy in the context of events and activities which address a broader agenda is a useful way to spread the road safety message further. For example, national or local events which focus on children and adolescents, urban living or sustainable mobility could provide occasions for a nongovernmental organization to organize and host a road safety event.

BOX 5

World Day of Remembrance for Road Traffic Victims: organizing events worldwide

The World Day of Remembrance for Road Traffic Victims is an annual event commemorated on the third Sunday of November each year to remember those killed or injured on the world's roads, their families and others affected by these tragedies. The Day, which was officially endorsed by the United Nations General Assembly in October 2005, also serves as an opportunity to highlight the toll of road traffic deaths and injuries, their long-term consequences and the need for action. Each year an increasing number of nongovernmental organizations host events on this occasion. In 2011, they adopted the theme “From Global Remembrance to Global Action across the Decade. Let's make 2011–2020 a Decade to remember!” Given the excitement of the Decade launch, the 2011 events were especially numerous, varied and imaginative. Several of these are described below.

- In Australia, Road Trauma Support Services in Victoria hosted its 11th Annual Time for Remembering ceremony in Melbourne's Parliament House. This multi-faith service commemorates the lives lost and pays tribute to those who work tirelessly to reduce the road toll.

- In Colombia, the Ciudad Humana Foundation organized a conference in Bogotá on motorcyclist safety. The organization also hosted a remembrance ceremony in the National Park in memory of those killed on the roads.
- In Côte d'Ivoire, the Ivorian Youth Organization for Road Safety hosted a remembrance ceremony in Abidjan, which concluded with a candlelight vigil. The organization and its partners also organized a road safety awareness campaign for students and teachers at roadside primary schools.
- In India, ArriveSAFE organized events in Andhra Pradesh and Tamil Nadu states, in collaboration with the British Council India and Ananda. The foundation stone for a memorial for road traffic crash victims was laid.
- In Italy, the Associazione Italiana Familiari e Vittime della Strada hosted two briefings at the Senate in Rome. A message from Pope Benedict XVI in tribute to victims worldwide was read aloud in church services across the country.
- In Kenya, Chariots of Destiny Organization and Pamoja Road Safety Initiative worked together to hold an event in Nairobi entitled

Box 5 continued

“To those we lost ... For those still here”.

Poetry readings and drama and musical performances were presented by local artists.

- In Luxembourg, the Association Nationale des Victimes de la Route planted the first 200 of 1000 trees in the Road Victim Memorial Wood, where a monument will be placed next year. A church service and public gathering were held in Medernach.
- In Mexico, Familias Unidas Zona Esmeralda invited local artists to “Paint for Life” and around 50 artists contributed to a mural in Mexico City. In León City and in Motul, nongovernmental organizations held a ceremony with a minute of silence, speeches and an evening parade.
- In New Zealand, Safe Kids displayed child car seats with wooden crosses in Auckland, one for every child whose life could have been saved with a correctly fitted car seat. Roadside child car seat clinics were organized with the help of television celebrities.
- In the Philippines, Project CARES organized several activities in Bacolod City, including a memorial mass entitled “A Celebration of Life”. Project CARES recognized its partners in an awards ceremony.
- In Poland, a nationwide activity in schools, entitled “Road Crashes – Let’s Talk” and coordinated by Road and Safety (Droga i Bezpiecze stwo), took place to engage youth in discussions on road safety. A special church service was held in Poznan, while in Zabawa a memorial to trauma victims was unveiled.
- In Trinidad and Tobago, Arrive Alive delivered to the Speaker of the House of Representatives its recommendations to Parliament for the Decade, together with a yellow orchid, the colour of the Decade’s symbol.
- In Turkey, Suat Ayoç organized a photo exhibition at Istanbul’s Sisli Square. Taken by the Turkish News Agency, the images featured road traffic crashes in the country. At a press conference, the organization announced a petition against hit-and-run drivers, with calls for stiff penalties for offenders.

A dedicated web site offers the opportunity to publicize World Day of Remembrance events and provides a wealth of examples of past commemorations, initiatives and publications, as well as ideas for future commemorations.

Visit: <http://www.worlddayofremembrance.org>



The World Day of Remembrance is commemorated every year on the third Sunday in November

3. Identify champions

Leaders of nongovernmental organizations are often good spokespersons for the road safety cause. As many have been touched personally by the loss of a loved one in a road traffic crash, they speak with passion and commitment about the issue. For some organizations, it may also be useful to recruit other spokespersons or champions. Prominent figures from politics, entertainment, arts, fashion, sports and other spheres of public life can serve as champions for the road safety cause, provided that they are truly committed and are themselves role models for good behaviour on the road (see case study 8). The road safety movement has benefited greatly over the past decade from the support of a number of political figures from government, including heads of state, prime ministers, and ministers. It has been demonstrated that when a head of state makes road safety a political priority and invests the resources needed to respond, then gains are made. Celebrity champions, in particular those who have been involved over the long term, have also made important contributions by raising awareness and lobbying for change.



Michelle Yeoh, Global Ambassador for the Make Road Safe campaign, speaks at the launch of the Decade of Action for Road Safety 2011-2020 in China

4. Engage the media

In order to reach policy-makers and the public at large, nongovernmental organizations must also reach out to the media (see case study 9). Getting to know the media environment and to understand in very practical terms how the media operate and what their needs are is vital to the success of this outreach effort. In some countries, media representatives are approachable and supportive, while in others they may be difficult to access. In all cases, messages from nongovernmental organizations should be consistent and delivered in a coordinated fashion where possible. The message should state the objective of the advocacy effort, the solution the organization proposes, and the action that the public can take to help solve the problem. Nongovernmental organizations should consider the most useful kinds of information to share with the media and the formats to use. Such information could include data and information in the form of:

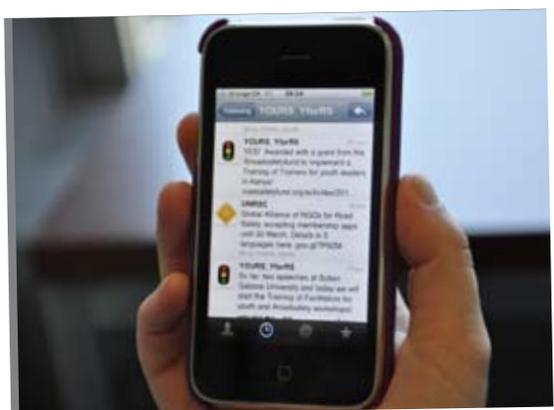
- press releases;
- personal stories;
- fact-sheets;
- audiovisual materials;
- web sites or sections of web sites tailored towards the specific needs of journalists and other media representatives.

Developing and continuing to nurture relationships with individual representatives of the media, editors as well as reporters, can be particularly helpful. It is important that the nongovernmental organization should establish itself as a trusted source for the media, and it can do this by providing accurate and up-to-date information and messages and materials in line with the best science available. The organization may host briefings for the media at opportune moments around the launch of new legislation, increased efforts to step up enforcement of legislation, and high-profile national events. The media often reports on road crashes which take the lives of many people. Such reports can trigger

huge public concern. If this concern is effectively channelled, it can produce a rapid and sustained increase in political commitment to road safety.

5. Use social media

Increasingly, nongovernmental organizations, like many of their partners, use social media such as Facebook, Twitter and web-based blogs in support of their programme objectives (see case study 10). These channels serve as a means of sharing information, encouraging debate and creating a community of supporters for their efforts. Social media are relatively inexpensive to produce and generally available to anyone at little or no cost. They do, however, require dedicated human resources in order to ensure the regular production of timely and relevant information. Even with these sorts of media, it remains important to be strategic about their use and to be sure that those groups the nongovernmental organization intends to reach make use of them. This requires planning in terms of setting objectives, defining the target audience and developing a specific strategy for each platform.



Nongovernmental organizations increasingly use social media to boost their advocacy efforts

Checklist: Taking action

The following advocacy initiatives may be considered, depending on the objective to be achieved:

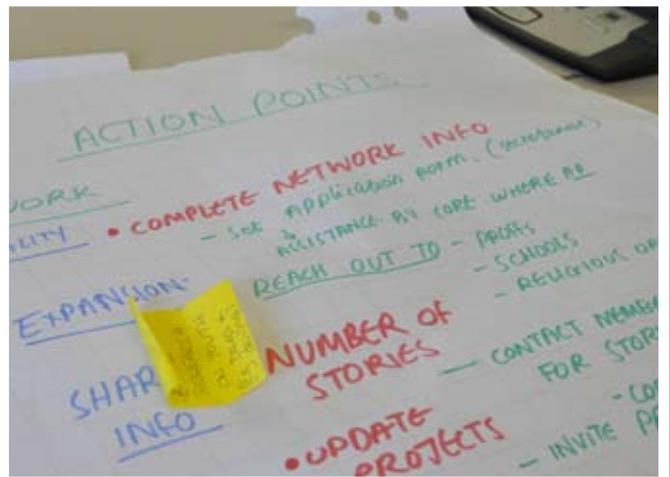
- Have you developed documents that compile key existing facts as well as documents that describe the impact of road traffic crashes on families, communities and the broader society? Have you carefully prepared a dissemination plan in advance of the production of these documents?
- Have you planned and hosted a high-profile advocacy event, including an event on the third Sunday of November to mark the World Day of Remembrance for Road Traffic Victims? Have you identified opportunities to organize events in the context of others hosted on related issues, in order to spread the road safety message?
- Have you recruited spokespersons or champions for your cause?
- Have you become familiar with the media environment in your country? Have you developed and continued to nurture relationships with individual representatives of the media? Have you developed materials which specifically meet the needs of the media? Have you developed consistent messages and delivered them in a coordinated fashion?
- Have you used social media to share information, encourage debate and create a community of supporters for your efforts?

Review progress

As with many institutions with limited capacity, most nongovernmental organizations are simply not able to conduct a rigorous scientific review of their programmes and activities. Some undertake process evaluations, which they find helpful. As a minimum, a regular review of strategies with key partners from government, including health and transport ministries (if appropriate), academia and other nongovernmental organizations, should be conducted to chart progress and determine whether the current strategy should be changed. This could happen in the context of a meeting between nongovernmental organizations, where groups come together to exchange experiences and approaches to advocacy and identify strategies and activities. Such a meeting may involve partners from government ministries, foundations and the media, giving recognition and visibility to the work of nongovernmental organizations.

Checklist: reviewing successes

- Have you reviewed your strategies with key partners to chart progress and determine whether there should be modifications to the strategy currently in place?



A regular review of strategies with key partners should be conducted to chart progress

Conclusion

Nongovernmental organizations representing road safety and road traffic injury victims contribute to making road safety an issue which is personal, real and in need of urgent action. They are instrumental in generating a demand from the public for safer roads. In settings where this is possible, they also play the role of regulator, highlighting the shortcomings of government road safety policies and programmes when needed. This document has offered these organizations some guiding principles and strategic approaches to facilitate more targeted

advocacy. It provides case studies showing organizations representing road safety and road traffic injury victims in action in all regions of the world. The Decade of Action for Road Safety 2011–2020 offers a framework for action to nongovernmental organizations and all partners at global, national and local levels. As they organize themselves as members of the newly created Global Alliance of NGOs for Road Safety (see Box 6), it is hoped that this guide will support them to advocate strategically to help save millions of lives in the years ahead.



At an event organized by Alinagnon, the World Day of Remembrance is commemorated in Benin

BOX 6

Global Alliance of NGOs for Road Safety: harnessing the power of nongovernmental organizations to advocate for road safety and road traffic injury victims

An assessment of 200 nongovernmental organizations acting on behalf of road safety and road traffic injury victims, conducted by the Association for Safe International Road Travel in 2010, suggested that an overwhelming majority (9 out of 10 of the 70 nongovernmental organizations which responded) agreed that a lead nongovernmental coordinating body at the global level would be of value to their efforts.

Following two WHO-hosted global meetings, and on behalf of the larger network, nine of the nongovernmental members of the United Nations Road Safety Collaboration – Amend, Association for Safe International Road Travel, European Federation of Road Traffic Victims, Fundación Gonzalo Rodríguez, Handicap International Belgium, International Federation of Pedestrians, Laser International, Safe Kids Worldwide and YOURS: Youth for Road Safety – have founded the Global Alliance of NGOs for Road Safety. The Alliance will lobby for improved road safety; enhanced services for victims and their families; and the rights of all road users to be able to share the road in safety. All formally registered nongovernmental organizations working on behalf of road safety and road traffic injury victims worldwide are invited to

apply for membership. The Alliance, registered in Switzerland with a rotating board of directors made up of six nongovernmental organization representatives, will:

- advocate for improved road safety and enhanced services for road traffic injury victims and their families;
- disseminate information to nongovernmental organizations, including information about opportunities for collaboration, best practices and potential funding sources;
- liaise between the larger network of nongovernmental organizations and the international community, in particular through the United Nations Road Safety Collaboration;
- provide information on individual nongovernmental organizations and their activities for other road safety stakeholders and the general public;
- collectively plan and host the series of global meetings of nongovernmental organizations.

The Global Alliance of NGOs for Road Safety has long been the dream of many from the nongovernmental organization community, and it is hoped that the Alliance will become a force for positive change in the years ahead.

Visit: <http://www.roadsafetyngos.org/>

Case studies



1. Advocating for legislative change related to drinking and driving in Mexico

Víctimas de Violencia Vial (VIVIAC) operates in the Mexican state of Jalisco. Since its establishment as a nongovernmental organization in 2009, the organization has used a combination of tactics to influence revision of the state's legislation on drinking and driving. As an association of victims, a key strategy has been to facilitate opportunities for victims and their families to share their personal stories with influential groups in society.

VIVIAC has led a drive to take the road safety cause to state and local legislatures. Under the banner "Legislando para la Vida" or "Legislating for Life", VIVIAC has used these fora as occasions not only to describe the nature and consequences of road traffic injuries for individuals, but also to promote stronger road safety legislation, including legislation on drinking and driving. VIVIAC has regularly organized interviews with victims and their families and representatives of the state's broadcast and print media. Through television and radio talk-shows, the public hears at first hand from victims themselves about the devastation caused by road traffic crashes and the long-term impact this has had on their lives. Again, this also provides an opportunity to educate the public about the need for stricter laws and more stringent law enforcement.

VIVIAC also invites representatives of other nongovernmental organizations, concerned citizens and the media to join "citizen observatories", in which victims of road traffic crashes and their families engage with the police as they conduct breath-tests on drivers. This is one component of a broader campaign to end drinking and driving. In September 2010, with the backing of the three main political parties, the state of Jalisco revised its drinking and driving legislation. It set an upper limit on the level of blood alcohol concentration (BAC) at 0.05 g/dl down from 0.15 g/dl for the general driving population and a BAC limit of 0.00 g/dl for drivers of public transport vehicles. Also as part of this new legislation, penalties have been made more severe for those who break the law. Owing in part to the advocacy efforts of VIVIAC and other nongovernmental organizations which comprise the "Colectivo Ciudadano" or "Citizens' Collective", the state has seen a decline in drinking and driving fatalities since the law was enacted. With support from some key government ministries, VIVIAC and its partners are currently organizing advocacy fora about other issues such as seat-belts, child restraints and helmets for motorcyclists.

Visit: <http://www.victimasdeviolenciavial.com>

2. Establishing the Congressional Caucus on Global Road Safety in the United States

In 2004, the Association for Safe International Road Travel (ASIRT) identified several key members of the United States Congress to lead Government involvement in global road safety. The effort, capitalizing on the growing momentum for action on road safety globally, was reinforced by the launch of the *World report on road traffic injury prevention* on World Health Day 2004.

In June 2004, ASIRT sponsored a high-profile event in Washington, DC to launch the Congressional Caucus on Global Road Safety,

a bipartisan group dedicated to increasing awareness among legislators about the road safety crisis and effective responses. ASIRT and the Caucus cosponsor educational briefings, hearings and timely public statements on road safety issues. These efforts have resulted in the passage of several key road safety resolutions in the United States Congress, including support for an annual day of remembrance for road traffic injury victims; United States Government involvement in the First Global Ministerial Conference on Road Safety; and the Decade of Action for Road Safety 2011–2020.

While they are effective, there is no doubt that fostering these sorts of ongoing collaborations requires a long-term commitment to nurturing the

relationships involved and a focus on concrete activities and outcomes.

Visit: <http://www.asirt.org/>

3. Engaging partners to improve the safety of children around schools in China

Since the establishment of Safe Kids Worldwide in 1987, a key contributor to its success in its 21 member countries has been engagement with a range of partners, including private companies. In Shanghai, Safe Kids China determined, following a review of data on road traffic injuries, that the Pudong District had a higher traffic risk for children than the other 18 districts of the city. In response, Safe Kids China embarked on a project to improve the safety of child pedestrians in school zones. Safe Kids China invited stakeholders to form an advocacy committee to address the numerous child pedestrian safety issues in their community. Committee members included the Shanghai Municipal Center for Disease Control and Prevention (Shanghai CDC), the Traffic Administration, the Municipal Administration of Work Safety, the Education Bureau, the Huamu Community Safety Committee, FedEx and Safe Kids China.

Safe Kids China hosted advocacy committee meetings and a community seminar, and encouraged members to conduct a needs assessment and a project to address the needs of child pedestrians as identified by the community.

Visit: <http://www.safekids.org/worldwide/>

Each organization participated on the basis of its own area of expertise: the Traffic Administration measured the speed of cars passing the school zone and worked together with the Sanitation Department, Green Department and Huamu Community Safety Committee to relocate trash bins and plants that blocked access to pedestrian crossings; FedEx, the Education Bureau and Safe Kids China worked with students to map their routes to school and teach them about safe pedestrian behaviour; and community and parent volunteers participated in the school crossing guard initiative. The Shanghai CDC coordinated with the Traffic Administration to review citywide road traffic data, led the baseline survey in the Huamu community and engaged six additional districts which later adopted the project. As a direct result of the project, improvements were made to infrastructure around the schools in the district, including the establishment of student drop-off and pick-up zones, upgraded pedestrian crossings, and creation of temporary parking areas; development of a crossing guard protocol; an increase in traffic signage knowledge among students, and improved child road safety behaviour.



4. Working with local municipalities to ensure the rights of pedestrians in cities worldwide

The International Federation of Pedestrians (IFP) is a network of non-profit associations which promotes and defends the rights of pedestrians to safety, access and mobility. Two recent initiatives provide a framework to stimulate positive interaction between communities of pedestrians and their local municipalities. The

first initiative, FAIRSPACE, is a method for rating the “fairness” of the design of existing roads and public spaces, judging by the way they accommodate different categories of road users. By replacing the safety expertise need with a more universal and comprehensive assessment which includes fairness towards different types

of road users, FAIRSPACE provides a tool for pedestrian advocates to reduce potential conflicts in their interactions with municipalities and with the broader public. To date, FAIRSPACE pilot projects have been implemented in cooperation with local partners in cities in Belgium, Costa Rica, Kenya and Viet Nam. The second initiative, Living End Roads, builds on a frequent discrepancy in road signage: streets marked with a dead-end sign are often dead ends only for cars, while they may be the preferred and safer route for cyclists and pedestrians. IFP provides local pedestrian associations with a set of tools to help the municipalities make simple changes to the signs – where legally permitted – so that

pedestrians and cyclists receive the appropriate information. While the direct output typically is a straightforward improvement in road signage, the real value of the Living End Road project is perhaps that it encourages local traffic engineers to think “outside the box” by taking the needs of pedestrians and cyclists more readily into account. Within the process, the pedestrian associations can position themselves as a partner of the municipality and part of the solution to the issue.

Visit: <http://www.pedestrians-int.org/>



5. Improving infrastructure to enhance pedestrian safety in Egypt

The Egyptian Society for Road Safety (ESRS), established in 2004 by a group of concerned citizens, has been involved in advocacy work with the Government and the public to increase the safety of pedestrians in cities across the country. The Maadi Role Model Project focuses on one area of Egypt at a time, securing the needed signage and crossings and making residents aware of safe walking and driving practices. In its first phase, the project secured the placement of 80 stop signs in Maadi.

ESRS works primarily through school students in order to educate parents and raise awareness about the importance of understanding traffic signs, behaving safely on and around pedestrian crossings and following traffic rules. To support these activities, ESRS published a handbook on safe driving. ESRS then lobbied for placement of six pedestrian crossings along the Maadi Corniche at several key locations. A major focus of the project has been to rally support for construction of a pedestrian crossing across a notoriously busy intersection on the Autostrad Road. ESRS played a key role in managing and monitoring the

project's research and development phase, which determined that a bridge was more advantageous than a tunnel. ESRS ensured that the project stayed on track, that relevant approvals were obtained from Government ministries and the road authorities, and that funds were provided through donations from a number of private companies. It also used the media to report to the public regularly on progress. Once the bridge was completed, ESRS worked to promote its use by the local community as a way of keeping people safe on the roads. ESRS is currently liaising with relevant ministries to ensure that surplus iron and steel are used in the construction of other pedestrian bridges instead of being sent for recycling.

Visit: <http://saferoadsociety.com/>



6. Advocating for increased visibility of school children on roads in Ghana and the United Republic of Tanzania

Child pedestrians are among the most vulnerable road users in sub-Saharan Africa. Because of split school schedules, many primary-school students walk to or from school in darkness or twilight. Studies show that the majority of road traffic injuries involving children occur around dawn and dusk – just the time of day when reflectors are proven to be most effective.

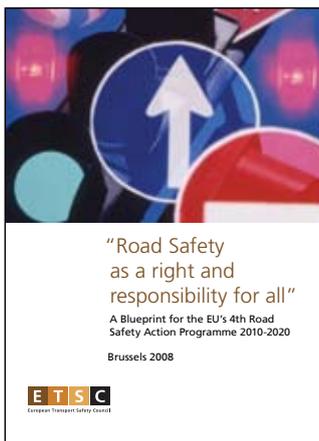
The nongovernmental organization Amend advocates for increased visibility of children on Africa's roads through the interventions it promotes, development of related materials and engagement with media. At its project sites in Ghana and the United Republic of Tanzania, Amend is involved in the social marketing of its "See & Be Seen" reflector-enhanced school bags. The school bags are made expressly for the African market and are designed to be durable and affordable



while making children more visible as they walk to and from school. Amend advocates towards governments and school systems to encourage the use of these school bags, and promotes their purchase, in particular by parents of school-age children, through social marketing campaigns. Amend itself manufactures, distributes and retails the school bags, but this lifesaving advocacy need not be resource-intensive: any nongovernmental organization can lobby governments, parents and the media to promote the use of reflectors and other visibility enhancements, such as wearing light-coloured clothing – a very simple measure that has been shown to increase pedestrian visibility dramatically.

Visit: <http://www.amend.org/>

7. Creating advocacy documents to inform road safety policy in Europe



The European Transport Safety Council (ETSC) is a Brussels-based nongovernmental organization which is dedicated to reducing transport deaths and injuries in Europe. ETSC, founded in 1993, provides an impartial source of expert advice

on transport safety matters for the European Commission, the European Parliament and Member States. It seeks to identify and promote effective measures on the basis of international scientific research and best practice in areas which offer the greatest potential for reducing transport crashes and casualties. To do this,

in addition to organizing several conferences yearly, ETSC provides factual information in the form of scientific reviews, position papers on a broad range of issues, fact-sheets (in particular on drinking and driving and speed) and the newsletter Safety Monitor, which highlights policy developments at the European Union level and in individual Member States. Its Road Safety Performance Index (PIN) programme regularly ranks countries on the basis of various criteria. It serves to identify and promote good practice in Europe and bring about the kind of political leadership that is needed to create what citizens deserve – a road transport system that offers a maximum of safety. Because of its reliance on a pool of internationally renowned experts, ETSC communications are a trusted source of information for those working in the transport sector across Europe.

Visit: <http://www.etsc.eu/home.php>

8. Identifying champions for road safety in Argentina



Familiares y Amigos de las Víctimas de la Tragedia de Santa Fe was established in 2006 following a tragic crash that took the lives of nine teenagers and a young professor on a Santa Fé road, 700 km north of Buenos Aires, Argentina. The incident was widely reported in the national media,

and prompted debate about the need for safer roads. In 2010, because of a personal interest, a reputed professional photographer, Gabriel Roca, approached the organization with an offer to support its activities through his work on a pro bono basis. Mr Roca, who is well regarded in the artistic community, has access to many well-known personalities in the fashion, film and

music industries. He proposed a concept for a poster campaign, using black and white images of famous faces, including internationally acclaimed actor Ricardo Darín. Each face represents one of the students or the professor whose life was lost in this incident. The theme of the series is “We all were. We all are. We all could be”, evoking the notion that we are all part of a common humanity, and need to take care of each other. The poster series eventually developed into a video, broadcast on screens in the Buenos Aires subway system, which carries around 2 million users each day. The organization is currently negotiating presentation of the video on cinema screens across the country. Identifying a champion for the cause has allowed the organization to gain support from Government agencies and private companies which in turn has allowed it to promote its road safety messages and calls for action more widely.

Visit: <http://www.tragediadesantafe.com.ar/>

9. Engaging with the media to promote the use of seat-belts by children in Uruguay

Until recently, school buses in Uruguay were not equipped with basic safety equipment, including seat-belts, nor were they regularly inspected. The Fundación Gonzalo Rodríguez, established in 2000, began advocating for action to redress this situation. Initially, it conducted research on issues such as parents' knowledge of the importance of seat-belts, the availability of seat-belts in new and used cars, and the need for training among paediatricians, police, educators, legislators and others about seat-belts and their use. After a year of research and many meetings with key national actors, including vehicle manufacturers, the organization developed and launched its campaign. The organization took advantage of increased attention to this issue from the media following the death of a nine-year-old girl in April 2010, in a crash in which her school van was involved. The van had no seat-belts and there were no special requirements in place at the time for the

transportation of children. Following this tragic incident, the Fundación

Gonzalo Rodriguez went through two intense weeks of media engagement, describing the current situation and demanding changes in current legislation. This included 13 television appearances, 21 radio interviews, and 12 print media articles. In a country the size of Uruguay with its 3.4 million people, this level of media coverage is impressive. The organization benefited from an in-depth knowledge of the subject, a clear message, a campaign with concrete and measurable objectives, and well-designed and visually appealing advocacy materials. Owing in part to the campaign and the enormous support from society at large that it generated, national legislation was revised to require the use of three-point seat-belts in school buses and regularly scheduled inspections became



compulsory. The organization's engagement with the media at a critical moment of the campaign has contributed to this success. The Fundación Gonzalo Rodríguez continues to advocate for legislative

change on the use of child restraints in private vehicles, as this is not yet mandated by law.

Visit: <http://www.gonzalorodriguez.org/>

10. Using social media to rally the support of youth for road safety worldwide

YOURS: Youth for Road Safety was established as a global youth-led nongovernmental organization in 2010. Social media are a mainstay of the communications and outreach activities of YOURS in its efforts to lobby for road safety among young people around the world. Facebook, Twitter, YouTube and Vimeo are the social media channels in use by its constituents. As such, sharing information through these channels is vital for keeping YOURS network members informed, bringing traffic to its web site and reaching out to other young people who might wish to become involved. As has been found by other nongovernmental organizations which make use of social media, YOURS uses these tools in support of its overall programme objectives to promote road safety globally, create a thriving network of youth

for road safety, and build their capacity to advocate more effectively. Social media are used strategically, not in an ad hoc manner, and the communications shared through these channels reinforce one another. Together with monthly e-newsletters and periodic news flashes, social media maximize the sharing of information. They are the top referrer of traffic to the YOURS web site, as monitored through the analysis of web site statistics. The successful use of social media depends on having dedicated staff and a well-developed, content-rich web site. In its two years of operation, it is clear that YOURS would not have made as much progress in achieving its programme objectives without the use of social media.

Visit: <http://www.youthforroadsafety.org/>



Related links

Brussels Declaration by nongovernmental organizations
http://www.who.int/roadsafety/ministerial_conference/ngo_declaration.pdf

Decade of Action for Road Safety 2011–2020
http://www.who.int/roadsafety/decade_of_action/en/

Directory of NGOs Advocating for Road Safety and Road Traffic Injury Victims
http://www.who.int/roadsafety/nongovernmental_network/participants/en/index.html

Faces behind the figures: voices of road traffic crash victims and their families

http://whqlibdoc.who.int/publications/2007/9241594640_eng.pdf

First Global Ministerial Conference on Road Safety
http://www.who.int/roadsafety/ministerial_conference/en/index.html

First United Nations Global Road Safety Week
<http://www.who.int/roadsafety/week/en/index.html>

Global status report on road safety
http://www.who.int/violence_injury_prevention/road_safety_status/2009/en/index.html

Moscow Declaration by WHO Member States
http://www.who.int/roadsafety/ministerial_conference/declaration_en.pdf

World Day of Remembrance for Road Traffic Victims: a guide for organizers

http://whqlibdoc.who.int/publications/2006/9241594527_eng.pdf

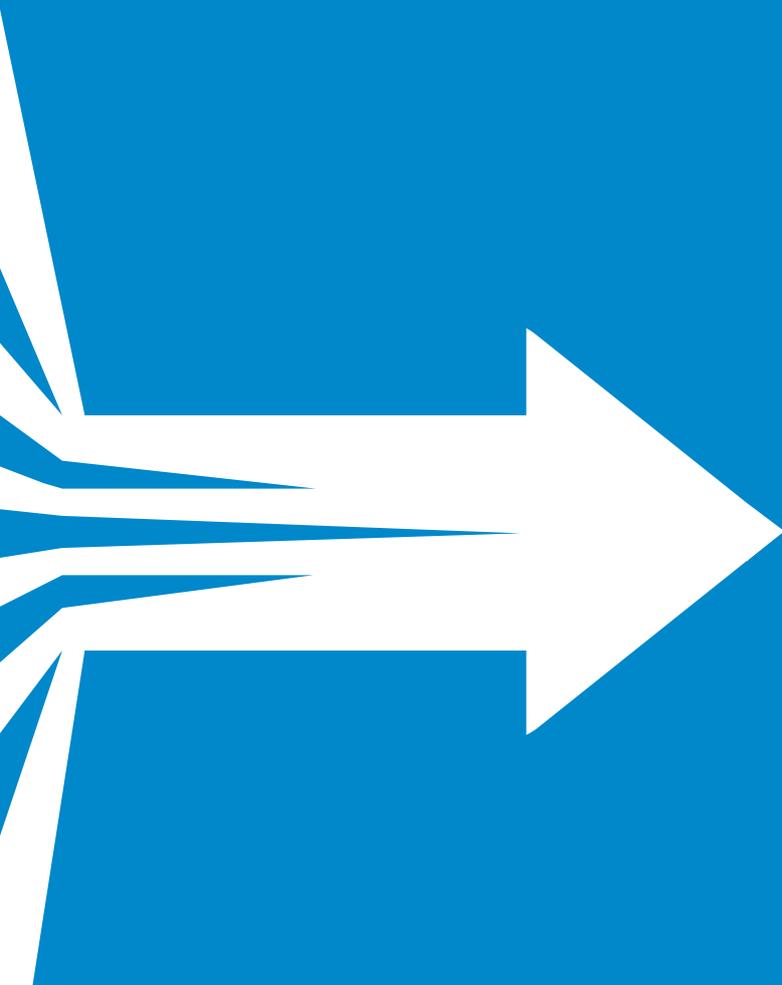
World Health Day 2004

<http://www.who.int/world-health-day/previous/2004/en/index.html>

World report on road traffic injury prevention
http://www.who.int/violence_injury_prevention/publications/road_traffic/world_report/en/index.html

Youth and road safety

http://whqlibdoc.who.int/publications/2007/9241595116_eng.pdf



For more information, please visit
www.who.int/violence_injury_prevention/



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