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MAKING OUR ROADS SAFER.
#moments2live4

UN ROAD SAFETY FUND LAUNCHES GLOBAL CAMPAIGN CELEBRATING ROAD SAFETY'S HIDDEN HEROES

Press Release

Geneva, Switzerland, 19 November 2023

On the [World Day of Remembrance for Road Traffic Victims](#), the [UN Road Safety Fund](#) is launching the third edition of its #moments2live4 Campaign to put the spotlight on the hidden heroes of road safety.

As we 'Remember, Act and Support' the victims of road traffic crashes, the global Campaign calls on people to celebrate the frontline workers who act each day to prevent road crashes, care for traffic victims, and advocate for everyone's right to a safer journey.

The reality is that every 24 seconds someone dies on our roads, with over 90% of road deaths taking place in low- and middle-income countries. Globally, we face a critical opportunity to support those working for their communities to stop more deaths on the road.

To mark the launch of the Campaign, the UN Road Safety Fund is releasing the trailer of its new film, "*On the Frontline: Road Safety in Kenya*." The film tracks the work of local road safety heroes under two Fund projects being led by UN-Habitat and UN Environment Programme.

"This #moments2live4 Campaign celebrates the everyday heroes making our streets safer from traffic officers to healthcare workers, vehicle inspectors to urban planners," notes Nneka Henry, Head of the UN Road Safety Fund. *"Across the Fund's 44 projects in 88 countries, we are proud to be building the local capacity that supports government action towards achieving SDG 3.6: halving deaths on the road. We call for more support to help those working behind the scenes on road safety."*

Throughout the Campaign, which runs until 12 December, the Fund's partnership will be profiling their hidden heroes, and the Fund will be joined by champions including the Executive Secretary, UN Economic Commission for Europe and the UN Secretary General's Special Envoy for Road Safety.

Visit <https://roadsafetyfund.un.org/moments2live4> to learn more about the campaign and get involved. View the Film "*On the Frontline: Road Safety in Kenya*" at: <https://www.youtube.com/@UNRSF>

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 [here](#).

Media Contact

UNRSF Media Officer: linda.olango@un.org

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

