

DECADE OF ACTION FOR
ROAD SAFETY **2011-2020**

global launch



“Now we need to move this campaign into high gear and steer our world to safer roads ahead. Together, we can save millions of lives.”

Mr Ban Ki-moon, United Nations Secretary-General

“With coordinated global action through the United Nations Decade of Action for Road Safety 2011–2020, let us ensure that the ten years ahead mark a turning point for global road safety, thus sparing people from avoidable deaths and injuries that cause so much anguish and cost for our communities.”

Ms Julia Gillard, Prime Minister of Australia

“Experts estimate that more than a million people die on the roads each year, one in five of whom is a child. More than 50 million people are hurt or seriously injured. The international community therefore has a duty to develop a common strategy and joint action to enhance road safety.”

Mr Dmitry Medvedev, President of the Russian Federation

Introduction

On 11 May 2011, the first ever Decade of Action for Road Safety 2011–2020 was launched with great enthusiasm and optimism across the world. Mandated by the United Nations General Assembly, the Decade is a historic opportunity for countries to stop and reverse the trend which – without action – would lead to the loss of around **1.9 million lives** on the roads each year by 2020.

Governments, international agencies, civil society organizations and private companies in more than 100 countries celebrated the launch of the Decade through hundreds of events, both national and local. From Sri Lanka to Albania and from Ethiopia to Peru, presidents and prime ministers; ministers of transport, health and others; heads of international and nongovernmental organizations; chief executive officers of companies; road traffic victims and their families; and other concerned citizens expressed their commitment to the goal of the Decade: saving 5 million lives.

The Secretaries of Health (former) and Communications and Transport of Mexico, respectively Dr José Ángel Córdova Villalobos (far left) and Mr Dionisio Pérez-Jácome Friscione (far right), personally attended Decade launch events in Mexico City.



Launching

the Decade of Action for Road Safety 2011–2020 across the globe

From high-level ministerial gatherings to expert symposia, press conferences, drawing competitions and cycling races, more than 400 events took place in all corners of the world marking the official start of the Decade of Action for Road Safety 2011–2020. Multiple events were hosted across countries such as Argentina, Australia, Brazil, Canada, India, Mexico, Poland, Spain, the United Kingdom and the United States. In the latter, events were held in more than 30 cities.

At national levels, commitment to the Decade and its goal was expressed by officials from the highest levels of government: in Croatia, Cyprus, Ethiopia, Mexico, Republic of Moldova, Slovenia, Sri Lanka and the United Kingdom, heads of state and government put their weight behind the Decade by personally attending launch events. For example, in Slovenia, President Danilo Türk publicly signed a statement of support for the Decade in a ceremony held on the main square of the capital, Ljubljana, and in Sri Lanka, President Mahinda Rajapaksa launched the Decade in the presence of more than 600 dignitaries highlighting road safety as a matter of priority for his country.

At local levels, events were largely driven by civil society organizations. Some examples include:

- In India, the mascot "Pappu the Road Sense Zebra" promoted campaigns in Orissa and Rajasthan which educate children on the value of using pedestrian crossings to safely cross the road;
- In Lebanon, students and volunteers signed pledges to drive carefully;
- In Mauritius, a candle-light walk was held in the memory of road traffic victims;
- In the Philippines, a 42-kilometre relay run was organized in Manila;
- In Romania, awareness raising activities in Bucharest included first-aid demonstrations;
- In Suriname, the traffic police in Commewijne District raised the traffic flag, a symbol of mourning for road deaths in the country.



One of the greatest achievements of 11 May 2011 was bringing together different sectors to jointly commit to improving road safety. In many countries, the launch of the Decade was a shared undertaking among ministries of transport, health and interior, frequently joined by the ministries of education, communications and others. This successful multi-sectoral cooperation should pave the way for progress in achieving national targets.

Private companies also joined the effort by signing the Global Road Safety Commitment, a pledge by the management of companies towards the Decade of Action for Road Safety 2011–2020. By signing the commitment an organization pledges to work towards zero deaths and severe injuries as a result of its operations. For further information, visit: www.grsroadsafety.org/global_road_safety_commitment/.

“The Decade of Action for Road Safety 2011–2020 creates the political platform needed to scale up some well-defined measures. Evidence tells us that these measures work, and can save millions of lives.”

Dr Margaret Chan, WHO Director-General

Releasing national action plans

for the Decade of Action for Road Safety 2011–2020

The Global Plan for the Decade of Action for Road Safety 2011–2020 was developed by governments, through a process facilitated by members of the United Nations Road Safety Collaboration, including the Commission for Global Road Safety, the Global Road Safety Partnership, the United Nations regional commissions, the World Health Organization and the World Bank.

It is a collective roadmap indicating critical areas for engagement. These include improving the safety of roads and vehicles; enhancing emergency services; and building up road safety management generally. The Global Plan also calls for increased and improved legislation and enforcement on using helmets, seat-belts and child restraints and avoiding drinking and driving and speeding.

Taking inspiration from the Global Plan, many countries have developed, or are in the process of developing, national plans for the Decade. High-level national launch events frequently served as an opportunity to issue these plans, or to publicly announce road safety targets related to the Decade. On 11 May 2011 countries such as Benin, Brunei Darussalam, Costa Rica, Croatia, Ethiopia, Kazakhstan, Mexico, Namibia, New Zealand, the Philippines and the United Kingdom issued national Decade plans or strategic frameworks in line with the Global Plan. Countries such as Cambodia, Cook Islands, Egypt, Laos, Malawi, Malaysia, Niger and Viet Nam are currently finalizing their Decade plans.

“Every six seconds someone is killed or seriously injured on the world’s roads. We simply cannot go on like this.”

Mr David Cameron, Prime Minister of the United Kingdom of Great Britain and Northern Ireland



Announcing new legislation

at the start of the Decade of Action for Road Safety 2011–2020

A number of countries used the occasion of the Decade launch to revise existing or adopt new road safety legislation. These include:

- In Austria, the National Council amended road traffic regulations which from 31 May 2011 mandate that children under the age of 12 years wear helmets while cycling or while being transported on cycles.
- In China, new legislation entered into force on 1 May 2011. From that date drinking and driving has been criminalized and penalties for transgressions have increased exponentially.
- In France, the Interministerial Committee for Road Safety took the decision with immediate effect to strengthen enforcement of legislation on speeding by, for example, criminalizing speeding in excess of 50 kilometres per hour over the speed limit, and drinking and driving by, for example, increasing the number of points lost on one's driving permit for drivers with a blood alcohol content level above 0.08 g/dl, among others.
- In New Zealand, the Parliament passed the Land Transport Amendment Act 2011, which includes actions from Safer Journeys: New Zealand's Road Safety Strategy 2010–2020 to improve the safety of young drivers and reduce the impact of alcohol in road crashes. From 1 August 2011, the law raises the minimum licensing age from 15 years to 16 years and lowers the youth drinking and driving limit to a blood alcohol content level of zero for drivers under 20 years.

It is hoped that legislative change will be a key undertaking of countries during the course of the Decade.

THE GLOBAL STATUS REPORT ON ROAD SAFETY SUGGESTS THAT IN THE WORLD TODAY, ONLY 15% OF COUNTRIES HAVE COMPREHENSIVE LAWS WHICH ADDRESS ALL OF THE FOLLOWING KEY RISK FACTORS: MOTORCYCLE HELMETS, SEAT-BELTS, CHILD RESTRAINTS, DRINKING AND DRIVING AND SPEEDING.

Illuminating the launch

of the Decade of Action for Road Safety 2011–2020

To herald the beginning of this ten-year drive to prevent 5 million road traffic deaths, several iconic landmarks were illuminated with the road safety “tag”, which is the graphic symbol for the Decade. Some of the best known of these include:

- In Argentina, El Obelisco of Buenos Aires;
- In Australia, Sydney Harbour Bridge and Brisbane City Hall;
- In Brazil, the Christ the Redeemer Statue and Castillo de Focruz both in Rio de Janeiro; the Botanic Gardens in Curitiba; and the Congress in Brasilia;
- In Canada, the CN Tower in Toronto;
- In Poland, the Palace of Culture and Science in Warsaw;
- In the Russian Federation, Moscow State University;
- In Sri Lanka, the World Trade Center in Colombo;
- In Switzerland, the Jet d’Eau in Geneva;
- In the United Kingdom, Trafalgar Square in London;
- In the United States, Times Square in New York City;
- In Venezuela, the fountain of Plaza Venezuela in Caracas;
- In Viet Nam, the Dong Xuan Market in Hanoi.

Images of these illuminations circulated the world, and clearly gave a global resonance and sense of unity to Decade launch events.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_28808

