

**PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY
2024 CALL FOR PROJECT CONCEPT NOTES
UNICEF**

I. Overall approach to UNRSF 2024 Call for Concept Notes

Child road traffic injuries are a leading cause of death and morbidity. Every day, approximately 600 children lose their lives and thousands of others suffer long lasting or permanent physical disabilities due to road traffic collisions. For children and young adults aged 5-19 years, road traffic injury is the global number one cause of death.

A multi-sectoral safe systems approach is required to address road traffic injuries in combination with legislation, enforcement, education, technology and international regulatory support. UNICEF is a United Nation agency that promotes the rights and well-being of every child. UNICEF works across sectors supporting government at national and sub-national level to advance multi-sectoral action on issues affecting children. UNICEF continues to be a long-time advocate for child injury prevention and specifically road safety, actively leading and participating in road safety actions at global, regional and country levels, including initiatives with the UN Road Safety Collaboration (UNRSC) and the UN Road Safety Fund (UNRSF). Road safety is also strategically aligned with UNICEF's strategic focus on combating non-communicable diseases and injuries (NCDIs) as part of the UNICEF Strategic Plan 2022-2025 and UNICEF's Strategy for Health 2016–2030.

UNICEF will seek to prepare submissions that align with the UNRSF 2024 Call for proposals.

Priority 1 focuses on regional programmes that implement road safety laws and standards aligned with UN legal instruments.

Priority 2 on Domestic Financing aims to provide support at the country or city levels to identify and unlock sources of domestic general or targeted road safety financing.

II. Application strategy

UNICEF will be accepting inquiries of interest from governments, academia, NGOs and other key road safety stakeholders to join UNICEF Country Office submissions, that will support priority countries of the UNRSF call for proposals. Interested organizations should send a brief description of the idea outlining the roles envisaged for each partner by 6 September, 2024.

III. Contact information

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