



World Health
Organization



ROAD SAFETY
IS NO ACCIDENT

Road Safety Is No Accident

The WHO newsletter on road safety

April 2004

Newsletter 2:

World Health Day 2004

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This newsletter is the second in a series describing the work of the World Health Organization (WHO) on road safety, and more specifically on preparations for World Health Day (WHD) 2004. It highlights activities being organized around the world for WHD, describes resolutions on road safety being considered by the World Health Assembly and the United Nations General Assembly, lists available resources, and points to future activities being planned in the area of road safety after WHD.

GLOBAL WORLD HEALTH DAY EVENT

The global event marking WHD will take place on 7 April 2004 at the Centre de conférences internationales Kléber in Paris, France, and will be co-hosted by WHO and the Government of France. The event will consist of a one-hour session addressed by various dignitaries, followed by two one-hour panel discussions. In the first session, speakers will include Dr LEE Jong-wook, Director-General of WHO; Mr Jacques Chirac, President of France; Mr Ari Vatanen, Member of the European Parliament, Finland; and Mrs Geneviève Jurgensen, founder of the Ligue contre la Violence Routière, France. The second will consider "Successful and promising road safety initiatives".

Panelists include the ministers of health from Argentina, Ghana and Viet Nam; the transport ministers of Oman and the United States of America; and representatives of groups including the Association for Safe International Road Travel, the FIA Foundation for the Automobile and Society, the Pakistan Medical Research Council, the Swedish National Road Safety Administration and the World Bank, as well as the chief executive officer of Renault. The French ministers of health and transport will introduce the sessions. The 300-odd invitees to the Paris event will include other senior government officials, representatives of non-governmental organizations (NGOs), academics, donors and business leaders from across the world.

This high-profile advocacy event will be the occasion for the global release of the *World report on road traffic injury prevention (WRR TIP)*, jointly produced by WHO and the World Bank. The report is the first evidence-based study to be issued from a health perspective on the serious and growing problem around the world of road traffic injuries. During the event WHO will call upon Member States and partners to implement the recommendations of the WRR TIP at country level, starting with development of a national road safety strategy and plans of action which address, among others, factors such as speed, helmets, seat-belts, drink driving and visibility. This global event marking WHD will be the first in a series of other high-profile events linked to the new and growing movement for greater safety on the world's roads.



"Road traffic injury prevention must be incorporated into a broad range of activities, such as the development and management of road infrastructure, the provision of safer vehicles, law enforcement, mobility planning, the provision of health and hospital services, child welfare services, and urban and environmental planning. The health sector is an important partner in this process. Its roles are to strengthen the evidence base, provide appropriate prehospital and hospital care and rehabilitation, conduct advocacy, and contribute to the implementation and evaluation of interventions." Preface of the *World report on road traffic injury prevention*, by Dr LEE Jong-wook, Director-General, WHO and MR JAMES D WOLFENSOHN, PRESIDENT, WORLD BANK GROUP

OTHER WORLD HEALTH DAY ACTIVITIES AROUND THE WORLD

Hundreds of groups around the world are planning to host WHD events. The section entitled "Activities around the World" on the WHD web site (see www.who.int/world-health-day/2004/activities) features descriptions by region and country of some of these activities. To help WHO provide a comprehensive listing of WHD events, please complete the *Form to request to be listed on the WHD web site*, available at www.who.int/world-health-day/2004/contact/link_form/en/.

SOME NATIONAL WORLD HEALTH DAY EVENTS



Photo: ©WHO, P. Viro



Photo: ©PAHO



Photo: © Etienne Creux, Pretoria News

LOCATION	World Health Day event
Victoria, Australia	A broad coalition of organizations will launch the <i>WRR TIP</i> at an event at Parliament House in the state of Victoria. These groups – including the <i>Monash University Accident Research Centre</i> , the <i>Transport Accident Commission</i> , the <i>Departments of Justice and of Human Services</i> , the <i>Australian College of Road Safety</i> and the <i>Victorian Parliamentary Road Safety Committee</i> – have campaigned for measures such as the compulsory use of seat-belts and bicycle helmets and random blood alcohol testing. The seminar will be opened by the Victorian premier.
Brazil	In collaboration with the <i>WHO Office in Brazil</i> , the ministries of cities, health and transport are organizing a high-profile WHD event, during which the President of Brazil will participate in a symbolic walk across the city of Brasilia, using pedestrian crossings. The official ceremony will include speeches, awards for road safety and a minute of silence for victims of road traffic injuries. As part of its ongoing campaign, the organization <i>Safe Kids Brazil (Criança Segura)</i> will hold theatre performances and art exhibitions in public parks for school children in Curitiba, Recife and São Paulo. The aim is to educate children about road safety in the hope of reducing the alarming number of fatal child road traffic injuries on Brazil's roads each year.
China	The <i>Government of China</i> will host a major advocacy event at the Great Hall of the People in Beijing to mark WHD. Participants in the ceremony will include the ministers of public security and transport and senior representatives from the State Administration of Work Safety. This event is taking place in the context of increased government efforts to educate the public through campaigns in cities and along rural to urban roads. Supported by WHO, the government is poised to launch a new seat-belt initiative that is currently being developed.
Beirut, Lebanon	Under the patronage of the Lebanese Prime Minister, the <i>Youth Association for Social Awareness</i> and the <i>Scientific Research Foundation</i> will organize the Arab Road Safety Festival. The festival will raise the public's awareness about road traffic injuries, their costs and ways to prevent them by means of live testimonies from victims across the region.
Mexico	With support from the National Academy of Medicine, the <i>National Centre for the Prevention of Accidents</i> will host a conference on road traffic injury prevention with a view to establishing a national programme on trauma care for injured people. The Centre will work with state councils to strengthen the enforcement of existing legislation on seat-belts, infant car seats, helmets and impaired driving. With support from the ministries of health and education, the Centre will also prepare educational materials on road safety to be sent out with 24 million textbooks for school children.
Lagos, Nigeria	The <i>Afrihealth Optonet Association</i> , a Nigerian NGO, will offer free eyesight tests for commercial drivers in Lagos on WHD. The Association will use this opportunity of direct contact with the drivers to discuss various road safety strategies with them and to distribute WHD materials.
Hålogaland, Norway	The <i>Norwegian Safety Promotion Centre</i> and the <i>State Road Administration</i> are leading a road safety campaign in the Hålogaland region. As part of the campaign, the Traffic Safety Group of NorSafety is launching a web site for the region (see www.norsafety.no/Halogaland) to disseminate traffic safety strategies and support the development of such strategies in communities across the country.
South Africa	The <i>WHO Office in South Africa</i> has given assistance to various organizations working on WHD events. On the day, <i>Stay Alert, Stay Alive</i> , the national road safety campaign, will broadcast television features on road safety developed with support from Pick 'n Pay, ER 24, British Petroleum and Renault. In collaboration with the South African postal authorities, <i>Drive Alive</i> , a road safety NGO, will launch a new set of national road safety stamps. Together with the city of Johannesburg, <i>Drive Alive</i> will also open two remembrance gardens for loved ones killed on the nation's roads. The <i>Automobile Association of South Africa</i> will release an information pack on seat-belts and other road safety measures, and will offer roadside assistance to Easter holiday travellers.
Sri Lanka	The <i>Ministry of Health of Sri Lanka</i> will announce the winners of the national road safety poster competition being held for school children, and will host a series of media events, including the insertion of a full-page supplement on road safety in national newspapers.
Thailand	The <i>Ministry of Public Health of Thailand (MOPH)</i> is planning various WHD activities, including a national seminar on road traffic injuries and their prevention, several television talk shows and the broadcasting of public information announcements on road safety. In collaboration with the Ministry of Education, MOPH is also introducing a school-based campaign to encourage the use of helmets.
Scotland, United Kingdom	Scotland's contribution to WHD is being led by the <i>Scottish Road Safety Campaign</i> who will pass around a baton to local authorities, inside which will be a statement of support for WHD that the authorities are asked to sign. The baton will finish its journey at Hampden Park stadium in Glasgow, where the minister for transport, the Chief Medical Officer and a representative of the Association of Chief Police Officers of Scotland will all sign the statement.
Hanoi and Ho Chi Minh City, Viet Nam	The <i>WHO Office in Viet Nam</i> is collaborating with partners to organize a series of WHD events as part of the Road Safety Education Campaign. These include the launch of the national secondary school curriculum on injury prevention; a helmet wearing rally and fashion show organized by a sport motorcycle club; and other media events, including a press conference, television talk show and the release of several public information announcements.

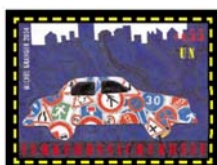
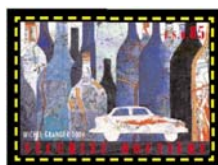
SELECTED REGIONAL WORLD HEALTH DAY EVENTS

LOCATION	World Health Day event summaries
WHO African Region	The <i>WHO Regional Office for Africa</i> will host a regional WHD event in Nairobi, Kenya, during which the WHO Regional Director and senior government officials from Kenya and other African countries will launch the <i>WRRTIP</i> . The event coincides with renewed efforts to address the thousands of fatalities on Kenya's roads each year.
WHO Region of the Americas	The <i>WHO Regional Office for the Americas</i> will begin a week of road safety activities with a major WHD event at its headquarters in Washington, DC. The highlight of this event will be the regional launch of the <i>WRRTIP</i> . There will be participants including representatives from international organizations such as the Inter-American Development Bank, the Organization of American States and the World Bank; US government officials; administrators of NGOs; academics; the media and staff. Other events throughout the week include a seminar on road safety and alcohol and one on road safety and pedestrians; a road safety walk; and a remembrance ceremony for those who have been killed or injured in traffic crashes.
WHO South-East Asia Region	The <i>WHO Regional Office for South-East Asia</i> has provided support to countries in the region by developing a wide range of advocacy materials. These include a 2004 calendar with road safety messages, a newsletter and a special issue of the regional health forum on road traffic injury prevention. In New Delhi, India, the Regional Office will host a road safety seminar and press conference on WHD, at which the WHO Regional Director will issue a statement stressing the urgency for preventing road traffic injuries in the region, which presently has some of the highest rates in the world.
WHO European Region	On World Health Day the <i>WHO Regional Office for Europe</i> will launch the <i>WRRTIP</i> and a companion report <i>Preventing road traffic injury: a public health perspective for Europe</i> , prepared by the Regional Office. Senior staff will participate in key World Health Day events in Belarus, Denmark, France, Georgia, Hungary, Italy, Russian Federation and Sweden. Events range from round table discussions and press conferences to memorial concerts and meetings of ambassadors. Many other activities are planned across the region by WHO Liaison Officers, national and local authorities, NGOs and other organizations committed to thwarting the rising epidemic of road traffic deaths and injuries.
WHO Eastern Mediterranean Region	With its regional partners, the <i>WHO Regional Office for the Eastern Mediterranean</i> is lending support to the development of road safety campaigns to be launched on WHD in Djibouti, the Islamic Republic of Iran, Jordan, Lebanon, Oman and Saudi Arabia. On WHD, the Regional Office will issue regional road safety fact sheets and a compilation of public information announcements from all countries in the region.
WHO Western Pacific Region	The <i>WHO Regional Office for the Western Pacific</i> will issue, on WHD, a message from the WHO Regional Director, regional road safety fact sheets, and a press release. The Regional Office is helping WHO offices in Cambodia, China, Kiribati, the Lao People's Democratic Republic, Mongolia, Philippines, Solomon Islands and Viet Nam to collaborate with their respective ministries of health in planning WHD events, including new road safety campaigns encouraging the use of seat-belts and helmets. The Regional Office has also supported the translation of WHD materials into local languages.

WHO EXECUTIVE BOARD RESOLUTION

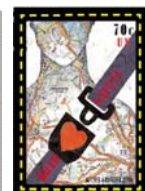
On 21 January 2004, members of the WHO Executive Board approved resolution EB113.R3 on *Road safety and health* for presentation to the World Health Assembly in May 2004. The resolution gives public health agencies a mandate to strengthen their work on road traffic injury prevention. It also urges Member States, particularly those most burdened by the problem, to mobilize their public health sectors by appointing focal points to coordinate national responses and to undertake activities such as the preparation and implementation of a national road safety strategy. The resolution further requests the WHO Director-General to collaborate with Member States in: establishing public health policies and programmes to prevent road traffic injuries; promoting research to ensure evidence-based approaches; strengthening trauma care for victims; developing capacity for injury prevention; and raising awareness of the scale of the problem and of approaches that can prevent road traffic injuries. The resolution can be viewed at www.who.int/gb/EB_WHA/PDF/EB113/ee_b1139.pdf.

"The road safety efforts we have conducted during the past 18 months are the most cost-effective public health measures ever undertaken in our country. They resulted in the saving of more than 1000 lives and the prevention of thousands of disabilities." Statement by Professor William Dab, Director-General of the Ministry of Health of France, during the 113th meeting of the WHO Executive Board, 21 January 2004



UNITED NATIONS AND NATIONAL POSTAGE STAMPS

The United Nations Postal Administration and several national governments will launch postage stamps on road safety to mark World Health Day. The set of six stamps produced by the United Nations Postal Administration, the first to be prepared to commemorate a WHD since 1974, will be available at United Nations offices in Geneva, New York and Vienna. The stamps, designed by French artist Michel Granger, convey messages about seat-belts, speed, alcohol, pedestrians, traffic signs and courtesy on the road. The governments of France, Italy, Kiribati and South Africa are also launching national postage stamps on the theme of road safety on WHD. These governments realise that postage stamps are an effective way of creating discussion and debate around particular issues of concern to their citizens.



RESOURCES

World report on road traffic injury prevention: During 2003, more than 100 road safety experts from the fields of health, transport, education and law enforcement, as well as from NGOs and the private sector, contributed to developing the *WRR TIP*. To be launched on WHD, this report, a joint collaboration by WHO and the World Bank, presents a comprehensive account of what is known about road traffic injuries and offers solutions for addressing the problem. In addition to the full report, a summary and information kit of related fact sheets are being produced. By WHD, the full report and information kit will be available in English and French and the summary in Arabic, Chinese, English, French, Russian and Spanish. From 7 April 2004, the report and related materials will be available on the web site www.who.int/violence_injury_prevention.

They may also be purchased by sending an e-mail message to bookorders@who.int.

Road safety posters: On WHD, WHO will launch a series of road safety posters to add visual support to WHD events and other road safety events in the months following. Through their striking images and supporting text, the posters highlight three key facts: the unacceptably high number of deaths and disabilities caused by road traffic crashes each year; the propensity of road traffic crashes to strike primarily pedestrians, bicyclists, motorcyclists and passengers of public transport; and their enormous costs to society. The series of posters will be available on request in English and French. Electronic versions of the posters will also be made available for groups wishing to adapt or translate them into other languages.

Audiovisual statements: A range of prominent political figures, civil society leaders, public health practitioners, researchers and other road safety experts have conveyed their WHD messages on video. The speakers, from all corners of the globe, include the President of Ethiopia, the King of Nepal, the Prime Minister of Thailand, the President of Timor-Leste and the Prime Minister of the United Kingdom; the United Nations Secretary-General; and others from the Democratic Republic of Congo, France, India, Lebanon, Mexico, South Africa, the United Kingdom and the United States. In their statements they cover a wide variety of road safety issues, expressing their support for WHD and its objectives. There are testimonials of personal tragedy, appeals for legislation and enforcement of specific interventions – such as on excessive speed and drink driving – descriptions of

helmet campaigns, and calls for greater government involvement in road safety. These videos are available in .mpeg and .rm format, and can be ordered at www.who.int/world-health-day/2004/press/multimedia/en/.



World Health Day package of materials:

The WHD package of materials was sent out to those on WHO's official list of addresses, as well as others, earlier this year. The package includes a toolkit for organizers of WHD activities, a brochure on road traffic injuries and their prevention, and posters and stickers featuring the WHD logo and slogan. The items in the package are currently displayed on the WHD web site at www.who.int/world-health-day/2004/infomaterials/en/ in English, French and Spanish. They may also be ordered by completing the *Form to order the WHD 2004 package* at www.who.int/world-health-day/2004/contact/en/order_package.pdf, or by contacting the appropriate WHO regional office. For contact details, please refer to the WHD focal points listed below.

EVALUATION OF WORLD HEALTH DAY

An evaluation of the results of WHD is important for understanding the extent to which such a global advocacy event can lead to real change. This will be part of a larger evaluation including WHD and the *WRR TIP*. To assist us in documenting and assessing the many activities related to WHD, we ask you to complete the *Form to provide feedback on activities hosted for WHD 2004*, available at www.who.int/world-health-day/2004/contact/en/feedback.pdf.

WORLD HEALTH DAY FOCAL POINTS

If you are planning an international event, please contact Ms Laura Sminkey, the WHD 2004 Liaison Officer, at WHO Headquarters, Department of Injuries and Violence Prevention, World Health Organization, Avenue Appia 20, CH-1211 Geneva 27, Switzerland; tel: +41 22 791 4547; fax: +41 22 791 4332; e-mail: traffic@who.int.

If you are planning a regional or national event, please contact your local WHO office. Contact details for WHO country offices are available at www.who.int/country. The following are the details of the WHO regional offices.

- ◆ **Africa** - Olive Kobusingye: kobusingyeo@afro.who.int
- ◆ **Americas** - Alberto Concha-Eastman: conchaal@paho.org
- ◆ **Eastern Mediterranean** - Syed Jaffar Hussain: hussains@emro.who.int
- ◆ **Europe** - Francesca Raccioppi: frf@who.it
- ◆ **South-East Asia** - Madan P Upadhaya: upadhayam@whosea.org
- ◆ **Western Pacific** - Hisashi Ogawa: ogawah@wpro.who.int

LOOKING AHEAD

Plans are under way to host several important follow-up activities to WHD. On 14 April 2004, the United Nations General Assembly will hold a plenary meeting, the first of its kind to address the issue of road safety. The Resolution being drawn up in preparation for this meeting welcomes the *WRR TIP*, contains suggestions for implementing some of the report's recommendations and proposes ways to advance the international road safety agenda.

On 15 April 2004, in conjunction with this plenary meeting, the United Nations Department of Public Information is collaborating with the Mission of Oman to the United Nations, the Task Force for Child Survival and Development and several other organizations in organizing a briefing on the global road safety crisis. Entitled "Global road safety: a shared responsibility," the forum seeks to raise awareness and exchange information on best practices in road safety.

In May 2004, during the 57th World Health Assembly, ministers of health or their representatives will consider the draft resolution on *Road safety and health* that was passed by the WHO Executive Board in January 2004. If adopted by the World Health Assembly, Member States and WHO will have at their disposal a clear and unequivocal mandate, as well as a set of strategies, to tackle the problem of road traffic injuries.

From 6 to 9 June 2004 in Vienna, the Austrian Institute for Home and Leisure Time Safety will host the 7th World Conference on Injury Prevention and Safety Promotion, a gathering cosponsored by WHO. The conference will include, among others, a lecture on the *WRR TIP*, numerous workshops and presentations on research and prevention efforts related to road safety, and a meeting of NGOs providing services to victims of road traffic injuries, to take forward the collaboration initiated with these groups in September 2003. Further information can be obtained at www.safety2004.info.