

A photograph of a busy street scene in a developing country. In the foreground, three children in school uniforms (white shirts and dark skirts or shorts) are crossing the road. Behind them, a silver Toyota pickup truck is driving. To the left, a person on a motorcycle is carrying a large basket on the back. In the background, many other people on motorcycles are visible, along with trees and buildings. A blue and white arrow sign is on the right side of the road.

CHILD SAFETY POST-2015

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Manager, US Office



2015 – A YEAR OF DECISION



Post-2015 SDG Negotiations	February - July
UN Global Road Safety Week	4-11 May
SDG Summit & Launch	25-27 September
Global High Level Conference on Road Safety, Brasilia	18-19 November



FOUNDATION

ADVOCATING FOR ROAD INJURY PREVENTION IN SDGs



POST-2015 GLOBAL ROAD FATALITY TARGETS

2030 SDG TARGET	<600,000
2020 DECADE OF ACTION TARGET	<1,000,000
2010 BASELINE	>1,200,000

DEATHS PER 100,000 POPULATION 2010 BASELINE - 2030 TARGET

● 2010 baseline ○ 2030

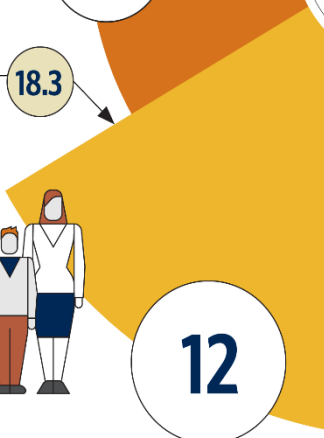
High Income Countries:



Middle Income Countries:



Low Income Countries:



ADVOCATING FOR ROAD INJURY PREVENTION IN SDGs



ADVOCATING FOR ROAD INJURY PREVENTION IN SDGs

www.SaveKidsLives2015.org

#SaveKidsLives

READ IT SIGN IT SHOW IT **DELIVER IT** ABOUT

Deliver the Child Declaration!

Have you read & signed the Child Declaration for Road Safety and taken a #Safe? Now it's time to deliver the declaration to decision makers!

In May 2015 the UN Road Safety Week will take place. Around then, we will all deliver the Child declaration to our local and global leaders.

To have our voices heard, we need as many people as possible organizing such an event. You could organize it together with children at your local school, or with your community centre. Maybe you can work together with the media, where the children can act as journalists while they hand over the Child Declaration to your local leader.

Oh, and take a picture of you delivering the Declaration and share it on social media with hashtag #SaveKidsLives!



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GLOBAL ROAD SAFETY WEEK - DC



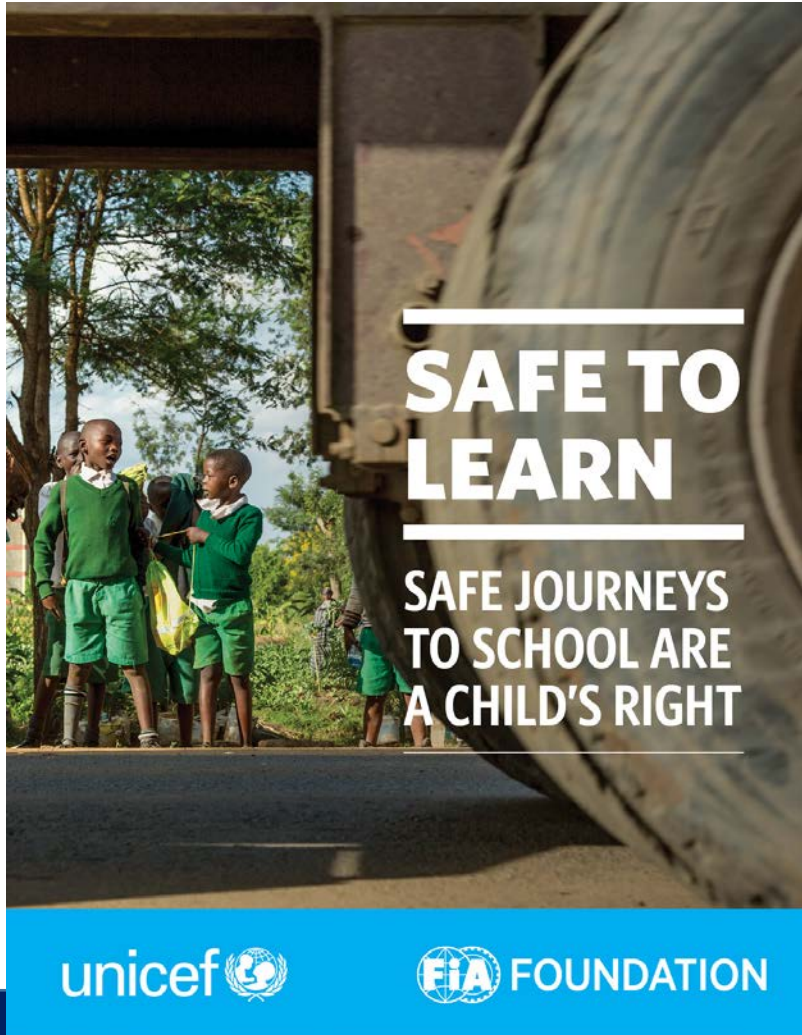
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GLOBAL ROAD SAFETY WEEK - NY



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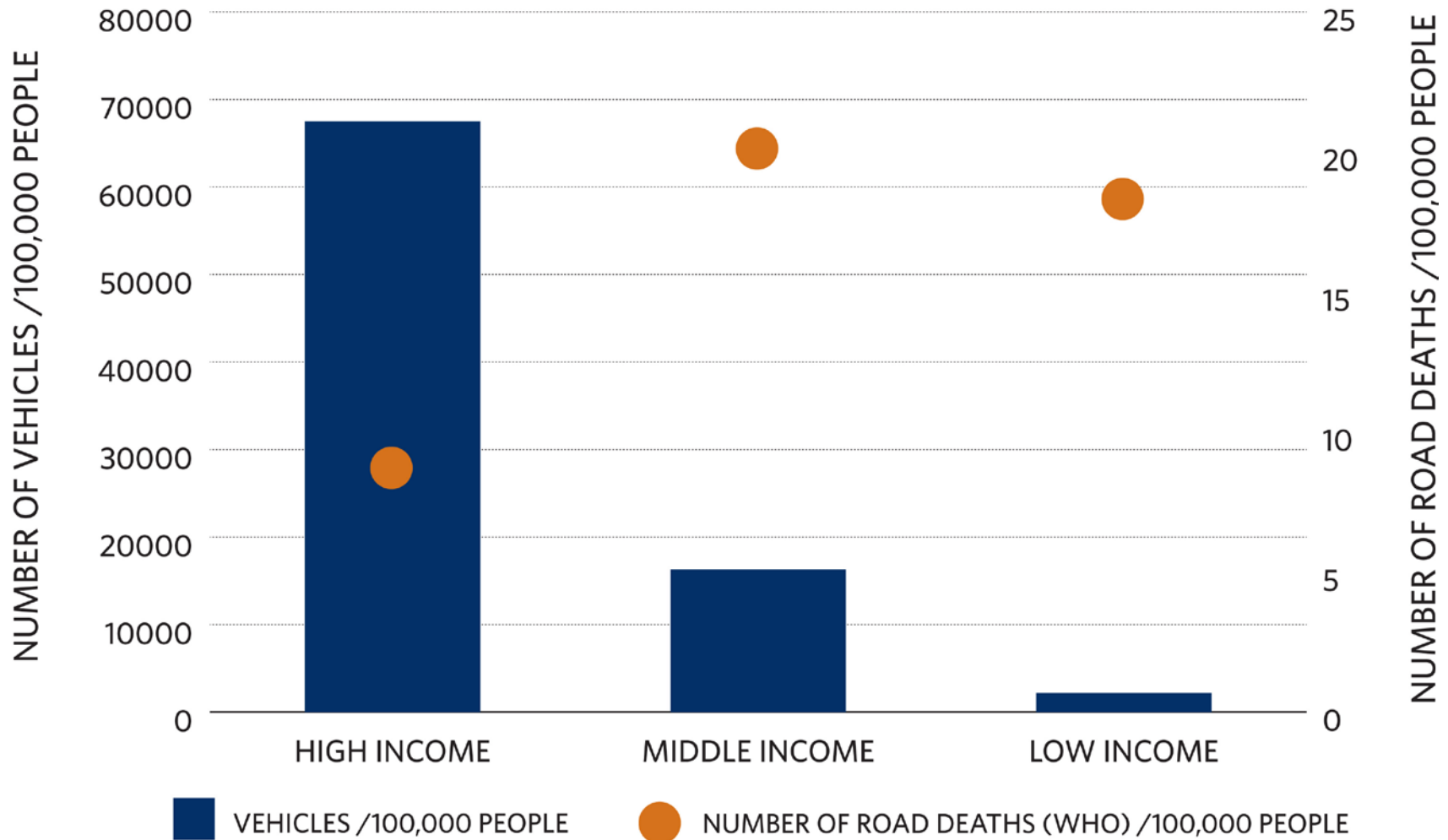
ADVOCATING FOR ROAD INJURY PREVENTION IN SDGs



CHILDREN: AT RISK ON THE ROAD



ADVOCATING FOR ROAD INJURY PREVENTION IN SDGs



FiA FOUNDATION

FROM ADVOCACY TO DELIVERY IN SDGs

Advocacy

Partnerships

Impact



Enhancing safety performance and protection for all road users on the 10% of highest risk roads.

We are supporting the work of the non-profit International Road Assessment Programme (iRAP) which works with governments and development banks rating highways across the world for safety. Improving a road by one iRAP star rating can halve death risk. We want to see the highest risk roads meeting minimum 3 star standards by 2020, entirely eliminating 1-2 star roads globally by 2030.



Delivering safe streets for all, particularly around schools, through low speed zones and improved pedestrian and cyclist facilities.

In partnership with UNICEF we are building coalitions and evidence in several countries to improve safety for children on their journey to and from school, as a foundation for community-wide safe and sustainable mobility. We have a vision that by 2030 every child should be protected on the way to school, with safe walking and cycling routes: good for health, good for our environment.



Ensuring all new cars meet minimum UN vehicle safety standards, with air bags and electronic stability control (ESC), by 2020.



Improving road user behaviour through legislative action, awareness raising and sustained enforcement.

Working with regional NGOs,



FOUNDATION

FROM ADVOCACY TO DELIVERY IN SDGs

Advocacy

Partnerships

Impact

CRC@25 CONVENTION ON THE RIGHTS OF THE CHILD



Global Engagement • In-country partnerships



ILLUSTRATIVE GOALS AND TARGETS

POST-2015



A NEW GLOBAL PARTNERSHIP

The Report of the High-Level Panel of Eminent Persons on the Post-2015 Development Agenda post2015hlp.org



FROM ADVOCACY TO DELIVERY: POST-2015



BRASILIA MINISTERIAL ON ROAD SAFETY

- 18 & 19 November 2015 in Brasilia
- Theme: “Time for Results”
- President Rousseff expected to open conference
- High level planning is underway



BRASILIA DECLARATION?



High risk roads to meet minimum 3 star safety design level

SDG Target:
Reduce road deaths
by 50% by 2030



Universally enforced seat belt,
motorcycle helmet & drink
drive laws



New global funding momentum

All new cars to meet minimum UN safety standards; ESC as standard



A safe journey to school for all children



BRASILIA DECLARATION?



High risk roads to meet minimum 3 star safety design level

Towards Zero



Zero tolerance of child deaths



Autonomous Emergency Braking as standard



Cycling strategies & targets



A group of African children in green school uniforms are standing on a paved road, holding white protest signs. The child in the foreground has yellow face paint. The signs they are holding read "WE WANT ROAD SAFETY", "Save Kids Lives with road safety", and "a safe journey to school". In the background, a yellow truck is driving on the road, and a man in a suit is standing near the children. The sky is blue with white clouds.

#SaveKidsLives

**UN Global Road Safety Week:
Time to Deliver**

Natalie Draisin
FIA Foundation