Road traffic crashes have a dramatically transformative impact on people’s lives. Road traffic crashes are ubiquitous yet invisible. Most of the time deaths and injuries from road traffic crashes remain almost invisible to society at large. They are a hidden epidemic.

The UN Road Safety Strategy was launched 28 February in New York and Geneva. More than 250 participants from the UN-system, Member States, civil society, philanthropic organizations, academia and the private sector attended the launch at the United Nations Secretariat in New York.

United Nations leaders from UNDP, UNDSS, DOS, DPO, DPPA, UNFPA, Medical Director’s Working Group; including the Chef de Cabinet and the SG’s Special Envoy on Road Safety showed unity and shared a consistent message on the importance and urgency of road safety across the UN-system (more...).
In her opening remarks, Chef-de-Cabinet Maria-Luiza Ribeiro Viotti said that bringing many UN organizations together in New York and Geneva to support, and commit to, one shared vision on road safety was a unique and important milestone.

The Secretary-General's Special Envoy on Road Safety, Mr. Jean Todt, said as UN leaders they are now committed to implement a global Road Safety Strategy. He asked UN senior officials present to use the momentum created by the launch and drive the changes that are required to make a lasting change and impact on road safety.

UNDP Goodwill Ambassador Michelle Yeoh and UNICEF staff members, Ms. Shireen Najmeh and Mr. Elias Mizyed shared moving personal stories to raise awareness about the impact of road crashes on UN staff and the urgency to address the issue.

Representatives from NYC’s Vision Zero Task Force on behalf of Mayor Bill DeBlasio received the Vision Zero for Youth Award. The New York launch event broke new ground by introducing elements not typically seen in UN meetings, including an interactive quiz, staff testimonials and the sharing of external best practices by UPS Foundation.

Road safety is a shared, multi-sectoral, responsibility of the UN-system, governments and a range of civil society stakeholders. The success of the road safety strategy depends on a broad base of support and common action.
STRATEGY LAUNCH IN GENEVA

Led by the World Health Organization, UN senior officials from UNECE, UNAIDS, UNHCR, and ITU participated at the launch event of the UN Road Safety Strategy on 28 February, including staff from WIPO, IOM, OHCHR, UNAIDS, WMO, and WFP.

Addressing the launch in Geneva, UN High Commissioner for Human Rights, Michelle Bachelet, cautioned that the SDG target on halving the number of global deaths and injuries by 2020 (SDG target 3.6) is not currently on course to be met. Bachelet described the road safety strategy as intensely practical and deliverable, and a great example of teamwork between UN agencies. She committed her Office to working to fulfill all five pillars of the strategy.
Beirut: A Regional Workshop on Road Safety Management in the Arab Countries was organized by ESCWA, in partnership with the Office of the Special Envoy for Road Safety, UNECE and the World Bank on 27- 28 November 2018. It gathered the highest-ranking officials in the Ministries of Transport and the Ministries of Interior in the Arab region.

As part of the ESCWA action plan for the implementation of the UN Road Safety Strategy, there was an exhibition on raising road-safety awareness such as the effects of impaired and distracted driving.

UPCOMING EVENTS AND TRAINING

Road Safety Management Workshop, Turin, UNSSC, 15-18 April 2019
The workshop will provide road safety focal points at the organizational, regional and country levels with the knowledge and concepts to effectively advise and guide their management in the development and implementation of road safety actions, and to facilitate a network of practitioners. For more information or to register, contact Daniel Hardy: d.hardy@unssc.org.

‘From Global Commitment to Global Action’: 6th Global Meeting of NGOs Advocating for Road Safety & Road Victims, Chania, Greece, 8-13 April 2019
Leading up to the end of the Decade of Action for Road Safety 2011–2020, the Global Meeting brings together NGOs, global road safety stakeholders, funders, and decision makers. Attendees will have an opportunity to participate in a high-level symposium on road safety, break-out sessions on the five pillars; preparations for UN Road Safety Week 2019 and the Global Ministerial Conference in Sweden, 19-20 February 2020.

27th Meeting of the UN Road Safety Collaboration, Crete, Greece, 10-11 April 2019
Members of the UNRSC representing governments, international organizations, NGOs and other groups will convene to determine next steps in global road safety.

5th UN Global Road Safety Week, 6-12 May 2019
This year's theme is 'leadership for road safety,' acknowledging that stronger leadership is needed to advance road safety in countries and communities worldwide, provide a vision of what the future of road safety might look like and mobilize action.
DEVELOPMENTS

New Road Safety Digital Branding

New road safety campaign materials were created, including logos, interactive gif, a flyer, and two road safety films, for outreach and advocacy on road safety and the UN Road Safety Strategy. The digital branding will become part of a tool-kit to support country-level activities and implementation of the strategy. The branding and communications materials are available on a public platform for use by the UN-system.

Used for the Road Safety Strategy Launch Event at the UN Secretariat, the digital branding and social media campaign generated 460,000 views on Twitter, more than 3,300 views of the road safety videos, and thousands of consultations of the Road Safety page of the UNDSS website.

Road Crash Baseline Data Assessment: 2015-2018

An updated version of the baseline data assessment is available to WG members on Sharepoint. Using information from SSIRS and internal incident records, the report examines vehicle crash data reported by United Nations organizations from 2015-2018 with the aim of furthering understanding of the scope and nature of road-traffic crashes, and to establish a baseline to measure the impact of future evidence-based road safety interventions.

Please share your road safety developments, news and upcoming events for our next issue. Send queries to Ms. Dina Daoud at daoudd@un.org.