

ACTIVITIES IN 2017

ROAD SAFETY AND SUSTAINABLE TRANSPORT SYSTEMS:

WEST AFRICA

21 - 22 February
Lagos, Nigeria

IMPROVING ROAD SAFETY AND TRANSPORT SYSTEMS: SOUTH AFRICA

22 - 24 March
Durban, South Africa

STRENGTHENING ROAD SAFETY IN CITIES: ASIA-PACIFIC

31 May - 2 June
Jeju, ROK

STRENGTHENING ROAD SAFETY IN INDIA

11 - 12 July
New Delhi, India

STRENGTHENING ROAD SAFETY: LATIN AMERICA

1 - 2 August
Curitiba, Brazil

STRENGTHENING ROAD SAFETY: WEST AFRICA

12 - 13 September
Accra, Ghana

STRENGTHENING ROAD SAFETY: EAST & CENTRAL AFRICA

11 - 12 October
Addis Ababa, Ethiopia

STRENGTHENING ROAD SAFETY: THE CARIBBEAN

25 - 27 October
Santo Domingo, Dominican Republic

MULTI-STAKEHOLDER CONFERENCE

9 - 10 November
Manila, Philippines

**dates subject to change*

With the support of:

DIAGEO

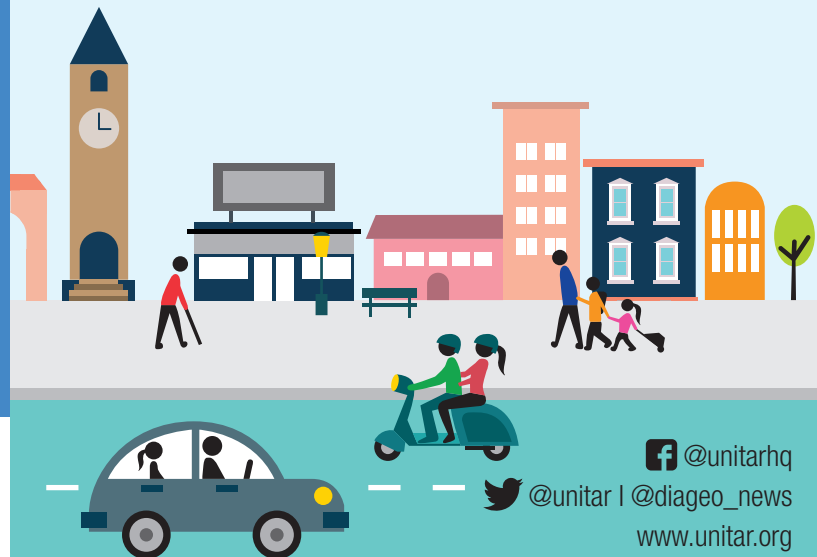
Contributing to improve road safety by supporting initiatives aimed at reducing the incidence of drink driving crashes and fatalities. Diageo's multi stakeholder approach involves raising awareness of the dangers of drink driving, supporting new legislation and education & enforcement campaigns, among others.

www.diageo.com/en-us/csr/alcoholinsociety



STRENGTHENING ROAD SAFETY FOR SUSTAINABLE CITIES

A training initiative of UNITAR to contribute to halve the number of global deaths and injuries from road traffic accidents by 2020. **SDG 3.6**



@unitarhq

@unitar | @diageo_news

www.unitar.org

WHY?

Road traffic injuries claim more than 1.2 million lives each year with a disproportionate impact on health and development. They are the ninth leading cause of death across all age groups globally and the leading cause among young people aged between 15 and 29 years.

WHAT?

UNITAR's Road Safety Initiative places priority in countries with highest road traffic death rates, with a special focus on low-income countries, Least Developed Countries (LDCs), and Small Island Developing States (SIDS).

The Initiative aims to:

- Improve road user behaviour through advocacy efforts and by increasing awareness of risk factors.
- Enhance the capacity of government agencies and municipal authorities to develop and implement road safety strategies and plans in line with **SDG 3.6**.

WHO?

UNITAR'S INITIATIVE TARGETS
TWO KEY AUDIENCES:

- Government officials and policy makers
- Youth and other road users



HOW?

THE INITIATIVE IS BASED ON
TWO PILLARS:

ADVOCACY

Individual road users have the responsibility to abide by laws and regulations. Changing road users' behavior on key risk factors for road traffic injuries (**speed, drink-driving, distracted driving, and the failure to use helmets, seat belts and child restraints properly or at all**) is a key component for improving road safety. Youth constitute the main target audience of advocacy efforts.



CAPACITY BUILDING

Strengthening capacity at local and national level to address road safety is essential. The Initiative will provide training activities for government officials at national and local levels to implement road safety strategies and programmes.