

## UN launches #SaveKidsLives campaign to boost road safety for children



Photo: World Bank/Curt Carnemark

4 May 2015 – Each day some 500 children die from road traffic crashes, thousands more are injured and the situation is only getting worse, the United Nations warned today as it launched [#SaveKidsLives](#), a global campaign to generate action to make streets safe for children.

According to the UN World Health Organization ([WHO](#)), every four minutes, a child dies from a traffic accident. For adolescents aged 15 to 17, road traffic injuries are the leading cause of death worldwide, with boys accounting for nearly twice as many road traffic deaths as girls. And one third of these deaths are children in cars but two thirds outside cars.

“It’s a manmade disaster where we are killing our young children on the roads by not providing them with safe places to play, safe places to walk, or cycle to school,” Dr. Etienne Krug of WHO said in an interview with *UN Radio*.

The third UN [Global Road Safety Week](#), which kicks off today and runs through 10 May, under the theme ‘Children and road safety,’ features hundreds of events to highlight WHO’s package of 10 key strategies for keeping children safe on the road. The campaign is part of a larger [Decade of Action for Road Safety 2011–2020](#) plan of action to save five million lives across the world.

“Really what [the Week] aims for is to draw attention to the appalling number of 186,000 children dying in road traffic crashes every year,” said Dr. Krug, who is the Director at WHO’s Department



6



122



11

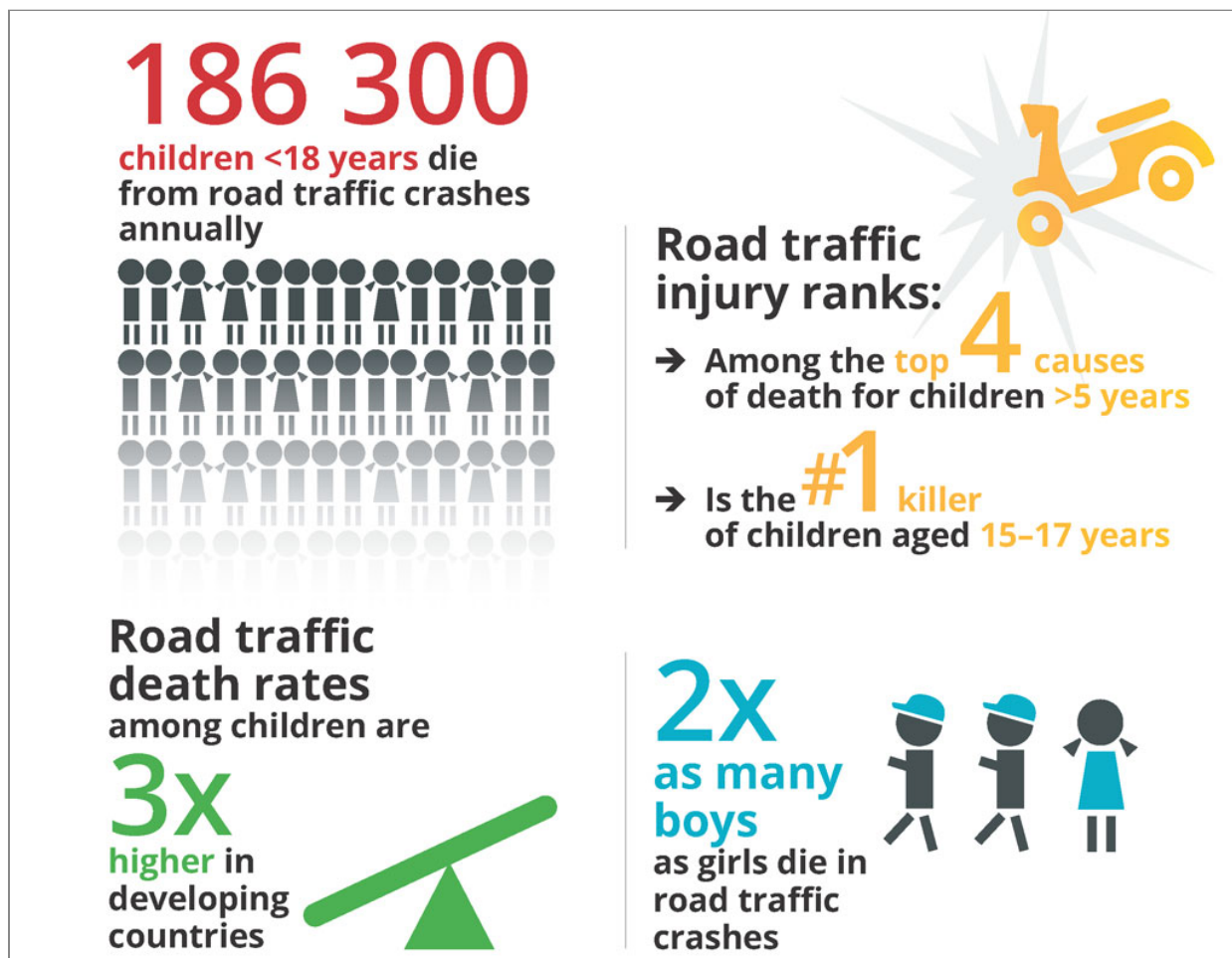


82



for

### Key facts



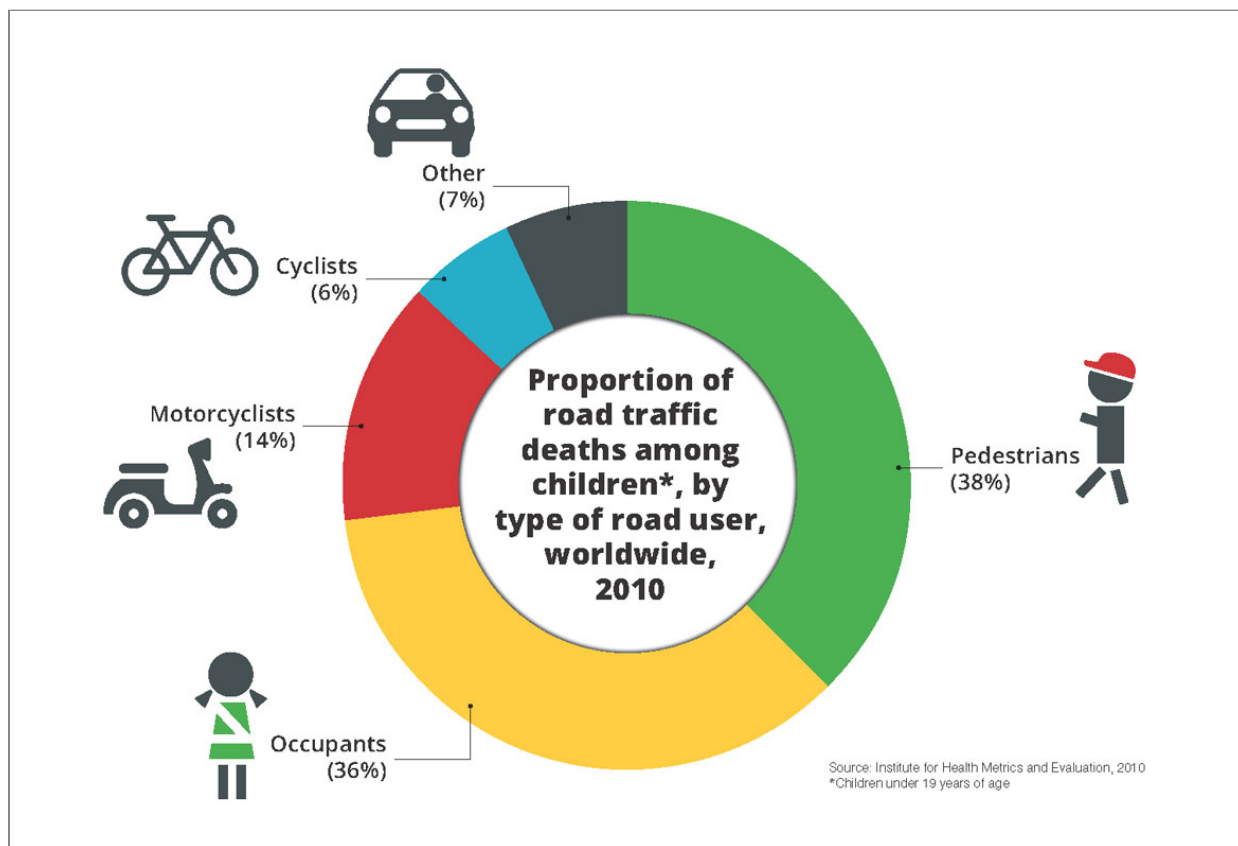
Source: Institute for Health Metrics and Evaluation, 2010 \*Children under 19 years of age

Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention said.

“We should plan our transportation system in such a way that children can be safe when they go to school, where they go to the park, when they go visit a friend,” he added.

The

#### Key facts



Source: Institute for Health Metrics and Evaluation, 2010 \*Children under 19 years of age

highest rates of deaths are found in middle and lower income countries, he continued. Countries that are “rapidly motorizing” in Africa, Southeast Asia, Latin America and the Eastern Mediterranean have “more and more cars, and more and more roads” but an absence of road safety measures. Political will is needed for change to happen and leaders to take action.

In Sweden, where the Government has taken initiative to combat traffic deaths, there has not been a single child death on the road in the past few years, Dr. Krug said.

### Key strategies

The  
new



Source: Institute for Health Metrics and Evaluation, 2010 \*Children under 19 years of age

WHO document [10 strategies for keeping children safe on the road](#) proposes ways to keep children safe on the roads. These include building road safety management capacity, improving the safety of road infrastructure and broader transport networks, producing safer vehicles, enhancing the safety of road users through enacting and enforcing legislation around key risks, such as speeding, drinking and driving, helmets, seat-belts and child restraints behaviour of road users, and improving post-crash emergency and trauma care for the injured.

In 2007, 400 delegates to the first World Youth Assembly for Road Safety, in Geneva, adopted the [Declaration](#), committing to practical measures to improve road safety and calls on adults to play their part as parents and leaders. The Declaration calls on all young people to "stand up and participate in local and national campaigns and programmes" and urges adults to do more.

The UN General Assembly adopted a [resolution](#) on 10 April 2014 to improve road safety.

### News Tracker: past stories on this issue

[On World Day for Road Traffic Victims, Ban calls for recommitment to road safety](#)

### Related Stories



[Yemen: Ban calls for all warring parties to halt operations after Saudi-led airstrikes destroy hospital](#)





## UN ramps up to assist those in Afghanistan and Pakistan affected by massive earthquake



## Despite raging conflict, scores of refugees continue to arrive in Yemen by sea – UN



## Syrians living 'tragedy and despair barely imaginable five years ago,' says top UN relief official



## UN human rights chief sends assessment mission to South Sudan following reports of rights abuses



Join the campaign! Go to: [www.savekidslives2015.org](http://www.savekidslives2015.org)

## In-depth Interviews



Georg Kell, Executive Director, UN Global Compact

---



Peter Graaff, Acting Special Representative for the UN Mission for Ebola Emergency Response

---



Pedro Medrano Rojas, UN Senior Coordinator for the Cholera Response in Haiti

---

## Secretary-General

---

[All Statements](#)

[Selected Speeches](#)

[Off-the-cuff Remarks](#)

[Official Travels](#)

## Spokesperson's Office

---

[Latest Statements](#)

[Briefing Highlights](#)

[Briefing Transcripts](#)

[Press Conferences](#)

[Notes to Correspondents](#)

## Tools and Services

---

[UN Daily News](#)

[UN System Links](#)

[Peacekeeping](#)

[Political Missions](#)

[UN Publications](#)

[Maps](#)

[Databases](#)

[News Magazines](#)

## Social Media

---

[RSS](#)

[Twitter](#)

[Facebook](#)

[Flickr](#)

[YouTube](#)

[Subscribe](#)

[Contact](#)

---

