



World Health Organization

Decade of action for road safety 2011–2020

DG video message

Greetings from the World Health Organization in Geneva.

I warmly welcome the declaration of a Decade of Action for Road Safety 2011–2020.

Road traffic crashes are a public health and development crisis. This crisis deserves attention and demands collective action.

Every day, road traffic crashes claim nearly 3,500 lives and injure many thousands more.

The vast majority of those affected are young people in developing countries. Road traffic crashes are tragedies, tragedies that throw families into despair and poverty.

The situation is alarming, as are projections for the future. During recent decades, the yearly number of road traffic deaths has increased dramatically, and this trend is expected to continue.

It is time to turn the tide.

The Decade of Action for Road Safety creates the political platform needed to scale up some well-defined measures. Evidence tells us that these measures work, and can save millions of lives.

I call upon governments to prepare national and local plans, plans for targeted and coordinated action. These plans should be launched on 11 May 2011, the date set to kick off the Decade.

Collective action depends on support from international agencies, civil society organizations, and the private sector.

The plan for the Decade was developed with WHO support. This commitment will continue as we work together to strengthen preventive programmes, improve trauma care, and monitor the progress achieved.

Actions taken and progress made during this Decade can make the world's roads safer for generations to come. This would be a welcome gift for the future.

Thank you.