

Planning a World Health Day 2004 activity:

WHO/NMH/VIP/03.3

A toolkit for organizers



World Health
Organization



**ROAD SAFETY
IS NO ACCIDENT**

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Road Safety Is No Accident

It results from deliberate efforts on the part of many sectors of society - government and non-government alike - once these sectors have acknowledged it to be an important and valuable public good, and have developed policies and programs to support and maintain it. By addressing issues of speed and driving under the influence of alcohol; promoting helmets, seat belts and other restraints; ensuring greater visibility of people walking and cycling; improving the design of roads and vehicles; enforcing road safety regulations; improving emergency response services, and by implementing a range of other strategies, those involved in road safety have demonstrated that the needless deaths and disabilities caused by road traffic collisions can be prevented. Our commitment is key to bringing an end to this deadly scourge, which takes the lives of 1.18 million people around the world each year, disables hundreds of thousands more, and affects millions of families and communities.



Planning a World Health Day 2004 activity: A toolkit for organizers

The World Health Organization (WHO) welcomes the participation of your organization in World Health Day 2004 on Road Safety, to be held on 7th April 2004. This document is intended as a reference to support your planning of events in celebration of the Day. The events you host will complement others being planned by government officials, including ministers of health, transport and education; representatives of non-governmental organizations; road safety professionals; health care providers; representatives of automobile associations; educators; students; insurers; vehicle manufacturers; the media; and victims of road traffic crashes and their families. Together, we can contribute to improving road safety worldwide.

I. Background

World Health Day is an annual advocacy event hosted by WHO to mark the date of the Organization's establishment. Traditionally held on 7th April, World Health Day is one of WHO's key advocacy tools for reaching out and engaging the general public in discussion and debate on important health issues. Although WHO is instrumental in providing overall coordination, the Day's success will depend on the combined results of the activities hosted by its partners worldwide.

For the first time in the history of WHO, the Director-General has devoted a World Health Day specifically to Road Safety. Although road traffic collisions kill nearly 1.2 million people around the world every year, they are largely neglected as a health issue, perhaps because they are still viewed by many as events which are beyond our control. Yet the risks are known. They include speeding; driving under the influence of alcohol; non-use of helmets, seat belts and other restraints; poor road design; poor enforcement of road safety regulations; unsafe vehicle design, and poor emergency

health services. While some interventions to address individual risks have proven to be effective, our mission on World Health Day 2004 is to advocate a "systems approach" to road safety, which takes into consideration the key aspects of the system: the road user, the vehicle and the infrastructure.

The Department of Injuries and Violence Prevention at WHO's Headquarters in Geneva is taking the lead within the Organization for coordinating World Health Day 2004, one of a host of on-going activities on road safety, which are part of the Five-year WHO Strategy for Road Traffic Injury Prevention. The Regional Advisors for Injuries and Violence Prevention are the focal points within the WHO Regional Offices for related activities, while a focal point will be named in each WHO Country Office for national level activities. WHO will provide support to World Health Day 2004 by coordinating related events and providing a package of advocacy materials to support them.

World Health Day 2004: Road Safety

II. Activities for World Health Day 2004

On World Health Day 2004, WHO anticipates that yours will be one of hundreds of organizations around the world hosting events related to road safety. These events will take various forms, and will range from launching new legislation, to hosting conferences and seminars, and orchestrating high profile advocacy events for the general public. Your efforts will help not only to raise awareness about road traffic injuries, their grave consequences and enormous cost to society, but also to contribute to a greater understanding that such injuries can be prevented. In doing so, the activities you host may ultimately influence policy and decision-makers to increase prevention efforts. Global action on World Health Day 2004 can make a world of difference.

WHO itself is planning global, regional and national events to mark World Health Day 2004. At the global level, WHO will launch the WHO/World Bank *World report on road traffic injury prevention*, and a related road safety campaign. The report will document what is currently known about road traffic injuries globally, their impact on public health, the factors which place people at risk of such injuries, and the solutions to prevent them. Coordinated by WHO and the World Bank, the report benefits from the contributions of nearly 100 experts from the road traffic injury prevention field, including the Department of Transport of the United Kingdom, the FIA Foundation for the Automobile and Society, the Global Forum for Health Research, the Global Road Safety Partnership, the Indian Institute of Technology, the International Federation of Red Cross and Red Crescent Societies, the National Public Transport Association of Brazil, the US Centers for Disease Prevention and Control, and the US National Highway Traffic Safety Administration. These experts represent a wide variety of countries, from Malaysia to Mexico and from South Africa to Sweden. The road safety campaign that will serve

as a platform for promoting the recommendations of the *World report on road traffic injury prevention* will consist largely of high profile, national level discussions of these recommendations and ways in which they can be implemented. WHO is also organizing an exhibit of personal reflections by and about people whose lives have been affected by a road traffic crash. Envisioned as a large-scale visual display, the exhibit will serve as a powerful statement on the human loss associated with road traffic injuries. For more information about these events, please visit the World Health Day 2004 website at address www.who.int/world-health-day

Another high profile global event currently being planned is a discussion within the UN General Assembly on the global road safety crisis. Expected to be held on 14 April 2004 in the days following World Health Day 2004, this will be the first ever discussion on road safety within the UN General Assembly. The resolution which led to the decision to hold such a discussion (A/RES/57/309) was passed on 29 May 2003, following an initiative of the Sultanate of Oman. Sponsored by 56 countries, the resolution welcomed WHO's decision to designate Road Safety as the theme of World Health Day 2004; encouraged governments and civil society to raise awareness about road traffic injuries; and requested the UN Secretary-General to submit a report on the issue to the UN General Assembly. With regard to the latter, the Secretary-General's report on the *Global road safety crisis* was issued in August 2003, and may be found at the following web address: www.who.int/world-health-day/2004/infomaterials/en/un_en.pdf

III. Objectives and Messages for World Health Day 2004

World Health Day 2004 will be a unique opportunity to raise awareness about the health impact and societal costs of road traffic injuries, highlighting the particular vulnerabilities of certain groups of road users including pedestrians, cyclists, motorcyclists and passengers; and issue a call for action to increase efforts to prevent road traffic injuries.

Whatever the form of the events you are planning to host on World Health Day 2004, we encourage you to articulate them around the following key messages:

- *Road traffic injuries are a major global public health and development concern, disproportionately affecting certain vulnerable groups of road users; their magnitude is expected to rise considerably in the years ahead.*

In 2002, an estimated 1.18 million people worldwide died as a result of road traffic collisions. This is more than 2.1% of global mortality. In low and middle-income countries, where 90% of fatal road traffic crashes occur, the majority of victims are pedestrians, motorcyclists, cyclists and passengers often of public transport. Most are people who would never be able to afford a private motor vehicle. With regard to the future, WHO projections suggest that by the year 2020 road traffic crashes could rank third in the order of causes contributing to ill health.

- *Road traffic injuries can be prevented, and their consequences can be alleviated.*

The knowledge currently exists to take action on a number of fronts to prevent road traffic injuries. The challenge is to adapt successful strategies, which have been used in high-income countries to low and middle-income countries, or else develop new strategies for these settings, particularly where road traffic injuries are increasing at alarming rates.

- *Strong political commitment is key to prevention efforts, and governments have a particular role to play in creating enabling environments for road safety.*

This commitment requires adequately funded road safety policies and programmes, which are regularly monitored and evaluated. Increasing citizens' participation in road safety is an important complement to political commitment.

- *Road safety is a collective responsibility; partnerships bridging many sectors of society can promote and facilitate efforts to prevent road traffic injuries.*

Examination of strategies that have been successful in preventing such injuries suggests that there is an urgent need for a multi-sectoral approach involving sectors such as health, transport, education, environment and law enforcement.

- *The health sector has a key role to play amongst other sectors in promoting and facilitating road safety.*

In particular, its role should include collecting data in order to demonstrate the health, social and economic impact of road traffic injuries; monitoring and evaluating road safety interventions; ensuring appropriate care and rehabilitation for all injured persons; and promoting a multi-sectoral approach to road traffic injury prevention.

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IV. What WHO Headquarters can provide to organizers of World Health Day 2004 events

Logo and slogan

By October 2003, the logo and slogan will be made available through the World Health Day 2004 website, and may also be obtained from the World Health Day 2004 Liaison Officer at WHO Headquarters. We encourage you to make use of these when preparing advocacy materials in support of the Day. For contact details, please refer below to "Whom to contact at WHO".

Organizers are reminded that both logo and slogan are WHO copyright property, and should be used together solely to identify events and materials related to World Health Day 2004. The logo may not be reproduced for the purpose of self-promotion or obtaining any commercial or personal financial gain, nor may it be utilized in any manner which implies WHO endorsement of the activities or products of a commercial enterprise.

Materials

The WHO package of materials, for use in conjunction with World Health Day 2004, will include a brochure on road traffic injuries and their prevention, a poster and stickers with the logo and slogan for the Day. A few additional items are currently being considered for inclusion in the package, which is expected to be available in printed form in December 2003. The enclosed *Form to Order the World Health Day 2004 Package* may be used to obtain the relevant materials from WHO Regional Offices. For contact details, please refer below to "Whom to contact at WHO".

Website

www.who.int/world-health-day

The website for World Health Day 2004, which will be regularly updated through and beyond 7th April 2004, will contain information related to the Day. This will include printed materials, such as this toolkit for organizers, the brochure on road traffic injuries and their prevention, and other materials, which will comprise the World Health Day 2004 package. The press corner will contain various statements in support of World Health Day 2004, as well as press releases and photo and audio-visual galleries. There will also be links to the websites of WHO Regional Offices providing information about the Day. Eventually, the website will offer a PowerPoint presentation on the *World report on road traffic injury prevention* and slides with key data from the report.

The website will also feature by country various events being organized by partners around the world in celebration of the Day. If your organization wishes to share information about the events you are planning, you are encouraged to complete the enclosed *Form to Request to be Listed on the World Health Day 2004 Website*. The section of the website listing activities planned by external organizations will be available by December 2003. Kindly note that WHO may decide to list organizations on the website entirely at its own discretion. Should there be any doubt as to the legitimacy or reliability of the organization, it will not be included.

V. Suggestions on how an organization can mark World Health Day 2004

WHO welcomes all organizations concerned with road safety to celebrate World Health Day 2004. Many of WHO's partners have already begun to plan activities to mark the Day. It is suggested that you plan your event in coordination with WHO in order to maximize visibility and impact. Organizations that are international in scope are kindly asked to contact the World Health Day 2004 Liaison Officer at WHO Headquarters. Regional organizations should refer to the relevant WHO Regional Office and national and local organizations to the relevant WHO Country Office.

Some key people to involve in World Health Day 2004 events may include government officials, including ministers of health, transport and education; representatives of non-governmental organizations; road safety professionals; health care providers; representatives of automobile associations; educators; students; insurers; vehicle manufacturers; the media; and victims of road traffic crashes and their families. It is recommended as many of these actors as possible are involved in planning World Health Day 2004 events. The following list provides some ideas of activities that an organization may wish to host:

- Discussion on the WHO/World Bank *World report on road traffic injury prevention* and ways to implement its recommendations
- Other conferences, seminars or round-table debates on certain aspects of road safety of particular relevance to national or local settings
- Launch of a new road safety strategy
- Release of a national postal stamp on road safety
- Signing ceremony for petition calling for greater attention to and action on preventing road traffic injuries
- Open days in hospital emergency rooms
- National charity sports event for road safety

- Radio or television talk-shows
- Open letters in the print press
- Street demonstrations and fairs
- Walks, marathons or similar events
- Photo or other types of art exhibits
- Ceremonies in places of worship

As relates to victims of road traffic injuries, groups might consider the following activities:

- Hosting of a day of remembrance to victims
- Launch of an Internet-based memorial for victims
- Photo exhibit of roadside memorials to victims
- Hosting of one minute of silence in honour of victims
- Candle light vigil for victims
- National memorial to victims

Organizations able to do so are encouraged to mobilize well-known and credible figures in their countries or communities to support these events. They may consider contacting public figures in the arts, sciences, politics, fashion, sports, business, academia, etc., as well as victims of road traffic crashes and their families, who may be willing to share their stories and experiences.

VI. Evaluation of World Health Day 2004

An evaluation of the results of World Health Day 2004 is important for understanding the extent to which a global advocacy event can lead to real change. This will be part of an overall evaluation of the Day, the *World report on road traffic injury prevention* and the road safety campaign. To assist us in our efforts to document and assess the many activities which will occur as part of the celebrations for World Health Day 2004, we ask you to complete the enclosed *Form to Provide Feedback on Activities Hosted for World Health Day 2004*.

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VII. Whom to contact at WHO

International global organizations should contact WHO Headquarters:

World Health Day 2004 WHO Headquarters Contact

Ms Laura Sminkey,
World Health Day 2004 Liaison Officer;
Department of Injuries and Violence Prevention;
World Health Organization;
Av. Appia, 20; CH-1211 Geneva 27; Switzerland;
Tel: +41 22 791 4547; Fax: +41 22 791 4332;
Email: traffic@who.in

International regional organizations should contact the respective WHO Regional Office.

World Health Day 2004 WHO Regional Office Contacts

• Africa

Dr Olive Kobusingye, Regional Advisor -
Disability & Injury Prevention and Rehabilitation;
WHO Regional Office for Africa; Cite du Djoue;
PO Box 06; Brazzaville, Republic of Congo;
Tel: +47 241 39371 or +47 241 39100;
Fax: +47 241 39514;
Email: kobusingyeo@afro.who.int

• Americas

Dr Alberto Concha-Eastman,
Regional Advisor – Violence and Health;
Pan American Health Organization,
WHO Regional Office for the Americas;
525, 23rd Street, N.W., Room 720; Washington, DC
20037-2895, USA;
Tel: +1 202 974 3890; Fax: +1 202 974 3331
Email: conchaal@paho.org

• Eastern Mediterranean

Dr Ahmad Mohit,
Director, Division of Health Protection and Promotion;
WHO Regional Office for the Eastern Mediterranean;
WHO Post Office; Abdul Razzak Al Sanhoury Street;
(opposite Children's Library) Cairo, Egypt;
Tel: (202) 670 2535, Fax: (202) 2765415;
Email: dhp@emro.who.int

Dr Ibrahim Kerdany,
Regional Adviser, Information and Spokesman;
WHO Regional Office for the Eastern Mediterranean;
WHO Post Office; Abdul Razzak Al Sanhoury Street;
(opposite Children's Library) Cairo, Egypt;
Tel: (202) 670 2535, Fax: (202) 2765415;
Email: pio@emro.who.int

• Europe

Ms Francesca Racioppi,
Technical Officer - Accidents, Transport and Health;
WHO Regional Office for Europe;
European Centre for Environment and Health;
Via Francesco Crispi 10 - 00187 Rome, Italy;
Tel: +39 06 4877 545; Fax: +39 06 4877 599;
Email: frr@who.it

Ms Liuba Negru,
Communications Officer;
WHO Regional Office for Europe; 8, Scherfigsvej;
DK-2100 Copenhagen, Denmark;
Tel: +45 39 17 13 44; Fax: +45 39 17 18 80;
Email: LNE@who.dk

• South-East Asia

Dr Madan Upadhyay,
Regional Advisor – Disability and Injury Prevention
and Rehabilitation;
WHO Regional Office for South-East Asia;
World Health House; Indraprastha Estate;
Mahatma Gandhi Road; New Delhi 110002, India;
Tel: +91 112 332 6522; Fax: + 91 112 337 0197;
Email: upadhyam@whosea.org

• Western Pacific

Dr Hisashi Ogawa,
Regional Adviser - Healthy Settings and Environment;
WHO Regional Office for the Western Pacific;
PO Box 2932; 1000 Manila, Philippines;
Tel: +63 2 528 9886; Fax: +63 2 521 1036;
Email: ogawah@wpro.who.int

National and local organizations should contact the respective WHO Country Office. This information is provided on the main WHO website at www.who.int/country. In countries where WHO has no presence, these groups should contact the respective WHO Regional Office.

VIII. Key WHO Documents related to Road Safety and United Nations General Assembly Resolution A/RES/57/309

Publications

2002

A Five-year WHO Strategy for Road Traffic Injury Prevention

www.who.int/violence_injury_prevention/unintentional_injuries/injpub/en/

2002

Injury: A Leading Cause of the Global Burden of Disease

www.who.int/violence_injury_prevention/unintentional_injuries/injpub/en/

2002

The Injury Chartbook: a graphical overview of the global burden of disease

www.who.int/violence_injury_prevention/unintentional_injuries/injpub/en/

2002

Fact sheet on road traffic injuries

www.who.int/violence_injury_prevention/unintentional_injuries/injpub/en/

Press releases

24 September 2003

Leading global institutions come together to address rising death toll on the world's roads

www.who.int/mediacentre/releases/2003/pr68/en/

12 May 2003

New publications show injuries kill more than five million people a year

Road crashes account for 1 of 5 injury-related deaths

www.who.int/mediacentre/releases/2003/pr40/en/

11 February 2003

WHO and FIA join efforts for road safety

www.who.int/mediacentre/releases/2003/pr11/en/

United Nations General Assembly Resolution

7 August 2003

Global road safety crisis: Report of the Secretary-General

www.who.int/world-health-day/2004/infomaterials/en/un_en.pdf

29 May 2003

Global road safety crisis (A/RES/57/309)

www.unece.org/trans/roadsafe/docs/A-RES-57-309e.pdf

Form to Order the World Health Day 2004 Package

Please send the World Health Day 2004 package of materials (indicate the required quantity) in Arabic Chinese English French Russian Spanish.

For the following purpose (please indicate how the package will be used):

To:

Organization Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

E-mail address: _____

Description of the Organization:

*Delivery is by surface mail. Please allow 6-8 weeks for postal delivery.
First deliveries are scheduled to begin by the end of December 2003.*

Submit this form to the WHO Regional Office in your area.

Do not fill in below – for internal use only

Date Rcvd	Approval	Approval	Date sent to distribution	For use by Distribution

Form to Request to be Listed on the World Health Day 2004 Website

Please list our event organized for World Health Day 2004 on the WHO website.

Organization Name: _____

Title of Event: _____

Name of Person in charge: _____ Telephone: _____

Location: _____ Date of Event: _____

Description of Event: _____

Website link for further details on the event: _____

Please list our organization on the WHO website as a source of information on road safety:

WHO may choose to list organizations and establish a link entirely at its own discretion. Should there be any doubt as to the legitimacy or reliability of the organization/site, it will not be included.

Name of Organization: _____

President: _____

Address: _____

Telephone: _____ Fax: _____

URL (web site address): _____

Description of the Organization: _____

Contact Person: _____ Phone Number: _____

E-mail address: _____

Submit this form to:

Liaison Officer - World Health Day 2004
Department of Injuries and Violence Prevention
WHO - Avenue Appia 20 - CH-1211 Geneva 27

By Fax: +41 22 791 4332
By Email: traffic@who.int
By Website: www.who.int/world-health-day

Do not fill in below – for internal use only

Date Rcvd	Approval VIP	Action taken by	Date

Form to Provide Feedback on Activities Hosted for World Health Day 2004

Kindly complete this form to report to WHO on the outcome of activities planned for World Health Day 2004.

Organization Name: _____

Contact Name: _____

Address: _____

Town: _____ Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

E-mail address: _____

Short description of the Event:

Please include the subject addressed, type of activity, specific audience for which it was organized, and the attendance rate.

The activity received the following press coverage in our area:

You may attach press clippings for our reference.

This activity/event led to the following concrete actions in our community/region.

We plan a follow-up activity: no yes

If yes, please describe the type of activity and expected outcome.

Submit this form to:

Liaison Officer - World Health Day 2004
Department of Injuries and Violence Prevention
WHO - Avenue Appia 20 - CH-1211 Geneva 27

By Fax: +41 22 791 4332
By Email: traffic@who.int
By Website: www.who.int/world-health-day

World Health Day



World Health Organization

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