

## Launch of the Manifesto #4RoadSafety Social media and campaign assets

Dear Friends

On Monday 8th May the '**Manifesto #4RoadSafety**' is being launched by the recently established Global Network for Road Safety Legislators. The Manifesto has been endorsed by the Global Network's Leadership Council which consists of a cross party group of senior Parliamentarians from Africa, Asia, Australia, Europe, Latin America, the USA and the UK. The Manifesto includes 10 recommendations all designed to support the UN Decade of Action and the Sustainable Development Goals' target to halve road deaths and injuries by 2020. It also endorses the SAVE LIVES policy package which is being published on Friday 5th May by the World Health Organisation.

The launch, during the UN Global Road Safety Week, is the first step in a global campaign to encourage Parliamentarians worldwide to endorse the Manifesto and become champions of effective road injury prevention in their own countries and regions. This represents an unprecedented opportunity to mobilize political leadership in support of effective road safety policies and laws. The Towards Zero Foundation and the Leadership Council of the Global Network would, therefore, be very grateful for your active promotion of the Manifesto and support for this campaign.

Please find attached a number of campaign assets, including a digital copy of the Manifesto and our launch press release. The release will be published at midday (GMT) on Monday, May 8.

To coincide with the launch we have refreshed the #4RoadSafety brand and web site as well as activating several new social media channels and hashtags which we hope you may have already started to see online. We would be grateful if you would follow, share and amplify our advocacy content across your communications channels.

### **Assets** (enclosed)

Press release

Manifesto #4RoadSafety (eReader: <http://bit.ly/Man4RoadSafety>)

Summary of Manifesto Recommendations

Global Network membership list

Campaign launch image for social media

Campaign branded selfie board for social media

## **Website**

[www.4roadsafety.org](http://www.4roadsafety.org)

## **Social media channels and hashtags**

<https://twitter.com/4roadsafety>

<https://www.facebook.com/4roadsafety/>

<http://bit.ly/4roadsafetyYT>

<https://www.instagram.com/4roadsafety/>

#4roadsafety

#MPs4roadsafety

## **Images**

[www.flickr.com/photos/4roadsafety](http://www.flickr.com/photos/4roadsafety)

## **Follow the Global Network membership**

@fbausch

@AndrianCandu

@nikornj

@fitzmp

@mceachian

@miss\_naira

@dephugoleal

@LlewOBrienMP

@cesarvsarmiento

@OlgaSehnalova

@RepJoseSerrano

@barrysheerman

## **For more information**

Our communications and social media campaign work is coordinated by the team at ARW Media. Should you need any further information on the campaign as it rolls out please don't hesitate to contact them on:

[sue@arwmedia.co.uk](mailto:sue@arwmedia.co.uk)

[gus@arwmedia.co.uk](mailto:gus@arwmedia.co.uk)

Richard Woods

Media Coordinator of the Global Network for Road Safety Legislators

## MEDIA RELEASE

Monday 8 May 2017

### MPs LAUNCH MANIFESTO #4ROADSAFETY CALLING FOR URGENT ACTION TO HALVE GLOBAL ROAD DEATHS

Parliamentarians worldwide are being urged to support action to meet the United Nation's (UN) target to halve road deaths by the end of the decade. With 3500 people killed every day in traffic crashes the **Manifesto #4RoadSafety** issued by the Global Network for Road Safety Legislators highlights the measures that can help prevent this tragic waste of human life on the world's roads.

Released during the 2017 UN Global Road Safety Week, the **Manifesto #4RoadSafety** has been adopted by a cross party group of senior Members of Parliament from Africa, Asia, Europe, Latin America, the Middle East, the United States and the United Kingdom. The MP's warn that on present trends it is unlikely that the UN's aim to halve road deaths by 2020 will be reached, describing such an outcome as "a tragic missed opportunity to apply known and effective policies to make roads safe".

The **Manifesto #4RoadSafety** includes ten key recommendations to encourage parliamentarians to support the current United Nation's Decade of Action for Road Safety (2011-2020) and endorses a new 'SAVE LIVES' package of road injury prevention measures issued by the World Health Organisation (WHO). The SAVE LIVES package recommends adoption by all UN Member States of laws to tackle speeding, drink driving, non-use of motorcycle helmets, seat belts and child restraints, and the application of acceptable vehicle and road safety construction standards. The **Manifesto #4RoadSafety** also includes recommendations on speed management and the Safe System approach, occupational road safety, good governance and funding for road injury prevention, the role of the multilateral development banks, and proposes a new UN target for road safety in 2030.

Commenting on the manifesto the Chairman of the Global Network for Road Safety Legislators, Barry Sheerman said: "With a UN target to halve road deaths by 2020 there has never been a stronger mandate for all countries to take action to stop the appalling daily carnage on our roads. Despite rising motorisation, better national road safety policies have helped to slow the rise in global road fatalities. To meet the UN target much more needs to be done and parliamentarians worldwide can play a decisive role by supporting our manifesto and the adoption and enforcement of laws that will make roads safe".

# GLOBAL NETWORK

FOR ROAD SAFETY  
LEGISLATORS

The **Manifesto #4RoadSafety** will be launched on 8 May at the Institute for Mechanical Engineers, 1 Birdcage Walk, London SW1H 9JJ from 12.00 to 14.30. Speakers at the launch will include HRH Prince Michael of Kent (patron of the Towards Zero Foundation), Lord Robertson of Port Ellen (Chairman of the FIA Foundation), Barry Sheerman and Jim Fitzpatrick (Chairman and Vice Chairman of the UK Parliamentary Advisory Council for Transport Safety) and Dr Etienne Krug (Director Department for Management of Non-Communicable Diseases at the WHO).

## NOTE FOR EDITORS

The Global Network for Road Safety Legislators was established at an international meeting of Parliamentarians held in London in December 2016. The Chairman of Global Network for Road Safety Legislators Global Network is Barry Sheerman who also serves as Chairman of the UK's Parliamentary Advisory Council for Transport Safety. The Global Network is hosted by the Towards Zero Foundation, a UK registered charity whose patron is HRH Prince Michael of Kent.

The **Manifesto #4RoadSafety** has been adopted by the Leadership Council of the Global Network for Road Safety Legislators. This consists of a cross party group of senior MPs from fifteen different countries. Please note that the **Manifesto #4RoadSafety** is global in scope and its launch has been planned to coincide with the 4th UN Global Road Safety Week (8-14 May) and is not connected with the current UK General Election.

ONLINE: [WWW.4ROADSAFETY.ORG](http://WWW.4ROADSAFETY.ORG)

SOCIAL: [@4ROADSAFETY](https://twitter.com/4ROADSAFETY)

CONTACT: [CONTACT@4ROADSAFETY.ORG](mailto:CONTACT@4ROADSAFETY.ORG)

**#4ROADSAFETY**

**#MPS4ROADSAFETY**



# GLOBAL NETWORK

FOR ROAD SAFETY  
LEGISLATORS

## LAUNCH OF THE **MANIFESTO #4ROADSAFETY** MAY 8, 2017, 12.00 - 2.30PM

Organised by the Towards Zero Foundation in association with the UK Parliamentary Advisory Council for Transport Safety on the occasion of the 4th UN Global Road Safety Week May 8-14 2017

Venue: Institution of Mechanical Engineers, One Bird Cage Walk, London, SW1H 9JJ

**12:00 - 13:00** REGISTRATION & BUFFET LUNCH

**13:00 - 14:30** CHAIRMAN'S INTRODUCTION - JIM FITZPATRICK  
Member of the Leadership Council of the Global Network for Road Safety Legislators, and Vice Chair of the Parliamentary Advisory Council for Transport Safety

WELCOME ADDRESS - HRH PRINCE MICHAEL OF KENT  
Patron of the Towards Zero Foundation

KEYNOTE SPEECH - LORD ROBERTSON OF PORT ELLEN  
Chairman of the FIA Foundation

NAIRA KARAPETYAN MP  
Council of Europe Rapporteur on Road Safety & Health and Member of Armenian National Assembly

SAVE LIVES TECHNICAL PACKAGE - DR ETIENNE KRUG  
Director Department for management of Non-Communicable Diseases, Disability, Violence and Injury Prevention, World Health Organization

**MANIFESTO #4ROADSAFETY** - DAVID WARD  
Senior Fellow Towards Zero Foundation

QUESTIONS AND ANSWERS

CLOSING REMARKS - BARRY SHEERMAN  
Chairman of the Leadership Council of the Global Network for Road Safety Legislators, and of the Parliamentary Advisory Council for Transport Safety

## MANIFESTO #4ROADSAFETY - SUMMARY OF RECOMMENDATIONS

### RECOMMENDATION ONE

#### **UN Decade of Action for Road Safety and the Sustainable Development Goals**

That Parliamentarians worldwide give their full support to the **Manifesto #4roadsafety** and call on UN Member States to urgently redouble their efforts in the Decade of Action for Road Safety to meet the SDG target to halve road traffic deaths and injuries by 2020.

### RECOMMENDATION TWO

#### **Parliamentarians and Road Safety Leadership**

That Parliamentarians worldwide strongly support the development of effective road injury prevention programmes which apply best practice road safety laws supported by ambitious casualty reduction targets; that bi-partisan Friends of Road Safety Groups are established in national legislatures to support the UN Decade of Action and the road safety related SDGs; and that international parliamentary bodies such as the Inter Parliamentary Union and the Commonwealth Parliamentary Association include road safety in their activities supporting the SDGs and inter-parliamentary co-operation.

### RECOMMENDATION THREE

#### **The Safe System Approach**

That Parliamentarians worldwide encourage the adoption of the Safe System Approach applied to their own countries priorities for road injury prevention with improved speed management serving as a critical overall policy instrument.

### RECOMMENDATION FOUR

#### **Road Safety Policy and Legislative Priorities**

That Parliamentarians worldwide review their national road safety policies and legislation, support implementation of the recommended priority interventions from the WHO's Save LIVES technical package, and advocate for greater adoption and application of the UN's road safety related transport conventions and agreements.

### RECOMMENDATION FIVE

#### **Road Safety at Work**

That Parliamentarians worldwide support policies that promote occupational road safety and to review their national laws and procedures to ensure that they are aligned with recommended international best

practice, and to encourage the UN to develop a set of global guidelines for minimum regulatory standards for workplace road safety.

### RECOMMENDATION SIX

#### **Good Governance and Road Safety**

That Parliamentarians worldwide support the application of good governance principles to national road injury prevention programmes and greater effort by the donor community to improve the accountability, transparency, and inclusiveness of their road safety projects.

### RECOMMENDATION SEVEN

#### **Integrating Road Safety with Sustainable Transport Policies**

That Parliamentarians worldwide support the integration of road injury prevention with policies promoting sustainable development such as speed limits which will both reduce casualties and vehicle emissions and by prioritising non-motorised transport.

### RECOMMENDATION EIGHT

#### **The role and policies of the Multilateral Development Banks**

That Parliamentarians worldwide encourage the MDBs, to strengthen their road infrastructure project evaluation procedures to ensure that traffic injury costs are fully identified; to apply a minimum 'three star' safety performance on all their road investments; and to update the Road Safety Guidelines of their Joint Road Safety Initiative to be aligned with the World Bank's new Environment and Social Framework.

### RECOMMENDATION NINE

#### **Funding for Road Safety**

That Parliamentarians worldwide support the provision of funding for road safety by endorsing the creation of a UN Road Safety Trust Fund, supported by innovative financing, and by ensuring adequate resources are allocated to national road injury prevention programmes.

### RECOMMENDATION TEN

#### **Road Safety Target for 2030**

That Parliamentarians worldwide support at the end of the current UN Decade of Action, the adoption of a new SDG 3 target to halve road deaths and serious injuries by 2030 using 2020 as a baseline.

# GLOBAL NETWORK

FOR ROAD SAFETY  
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## THE LEADERSHIP COUNCIL OF THE GLOBAL NETWORK FOR ROAD SAFETY LEGISLATORS



**FRANCOIS BAUSCH**  
Minister for Sustainable Development  
and Infrastructure, Luxembourg



**FEDERAL DEPUTY HUGO LEAL**  
President of the Parliamentary Front  
for Road Safety, Brazil



**HON ANDRIAN CANDU MP**  
Speaker of the Parliament, Moldova



**HON GANESH MANDAL MP**  
Member of State Affairs Committee  
and former Medical Officer, Nepal



**HON NIKORN CHAMNONG MP**  
President of the Ad-Hoc Committee  
on Road Safety System Reform,  
Thailand



**HON LLEW O'BRIEN MP**  
Co-Chair of the Parliamentary Friends  
of Road Safety Group, Australia



**IHOR DIDENKO MP**  
Chairman of the Subcommittee on  
Road Traffic Security of Transport  
Parliamentary Committee of the  
Ukrainian Parliament



**HON AMBASSADOR  
ADADI RAJABU MP**  
Chairperson of the Parliamentary  
Standing Committee on Foreign  
Affairs, Defence and Security, Tanzania



**GEN. MOHAMED ELSAYED TEAMA**  
Head of the Transport Committee,  
House of Representatives, Egypt



**HON CESAR SARMIENTO**  
Chairman, Transportation Committee,  
House of Representatives, Philippines



**JIM FITZPATRICK MP**  
Former UK Road Safety Minister &  
Vice-Chairman of the Parliamentary  
Council for Transport Safety,  
United Kingdom



**OLGA SEHNALOVÁ MEP**  
Member of the European Parliament  
Committee on the Internal Market and  
Consumer Protection, Czech Republic;



**SENATOR ALEX GALLACHER**  
Co-Chair of the Parliamentary Friends  
of Road Safety Group, Australia



**HON JOSE E SERRANO**  
US House of Representatives,  
Member of the House Appropriations  
Committee, United States of America



**NAIRA KARAPETYAN MP**  
Council of Europe Rapporteur on Road  
Safety & Public Health, Armenia



**BARRY SHEERMAN MP**  
Chairman of the Parliamentary Council  
for Transport Safety and the Global  
Network for Road Safety Legislators,  
United Kingdom



**DEITER-LEBRECHT KOCH MEP**  
Vice Chairman, European Parliament  
Committee on Transport & Tourism,  
Germany



# Save Lives

## # SlowDown

## WHO SAVE LIVES TECHNICAL PACKAGE - RECOMMENDED INTERVENTIONS

<b>S</b>	<b>Speed management</b>	<p>Establish and enforce speed limit laws nationwide, locally and in cities</p> <p>Build or modify roads which calm traffic, e.g. roundabouts, road narrowing, speed bumps, chicanes and rumble strips</p> <p>Require car makers to install new technologies, such as intelligent speed adaptation, to help drivers keep to speed limits</p>
<b>L</b>	<b>Leadership</b>	<p>Create an agency to spearhead road safety</p> <p>Develop and fund a road safety strategy</p> <p>Evaluate the impact of road safety strategies</p> <p>Monitor road safety by strengthening data systems</p> <p>Raise awareness and public support through education and campaigns</p>
<b>I</b>	<b>Infrastructure design and improvement</b>	<p>Provide safe infrastructure for all road users including sidewalks, safe crossings, refuges, overpasses and underpasses</p> <p>Put in place bicycle and motorcycle lanes</p> <p>Make the sides of roads safer by using clear zones, collapsible structures or barriers</p> <p>Design safer intersections</p> <p>Separate access roads from through-roads</p> <p>Prioritise people by putting in place vehicle-free zones</p> <p>Restrict traffic and speed in residential, commercial and school zones</p> <p>Provide better, safer routes for public transport</p>
<b>V</b>	<b>Vehicle safety</b>	<p>Establish and enforce motor vehicle safety standard regulations related to:</p> <ul style="list-style-type: none"><li>• seatbelts;</li><li>• seatbelt anchorages;</li><li>• frontal impact;</li><li>• side impact;</li><li>• electronic stability control;</li><li>• pedestrian protection; and</li><li>• ISOFIX child restraint points</li></ul> <p>Establish and enforce regulations on motorcycle anti-lock braking and daytime running lights.</p>
<b>E</b>	<b>Enforcement of traffic laws</b>	<p>Establish and enforce laws at national, local and city levels on:</p> <ul style="list-style-type: none"><li>• drinking and driving;</li><li>• motorcycle helmets;</li><li>• seatbelts; and</li><li>• child restraints</li></ul>
<b>S</b>	<b>Survival</b>	<p>Develop organised and integrated prehospital and facility-based emergency care systems</p> <p>Train those who respond to crashes in basic emergency care</p> <p>Promote community first responder training</p>



# MANIFESTO #4ROADSAFETY

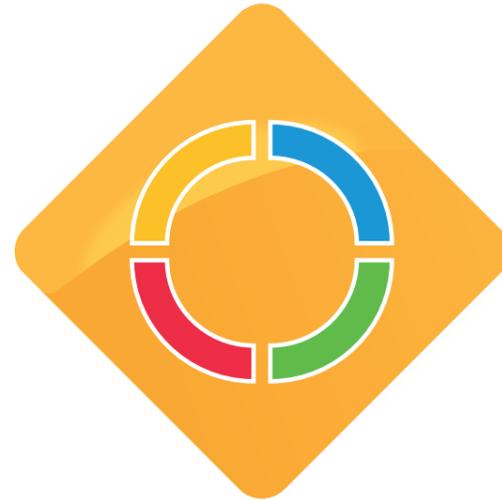
PRIORITIES FOR ROAD SAFETY POLICY AND LEGISLATION 2020 & BEYOND



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# MANIFESTO #4ROADSAFETY

PRIORITIES FOR ROAD SAFETY POLICY AND LEGISLATION 2020 & BEYOND

