CAMPAIGN HIGHLIGHTS

November 2022 - January 2023

The UN Road Safety Fund's #moments2live4 Campaign, which ran from November 2022 to January 2023, advocated for interventions to keep children safe on the roads. The Campaign garnered support from influential partners – with a total of 200 million social media followers – who shared jointly curated posts, journalistic articles, videos and podcasts.

Find out more at roadsafetyfund.un.org

CAMPAIGN HIGHLIGHTS

AUTOLIV

Autoliv Inc ✔
@AutolivInc

Child traffic deaths are a global health crisis. Join the @UN_RSF campaign #moments2live4 to make roads safer for children everywhere:
bit.ly/3BDymSg

#MOMENTS2LIVE4

HELP US MAKE
ROADS SAFE
FOR CHILDREN

RSF
UN ROAD SAFETY FUND

HUMDA

HUMDA Magyar Mobilitás-fejlesztési Ügynökség Zrt.
Nov 20, 2022

⚠️ Ma van a gyermekek jogainak ENSZ-világnapja, amelyre az ENSZ Közlekedésbiztonsági Alapjával közös kampányunkban hívjuk fel a figyelmet.

🚦 Ne feledjük, gyermekeink egyben a jövő közlekedői is, így a közlekedésbiztonsági edukációt már egészen kis korban el kell kezdeni! #moments2live4

HUMDA and the UN Road Safety Fund wishes you a Happy World Children's Day! As we celebrate with children everywhere, join UNRSF in making road safety a reality for little ones across the globe. Learn more about UNRSF's #moments2live4 campaign: https://roadsafetyfund.un.org/moments2live4
See Translation

HELP US MAKE
ROADS SAFE
FOR CHILDREN

PIRELLI

Pirelli
654,463 followers
2w

The UN's #moments2live4 campaign puts children at the heart of road safety. Find out more in the interview below between **filippo bettini**, Pirelli - Senior Advisor Sustainability and Nneka Henry, Head of the **UN Road Safety Fund** secretariat: **https://lnkd.in/dgx4-de7**

Putting children at the heart of road safety
pirelli.com

JEAN TODT

Jean Todt ✔ @JeanTodt · Dec 1, 2022
Every 24 hours, 500 children die on the roads. From safe crossings and speed limits in school zones to new walking and cycling lanes, the @UN_RSF #moments2live4 campaign advocates for interventions that make roads safe for children. Help @UN_RSF do more ➡️
roadsafetyfund.un.org/moments2live4

▶ 6,306 views   0:00 / 0:24

#MOMENTS2LIVE4

CAMPAIGN HIGHLIGHTS

TRACY OWUSU-ADDO

Tracy Owusu-Addo ✓ @TracySarkcess · Dec 19, 2022

Did you know that 133 accidents occurred alone between 24-26th Dec. 2021 in 🇬🇭? Over 2M kids 🌍 miss out on education each year due to death or injury in road traffic crashes.
With the #Christmas upon us, let's stay safe to enjoy the #moments2live4 with family & friends. @UN_RSF

24 hours, 500 children die on the roads?

#MOMENTS2LIVE

HELP US MAKE
ROADS SAF
FOR CHILDREN

RSF

UNIVERSAL POSTAL UNION

📌 Pinned Tweet

Universal Postal Union ✓ @UPU_UN · Jan 19

Why invest in #RoadSafety ❓

🎧On a new episode of #VoiceMail, Nneka Henry @AideWorks, @UN_RSF Head, explains how the #UNRSF is working to improve road safety globally & how Posts can help protect the most vulnerable & achieve the ambitious Vision Zero: bit.ly/3HgktMV

VOICE MAIL

It is not just about highlighting what the challenge is – it's important that we highlight, through our campaign, through our partnerships, that there are solutions that are working. It's not impossible to meet this ambition of Vision Zero, where we have zero road fatalities. [...] There is a number of solutions that have worked over many cities, over many countries – we want to highlight that through investing in road safety, we can keep children safer on the roads.

NNEKA HENRY
Head of the UN Road Safety Fund Secretariat

0:40   130 views

UNDP ZAMBIA

UNDP Zambia @UNDPZambia · Jan 30

Together, @UN_RSF, @AskRtsa, we can make #Roadsafety a reality for all. Watch the 🎦to find out the #moments2live4 of Lukonde Bwalya, a 5-year-old pre-grade student of Makeni Park School in Lusaka🇿🇲.

Lukonde Bwalya
Makeni Park Private School
Lusaka, Zambia

5 years old

0:20   99 views

LOS ANGELES DEPARTMENT OF TRANSPORTATION

LADOT ✓
@LADOTofficial

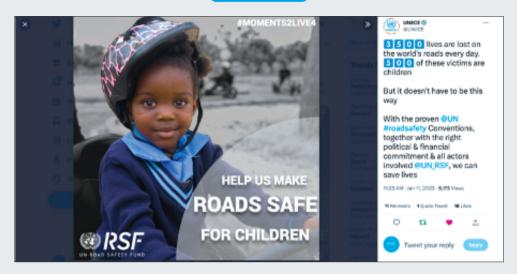#DidYouKnow every 24hrs, 500 children worldwide die on roads doing things kids love most, from riding a bike to going to school? Our friends at UN Road Safety Fund #moments2live4 advocate for interventions that help children stay safe on the road. roadsafetyfund.un.org/moments2live4

Help us make roads sa
children.

#moments2live4

10:01 PM · Dec 1, 2022

GLOBAL CITIZEN

Global Citizen Impact ✓
@GlblCtznImpact

Every 24 hours, 500 children die on the roads.
Safe footpaths, cycle lanes and school crossings are some ways @UN_RSF ensures safe journeys for children in low-and middle-income countries.
Join the @UN_RSF #moments2live4 campaign and donate today:➡️
roadsafetyfund.un.org/moments2live4

#MOMENTS2LIVE4

UNECE

UNECE @UNECE

3500 lives are lost on the world's roads every day. **500** of these victims are children

But it doesn't have to be this way

With the proven @UN #roadsafety Conventions, together with the right political & financial commitment & all actors involved @UN_RSF, we can save lives

11:23 AM · Jan 11, 2023 · 5,173 Views

UN-HABITAT MOZAMBIQUE

UN-Habitat Moçambique @UNHabitatMoz

Road traffic deaths and injuries occur 93% of the times in low- and middle-income countries. UN-Habitat Mozambique (@UNHabitatMoz) and the UN Road Safety Fund (@UN_RSF) promote safer more sustainable cities for kids in the Global South. #moments2live4
roadsafetyfund.un.org/moments2live4

UN INDIA

United Nations in India @UNinIndia · Nov 22, 2022
Road accidents are the leading cause of death for children and young people.

The #moments2live4 campaign aims to awareness about the global road safety crisis, which is hitting children over five the hardest.

news.un.org
Honour traffic victims by making roads safer: Guterres
UN Secretary-General António Guterres has called for greater global efforts to achieve the goal of reducing traffic deaths and injuries by ...

Help us make roads safe for children

#MOMENTS2LIVE4