European Transport Safety Council

NEWS RELEASE

European Voices Join to Mark UN Launch of Decade of Action for Road Safety

11th of May 2011, Brussels **– Today the European Transport Safety Council[1] welcomes the launch of the UN Decade of Action for Road Safety. The UN Decade will enable the EU to join forces in tackling road safety at a global level. The WHO predicts that road traffic injuries will rise to become the fifth leading cause of death by 2030 in the world[2]. ETSC has prepared a short film featuring leading figures from across Europe, all calling for a strong decade of concerted action on road safety.[3] ETSC recently welcomed the new ambitious aim of the Transport White Paper to** *Make sure that the EU is a world leader in safety, across all modes of transport.[4]*

Every year 1.2 million people are killed and 20 to 50 are million injured in road crashes around the world[5]. In the WHO European Region alone, 120,000 people are killed and 2.4 million injured in road collisions each year[6]. Yet the European Region is home to three countries with the safest roads in the world: Sweden, the UK and the Netherlands.

ETSC also released a new PIN Flash to mark the launch of the UN Decade of Action[7]. Many vulnerable road users are being killed worldwide and the situation in the EU is no exception.

ETSC welcomes the new Decade of Action as a sign of political will to act on improving road safety. *"The high level of road traffic deaths represents a global health problem,"* said Antonio Avenoso, ETSC Executive Director. *"The EU has one of the best records on road safety. With this comes a responsibility to ensure that the outcome of this first UN Decade for road safety strikes a right balance between safety and mobility. Every life lost on a road is a life too many."*

The United Nations General Assembly has set the goal for the decade: "to stabilize and then reduce the forecast level of road traffic fatalities around the world" by 2020[8]. This is fully in line with the EU's own new target to halve road traffic deaths by 50% by 2020 and adopting "Vision Zero" as its new long term goal for 2050.

The UN Decade's slogan "Wear. Believe. Act." has been brought to life by ETSC in a short film. Leading European Road Safety figures including the Vice President of the European Commission, Siim Kallas, Brian Simpson MEP (the Chair of the European Parliament's Transport Committee) and ETSC's members and figureheads, each add their own message in their own native language. Their message is that by joining together we can make the next decade a turning point for road safety in Europe and beyond. ETSC's member organisations will be marking the launch of the day across the EU.[9]

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Notes to Editors:

(1) ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 43 national and international organisations concerned with transport safety from across Europe. www.etsc.eu

(2) Leading causes of death 2004 and 2030 compared. WHO (2009) Global Status Report.
Source: World health statistics 2008 (www.who.int/whosis/whostat/2008/en/index.html)

TOTAL 2004

RANK	LEADING CAUSE	%
1	Ischaemic heart disease	12.2
2	Cerebrovascular disease	9.7
3	Lower respiratory infections	7.0
4	Chronic obstructive pulmonary disease	5.1
5	Diarrhoeal diseases	3.6
6	HIV/AIDS	3.5
7	Tuberculosis	2.5
8	Trachea, bronchus, lung cancers	2.3
9	Road traffic injuries	2.2
10	Prematurity and low birth weight	2.0
11	Neonatal infections and other	1.9
12	Diabetes mellitus	1.9
13	Malaria	1.7
14	Hypertensive heart disease	1.7
15	Birth asphyxia and birth trauma	1.5
16	Self-inflicted injuries	1.4
17	Stomach cancer	1.4
18	Cirrhosis of the liver	1.3
19	Nephritis and nephrosis	1.3
20	Colon and rectum cancers	1.1

TOTAL 2030

RANK	LEADING CAUSE	%
1	Ischaemic heart disease	12.2
2	Cerebrovascular disease	9.7
3	Chronic obstructive pulmonary disease	7.0
4	Lower respiratory infections	5.1
5	Road traffic injuries	3.6
6	Trachea, bronchus, lung cancers	3.5
7	Diabetes mellitus	2.5
8	Hypertensive heart disease	2.3
9	Stomach cancer	2.2
10	HIV/AIDS	2.0
11	Nephritis and nephrosis	1.9
12	Self-inflicted injuries	1.9
13	Liver cancer	1.7
14	Colon and rectum cancer	1.7
15	Oesophagus cancer	1.5
16	Violence	1.4
17	Alzheimer and other dementias	1.4
18	Cirrhosis of the liver	1.3
19	Breast cancer	1.3
20	Tuberculosis	1.1

(3) The ETSC Video marking the Launch of the Decade of Action is available here:
http://www.youtube.com/watch?v=s5yn1aYELnE

(4) The European Commission White Paper on Transport is available here:
http://ec.europa.eu/transport/strategies/2011_white_paper_en.htm

(5) WHO (2009) Global Status Report.
http://www.who.int/violence_injury_prevention/road_safety_status/2009/en/index.html

(6) WHO (2009) European Status Report (in print)

(7) The full PIN Flash 19 "Unprotected Road Users – a key concern of road safety" and detailed figures for each country are available at www.etsc.eu/PIN-publications.php

(8) Link to UN Resolution on Road Safety March 2010
http://www.un.org/News/Press/docs/2010/ga10920.doc.htm



(9) Events marking the launch of the Decade of Action can be found here:
http://www.who.int/roadsafety/decade_of_action/launch/national/en/index.html