



La Prévention Routière Internationale

International Road Safety • Internationale Verkehrssicherheit

Recommendations of the 11th PRI World Congress, held 24 - 26 June 2009 in Rotterdam – The Netherlands to the 1st Global Ministerial Conference on Road Safety, 19 and 20 November 2009, Moscow - Russia

**“Give young people the responsibility, the trust and a voice to
create a worldwide community and movement to stop the number
of road crash victims amongst young people.
Road deaths are number 1 killer globally”.**

Background

Worldwide there are 1,3 millions road deaths every year, and more than 50 million people are seriously injured. Every minute 3 people got killed in a road crash. From reports of the World Health Organisation (WHO), United Nations (UN) and other international organisations we learned that more than 85% of the 1,3 million yearly traffic deaths happens in low- and middle income countries and that the number of road deaths in these countries will rise by an average of 83% by 2020.

More than 380.000 road death victims are aged under 25. Young people are overrepresented in collision figures. Road crashes are the leading cause of premature death and disability amongst young people.

But road danger is not just a matter of statistics. Above all road crashes cause a great deal of suffering. Lifelong suffering of people, who have lost a loved one in a traffic crash and the suffering of victims, people who are handicapped for the rest of their lives. Families, marriages and friendships are utterly disrupted.

For these reasons the focus of the 11th PRI World Congress was exclusively aimed at young people and innovative road safety solutions.

In the framework of the World Congress a special workshop took place jointly organised by TeamAlert, the Dutch Youth Organisation for Road Safety and the City of Rotterdam. The conclusions of this workshop form an integrated part of the PRI World Congress recommendations.



Recommendations

- Formulate specific RS targets for young people (-50% road victims by 2020)
- Create legislation to ensure measures and realise adequate financial support
- Develop data collection and carry out (focussed) research
- Join forces between Youth organisations and RS organisations (civil society) on all levels to create a road safety movement
- Organise a World Youth Forum under the umbrella of the United Nations in 2010. Tunisia has put forward its candidature to organise the WYF on 26 and 27 February 2010
- Make a segmentation in the target group of young people to get focus and with the purpose of defining an adequate campaign strategy and proper media channels
- Stimulate national pilots combining young people with experienced people to create road safety campaigns. In the Netherlands the city of Rotterdam would like to serve as a testing ground
- Reward good behaviour in stead of punishment of bad behaviour; do not appeal to fear
- Use the knowledge of gender differences
- Give young people responsibility and trust
- Get young people involved and make use of their opinions
- Give young people a voice in strategies and programmes
- Involve young people as ambassadors for road safety
- Use peer to peer communication as effective tool (Hyves, Facebook)
- Support the idea of developing RS communities
- Reach young people through their own lifestyle (serious gaming, music, twitter, sms, iPhone applications)
- Well known people and celebrities can fulfil positive role models
- Develop a Safe System Approach focused at young people
- Create synergy between legislation, enforcement, infrastructure, education, campaigning and post crash measures
- Develop an integrated approach (international, regional, national and local actions)
- Use national armed forces as an effective channel to reach youth
- Accompanied driving is a safe way to get experience in traffic
- Exchange knowledge, experiences, best practices and worse cases
- Improve effectiveness by carrying out measurements and evaluation

Rotterdam
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Gemeente Rotterdam

