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THE ROAD AHEAD

For the several hundreds of groups working to promote road safety around the world, the road ahead will provide opportunities and challenges: opportunities to build on the enormous progress made in the area of road safety during and since 2004 and challenges to maintain the current high levels of visibility for the issue and to identify the resources needed to ensure implementation of the recommendations of the *World report on road traffic injury prevention*. As part of the United Nations Road Safety Collaboration, WHO will continue to play its role as coordinator of road safety within the United Nations system. In the years ahead WHO and the United Nations Road Safety Collaboration will focus on five main areas: occupant restraint use; helmet wearing; impaired driving; speed management and the promotion of cost effective engineering measures. A series of “how to” manuals, developed in partnership with the FIA Foundation for the Automobile and Society, the Global Road Safety Partnership and the World Bank, will be important implementation tools.



In addition WHO will continue to support global road safety in the areas of research, prevention, advocacy, and care and services for victims, including their rehabilitation. WHO headquarters, regional and country offices will also provide technical support to countries, as they seek to make progress on their road safety objectives. Through TEACH-VIP, WHO will also assist in building the local capacities needed to tackle the road safety problem.



WHO will also tap into the vast knowledge and experience of its partners to develop two further world reports: one on child injury prevention, which will feature a chapter on the child in traffic; and the second on disability and rehabilitation – road traffic crashes being a major cause of disability around the globe.

WHO offers a host of resources for road safety, all of which can be accessed through the web site of the WHO Department of Injuries and Violence Prevention at the following address: www.who.int/violence_injury_prevention/en/ . Linked directly to the web sites for World Health Day 2004 and the WHO Helmet Initiative,

the Department's web site offers information about WHO's road safety work, and access to related products and materials, including the *World report on road traffic injury prevention* and companion fact sheets, resolutions and the twice yearly *Road ahead* newsletter. In addition visitors may complete a form to order WHO's road safety posters, which highlight key facts from the *World report on road traffic injury prevention*: the unacceptably high number of deaths, injuries and disabilities caused by road traffic crashes around the world each year; their propensity to strike primarily pedestrians, bicyclists, motorcyclists and passengers of public transport in developing countries; and their enormous costs to society. WHO encourages groups to adapt these posters for their own road safety advocacy purposes. The web site will continue to develop and expand to include additional resources as they become available.

CONCLUSION

For the tens of thousands of researchers, practitioners and advocates dedicated to road safety around the globe, World Health Day 2004 was a gift, an opportunity to draw attention to road traffic injuries, their consequences and costs and to rally support for action to prevent road traffic injuries. For a day, those researchers, practitioners and advocates were able to speak with a single voice; one that was heard loud and clear around the world.

The United Nations General Assembly and World Health Assembly resolutions lent much-needed authority to governments and the international development community to identify ways to heed calls for a concerted response that transcends any single sector or discipline.

The world faces a global road safety crisis that has not yet been fully recognized and that will continue to grow unless appropriate action is taken. WHO will continue to play its part together with hundreds of road safety organizations committed to reducing the number of deaths and injuries on the world's roads.

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