



## **The unique Youth and Road Safety Action Kit launched**

*“Globally road traffic crashes are the leading cause of death for young people, like myself. We have the right, responsibility, and capability to change this situation. This Youth and Road Safety Action Kit is an essential addition to our road safety toolbox.”*

**Sheila Atieno, 25 years, Kenya.**

Today, the youth around the world will have access to YOURS - Youth for Road Safety's first publication that will introduce them to road safety, inspire them, and equip them with the knowledge they need to take action. The Youth and Road Safety Action Kit is an attractive youth friendly publication giving much needed attention to the global road safety threat facing young people.

Each year 400,000 young people aged between 15-29 die on the world's roads and millions more are injured. This translates into more than 1000 young lives lost unnecessarily every day on the roads, making road crashes the number one killer of young people ahead of HIV/Aids, Tuberculosis, and Malaria. The numbers are not merely statistics. Behind each number is a person, a family, a friend, and a story of how life can change in an instant.

In response to this crisis, many young people set out to become road safety activists, raising awareness of those around them and advocating their governments for more serious action. The global youth movement for road safety is gaining pace but there are still many who find road safety information inaccessible to them and a lot more passionate individuals who need guidance in getting started. This is precisely why the *Youth and Road Safety Action Kit* was written. It has been written by young people for young people. It is scientific yet appealing. As such, this Kit is the first of its kind in the world.

The *Youth and Road Safety Action Kit* takes young people on a journey with three main stops. The first part focuses on the global road safety crisis: Why are young people at particular risk? How does speeding, distracted driving, alcohol and drug use, non-use of helmets and other risk factors contribute to road traffic injuries? After the first stop, it is time for action. The second part is a guide on how to get on board with a focus on planning and implementing road safety projects. What else do young people need to get going? The last part is a set of briefings on key actions and processes that will can make their projects successful: partnership building, community participation, networking, and fundraising.

“This is the Youth and Road Safety Action Kit,” said Nellie Ghusayni, author of the publication, “a simple guide to inspire young people to get actively involved in road safety. We, the youth, are the main victims of road crashes worldwide. To be able to protect ourselves and stay safe, we need the knowledge and the tools; this is our starting point. I invite you to read it, use it, disseminate it, and please share your thoughts with us.”

The Kit is available for free to download from [www.youthforroadsafety.org](http://www.youthforroadsafety.org). YOURS offers training on the content of the Kit for further development of young people around the world. The Kit has been produced with the support of Michelin, and the International Union for Health Promotion and Education (IUHPE), with the technical support of the Centers for Disease Control and Prevention (CDC), Division of Unintentional Injury Prevention.

**ENDS – WORD COUNT 580**

## Note to Editors

### ***About the Youth and Road Safety Action Kit***

The Kit was written by Ms Nellie Ghusayni, Program Officer at YOURS with editing support from Kate Brown. AirSpace Studio designed the Kit.

### ***Quotes in support of the Youth and Road Safety Action Kit:***

“I participated in YOURS’ road safety workshop at the Muscat Youth Summit and learned so much from it. I didn’t realise that road safety was such a big issue in the world with over 1000 young people dying every day! After the workshop, I spread the message with my friends and family and I know that this Action Kit will give young people like me the knowledge we need to be safe on the roads.”

**Samar F. AlChahef, 19 years, Lebanon.**

“Young people have the most to gain from improvements to road safety, as it is their lives which are most at risk on the world’s roads. They also have an enormous potential to make important contributions as advocates and implementers of road safety initiatives. World Health Organization is pleased to support YOURS - Youth for Road Safety in its work with youth from around the world, including its efforts to build their capacities for advocacy.”

**Etienne Krug, Director, Department of Violence and Injury Prevention and Disability,  
World Health Organization**

“Road traffic injuries are globally the leading cause of death for young people. This is unacceptable and avoidable. Youth themselves play an important role in preventing these tragedies, for example by being role models, talking with their peers, and advocating for improved road safety wherever they are. At Michelin, founding member of YOURS – Youth for Road Safety, we encourage young people around the world to use this Action Kit and get involved to stop further loss and suffering on the roads.”

**Patrick Lepercq, Corporate Vice-President of Public Affairs, Michelin.**

### ***About YOURS – Youth for Road Safety***

YOURS – Youth for Road Safety is a unique global youth-led organisation that acts to make the world’s roads safe for young people. YOURS has three focus areas: advocating for youth and road safety issues; inspiring young people and enabling them to network and share information; and developing young people’s capacities, their understanding and skills. YOURS has a growing global youth network for road safety, striving to include youth representatives in all countries in the world working together to beat the global road safety crisis. YOURS is also an official member of the United Nations Road Safety Collaboration.

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Images of Youth and Road Safety Action Kit:



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