

Permanent Mission of the Kingdom
of the Netherlands to the United Nations
666 Third Avenue, 19th Floor
New York, N.Y. 10017

Dear Mr de Regt,

The impetus of this letter is to underline the importance of keeping road safety in the Post-2015 Development Agenda and to encourage you to participate in the Second High Level Conference on Road Safety which will take place on 18-19 November 2015 in Brasilia, Brazil.

The #SaveKidsLives campaign is a unique global road safety campaign shaped with the prime motive of drawing attention to the urgent need for better protection of children against road traffic fatalities. Currently globally over 680,000 people support the Child Declaration for Road Safety¹. This massive support illustrates a plea to make road safety for children a priority.

The Child Declaration for Road Safety is a call for action; children and experts jointly drafted it. Children have voiced their thoughts and fears about traveling on roads, and experts have summarized measures that must be taken to keep children safe on roads. These measures are already well known but too often they are not put in place. They must become a priority for governments for future development. This is why we are very pleased to read within the Post-2015 Development Agenda² a proposed global health goal on road traffic crashes (3.6) and a road safety goal within safe, sustainable cities (11.2):

- By 2030, halve the number of global deaths and injuries from road traffic accidents and, in the interim, by 2020, stabilize and then reduce global deaths and injuries from road traffic accidents
- By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

The #SaveKidsLives campaign, together with partners around the world, is calling on world leaders to ensure that these targets remain featured in the Post-2015 Development Agenda when they are launched in September 2015. We urge you to support this much-needed target to reduce the burden of road traffic crashes globally.

¹ <http://www.savekidslives2015.org/>

² [https://sustainabledevelopment.un.org/content/documents/7849Cover Letter and Outcome document for the UN Summit to adopt the Post-2015 Development Agenda_26072015.pdf](https://sustainabledevelopment.un.org/content/documents/7849Cover%20Letter%20and%20Outcome%20document%20for%20the%20UN%20Summit%20to%20adopt%20the%20Post-2015%20Development%20Agenda_26072015.pdf)

Once these targets are officially adopted within the Post-2015 Development Agenda, we are calling for governments worldwide to show their commitment and to discuss action at the Second High Level Conference on Road Safety³, which will take place on 18-19 November 2015 in Brasilia, Brazil. This will be an exceptional opportunity for governments to make the words in the Post-2015 Development Agenda real and to ensure they will not remain ink on paper.

Therefore we would like to encourage you to take part in the Second High Level Conference on Road Safety and request you to ensure your country is represented through a high-level delegation. Believing in the power of youth and civil society, we would highly recommend the inclusion of real youth and NGO participation in the conference and kindly suggest incorporating youth leaders and NGO representatives in your delegation.

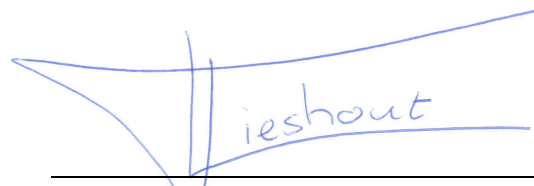
We are very grateful for your support towards the proposed targets, your consideration in taking part in the Second High Level Conference on Road Safety and for your continued commitment to ending the carnage that occurs daily on the world's roads. If you have any queries, please do not hesitate to contact us.

Yours sincerely,



Aakash Shah
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#SaveKidsLives – www.savekidslives2015.org

#SaveKidsLives is the worldwide and official campaign coordinated by the UN Global Road Safety Collaboration. It was launched during the Third United Nations Global Road Safety Week and is now calling for Governments worldwide to commit to take action at the Global High Level Conference on Road Safety in Brasilia (17-19 November 2015)

YOURS – Youth for Road Safety – www.youthforroadsafety.org

YOURS is a unique global youth-led organization that acts to make the world's roads safe for young people. YOURS has three focus areas: advocating for youth and road safety issues; inspiring young people and enabling them to network and share information on road safety; and developing young people's capacities, their understanding and skills.

Global Alliance of NGOs for Road Safety – www.roadsafetyngos.org

With over 140 member NGOs active in more than 90 countries, the Global Alliance of NGOs for Road Safety shares best practices and collectively advocate for road safety and the rights of victims of road traffic injury.

³ <http://www.roadsafetybrazil.com.br/>