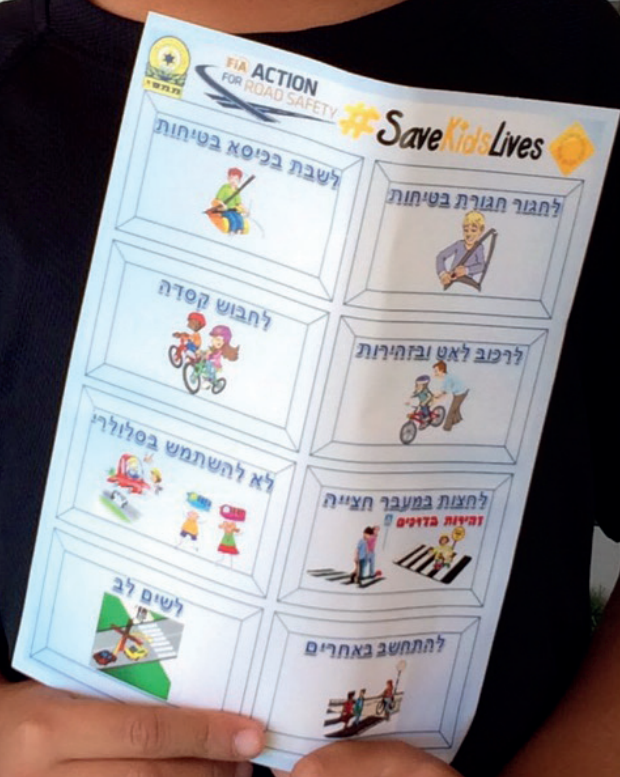


SAFE ROAD TO SCHOOL



#SaveKidsLives



FIA ACTION
FOR ROAD SAFETY

#SaveKidsLives

לשבת בסיסא בטיחות



לחגור חגורת בטיחות



לחבוש קסדה



לרכוב לאט ובזהירות



לא להשתמש בסלולרי



לחצות במעבר חצייה
ורחיצת כדורים



לשום לב



להתחשב באחרים



FOREWORD

Dear Reader,

Today's road safety challenge is one of the world's greatest health and development issues. Every year 1.25 million lives are lost on the world's roads and a further 50 million people are injured, numbers expected to rise significantly by 2020 if action is not taken now.

Children make up an overwhelming part of this statistic. Indeed, every day 500 children are killed in road-related crashes and thousands more are left seriously injured. Road safety is a fundamental human right, even more so for our children. It is encouraging to see that FIA Member Clubs, with the support from the FIA, are at the forefront of the fight to reduce this tragic statistic.

Last year the #SaveKidsLives campaign successfully collected over a million signatures in support of the Child Declaration for Road Safety. In order to build on this achievement, in 2016, the FIA supports activities which aim to improve the road safety situation for children through the "Safe Road to School" initiative.

The scope of the initiatives undertaken by the Member Clubs is ambitious, both in terms of content and reach. From preventive programmes aimed at raising teenagers' awareness of the traffic related risks, to training sessions for parents to sensitise them on the importance of child safety, FIA Clubs have developed innovative initiatives to protect children all around the world.

This brochure gives an overview of the outstanding work done by our Member Clubs and the efforts made by the FIA to promote "Safe Road to School".

Over the past five years the FIA Road Safety Grant Programme has supported many innovative projects that have broken new ground in the mission to make our roads safe for children, and I look forward to seeing even more come to fruition in the future.

With best wishes,

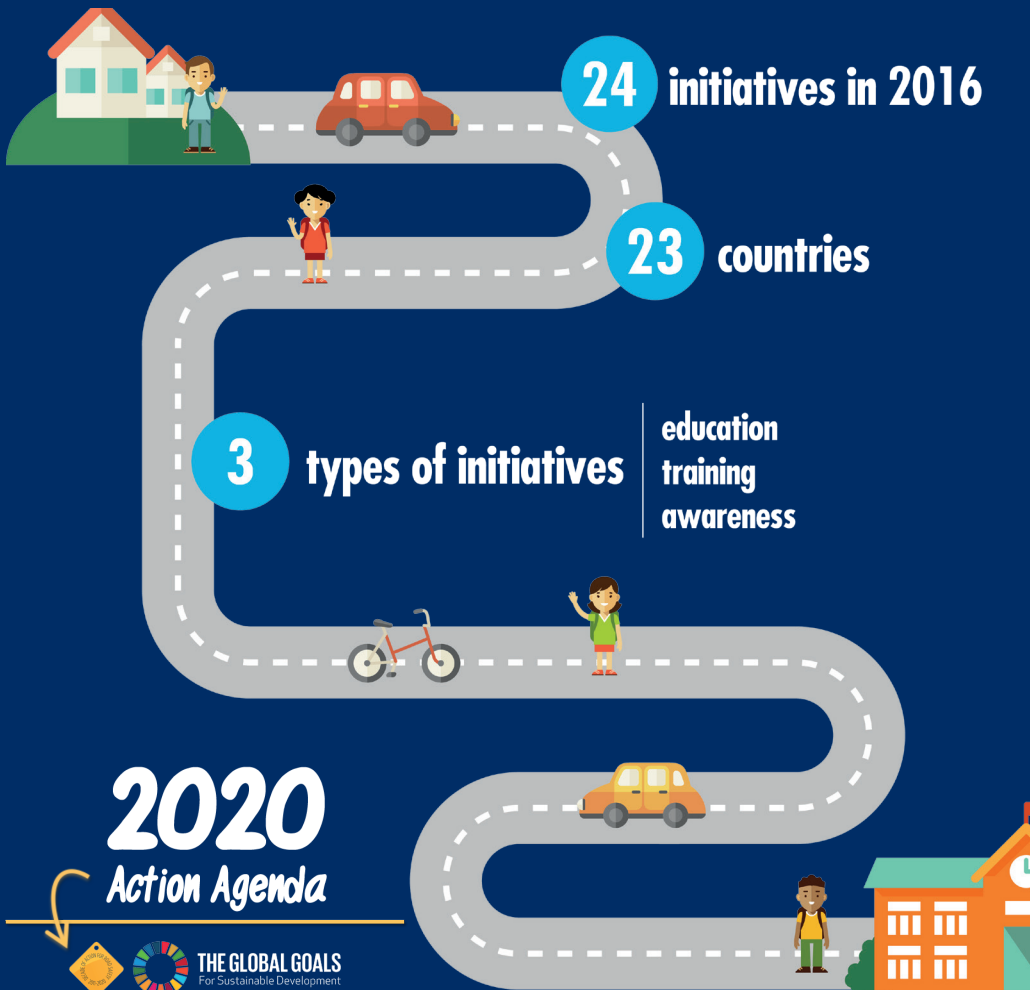


A handwritten signature in black ink, appearing to read 'Jean Todt', with a stylized flourish at the end.

Jean Todt
FIA President and
UN Secretary General's
Special Envoy for Road Safety

SAFE ROAD TO SCHOOL

By bringing the message of children's road safety to the top of the international agenda, FIA Clubs raise awareness among local and national policymakers on the importance of reaching the UN Sustainable Development Goals.





In support of the #SaveKidsLives campaign, concrete actions have been implemented on the use of child restraint systems and child helmets, as well as related to the promotion of safer school transport. These initiatives aim to educate children on how to behave safely, to raise parents' awareness of road dangers for children and to sensitise them on the importance of child safety in cars.



ON THE GROUND

In 2016, "Safe road to school" initiatives are being carried out in 23 different countries: Australia, Belize, Bosnia and Herzegovina, Colombia, Croatia, Hungary, India, Iran, Israel, Macedonia, Malaysia, Mauritania, Mexico, Nigeria, Paraguay, Peru, Philippines, Poland, Singapore, Serbia, Slovenia, Sri Lanka and Syria.

SAFE ROAD HABITS

SINGAPORE



An educational project designed to improve children road safety habits. More than 60,000 people were reached thanks to publications in magazines, and 2,200 posters distributed for display in local primary and secondary schools and for teachers to use as teaching materials.

FOOTBOARD TRAVEL THRILLS BUT KILLS

SRI LANKA

An educational project to raise awareness and reduce the high rate of injuries caused by the use of footboards – a major issue in Sri Lanka.



INFORMED PARENTS - SAFE KIDS

MACEDONIA



A training programme for parents sensitising them on the importance of child safety in cars.

The Macedonian Automobile Association is working in collaboration with 30 schools to raise awareness and to make sure parents have appropriate knowledge of child restraint systems.

FROM SCOOTER TO HARLEY

POLAND

A preventive programme aimed at improving road safety and raising awareness with teenagers (13 year olds) who are allowed by law to drive scooters. The programme is organised in cooperation with the Town Hall, Warsaw police and organisational units of the Mazovia Province Governor.



ANJA, MARKO AND ZDRAVKO

SLOVENIA



A project based around three new club mascots called Anja, Marko and Zdravko, to raise awareness on the use of bicycle helmets, seat belts and reflective jackets. Parents and children are also taught how to cross the road safely.

ROAD SAFETY IN SCHOOL

BELIZE



A programme to raise road safety awareness in Belize relying on the training of school children on road safety issues all over the country.

ITINERANT CLASSES OF ROAD SAFETY

PERU

A programme known as “Touring Traffic Education Classes”, targeting children aged between 3 and 11 since 2006, and providing educational road safety classes designed to make drivers and pedestrians more responsible.



SAFE ROAD TO SCHOOL

NIGERIA



The objectives of the project are to sensitise children to traffic rules and regulations, to teach them how to use a seat belt and how to cross and walk safely on the road, to convince them of the necessity to wear reflective jackets and to show them how to react in case of a crash.

#SaveKidsLives

500+ children are killed on the world's roads daily.

We demand action to halve road deaths by 2020!

Help Save Kids Lives Now!
with road safety

2020 ACTION AGENDA

We know what works. In order to reach the road safety target to halve road traffic deaths and injuries by 2020, governments need to commit to action today.

#SaveKidsLives is now pushing for the 2020 Action Agenda to be implemented by governments. It's based on the Child Declaration for Road Safety.

The 2020 Action Agenda is calling for proven measures that need urgent action!



WWW.SAVEKIDSLIVES2020.ORG





FIA Clubs are carrying out road safety projects around the world. The FIA Road Safety Grant Programme, funded by the FIA Foundation, is a pivotal initiative aimed at supporting some of these projects. So far, the programme has awarded significant grant funding to more than 220 safety initiatives in over 70 countries.

For more information, please visit the Road Safety Grant Programme website:

<http://roadsafety.fia-grants.com>

**If you have any queries, please contact:
Priscilla Le Lièvre, FIA Mobility Grants Coordinator**

plelievre@fia.com



#SaveKidsLives