

UNRSF #MOMENTS2LIVE4 GLOBAL CAMPAIGN



— Why?

There are so many moments to live for. However, one person dies on the road every 24 seconds. It is within our power to change the status quo. We believe that better financing mechanisms in low- and middle-income countries can end the current road safety crisis.

— What?

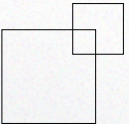
#moments2live4 is a global social media campaign by the UN Road Safety Fund (UNRSF) to raise awareness on the importance of investing in better road safety performance within low- and middle-income countries.

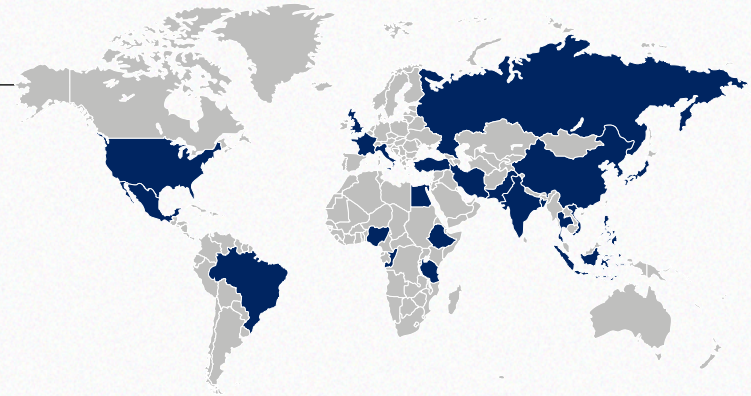
— When?

From November to June each year during the Second Decade of Action for Road Safety (2021-2030), the campaign will actively engage every day road users to share campaign messages and post a photo/video of the moments in life that inspire them to believe in the importance of safe roads everywhere.



**ONE PERSON
DIES ON THE
ROAD EVERY
24 SECONDS.**





— **Where?**

With a goal to reach 1 billion people, the campaign will be animated in a mix of the 24 most populous countries – comprising some of the most affected countries by, as well as some of the strongest country champions for, the issue of financing road safety in low- and middle-income countries.

— **How?**

National influencers from the targeted countries will share road safety facts, personal quotes, videos and photos on social media to raise awareness around road safety agenda. They will invite people to visit the campaign page on UNRSF website to learn more.

- | | | | |
|--------------|-------------|---------------|------------------|
| ● Bangladesh | ● France | ● Japan | ● Tanzania |
| ● Brazil | ● Germany | ● Mexico | ● Thailand |
| ● China | ● India | ● Nigeria | ● Turkey |
| ● Congo | ● Indonesia | ● Pakistan | ● United Kingdom |
| ● Egypt | ● Iran | ● Philippines | ● United States |
| ● Ethiopia | ● Italy | ● Russia | ● Vietnam |

CALL TO ACTION

ACTION

ACTION

ACTION

ACTION

ACTION



01

Visit UNRSF website to learn about the campaign.

02

Watch and share #moments2live4 videos and photos.

03

Post your own #moments2live4 videos and photos.

04

Share campaign messages.



VISIT UNRSF WEBSITE TO SEE HOW YOU CAN DO YOUR PART IN HALVING THE NUMBER OF DEATHS ON THE ROADS BY 2030.

01



Learn about:

- Key figures.
- Projects and partnerships.
- Mobilizing finance (governments, businesses, citizens).

WATCH AND SHARE

#MOMENTS2LIVE4

VIDEOS AND PHOTOS



#MOMENTS2LIVE4

The videos and photos capture moments and situations of everyday life, that make the life worth living – passions, pursuits, interests, hobbies, people, etc.

Be it a first sip of your favorite hot drink in the morning, the blow of warm wind in your face, or caressing your pet, we feel close to those small moments of existence which could belong to the memory of each one of us.

Share the videos with your networks and help bring attention to the campaign.

Be sure to use #moments2live4 and @UN_RSFF when you post. Encourage people to visit UNRSF website and campaign page to learn more.

POST YOUR OWN #MOMENTS2LIVE4 VIDEO AND PHOTOS

03

You can create your own 24 seconds videos and photos capturing your favorite moments in life, and post them on your social media channels using the #moments2live4 hashtag.

You can also use the following texts to support your photos and videos.

Road crashes are the 1st cause of fatalities of young people. Share your #moments2live4 to spread the word.

Every 24 seconds a life is lost because of preventable road traffic injuries. Share your #moments2live4 to raise awareness.

What moments do you live for in your daily life? Let's not let these special moments stop too soon. Join the UNRSF #moments2live4 campaign.

Why take risks on the road when there are so many #moments2live4.

#MOMENTS2LIVE4



SHARE #MOMENTS2LIVE4 CAMPAIGN MESSAGES

04

Message 1

It is a global health crisis when every 24 seconds a life is lost because of preventable road traffic injuries.

[#moments2live4 @UN_RS F](#)

Message 2

Globally, road traffic deaths and injuries occur 93% of the times in low- and middle-income countries.

[#moments2live4 @UN_RS F](#)

Message 3

We cannot end our global road safety crisis without targeted financing of road safety actions in low- and middle-income countries.

[#moments2live4 @UN_RS F](#)

Message 4

Visit the UN Road Safety Fund (UNRSF) website to learn how you can join our efforts to unlock financing for better road safety performance in low- and middle-income countries.

[#moments2live4 @UN_RS F](#)



SOCIAL MEDIA

<https://roadsafetyfund.un.org/>

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