



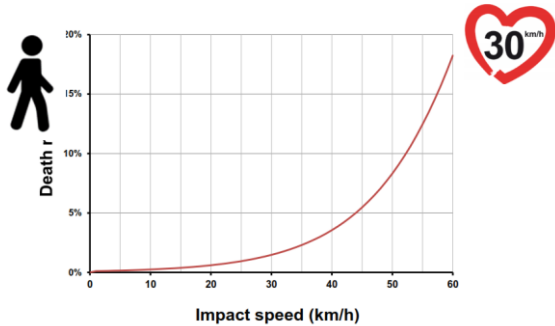
The World Health Organisation (WHO)

Is encouraging drivers across the globe to show their support for the **4. UN Global Road Safety Week** by pledging to **#SlowDown**

Taking place 8-14 May 2017, the bi-annual event is timed to coincide with the anniversary of the launch of the Decade of Action for Road Safety on 11 May 2011.

WHO says that speed contributes to around one-third of all fatal road traffic crashes in high-income countries, and up to half in low- and middle-income countries?

SPEED KILLS



The 2017 Global Road Safety Week will set out to ‘increase understanding of the dangers of speed and generate action on measures to address speed, thereby saving lives’ **AND** reduce serious injuries. See [more](#)

Speed impacts negatively on road safety, affecting both the likelihood of a road traffic crash and the severity of its consequences. Speed also has adverse effects on levels of environmental and noise pollution, and the “liveability” of urban areas.

Governments are increasingly recognizing the need for action to address the problem of speed because of its contribution to their road traffic problem, high pollution levels, or both these factors.

OPPORTUNITIES FOR ACTION:

- ✓ Comprehensive road safety data collection to support evaluation of road safety interventions
- ✓ 30 km/h zones in residential areas and areas used by many pedestrians and cyclists
- ✓ Modal hierarchy based on safety, vulnerability and sustainability
- ✓ Shorter and safer routes for pedestrians and cyclists



Speed management strategies can make a real contribution to achieving the goals of improved road safety, reducing environmental impacts and moderating energy consumption.

More Efforts would help countries and communities reduce speed-related road traffic crashes, while **encouraging non-motorized forms of transport** – more (safer) **cycling and walking**, which in turn have positive health benefits. Speed management initiatives would also help reduce levels of emissions and traffic noise, making streets more liveable.

Sources: WHO, H. Ward ETSC, J. Mersch FEVR