

## Briefing #SaveKidsLives

### Introduction

#SaveKidsLives is the official campaign for the Third United Nations Global Road Safety Week. The campaign is calling for action to save children's lives on the roads around the world. For more information: [www.savekidslives2015.org](http://www.savekidslives2015.org).

### Rationale

In developing countries in particular, a growing epidemic of road traffic deaths and injuries is hindering the right of children to safe mobility. Around the world more than **500 children are killed every day** in road traffic crashes. Tens of thousands more are injured, often suffering lifelong disabilities. Urgent action is needed in all countries to address this health and development challenge.

### #SaveKidsLives principles: Read it, Sign it, Show it, Deliver it!

**Read it:** Kids the world over inspired the Child Declaration for Road Safety. They voiced their thoughts and fears about travelling on the roads. They said what they need to be kept safe on the roads. In a joint effort, the world's experts also outlined measures that must be taken. Together we call upon decision-makers worldwide to take action and protect children.

**Sign it:** By signing the Child Declaration for Road Safety you are helping to:

- call for action to stop the growing number of road deaths worldwide;
- ask decision makers to save kids' lives by putting road safety in place;
- support the movement for road safety led by children around the world.

**Show it:** Show your support for the campaign by taking an easy #Safie:

- Download the signboard!
- Write your road safety message
- Take a photo.
- Share it on [Facebook](#), [Twitter](#) and [Instagram](#) with the hashtag #Safie and [#SaveKidsLives](#).

Every month we will choose the #Safie of the month and show it on the website.

**Deliver it:** In May 2015 the Third UN Global Road Safety Week will take place. Around then, we will all deliver the Child declaration to our local and global leaders.

To have our voices heard, we need as many people as possible to organise events where the Declaration is delivered to decision makers. You could organise events together with children at your local school, or with your community centre.

Maybe you can work together with the media, where the children can act as journalists while they hand over the Child Declaration to your local leader.

## How can you help #SaveKidsLives?

### You can:

1

Share the campaign on your website, social media. You can use the attached pictures, logos and animation.

2

Send a newsletter / email to your network about #SaveKidsLives / [www.SaveKidsLives2015.org](http://www.SaveKidsLives2015.org).

3

Invite all your staff to **Read** the Child Declaration, to **Sign it** and take a **#Safie**. If necessary, **translate** the Declaration and send it to [info@savekidslives2015.org](mailto:info@savekidslives2015.org).

4

Start thinking about delivering the Child Declaration to decision-makers in May 2015, during the UN Week. To who should it go? How could you involve children?