



**Save Lives**  
**#SpeakUp**

# **FIFTH UN GLOBAL ROAD SAFETY WEEK**

**GET INVOLVED**



**[WWW.UNROADSAFETYWEEK.ORG](http://WWW.UNROADSAFETYWEEK.ORG)**



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## **WELCOME ROAD SAFETY LEADER!**

Have you decided to speak up? That is great news! We would love to hear what you have to say! This Toolkit will guide you through the 4 steps you can do to get involved.

- **Step 1** is to assess your journey
- **Step 2** is to record your demands
- **Step 3** is to prompt decision-makers to make a pledge
- **Step 4** is to register your efforts

All materials mentioned in this toolkit are also available online at <http://www.unroadsafetyweek.org>.

Now, let's go to work and follow these four easy steps. Join us to make the Fifth United Nations Global Road Safety Week a huge success!

### **Acknowledgements**

This Toolkit was drafted with the support of YOURS – Youth for Road Safety and benefited from images from AIP Foundation, Ali Zayerzadeh, Avoid Accident, FCCLA and TRAX.

WHO staff and representatives of the Global Alliance of NGOs for Road Safety reviewed the Toolkit for Road Safety.



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## #SPEAKUP, AND ASSESS YOUR JOURNEY!



Every day we travel the world's roads. As pedestrian, cyclist, motorcyclist, driver or passenger, we all face specific risks during our journeys. What part of your journey makes you feel particularly unsafe? Why don't you speak up about it? Your voice matters.

The first step is to assess your daily journey and identify the real risks you encounter. We understand you might face multiple risks on your journey. We ask you to select the single most important risk that needs addressing.

For example: **it is unsafe to walk**

### ON MY JOURNEY:

- |  |  |
|--|--|
| <input type="checkbox"/> It is unsafe to walk                                | <input type="checkbox"/> It is unsafe to cycle                                   |
| <input type="checkbox"/> It is unsafe to ride a motorcycle                   | <input type="checkbox"/> It is unsafe to drive                                   |
| <input type="checkbox"/> I feel unsafe going to school                       | <input type="checkbox"/> Drivers are speeding                                    |
| <input type="checkbox"/> Motorcyclists are not wearing helmets               | <input type="checkbox"/> Drivers and/or passenger are not using their seat-belts |
| <input type="checkbox"/> Many vehicles are not equipped with safety features | <input type="checkbox"/> Children in cars are not using child car seats          |
| <input type="checkbox"/> Drivers are driving drunk                           | <input type="checkbox"/> I can't always see or be seen                           |
| <input type="checkbox"/> It is unsafe to use public transport                | <input type="checkbox"/> In case of a crash, I would not be rescued              |
| <input type="checkbox"/> Other   |  |



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## **TAKE A PICTURE OF YOUR RISK**

You can also take photos or videos of your daily journeys, and share them with us on social media with #SpeakUp!

**Remember: safety first while you take a picture. Make sure you are visible for other road users and never put yourself or others at any danger while assessing your risk or taking a picture!**

## **EXAMPLE PICTURES:**

The photo below at the left is a risk identified in Kenya. The right photo showcases a risk in Vietnam.





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#SPEAKUP, AND RECORD YOUR DEMANDS!



Once you have assessed your journey and selected your risk, we invite you to take note of your demands for your relevant decision-maker (those in a position to take decisions about making your journey safe). Having trouble selecting the relevant decision-maker? Check the [‘How to guide: political mapping’ developed by GRSP](#).

Would you like cars to slow down on a particular street? Would you need existing infrastructure to be improved: a zebra crossing, dedicated cycle lane? Or perhaps seat-belts need to be installed in the rear seat of your car? Speak up, and let us know.

We have made a list of demands based largely on the WHO *SaveLIVES: a road safety technical package* from which you can choose.

### ***I DEMAND:***

- That you manage speed on my road.
- That you take leadership in road safety.
- That you improve existing infrastructure.
- That you improve public transportation.
- That you improve safety of vehicles.
- That you improve and enforce traffic laws.
- That you improve post-crash care.



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You can select multiple demands that offer a solution to your identified risk. For example:

**I demand that you take leadership on road safety**

**I demand that you improve existing infrastructure**

Perhaps you already have a very specific solution in mind, and you have good reasons why this is needed. For example you are demanding a 3-star road or better. Write those up, as long they are evidence-based and in line with WHO *SaveLIVES: a road safety technical package*.

## **LET'S START MOBILIZING!**

After you have stated your demands, start mobilizing and invite others to join you. Create a petition and collect signatures, set up a talking booth on your street or take #safies. Together we stand much stronger!







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## #SPEAKUP AND TAKE A SPEECH BUBBLE #SAFE!

1. Download a [signboard](#), cut it out and make a handle
2. Write down your demand(s)
3. Take a #Safe (at the location where you face the risk)
4. Share it on social media with #SpeakUp and #Safe

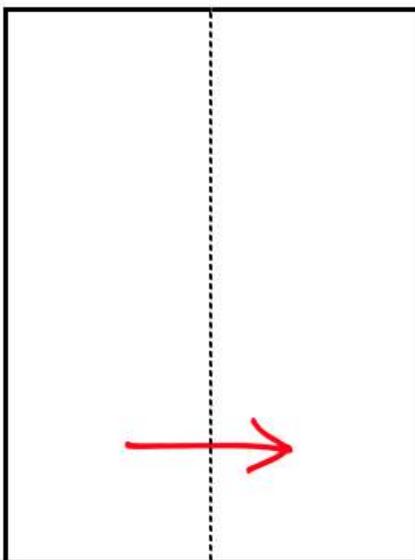




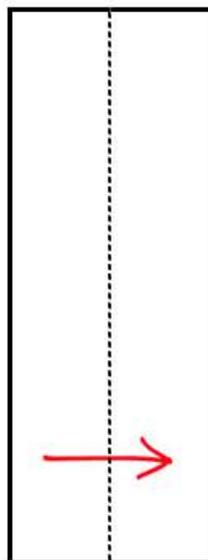
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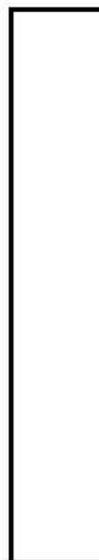
You can download a [signboard package](#) with multiple demands and make a handle real quick:



FOLD A PIECE OF PAPER IN HALF



HALF AGAIN



STICK IT TO THE BACK



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**URGE DECISION-MAKERS TO MAKE A PLEDGE!**



**So you have assessed your journey and recorded your demands. That’s great! However, this will only matter if you bring these to the attention of relevant decision-maker (those in a position to take decisions about making roads safe). Together, solutions can be found to address the risks you face every day.**

Hand-over your photos, videos and **petitions** with as many signatures as possible to your decision-maker and ensure you obtain a **'pledge'** from him/her to make your daily journey safe! Speak up, and get them to speak up too!

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**OUR DEMANDS**

[Double Click to Insert your list of demands]

[Insert Name of Decision Maker]  
 [Insert Position]  
 [Insert Organization]

**HEREBY PLEDGES TO COMMIT TO ACTION TO TACKLE THESE DEMANDS**

On [Insert Date]



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# REGISTER

**You have assessed your journey, selected your priority risk and you noted your demands. You mobilized supporters for your demands, and perhaps you already have had the chance to speak with your decision-maker who has power to make the change you would like to see on your journey.**

We would like to know all about your work and keep track of all your important advocacy work. Therefore we give you the possibility to showcase your work on our website.

- Go to [unroadsafetyweek.org/register](https://unroadsafetyweek.org/register) and let us know all about your activities.
- You can fill in the form once, so make sure you have all the information ready and in hand. It will take you only around 10 minutes of your valuable time.
- It will take a maximum of **5 working days** for us to review your upload and put it online.
- Your upload will be shown as a pin on the world map on the location you have identified for your risk. You can click your pin, and go to 'your page'.
- If you would like to change something after you have uploaded your work, for example because you obtained a pledge from your decision-maker, please send an email to [info@unroadsafetyweek.org](mailto:info@unroadsafetyweek.org) with your name and your requested update.



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We will track all the identified risks, your demands and the obtained pledges from around the world. Together we will make an effort to bring those to the 3<sup>rd</sup> Global Ministerial Conference on Road Safety hosted by Sweden in 2020.

**For more information please contact:**

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