



[www.irap.org/one-by-one/](http://www.irap.org/one-by-one/)

# One by One

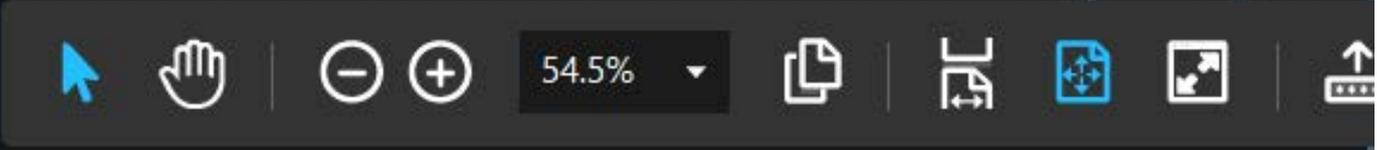
## ... is one too many



# 500%\*

# WDR

# 19





## SHARE 'ONE BY ONE' & COMMEMORATE ROAD TRAFFIC VICTIMS

Sunday 19 November 2017 is World Day of Remembrance for Road Traffic Victims (<https://worlddayofremembrance.org/>). For the victims, their families and friends and the emergency service workers impacted by road trauma it is our chance to reflect on every person behind every crash. It is our chance to build fresh motivation for action worldwide.

This year, the International Road Assessment Programme (iRAP) and a group of volunteers have put together a song that captures the tragedy that happens - one by one - too often on the world's roads (<https://www.irap.org/one-by-one>). Help us share the song and remember those lost.

Whilst you're doing that, iRAP will be continuing our work with our partners in over 85 countries around the world to eliminate high-risk roads and make our roads safer for all road users - #3StarorBetter. We know we have the potential to save lives - one by one - as we already are. Upgrades of roads from Belize to Brazil, Chile to China and Uganda to the UK are saving lives each and every day, for years to come.

### Here's how you can help:

#### 1. Share links to the video and website page

Promote the below links on your website, social media platforms and in newsletter publications.

Website: [www.irap.org/one-by-one](http://www.irap.org/one-by-one) (includes song & further information)

Youtube (full song 3:48): [www.youtube.com/watch?v=wmX6RaV4BSY](https://www.youtube.com/watch?v=wmX6RaV4BSY)

Youtube (20 second clip): <https://youtu.be/V4BVPnifu98>

#### 2. Social media channels

Follow us and share the messages and links we put up over the next few weeks in the lead up to World Day of Remembrance for Road Traffic Victims (November 19).

Twitter: <https://twitter.com/iRAPSavingLives>

Facebook: <https://www.facebook.com/iRAPfb/>

LinkedIn: <https://au.linkedin.com/company/irap>

#### 3. Hashtags

Use the following hashtags on your social media:

#onebyone #WDoR2017 #3starorbetter #roadsafety #savekidslives #savelives

#roadsafetyaction @iRAPSavingLives @UN #SDG #roadtrafficvictims #roadcrashes

#reducefatalities #betterroads #driving

#### 4. Key messages

- World Day of Remembrance for Road Traffic Victims (#WDoR2017) will be held on 19 November 2017 – in support @iRAPSavingLives has released a song #OnebyOne commemorating the millions tragically killed or seriously injured in #roadcrashes

- Call for Action: Let's stop and think about the 3500 loved ones lost today, tomorrow and every day on our #roads on this #WDoR2017. #3StarorBetter roads #SaveLives #OnebyOne
- Global action – watch this powerful #OnebyOne song as we approach #WDoR2017, November 19. Join us in changing attitudes for #roadsafety, join the 3-star coalition and donate to #savelives
- Join us take #roadsafetyaction – watch this powerful #OnebyOne video, remember lives lost and pay tribute to the emergency crews who deal with the aftermath of road death & injury daily #drivesafely
- 3,500 people are killed on our roads every day – #OnebyOne is one too many. This #WdoR2017 we remember. #drivesafely #3StarorBetter
- 100,000 people are injured in road crashes every day – lets take #roadsafetyaction to #savelives. #3StarorBetter roads save lives! #OnebyOne
- 3000 children and adolescents are killed or seriously injured on the #road every day – help us halve this number by 2020. #SaveKidsLives because #OnebyOne is one too many. #WDoR2017 #3StarorBetter @UN #SDG
- Road crashes cost 3% of GDP each and every year – we can reduce this with #3StarorBetter #roads and #savelives #OnebyOne #WDoR2017
- More than 50% of the World Roads are only 1 or 2-star standard – watch this powerful #OnebyOne video, join the 3-star coalition to make our roads safer and #savelives #WdoR2017

### Three ways you can make a difference:

1. **Change your attitude to road safety:** Every crash is preventable and every crash involves a human who didn't think it would happen to them, or would be caused by them. Every time a crash is reported ask what could have been done to avoid the crash, or make it survivable. See the [World Health Organisation Save LIVES package \(http://www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/save-lives-package/en/\)](http://www.who.int/violence_injury_prevention/publications/road_traffic/save-lives-package/en/) for some inspiration and if it is within your power, make it happen or encourage and support others to take action.
2. **Join the call for 3-star or better roads for all users:** When a 1 or 2-star road is improved to a 3-star or better standard the number of people killed or injured can be more than halved. See how roads can be 3-star or better and join the [3-star Coalition \(http://www.fundforglobalhealth.org/join-the-3-star-coalition/\)](http://www.fundforglobalhealth.org/join-the-3-star-coalition/).
3. **Donate your time, experience and resources to road safety action:** There are many opportunities to support road safety action in your community. You can donate your time and expertise to local road safety victims groups or NGOs or provide financial support to help star rate schools, advocate for safer roads or help FEVR and others support road victims. Visit <http://www.irap.org/one-by-one> for more information.

## Further information:

iRAP is a registered charity with the vision for a world free of high-risk roads (<http://www.irap.org>). We work worldwide to help improve roads to at least a 3-star or better standard for all of us, as pedestrians, cyclists, motorcyclists, in vehicles or in public transport. More than half of the world's roads we've assessed are only 1 or 2-star standard, where 5-star is the safest.

For further information on iRAP and how #3StarorBetter roads save lives, visit [www.irap.org](http://www.irap.org) and check out the following publications:

- iRAP 3-star or Better Brochure ([www.irap.org/3-star-or-better-resource-centre/](http://www.irap.org/3-star-or-better-resource-centre/))
- iRAP Vaccines for Roads (downloadable under Media Centre/Key Documents on the website)

Or contact:

Judy Williams  
Global Programme Manager  
International Road Assessment Programme (iRAP)  
Email: [judy.williams@irap.org](mailto:judy.williams@irap.org)

## About One by One:

One by One has been a volunteer effort and we are thankful to all who have contributed their talent and time.

Music:	Simon Barlow and Aaron Schultz
Lyrics:	Rob McInerney, Simon Barlow and Aaron Schultz
Video Editing:	Jake Ryan
Inspiration & Images:	Brigitte Chaudhry, Jeannot Mersch and Peter Frazer
Images:	Paul Wenham-Clarke ( <a href="http://www.whenlivescollide.co.uk/">http://www.whenlivescollide.co.uk/</a> )
Crash Footage:	TAC, Clemenger BBDO
Publicity:	Judy Williams & Briarlea Green

Three ways you can make a difference (see <http://www.irap.org/one-by-one/> for all the details):

1. Change your attitude to road safety
2. Join the [3-star Coalition](#) and call for 3-star or better roads for all road users.
3. Donate your time, experience and resources to road safety action.