



UNITED NATIONS NATIONS UNIES 21st Century

Programme : EPISODE # 119
: SCRIPT FOR SHOWS WITHOUT ANCHOR/PRESENTER

ROAD SAFETY - GLOBAL KILLER

ANNOUNCEMENTS ROAD SAFETY - GLOBAL KILLER

Today on 21st Century

A global epidemic – death on the world’s roads – can we bring the numbers down?
(22”)

VIDEO TEASE: ROAD SAFETY - GLOBAL KILLER

AMY: (In English)

“She was a rambunctious, happy little girl and she’d stand up on the 44 bus and sing, ‘The wheels on the bus go round and round’ ”

NARRATION

One and a quarter million deaths on the world’s roads every year

KHOLIWE LOUW: (In English)

When I looked at the boy. I thought it was over

ARI SEIRLIS: (In English)

.... here I am lying with a broken neck, because I got into a crash because I got distracted. And I had a crash. Was it worth making the call? The answer is no.

NARRATION

The struggle to make our roads safer – around the globe ? (29”)

TITLE SLATE: ROAD SAFETY – GLOBAL KILLER (TRT 23'33")

VIDEO

Text on Screen:

TC :01:16

Will you take this more seriously?

TC :01:35

1.25 million deaths every year on the world's roads.

TC :01:53

Source: World Health Organization

TC: 02:02

We can do better.

TC: 02:05 United States

TRAFFIC AND ACCIDENTS

VARIOUS

AMY ON CAM

AMY: (In English)

"She was a rambunctious, happy little girl and she'd stand up on the 44 bus and sing, 'The wheels on the bus go round and round' (10")

HSI-PEI ON CAM

HSI-PEI LIAO: (In English)

She would stand up to someone who was bigger than her. (3")

AMY ON CAM

AMY: (In English)

In the playground she would stand up and put her hands on her hips.' (3")

HSI-PEI ON CAM

HSI-PEI LIAO: (In English)

"And look up at them. She was like 'you move

no further, I'm coming through.' (6")

AMY ON CAM

AMY TAM: *(In English)*

" 'I'm coming through.' I don't know where she got that personality.' (5")

Text on Screen:
Warning: viewers may find
some images disturbing

HSI-PEI ON CAM

HSI-PEI LIAO: *(In English)*

"I guess there's a one in a million chance, but there happens to be a driver, driving up to where my daughter was being run over. And from what I understand it was a family member that had a dash-cam installed. Grandma was walking with my daughter, hand in hand, where she was so close to her you couldn't see where my daughter is. And a car coming over, making a left turn – and all you know is he went over something; Grandma gets knocked down and she hits the floor, and then you see the back tyre go over something." (39")

AMY ON CAM

AMY TAM: *(In English)*

You know I was probably screaming and crying. And then you walk into a room with like, fifteen doctors. You think it's maybe a dream or something or a nightmare. (11")

HSI-PEI ON CAM

HSI-PEI LIAO: *(In English)*

"I mean it was a lot to take in – thinking your daughter was safe with Grandma at her house. Expecting to go see her for dinner, and the rest of the family being there, to all of a sudden your daughter doesn't exist anymore." (14")

NARRATION

After Hsi Pei and Amy lost their daughter Allison they decided they had to do something. (5”)

HSI-PEI ON CAM

HSI-PEI LIAO: (In English)

I think for me a lot of it is trying to understand what happened, how could it happen? And find meaning behind it. How to prevent this from happening. You know, we still have a son. We later had another child – so there’s meaning behind it from preventing it from happening ever again for our family. (20”)

STREET SHOTS OF
CAMPAIGN

NARRATION

They helped found an effective campaigning group - Families for Safe Streets - in New York. (5”)

AMY ON CAM

AMY TAM: (In English)

Basically it’s a group that you don’t want to be a part of. You’re either a family member of someone who died in traffic violence or you’ve been severely injured in traffic violence. (8”)

STREET SHOTS OF
CAMPAIGN

NARRATION

They campaigned for a lower speed limit in the city – and in late 2014 New York’s default speed limit was lowered to 25 mph from 30, but His-Pei and Amy are still angry that the driver who killed their daughter didn’t even have to pay a fine and his licence was revoked for a mere 30 days. (20”)

AMY ON CAM

AMY TAM: (In English)

Stories like ours that the driver has struck and killed our daughter happen every day. The difference in our case is that we have a video about it to show that our daughter and her grandma were not at fault. But otherwise, this happens all the time and whatever the driver says is taken as the truth. (21”)

STREET SHOTS OF
CAMPAIGN

NARRATION

For them – and for families for Safe streets – it’s not a road accident – it’s a road crash – the word “accident” implies too much that it’s an acceptable and inevitable phenomenon. (11”)

TROTTEBERG ON CAM

POLLY TROTTEBERG: (In English)

We shouldn’t accept any fatality. One life lost on our roadways is one life too many. (4”)

TRAFFIC

NARRATION

His Pei and Amy are heartened by the fact that New York City has embarked on a campaign called vision zero – the goal – to eliminate road deaths entirely. And in 2015, the city had the lowest number of road fatalities on record at 230. (16”)

Font on Screen

Polly Trottenberg, New York
City Transport Commissioner

TROTTEBERG ON CAM

POLLY TROTTEBERG: (In English)

The point of Vision Zero is we don’t accept that fatalities are inevitable. We do believe that we can, between engineering, and enforcement and education, the goal is to bring that number down to zero. (11”)

SWEDISH VISION ZERO
FILM

NARRATION

Vision Zero is based on the successful Swedish model – which brought road fatalities down to the world’s lowest level in that country – 2.7 per one hundred thousand people per year. Part of that campaign was to establish lower speed limits. (15”)

TROTTEBERG ON CAM

POLLY TROTTEBERG: (In English)

We lowered our default speed limit from 30 to 25 miles an hour. We pointed out that if you were involved in a crash, where unfortunately you hit someone going 30 miles an hour you’re twice as likely to kill that person, as if you hit them at 25. (13”)

QUEENS BOULEVARD, NYC

NARRATION

A second part of successful road safety – engineering – is physically changing the layout of roads – for example New York’s Queens Boulevard – which had become so notoriously dangerous it was known as the boulevard of death. (14”)

TROTTEBERG ON CAM

POLLY TROTTEBERG: (In English)

Well Queens Boulevard is a very challenging roadway as you can see – very wide roadway, lots of lanes of traffic, cars driving very quickly. So first of all we’ve rationalized the design, closed some of the slip-lanes, added a bike lane that you can see behind me, and improved the pedestrian crossing areas so pedestrians have

more space and more time to get across the street. (21”)

GO PRO VIEW OF BIKE

GOING ALONG BIKE LANES NARRATION

Riding bicycles in New York has increased fourfold since 2000 – partly made possible – and safer - by a multiplicity of new bike lanes like these ones. (10”)

GO PRO OF CAR TURNING CORNER

The city also changed the crossing on which Allison died – altering the traffic lights to give pedestrians more time to cross, and restricting parking on the corners that block a driver’s view – but not all drivers follow the new rules – for example, the car on the left should not be parked on those new white lines - so another Allison could be at risk. (23”)

HSI-PEI AND AMY

SPEAKING AT A PUBLIC VIGIL

HSI-PEI LIAO: *(In English)*

New Yorkers are always in a hurry. But we challenge drivers to pause and ask: Is it worth it? Is it worth running over a child because you’re running late? Is it worth picking up the phone when it could mean a family must pick out a grave for their child? Is it worth texting a friend when that message could force a father to text a date and time of their child’s funeral? (31”)

Text on Screen:

TC: 09:01
South Africa

KHOLIWE LOUW ON CAM
PHOTO OF INGA
MATEKWANA

KHOLIWE LOUW: *(In English)*

When I looked at the boy. When I looked at the boy I thought it was over. (8”)

Sorry. Sorry. (4”)

DRONE SHOTS AND
GROUND SHOTS OF
STREET NEAR SCHOOL

NARRATION

Was this worth it? A school and a busy road in Khayelitsha (KIY-A-LEETCHA) township outside Cape Town South Africa. Early one morning a taxi was in a hurry. Inga Matekwana a five year old boy, walking with his 12 year old cousin, had almost reached his school – but he got no further. (19”)

ELIOTT ON CAM

HECTOR ELIOTT: *(In English)*

The taxi driver thought that he would bypass the pedestrian crossing by driving onto the pavement. (5”)

KHOLIWE LOUW ON CAM

KHOLIWE LOUW: *(In English)*

It took him. It hit him. And the driver hit the child and then came back and then – I’m sure he was just thinking the child was not there – and it came to Inga again. (16”)

ELIOTT ON CAM

HECTOR ELIOTT: *(In English)*

Inga was pulled away from the cousin who was holding his hand and then dragged under the taxi and then run over again when the taxi drive reversed and then went forward again. The taxi driver then fled the scene but was later caught and arrested at his home. (16”)

Font on screen
Hector Eliot,
Road Safety Coordinator,
Western Cape

MINIBUSES IN TOWNSHIP

NARRATION

Many in South Africa say that mini-bus taxi drivers are especially reckless – the driver in Inga’s case was licensed, but many aren’t. This minibus taxi driver, agreed to give his views on

the problem. (14")

TAXI DRIVER

TAXI DRIVER: (In English)

Other people drive badly because they are looking for money. They rush for other people. Others drive badly because they don't know how to drive. They just drive taxis for the sake of driving. (12")

If I've got a taxi in my house and my own son is there, I can give him a taxi to drive without a license (10")

(Question from interviewer: *There's no training or anything like that to be a taxi driver?) (3")*

I can say no. Nowadays it's better to drive a taxi because if you don't drive a taxi, there are no jobs. If you don't have a job at least you can go and drive a taxi. You won't rob someone. You see? (22")

ELIOTT ON CAM

HECTOR ELIOTT: (In English)

Breaking the law and being seen to get away with it. The behavior that's manifested by minibus taxi drivers is very, very visible to other motorists and it creates a widespread perception of a lack of enforcement and therefore of a general lawlessness on the roads. (15")

NARRATION

In this case the driver was taken to court, but initially he remains out of jail – something that

infuriates Inga's grandmother. (7")

GRANDMOTHER ON CAM

GRANDMOTHER (THROUGH AN INTERPRETER) (In English translated from original Sotho)

I'm very angry. I want him to be sentenced. I want him to be inside jail and not outside. He was a very creative boy he used to like to draw, and make cars to play with and he loved food. (19")

GROUND AND DRONE SHOTS OF SCHOLAR PATROL

NARRATION

The driver did eventually receive a three-year jail sentence. In the meantime, Inga's school continues to make huge efforts to protect its children – they organize what's called a scholar patrol – to help children cross the busy road. They receive regular training – provided by the Department of Transport. (18")

NOKUZOLA LETSLEBE ON CAM

NOKUZOLA LETSELEBE: (In English)

The little ones – the little kids – they are very close to my heart. If I can keep them safe on the road I will be very happy. I will sleep peacefully at my house knowing that I've saved so many lives on the road, especially the most vulnerable, the little children at primary schools. (18")

Font on screen
Nokuzola Letselebe, Road Safety Management, Western Cape

SECURITY CAM IMAGES OF FATAL ACCIDENTS

NARRATION

One major problem is alcohol. Up to 50% of drivers killed in South Africa have blood alcohol levels over the legal limit, as do 60% of pedestrians who die on the roads. These grim

security camera images were released as part of a road safety awareness campaign launched by the government of the Western Cape, which includes Cape Town. Public education is paramount but in a country where a major part of the population lives in poverty, it's hard to get road safety high on the public agenda. (37")

HECTOR ELIOTT: (In English)

ELIOTT ON CAM

Ordinary people are not motivated by road safety as a particular issue. They will have other societal problems they will identify before road safety – particularly things like poverty, inequality and unemployment. I remember a bail hearing of a suspect who'd killed a couple of people where the magistrate said it's a tragedy when people are killed on the road, or when people die on the road, but it happens. The attitude conveyed was very much that this is just something that is inevitable and that society should accept. (32")

Subtitle

TC 14:44

Cape Town Metro Police
CCTV

Text on Screen:

TC : 14:52

First Kiss

SOUTH AFRICA TV AD

NARRATION

In an attempt to shift attitudes like these the western cape launched this ad focusing on seat belts. The message **is** that a person without a seat-belt can fly out of their seat and kill the other passengers. (20")

Text on Screen

TC 15:50

No seatbelt, no excuse

PSA AD

But how do you influence people? Some research shows that horrifying people without giving them practical tools to avoid road crashes

can be counterproductive. One group in South Africa approaches drivers directly with a positive message. (15”)

ARI SEIRLIS ON CAM

ARI SEIRLIS: (In English)

Morning sir. We're just creating awareness about road safety. No donation. We're from the Quadpara Association. We represent quadroplegics and paraplegics. And we're just telling the public that please will you sign a pledge to use a seat-belt when you drive. (13”)

NARRATION

Ari Seirlis” slogan? “Buckle up – we don’t want new members.” He’s particularly persuasive about distracted driving – especially because of cell phones. (10”)

ARI SEIRLIS ON CAM

ARI SEIRLIS: (In English)

Why did I make that call back to the office? And here I am lying with a broken neck, because I got into a crash because I got distracted. And I had a crash. Was it worth making the call? The answer is no. (13”)

Font on Screen
Ari Seirlis, CEO Quadpara
Association, South Africa

DRONE SHOTS PETROL
STATION

NARRATION

It’s estimated that through loss of earnings and direct costs to the government, South Africa loses ten percent of its GDP each year to road crashes. (9”)

ARI SEIRLIS ON CAM

ARI SEIRLIS: (In English)

If you become spinal cord injured in South Africa

and you have no resources, you become completely dependent on the state. It's going to cost the state millions. Who funds the state? The taxpayers. Second of all, if you are working and you participate in distracted driving and you don't use your seatbelt and you crash, you now can't go back to the workplace. The country cannot afford this amount of road crashes. We've got to stop it somehow. (24")

Text on Screen:

TC 17:38

TRAUMATIC BRAIN INJURY
ORGAN DAMAGE

TC 18:03

Making the world safer

TRAFFIC CAPE TOWN

NARRATION

South Africa's rate of road fatalities is the second highest in Africa at 32 per 100,000 per year - and it's representative of many middle income countries where populations are growing and more cars are on the road.

The United States has a relatively high rate for a developed country at around 11 per 100,000 .

But the good news is that it's been proven that these figures can be brought down. (29")

TRAFFIC USA

Apart from world leader Sweden the United Kingdom has halved its level to just under 3 per 100,000 in the last decade – the key elements were greater enforcement, road alterations and public awareness campaigns like this – the video here is taken from a motorcyclist who had a camera on his helmet, and recorded his own death. (21")

UK TELEVISION AD

MOTHER ON CAM FROM

AD

MOTHER IN VIDEO: (In English)

I know he rode fast that day. He loved speed. The driver didn't see him and turned right across his path. David didn't have time to take evasive action. (19")

Text on screen
TC 19:15
96 miles per hour

NARRATION

ARCHIVE FOOTAGE OLD
CARS

Given that the last hundred years has seen a massive increase in road traffic worldwide, there's now a race between improved road safety on the one hand, and on the other, the sheer number of people on the road. In recent years traffic fatalities have plateaued - but at the enormously high number of 1.25 million a year with 50 million injured. (22")

TRAFFIC CAMBODIA AND
KENYA

Text on screen
Cambodia

All experts agree that if this race is to be won, governments have to use a multi-track approach – the three 'e's of enforcement, education and engineering – this last includes car design

CAR CRASH DUMMY

A recent United Nations general Assembly resolution calls on all car manufacturers to meet minimum UN safety standards by 2020. (27")

EDDIE WREN ON CAM
DRIVING

EDDIE WREN: (In English)

I'm looking for any lights that are visible. And it looks as though we've got a reversing light on the red jeep that is ahead of us(6")

Text on Screen:
TC 20:56
Driving lessons

EDDIE WREN ON CAM
DRIVING

NARRATION

Laws and policies are one thing, but ultimately a great deal depends on the behaviour of individuals – and one part of education is helping

drivers focus more on safety. (11”)

EDDIE WREN ON CAM
DRIVING

EDDIE WREN: (In English)

And at the end of the road at the stop sign I'm going to turn right. So – mirror first, then my signal, my positions' good, it's an all-way stop so I'm going to gently bring the car to a standstill, reapply the signal...(12”)

EDDIE WREN ON CAM
DRIVING

NARRATION

The running commentary you are hearing, is a technique taught to advanced drivers, to increase focus and awareness. (7”)

EDDIE WREN ON CAM
DRIVING

EDDIE WREN: (In English)

And I'm turning onto a street that's 30 miles per hour. There's car waiting to come out on the right hand side. The driver's not looking at me yet, so I want to see them turn their head towards me. There it is. We now have head contact. (11”)

EDDIE WREN ON CAM
DRIVING

NARRATION

Eddie Wren is the chief instructor of Advanced Drivers of America, - he's a former British police officer, member of the traffic escort for the royal family, and chair of the International Road Federation Road Safety Group. (12”)

EDDIE WREN ON CAM
DRIVING

EDDIE WREN: (In English)

There's no escaping the fact that driving is always one of the most dangerous things, statistically, that you do. Every day. And most of

us drive every day. (12”)

EDDIE WREN ON CAM
DRIVING

NARRATION

Lesson one: everybody agrees that texting causes severe driver distraction. But what about phones? Hands-free or hand-held? Answer: both are equally dangerous. (12”)

EDDIE WREN ON CAM
DRIVING

EDDIE WREN: *(In English)*

For hand-held and hands-free cell phones research showed that the risk of having a crash while using those phones – a serious or fatal crash – was four time higher than for somebody who is not using a phone. (13”)

EDDIE WREN ON CAM
DRIVING

NARRATION

Lesson two: How much space should you leave between you and the car in front of you? Answer: three seconds of driving time. (8”)

EDDIE WREN ON CAM
DRIVING

EDDIE WREN: *(In English)*

The argument that you don't need a long stopping distance because the guy ahead has to break – 95% of the time, maybe 98% of the time – is perfectly true. But what if? Some things when you're driving only have to happen once in your entire driving lifetime – and if you're not doing it right at that moment, you could die. (25”)

Text on Screen:
TC 23:10
The future

Font on Screen

Margaret Chan, Director-
General, World Health

MARGARET CHAN: *(In English)*

In WHO (World Health Organization) we deal with statistics, but behind every statistic, there's a human being. The people that are lost to road

Organisation

traffic accidents are normally young people. It's not just the individual that suffers, but also their family, their relatives. (18")

NARRATION

PHOTOS ALLISON, HSI-PEI,
INGA

Road fatalities are a major priority for the World Health Organization and we are half way through the UN Decade of action for road safety, which was launched in 2011. And one of the new global Sustainable Development goals - SDG number three - aims to halve road deaths and injuries by 2020. (19")

UN GENERAL ASSEMBLY

SDG LOGOS

HSI-PEI AND AMY AT HOME

Hsi Pei and Amy made their own contribution to enforcement and accountability by bringing a civil suit against the driver who knocked Allison down. He's now barred from driving for five years and had to pay compensation. Their campaign also helped bring in a new law which means that drivers in New York now face criminal penalties for killing or injuring a pedestrian on a crosswalk.

We know how to make our roads safer – but will change come quickly enough to spare more children like Allison and Inga - along with their families. (39")

LOOK AHEAD VIDEO TEASE

Coming up on a future episode of 21st Century

NARRATION

In India – a child is abducted every 8 minutes. Most are girls.

Half are never found.

NOOR'S FATHER

If the child dies it is easier. If she goes missing, it's more painful.

VOICES THROUGH THE RAID (SOT) (13")

Get up, come out!

CREDITS (TRT 40”)

Road Safety: Global Killer

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