



Help us make roads safe for children.

MOMENTS
LIVE

 **RSF**
UN ROAD SAFETY FUND

An epidemic hiding in plain sight UN Road Safety Fund launches global campaign on the #1 cause of death for children

Press Release

Geneva, 21 November 2022

We are facing a global road safety crisis – and it is hitting children above the age of five years old the hardest.

On World Children's Day, Sunday 20 November, the [UN Road Safety Fund](#) launched the second edition of its [#moments2live4](#) global campaign – featuring the stories of five year old [Lukonde Bwalyato](#) and her schoolmates from Lusaka, Zambia – to inform citizens worldwide about the devastating impact of unsafe roads for children, especially in Africa where road death rates are highest in the world; and to call for individual donations in support of life-saving road safety interventions that ensure more [#moments2live4](#). World Children's Day is also the World Day of Remembrance for Road Traffic Victims.

One person dies on the road every 24 seconds across the world and every 24 hours, 500 children die on the roads globally. Moreover, 93% of the 1.3 million global road traffic deaths and 50 million serious road traffic injuries occur in low- and middle-income countries where the Fund and its partners deploy life-saving road safety project interventions from [effective post-crash care](#), to the adoption of region-wide [safer vehicle regulations](#) in West Africa, to national systems to improve [helmet](#) and [child restraint use](#) and safety for [pedestrians and cyclists](#) to community-based solutions to improve road design and the installation of road signs and markings, including in [school zones](#).

"Awareness is the first step towards addressing the global road safety challenge. Billions of everyday road users, thousands of corporations and over 100 governments currently sit on the side lines of inaction, largely unaware of the far-reaching dangers for our most vulnerable road users – our children. This global campaign is intended to empower everyone with knowledge about how to help keep children safe on the roads" said Nneka Henry, Head of the UN Road Safety Fund. "With support from a wide range of supporters we hope this campaign triggers additional support to the Fund's mandate and work in African and other low-and middle-income countries."

The [#moments2live4](#) global campaign features a range of supporters from global entertainers, world-class athletes, professional race car drivers, and world leaders from international organizations. Campaign supporters boast a combined network of 200 million social media followers, which will prove invaluable in amplifying the importance of the issue among millions of families who may not have been otherwise aware about the devastating impact of unsafe roads and unsafe road use for children.

The campaign will be running for 10 weeks until International Day of Education on 24 January 2023. Visit www.roadsafetyfund.un.org to learn about the UN's response to the global road safety crisis for children and to meet remarkable #moments2live4 campaign supporters from across the globe.

Notes to Editors:

The UN Road Safety Fund (UNRSF) – set up in 2018 – is a global partnership working to help halve road deaths and injuries in low- and middle-income countries, where over 90% of the 1.3 million fatal crashes occur each year. The Fund works with communities, civil society, governments, companies and UN agencies to address critical gaps in national road safety systems. As an innovative pooled fund, the UNRSF mobilizes financing from private, public and individual donors channelling resources to high-impact, scalable and sustainable road safety projects worldwide. Visit the Fund's #moments2live4 campaign web page [here](#).

Media Contact:

UN Road Safety Fund Media Officer: linda.olango@un.org

For more information on how to join the UN Road Safety Fund, visit:
www.roadsafetyfund.un.org or contact unrsf_secretariat@un.org

