



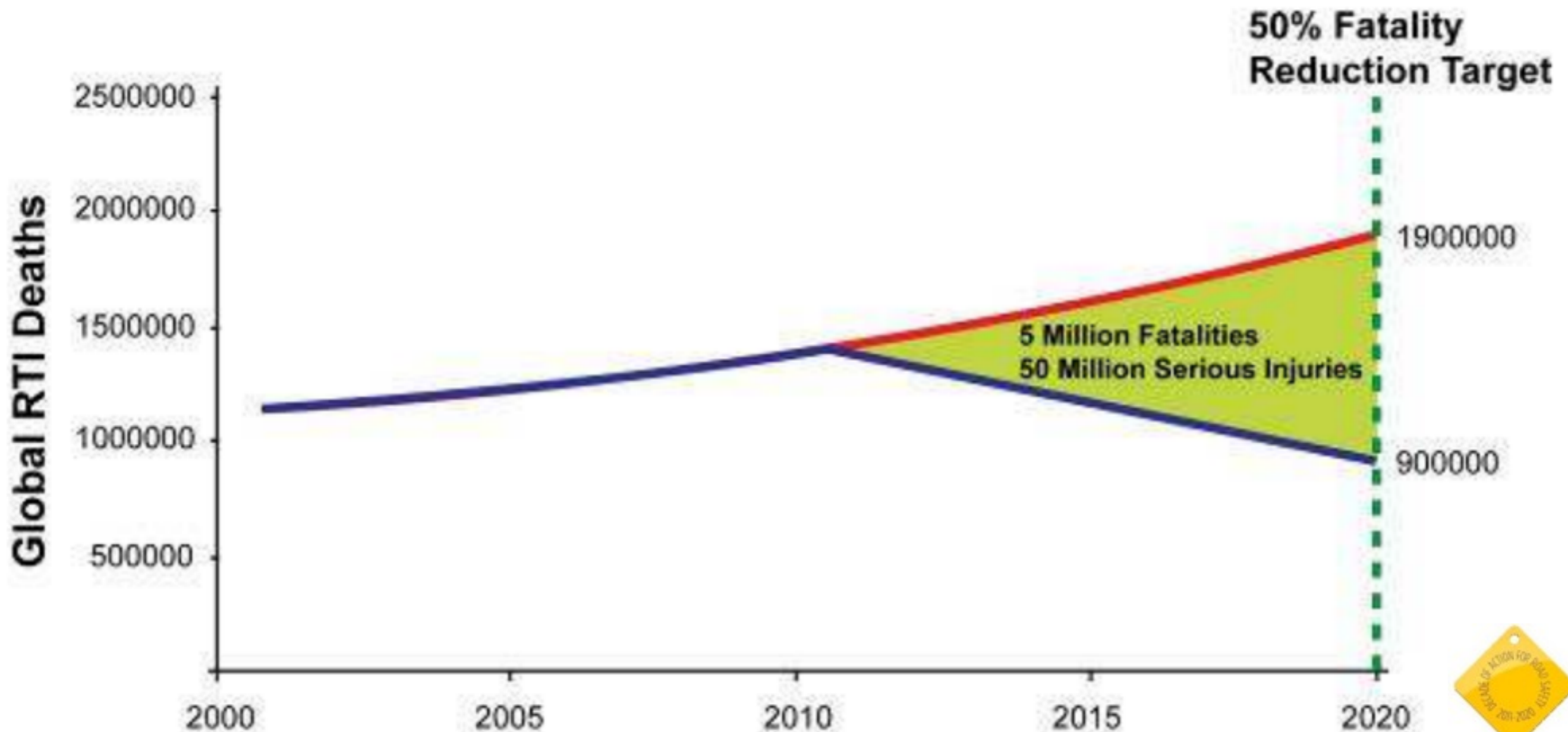
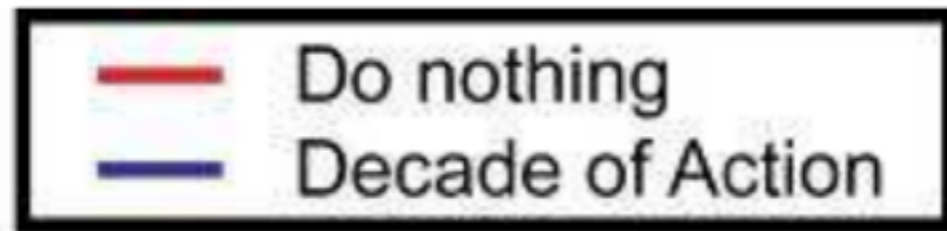
Together we can
save millions
of lives.



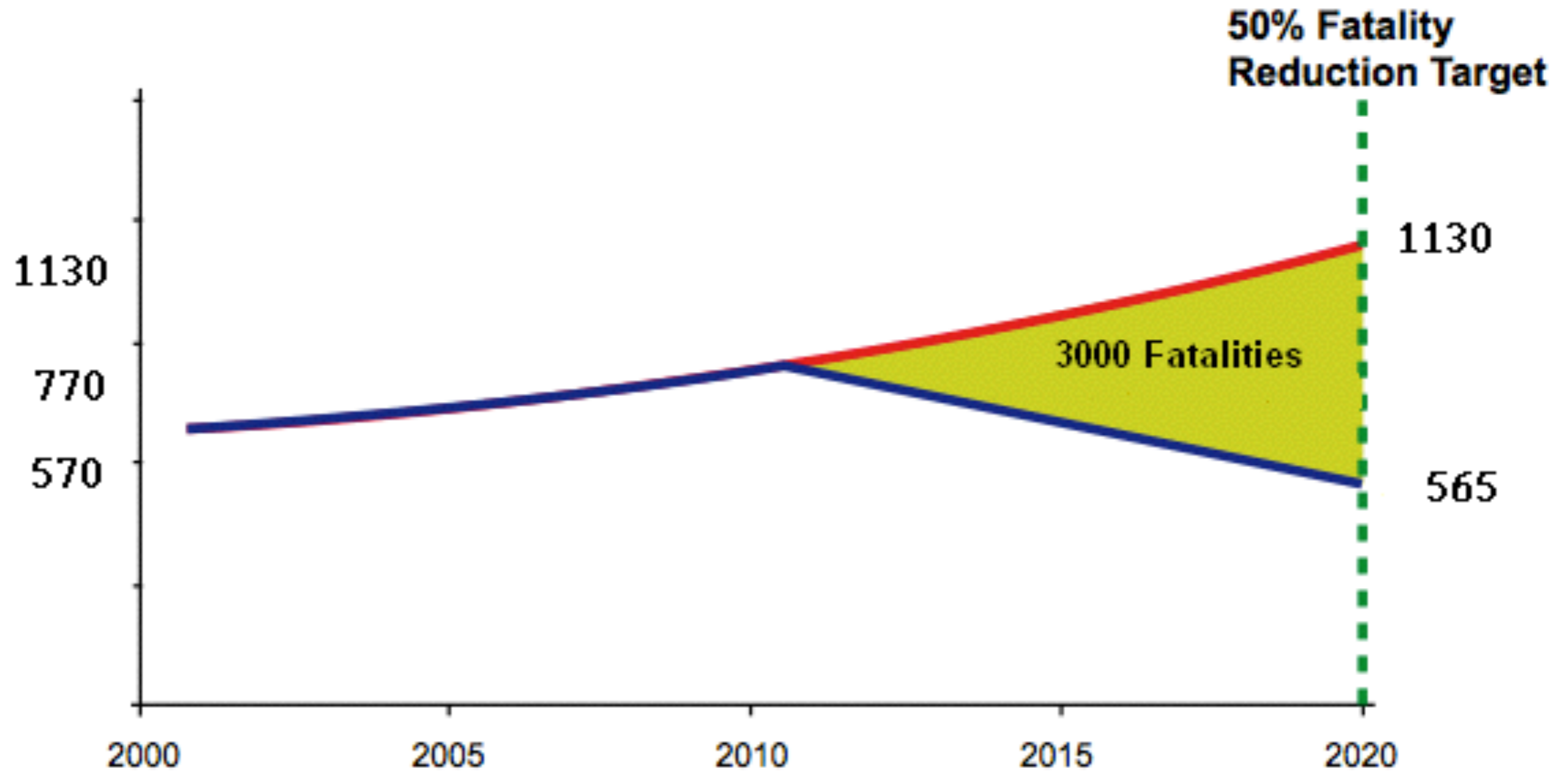
**DECADE OF ACTION FOR
ROAD SAFETY 2011-2020**

www.decadeofaction.org

50% Fatality Reduction Target



50% Fatality Reduction Target



Death Toll

Per Year

850

Per Month

70

For remaining 7 months

490



Value of a Life in a Road Crash

GDP (USD)	43,490,000,000
Population	5,882,562
GDP/Capita (USD)	7,393
World Bank Formula	70
Cost of loosing one life on the road(USD)	517,513
Number of fatalities per year	854
Cost of fatalities on roads (USD)	441,955,767
Cost of a fatality/GDP	1.02%



Value of a Serious Injury

GDP (USD)	43,490,000,000
Population	5,882,562
GDP/Capita (USD)	7,393
World Bank Formula	17
Cost of a serious injury (USD)	125,682
Number of injuries per year	14,500
Cost of a serious injury on roads (USD)	1,822,383,682
Cost of a serious injury/GDP	4.19%
Cost of a fatality/of GDP	1.01%
Total Cost to GDP	5.20%





الطريق بتكمل بعد الحادث

سفيرة كن هادي
إيناس أبو عيَّاش



DECADE OF ACTION FOR
ROAD SAFETY 2011-2020

#nodeadend





Taxi Free Rides

Ministry of Interior & Municipalities, NGOs, **Weddings**
Citizens





kunhadi.org
Drink responsibly

TAXI



A kiss on the fly is disappointing



SPEEDING ISN'T COOL



ya mama!

NOTHING IS SCARIER THAN
~ LOSING A MOTHER ~

• DRIVE RESPONSIBLY •

 **kunhadi.org**
Youth awareness on road safety



www.SaveKidsLives2015.org



THIRD UN
GLOBAL ROAD
SAFETY WEEK

#SaveKidsLives

with road safety

#SaveKids

Every day more than
in traffic crashes go
Help Save



Our #Safie of the month for April goes to this lovely fun picture from Lebanon. It comes via Twitter from the Lebanese Road Safety Organization [Kunhadi](#).

For your chance to be featured as #Safie of the Month for the #SaveKidsLives campaign, start taking your safies now and tag them on social media with #SaveKidsLives and #Safie.



THIRD UN
GLOBAL ROAD
SAFETY WEEK

ER IT

ABOUT

LANGUAGE ▾

Signed declarations!

67420 signees

Sign it too!

target 100,000



05/08/2015



إحترام أطفالنا
#SaveKidsLives
with road safety

ROAD SAFETY
STARTS WITH YOU
#SaveKidsLives
with road safety

PROTECT CHILDREN
REDUCE SPEED
#SaveKidsLives
with road safety

DO NOT OVERTAKE
ON THE CORNER
CP OCHA/TANZANIA
#SaveKidsLives
with road safety

DRIVE SAFELY TO
PROTECT CHILDREN
KEATS ACCIDENT
#SaveKidsLives
with road safety

#SaveKidsLives
with road safety

ENFORCE
TRAFFIC LAW
#SaveKidsLives
with road safety

Make Road
a safer place
#SaveKidsLives
with road safety

المساة كلها الامانة لتحتها
تسعى لا تسرع... طرفة هي
التي يتارها طاهر داهوسر... مسوا
والاخرى كل طرفه
#SaveKidsLives
with road safety

Knowledge of
the rules & signs
SAVES LIVES.
#SaveKidsLives
with road safety

#SaveKidsLives
with road safety

Every has the right to live
so drive safely to save
children.
TANZANIA
#SaveKidsLives
with road safety

#SaveKidsLives
with road safety

#SaveKidsLives
with road safety

#SaveKidsLives
with road safety

#SaveKidsLives
with road safety



Holcim

Holcim

Holcim

Holcim

Holcim

Holcim

Santo Bites

Santo Bites

Santo Bites

Santo Bites

Santo Bites

Santo Bites







أضواء
مركز دبي للإسلاميات
مركز دبي للإسلاميات
مركز دبي للإسلاميات

#Save Lives

أضواء
مركز دبي للإسلاميات
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#Save Lives

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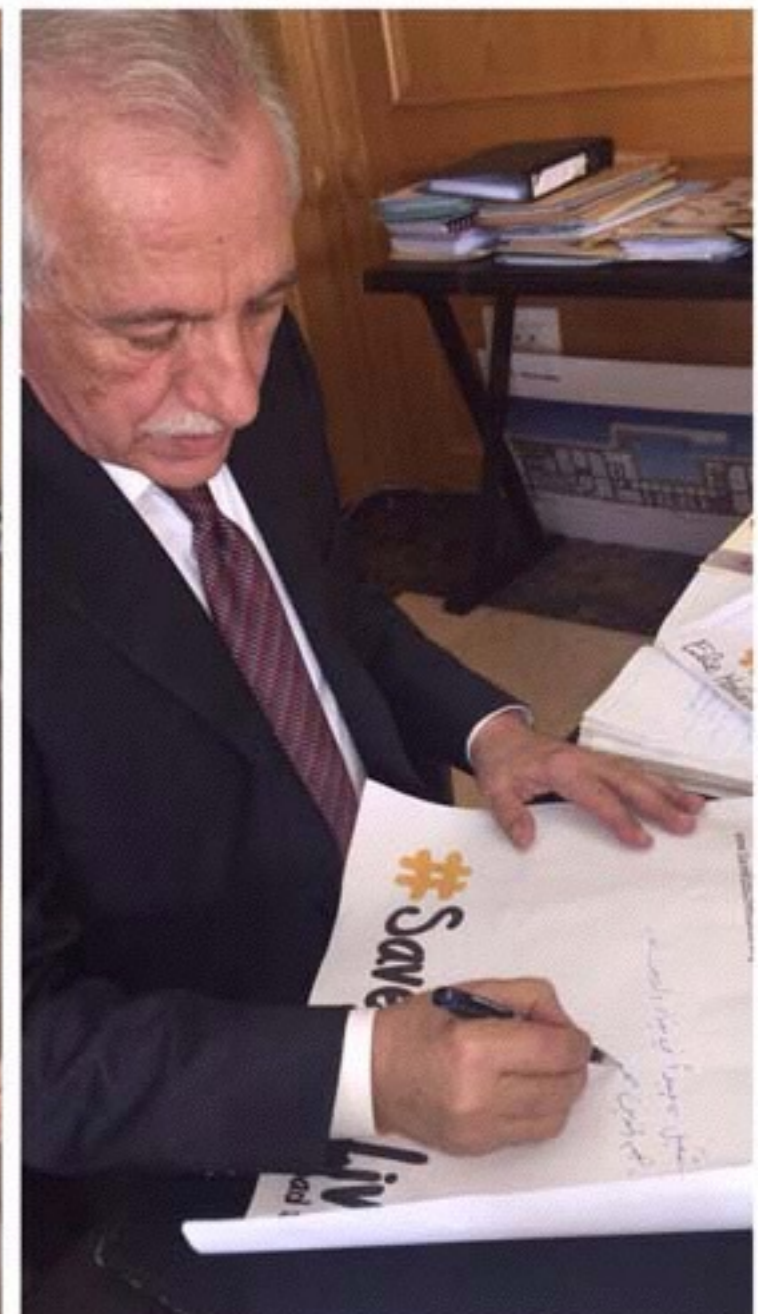
أضواء
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05/07/2015











 **kunhadi.org**

ISO 9001
BUREAU VERITAS
Certification

