

Press Release

11 November 2009

World Day of Remembrance for Road Traffic Victims On 15 November 2009 – the third Sunday of November

The theme for 2009 - *From global remembrance to global action* -

Road crashes are *the* leading cause of violent deaths and injuries worldwide and during the third week of November, attention will focus on the urgent need to address this public health and development issue: the World Day of Remembrance is calling for **global action**, while the first ever Global Ministerial Conference on Road Safety, which takes place on 19-20 November in Moscow will debate road safety plans for the next decade 2010 – 2020: **a Decade of Action!**

By drawing attention to the devastation caused by sudden bereavement and injury through a road crash and the high cost to families, communities and countries, the World Remembrance Day fulfils an important role, not only through offering acknowledgement of their suffering to road crash victims, but also by supporting, at the same time, the planned global actions.

This important role is now recognized by NGOs and local and national authorities alike, shown by the number and variety of events and actions already known to take place this year – in almost every country in Europe, in Australia, Japan, the Philippines, India, Argentina, Mexico and many African countries. Events are listed on a dedicated website:

www.worlddayofremembrance.org Dr Etienne Krug sent a message on behalf of WHO:
http://www.who.int/violence_injury_prevention/media/news/2009/16_11_2009/en/

Brigitte Chaudhry, President of FEVR, said:

"The start of a new decade brings into action all those concerned about danger on the world's roads. At the Moscow conference, politicians and health and transport professionals will pledge actions aimed at reversing the predicted global road casualty toll, while NGOs advocating for road victims and road safety are campaigning in particular for the post crash areas to be included in countries' road safety strategies."

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A Day of Remembrance for Road Traffic Victims was introduced by RoadPeace in 1993 and observed by the European Federation of Road Traffic Victims (FEVR) as European Day of Remembrance for 10 years, before being adopted by the UN in 2005 as World Day. RoadPeace and FEVR collaborated with WHO and produced a Guide for organizers of World Day of Remembrance commemorations.

The NGOs have compiled a Declaration for the Decade of Action, based on their experiences.