

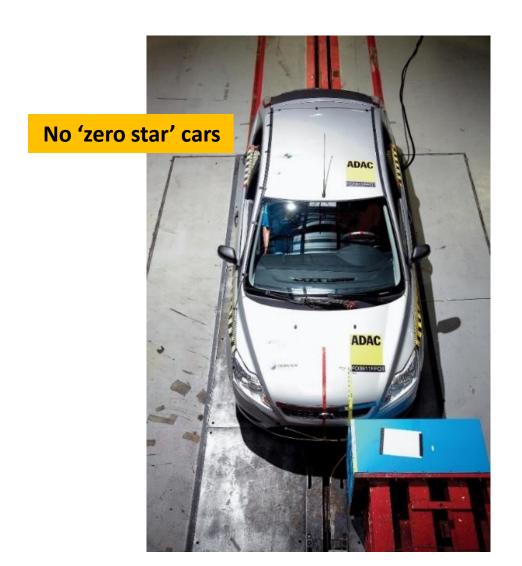
Streets for Life

Love30



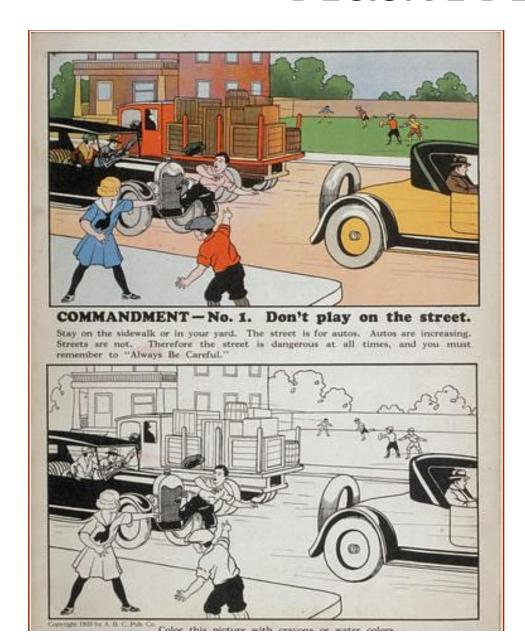


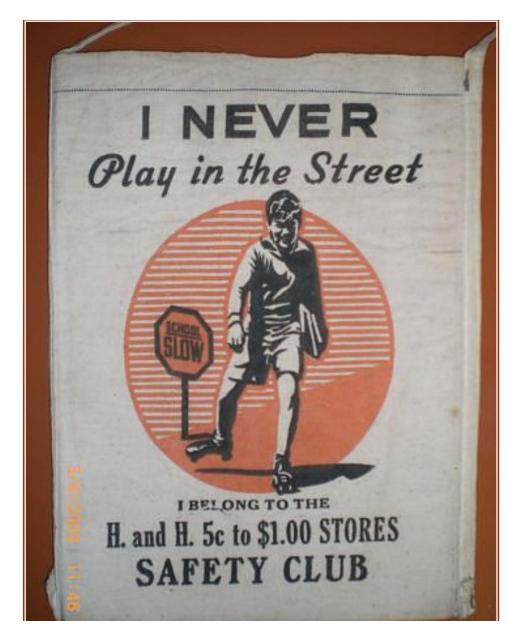
FIA FOUNDATION: working to make the 'Safe System' a reality



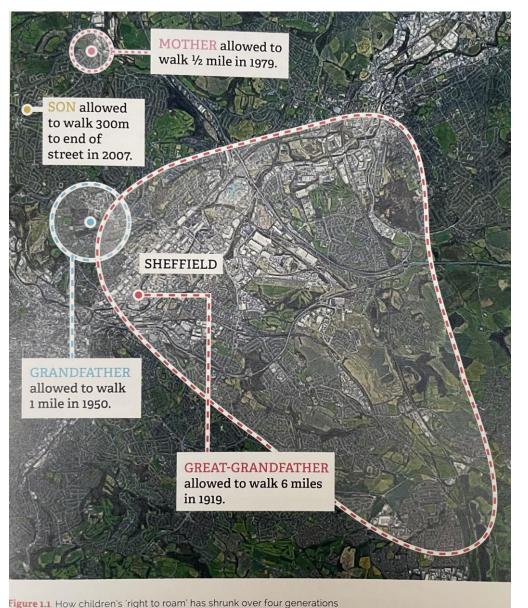


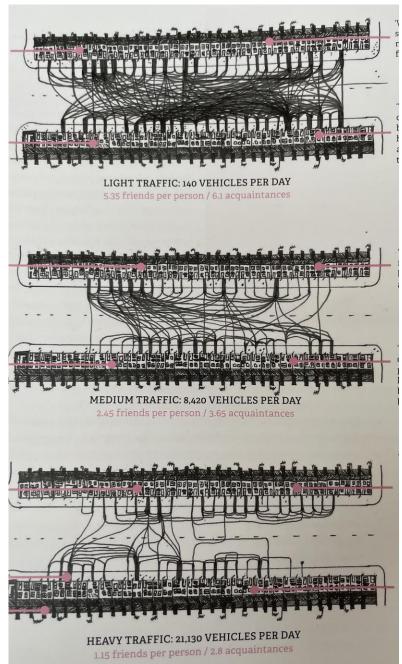
DECISIVE DECADE: 1920s

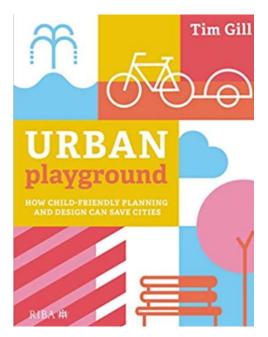


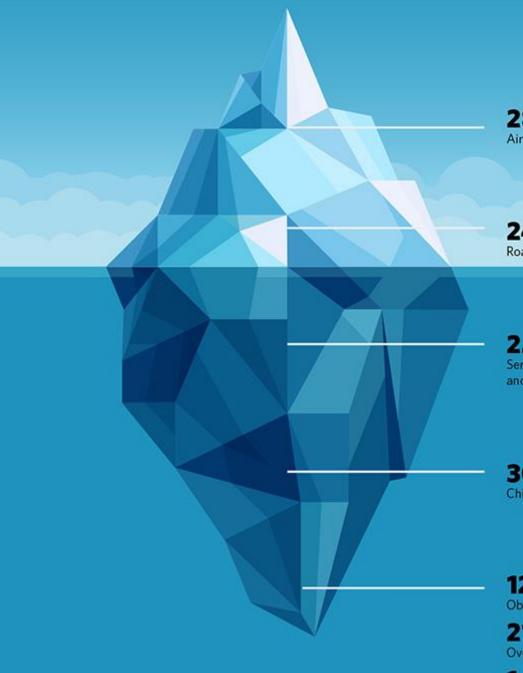


CAUSE AND EFFECT...









286,000 Air pollution deaths IMPACT OF ROAD
TRAFFIC ON CHILDREN
& YOUTH

SUSTAINABLE GOALS

249,000 Road traffic deaths

2.2 million +

Serious injuries in road traffic of children and adolescents

300 million

Children breathing dangerously toxic air

124 million

Obese children and adolescents.

216 million

Overweight.

1 billion

Adolescents don't get enough exercise.

DECISIVE DECADE: 2020s





SPEED KILLS

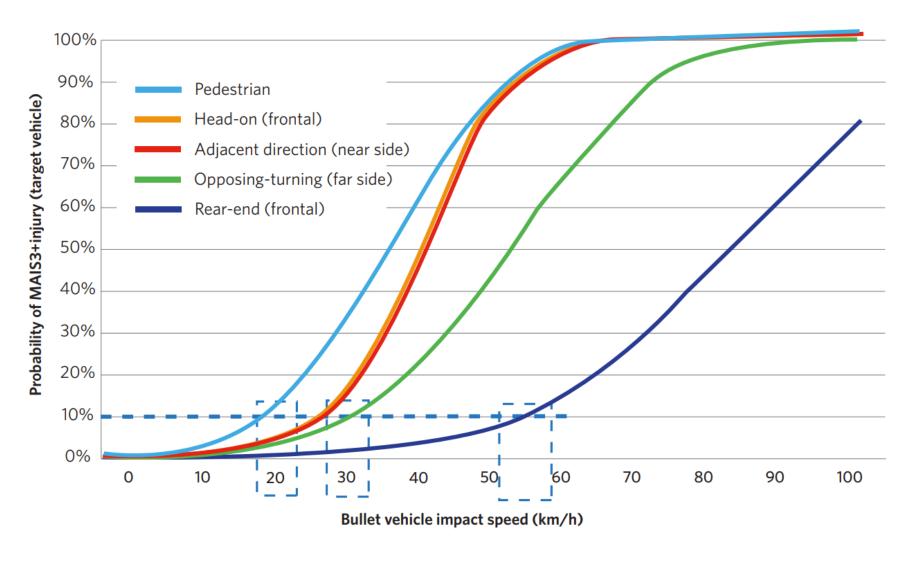
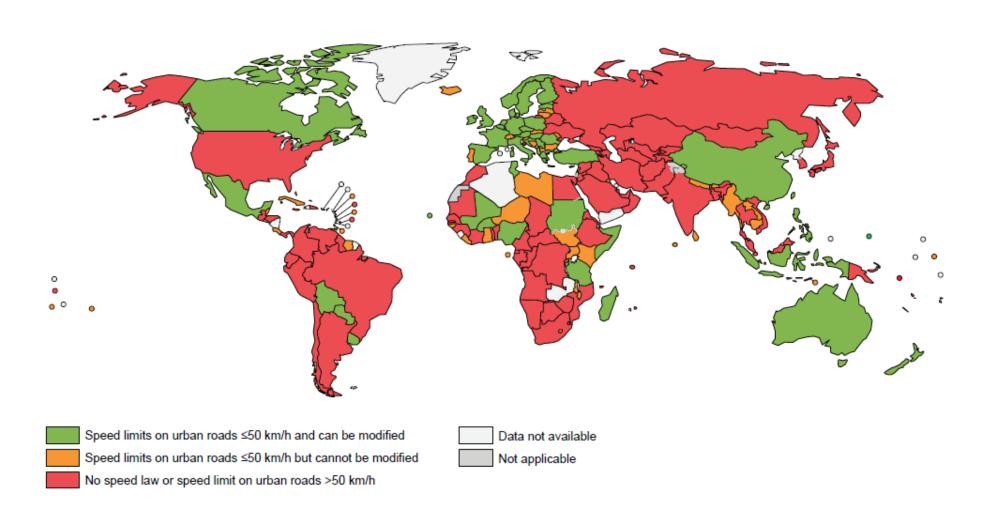


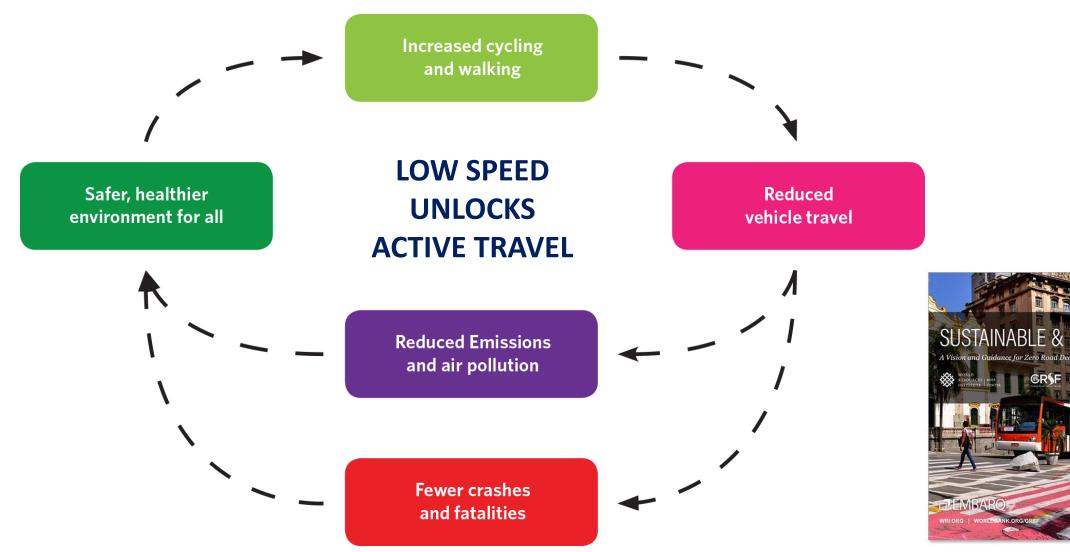
Figure 8. Probability of Severe Injury When Struck by a Motor Vehicle. Jurewicz et al, 2016

URBAN SPEED LAWS, 2017



Source: WHO Global Status Report on Road Safety 2018

LOW SPEED: A KEY TO UNLOCK CLIMATE ACTION



Source: World Resources Institute/GRSF



Global Environmental Change

Volume 67, March 2021, 102224



The climate change mitigation impacts of active travel: Evidence from a longitudinal panel study in seven European cities

Christian Brand a 🖰 🖾 , Thomas Götschi b, Evi Dons a d, Regine Gerike a, Esther Anaya-Boig f, Ione Avila-Palencia a, h, Audrey de Nazelle f, Mireia Gascon B, i, j, Mailin Gaupp-Berghausen k, Francesco Iacorossi l, Sonja Kahlmeier m, n, Luc Int Panis % d, *, Francesca Racioppi %, David Rojas-Rueda & 4, Arnout Standaert %, Erik Stigell *, Simona Sulikova *, Sandra Wegener P, Mark J. Nieuwenhuijsen B, i, j

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https://doi.org/10.1016/j.gloenvcha.2021.102224

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Highlights

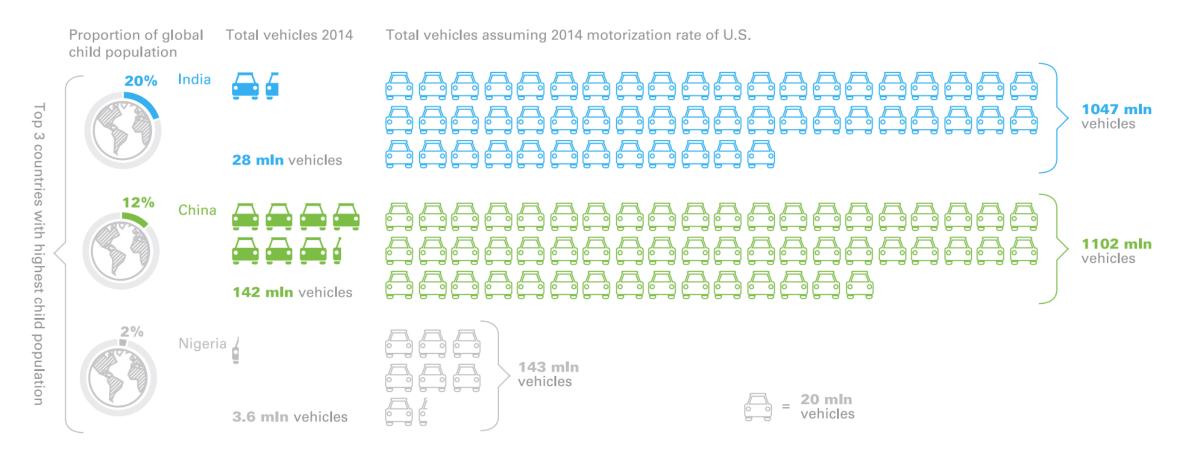
- · First study of lifecycle carbon emissions effects of changes in active travel in cities.
- · Changes in active travel have significant lifecycle carbon emissions benefits.
- · Active travel substitutes for motorized travel not just additional travel.
- · Largest benefits from shifts from car to active travel for business, social, commuting.
- · Methodology, metrics and findings are applicable to many cities across the globe.

Impact of active travel for climate action

"Switching just one trip per day from car to cycling reduces annual personal carbon footprint by 0.5 tonnes."

"If just 10% of the population changed travel behaviour, emissions savings would be around 4% of lifecycle CO2 emissions from all car travel."

Fig. 3: Number of vehicles in three most child populous countries (India, China and Nigeria), and if the motorization rate were that of the United States.



Source: The International Organization of Motor Vehicle Manufacturers (2014). World Vehicles in Use – All Vehicles. UN Population Division, World Population Prospects 2015

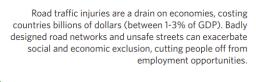
Clear the air for children, UNICEF, 2016

HOW UNSAFE STREETS IMPACT THE SUSTAINABLE DEVELOPMENT GOALS

A toxic miasma of pollutants from vehicle emissions causes serious damage to people, affecting the whole life course, from fetal health to childhood asthma to increased dementia in the elderly. Improving the urban vehicle fleet with clean powertrains and providing affordable clean public transport is urgent.



If we are to achieve the promise of Agenda 2030, we must act at street level to transform our cities and public space. A century of dysfunctional transport and urban policies has left us with health and social legacies that risk undermining delivery of a range of SDG targets, well beyond those directly relating to mobility.



8 DECENT WORK AND ECONOMIC GROWTH



Poorer families bear the hardest burden of road crashes. Pedestrians, cyclists and motorcyclists are most at risk. Hundreds of thousands of economically active adults, often breadwinners for their families, are killed or maimed every year. Funeral or healthcare costs can cause financial ruin.

In many places, unsafe streets suffering from fast traffic are a highly visible legacy of elitist or overtly racist planning policies of the past. In too many places, today, communities lacking political voice or power are still being torn apart by outdated high speed urban highways imposed without real consultation or consideration for local needs.





Road crashes kill 1.3 million people every year, 250,000 of them children. Millions more are maimed or injured. Poor urban air quality, caused in part by dirty vehicle emissions, contributes to the deaths and ill-health of millions of people. Besides the appalling human tragedy, these are preventable costs for often already overburdened trauma units and health systems.

Cities designed for cars fuel a vicious cycle of street widening, road building, congestion and under-funding of public transportation, fueling further car dependency. People are pushed to the margins of public space and policy priority. Health suffers and horizons narrow: too many children no longer play outside or explore unsupervised.





Every day thousands of children and youth lose their right to an education through road traffic death or injury. Many who survive miss months of schooling. Loss of income for poorer families resulting from an injury or death to a breadwinner can end educational opportunity and close off life paths for children.

Tackling car dependency, particularly for short urban journeys like the school run, can prevent significant unnecessary consumption of fuel. Making streets safer and more attractive can create a virtuous cycle encouraging more zero-carbon walking and cycling and people-friendly streets, proven to reduce carbon emissions.



5 GENDER EQUALITY

Unsafe streets (in terms of road danger and crime) are typically dominated by car traffic, poorly lit, with limited or marginal pedestrian facilities. They are places where women often feel unsafe or vulnerable as pedestrians. There is evidence that girls are kept home from school because of perceived unsafe streets.

13

These are our Streets...and we can make them better for People and Planet. Through the Child Health Initiative, and our new Advocacy Hub, we are building and supporting partnerships for safe and healthy streets for children, young people and the Climate in cities across the world. Our goal: to deliver our Manifesto 2030 and Streets for Life





MANDATE FOR THIS AGENDA IN THE STOCKHOLM DECLARATION

TRAFFIC INJURY IN UN CHILD & ADOLESCENT HEALTH STRATEGY

4. *Call* upon Member States and the international community to address the unacceptable burden of road traffic injury on children and young people as a priority, increasing political commitment, by ensuring that the Global Strategy for Women's, Children's and Adolescents' Health delivers necessary action on road safety;

LOW & ZERO CARBON TRANSPORT

8. *Speed up* the shift toward safer, cleaner, more energy efficient and affordable modes of transport and promote higher levels of physical activity such as walking and cycling as well as integrating these modes with the use of public transport to achieve sustainability;

FOCUS ON SPEED, MAXIMUM 30KM/H ON URBAN ROADS

11. *Focus* on speed management, including the strengthening of law enforcement to prevent speeding and mandate a maximum road travel speed of 30 km/h in areas where vulnerable road users and vehicles mix in a frequent and planned manner, except where strong evidence exists that higher speeds are safe, noting that efforts to reduce speed in general will have a beneficial impact on air quality and climate change as well as being vital to reduce road traffic deaths and injuries;

SET MINIMUM SAFETY STANDARDS FOR INFRASTRUCTURE

13. *Ensure* that an integrated road safety approach and minimum safety performance standards for all road users are a key requirement in road infrastructure improvements and investments;



UN Global Road Safety Week 2021

- Focus on low urban speeds to enable liveable streets
- Encourage max 30km/h where traffic and vulnerable road users mix (in line with Stockholm 2020 Declaration)
- Strong links to climate benefits of walking and cycling
- 'Call to Action' signed by UN leaders, minister, mayors, sport stars, celebrities...and public
- Kicks off new Decade of Action for Road Safety 2021-2030





On our streets, worldwide, where we walk, play and live, we call for action on speed. Low speed, liveable streets are essential and urgent.

Urgent because low speeds save lives.

Urgent for public health, by making walking and cycling safer and more accessble, enabling and encouraging healthy lifestyles. Liveable streets are more crucial than ever as we respond to COVID-19.

Urgent for the Global Goals and for our climate, as a key that unlocks a virtuous cycle of zero carbon active travel, shifting from car dependence, enabling thriving public transportation, cleaner air and lower CO₂ emissions.

Urgent for social and racial equity, as it is lower income and minority communities who are most exposed to high-speed traffic, and the road danger, environmental hazard and social exclusion it causes. Urgent for the rights of people with disabilities; for the elderly; for all who are vulnerable.

Urgent for our children and youth, and vital for their wellbeing. They are most at risk on the streets where they live, play and travel to school. Every day 3000 children and young people are killed or seriously injured on the world's roads. A child hit by

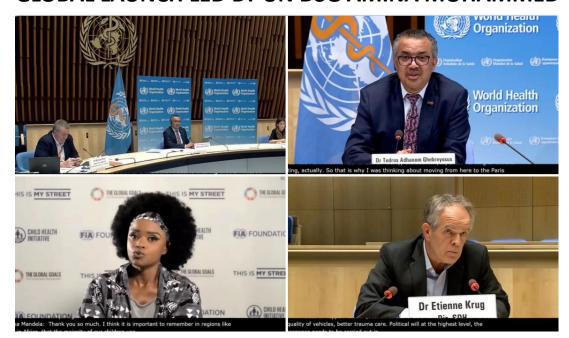




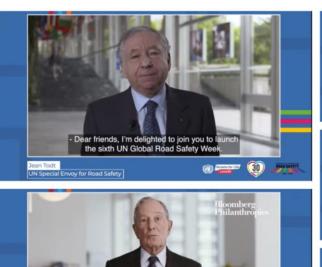




GLOBAL LAUNCH LED BY UN DSG AMINA MOHAMMED



FEATURED AT WHO COVID-19 PRESS BRIEFING 17 MAY





















CALL TO ACTION:

nch society."

Me, I'm the candidate of the oration of the authority of the e," Ms. Le Pen said, adding she would protect France's onal interests.

he has shed part of her popueconomic agenda, especially proposal to drop the euro. She she now believed that the stay offered by the common curcy outweighed the negatives. eeping the currency is beed to help Ms. Le Pen court litional conservatives, the e group targeted by Mr. Ma-



rival of Cyclone Tauktae.

Vears India

fficials have also effectively pended vaccinations, includin the city of Mumbai, until

s the cyclone neared, dozens disaster management teams e been deployed in several es, along with army, navy and st guard units, the government adding in a statement on day it was taking steps to en-"zero loss of life."

Guiarat, officials on Sunday that arrangements had been le for patients at coronavirus ters to continue to receive tment. Hospitals were sealing dows and doors to windproof n, and more than 170 mobile nsive care unit vans were be deployed to provide emercy care, according to local me-

eavy rainfall on Friday from lone Tauktae has already led ne evacuation of 15,000 people n low-lying areas. They were porarily relocated to camps in southern state of Kerala, acling to the Hindustan Times.

sidency was one of "disorder, she has the answers of her era," off the water." mentation and fracturing of Mr. de Kersauson said in an inter-

himself on the center right politi- Acquiring French citizenship

alization's candidate, whose with the problems of her era, and leak, the first thing he does is shut gentle, as had been her father's Dobermans, "We shouldn't in Ms. Le Pen wants to sharply re- dulge in caricatures," she said. duce immigration and deport "Dobermans have a vicious im-Mr. de Kersauson, who situates those who are in France illegally. age, but, in fact, they're very gen-







STREETS FOR LIFE: FOR PEOPLE AND PLANET.

On our streets, worldwide, where we walk, play and live, we call for action on speed.

Low speed, liveable streets are essential and urgent

Urgent because low speeds save lives. A child hit by a car at 30 km/h (20 mph) can survive. Hit at 80 km/h (50 mph), most will die. Speed kills.

Urgent for public health and for our climate, by making walking and cycling safer and more accessible, enabling and encouraging healthy lifestyles. Liveable streets are more crucial than ever as we respond to COVID-19.

Urgent for social and racial equity, as it is lower income and minority communities who are most exposed to high-speed traffic, and the road danger, environmental hazard and social exclusion it causes.

In 2020 governments worldwide adopted the Stockholm Declaration, calling, in line with available evidence, for a maximum road travel speed of 30 km/h where vulnerable road users and vehicles mix. Now is the time to urgently deliver on this call to action by reducing, designing and enforcing traffic speeds that are safe for everyone, everywhere, prioritising low speed streets in all residential areas and near schools.

Streets for health. Streets for climate. Streets for people. We must act together to create #StreetsForLife.

SUPPORTED BY

Settlements Programme • H.E. Volkan Bozkir, President, UN General Assembly • Jean Todt, UN Secretary General's Special Envoy for Road Safety and FIA President • Jayathma Wickramanayake, UN Secretary General's Envoy on Youth • Olga Algayerova, Executive for Europe • Filippo Grandi, UN High Commissioner for Refugees • Tarcísio Gomes de Freitas Mohammed Adjei Sowah, Mayor of Accra, Ghana • Ted Wheeler, Mayor of Portland, Oregon, US • Congressman Earl Blumenauer US House of Representatives . Jagan Chapagain, Secretary General & CEO, International CEO ocieties . Lord George Robertson of Port Ellen, Chairman, FIA Foundation . Zoleka Mandela, Global Amb Public Health Association • Ellen J. MacKenzie PhD. Dean. Johns Lord Sebastian Coe, President, World Althelicts • Inger Ashing, CEO, Save the Children International • Kevin Watkins, CEO, Save the Children International • Kevin Watkins, CEO, Save the Children LIK • Etlenne Krug, Director, Social Determinants of Health, WHO • Carlos Slim Domit, Chairman Office Board, Grupo Carso • Inina Bokova, Former Director General of UNESCO • Luis Alberto Moreno, Former President, Internation Development Bank • Denis Coderre, Former Mayor of Montréal, Canada • Peter Thomas Drennan, Former UN Under-Secretary-General for Safet and Security • Erin Clift, Chief Marketing Officer, Waze • Lorraine M. Martin, President & CEO, National Safety Council, US • Mark Del Monte, CEO/Executive Vice President, American Academy of Pediatrics . George Njao, Director General, National Transport & Safety Authority, Kenya - Jonathan Adkins, Executive Director, Governors Highway Safety Association, US-Leah Shahum, Founder & Director, Vision Zero Network - Floor Lieshout, Director, YOURS: Youth for Road Safety - Ani Dasgupta, Global Director, WRI Ros Center for Sustainable Cities * Lotte Brondum, Executive Director, Global Alliance of NGOs for Road Safety * Mary Creagh, CEO, Living Streets * Danny Harris, Executive Director, Transportation Alternatives * Amy Cohen, Co-Founder, Familles for Safe Streets * August Billingslege, Executive Director, IAF Foundation * Cecilia Vasa-ohenes, Executive Director, Germard Van Leer Foundation * Jeffrey Comments of Cecilia Vasa-ohenes, Executive Director, Germard Van Leer Foundation * Jeffrey Cecilia Vasa-ohenes, Executive Director, Germard Van Leer Foundation * Jeffrey Cecilia Vasa-ohenes * Jeffrey Cecilia Paniati, Executive Director & CEO, Institute of Transportation Engineers • Corinne Kisner, Executive Director, NACTO • Catherine McCollough, Executive Director, Intelligent Car Coalition • Jeannot Mersch, President, European Federation of Road Traffic Victims Marauxa Cardama, Sceretary General, SLOCAT Partnesship • José Luis Castro, President and CEO, Vital Strategies

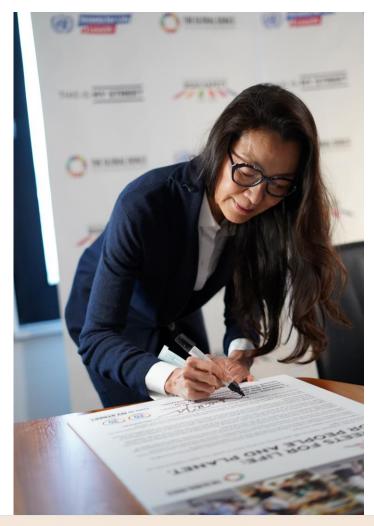
THESE ARE OUR STREETS! JOIN US. SIGN THE CALL TO ACTION AT:



THIS IS MY STREET

www.unroadsafetyweek.org

www.mystreet.org







Dr Tedros Adhanom Ghebreyesus, Director-General, World Health Organization (WHO) • Henrietta H. Fore, Executive Director, UNICEF • Achim Steiner, Administrator, UN Development Programme • Inger Andersen, Executive Director, UN Environment Programme • Maimunah Mohd Sharif, Executive Director, UN Human Settlements Programme • H.E. Volkan Bozkir, President, UN General Assembly • Jean Todt, UN Secretary General's Special Envoy for Road Safety and FIA President • Jayathma Wickramanayake, UN Secretary General's Envoy on Youth • Olga Algayerova, Executive Secretary, UN Economic Commission for Europe • Filippo Grandi, UN High Commissioner for Refugees • Tarcísio Gomes de Freitas, Minister of Infrastructure, Brazil • Ángela María Orozco Gómez, Minister of Transport, Colombia • **Dr Amina Mohamed**, Cabinet Secretary for Sports, Media and Culture, Kenya • **James Wainaina Macharia**, Cabinet Secretary for Transport, Kenya • Tomas Eneroth, Minister for Infrastructure, Sweden • H.E. Dr Mohamed Al-Hassan, Permanent Representative of the Sultanate of Oman to the UN • Mohammed Adjei Sowah, Mayor of Accra, Ghana • Ted Wheeler, Mayor of Portland, Oregon, US • Congressman Earl





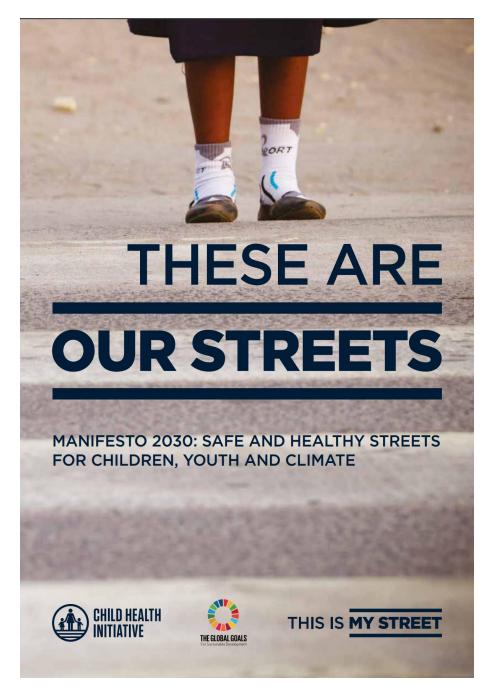


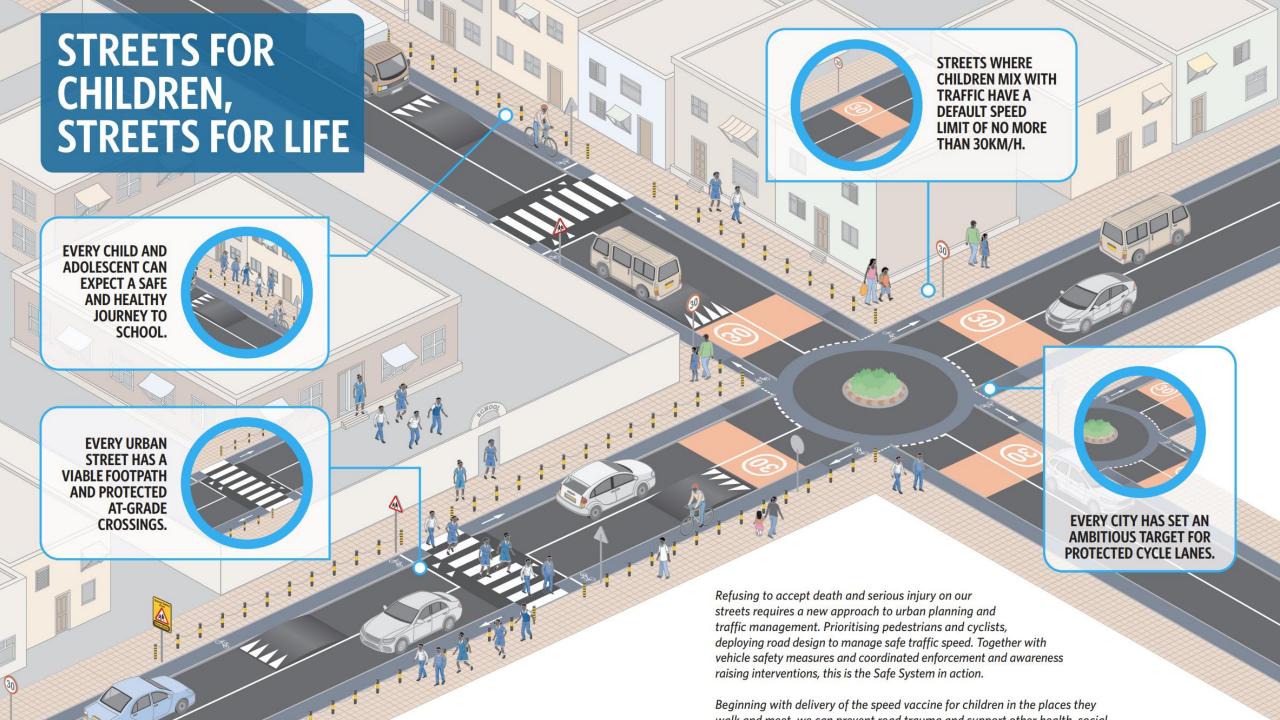


OUR 2030 MANIFEST









SAFE STREETS ADVOCACY HUB: €15M FUND TO SUPPORT 30KM/H CAMPAIGNS



WHERE WE ARE CAMPAIGNING

STREETS FOR KIDS CITIES

Cities being supported with indepth technical assistance through the Streets for Kids programme led by NACTO - Global Designing Cities Initiative:

- 1 Fortaleza, Brazil
- 2 Santiago, Chile
- Tirana, Albania
- Kigali, Rwanda

VISION ZERO CHALLENGE

World Resources Institute's Vision Zero Challenge supports Safe System advocacy across Latin America.

SHARE THE ROAD

UNEP's Share the Road initiative supports advocacy and technical assistance for walking and cycling across Sub Saharan Africa.

UNITED STATES

COSTA RICA

MEXICO

BRAZIL

UNITED KINGDOM

MOLDOVA, GEORGIA & ARMENIA

VIETNAM



Recommendations of the Safe System Consortium



Priority Recommendations for Implementing the Safe System Approach from the Safe System Consortium

he following priority recommendations were developed by the Safe System Consortium convened in the spring of 2021 by the Center for Injury Research and Policy at Johns Hopkins Bloomberg School of Public Health and the Institute of Transportation Engineers with support from the FIA Foundation. The Consortium gathered recognized experts from a range of fields with knowledge and experience in the Safe System approach, including road engineers, public health professionals, safety advocates, academics, researchers, and international road safety experts.

Recommendations for Congressional Action:

- Require that Safe System principles be followed when federal funds are used for road design and operation.
- Create a new Safe System program within the Federal Highway Administration (FHWA) Surface Transportation

Recommendations for the Biden Administration:

- Convene a federal interagency task force charged with identifying sources of funding across the Executive Branch to support implementation of a Safe System in historically underserved communities.
- Develop guidance for measuring the full range of benefits from Safe System projects, including direct benefits to transportation safety, health equity, safety equity, and access to health determinants such as education, employment, and health care services.
- Demonstrate a pathway to a Safe System for rural and underserved communities, including American Indian/Alaska Native tribal lands, addressing project prioritization, resource identification, and implementation.











GLOBAL SUPPORT FOR SAFE STREETS

There is strong public support across the world for action to make streets safer and protect children, as this YouGov survey of more than 13,000 people in 11 countries, commissioned by the FIA Foundation and the Child Health Initiative, shows:

GLOBAL OVERVIEW



53% of parents think the roads are not safe enough for their child to walk or cycle to school



65% of adults are concerned about air quality in their local area.



74% of adults support road closures, speed reduction, and restrictions on cars near schools



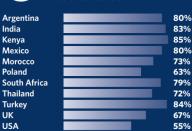
69% of parents would change children's school journeys to walking and cycling as part of COVID-19 social distancing measures, but only if streets are safe.



Percentage of parents who think the roads are not safe enough for their child to walk or cycle to school.

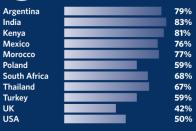


Percentage of adults who support road closures, speed reduction, and restrictions on cars near schools





Percentage of adults who are concerned about air quality in their local area.





India

Kenya

Mexico

Poland

Thailand

Turkey

UK

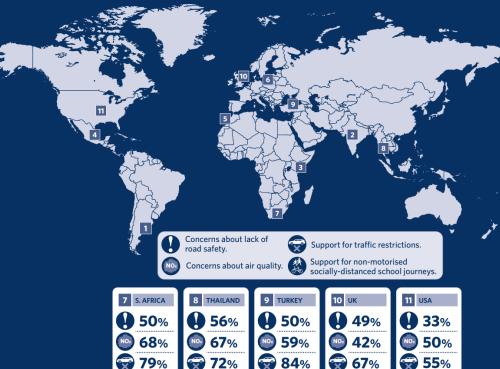
USA

Percentage of parents who would change children's school journeys to walking and cycling as part of COVID-19 social distancing measures, but only if streets are safe.



These figures are taken from the results of a YouGov poll, of more than 13,000 respondents, conducted between 07 August 2020 and 02 September 2020 in Argentina, India, Kenya, Mexico, Morocco, Poland, South Africa, Thailand, Turkey, UK and USA as part of a YouGov omnibus.





The questions asked were:

65%

- How safe, if at all, do you feel the roads in your neighbourhood are to allow children to walk or cycle?
- How concerned, if at all, are you by the air quality in your local area?
- To what extent would you support or oppose restrictions (speed reductions or road closures etc) on motor vehicles near schools if it allowed your child to walk or cycle to school more safely?
- Parents in the survey were also asked: How likely, if at all, would you be to switch to walking or cycling when taking your child to school to support social distancing measures, if you felt the roads were safe?

47%

YouGov

