



Together we can
save millions
of lives.



La Prévention Routière
Internationale

World Day of Remembrance for Road Traffic Victims 20 November 2011

Today on this World Day of Remembrance for Road Traffic Victims, we at La Prévention Routière Internationale PRI mourn the estimated 1.3 million people, who lost their lives on the world's streets. Our thoughts are with those families, who have lost loved ones due to a road traffic crash during this year.

This year's World Day of Remembrance for Road Traffic Victims coincides with the launch of the Decade of Action for Road Safety 2011-2020 and provides an opportunity for global action.

This public remembrance is not for the benefit of victims to remember what happened to them, as victims remember very well what happened to them. Public reflection is the act of recognition, it affirms to the victims and their families that their humanity is highly valued. Their loss is our loss and their suffering is shared.

This day gives people all over the world an opportunity to pause and reflect about road safety and to focus on the devastation brought on by road traffic deaths and their impact on bereaved families and society.

Road Traffic crashes can be prevented. Many countries have achieved sharp reductions in the number of crashes and casualties by taking effective countermeasures. Good practice from one country can be adopted or adapted by another country.

La Prévention Routière Internationale PRI launches a call to the drivers all over the world to apply some simple measures like: wearing a seatbelt, obeying speed limits, avoiding the use of the mobile phone and other distractions while driving and not driving under the influence of alcohol and drugs. This gives real import to our observance and thereby honouring the memory of the road crash victims in the best possible way with action to save the lives of others.

We do hope that collaboration between all stakeholders and partners will lead to better care and support for victims, to prevention of road crash victims and to an improvement of road safety globally, regionally, nationally and locally.

Wherever you are, we look forward to your participation throughout the world commemorating the World Day of Remembrance for Road Traffic Victims. Your contribution will represent a lasting memorial to all those killed and injured and to the courage, endurance and generosity of victims, survivors and affected families.

We wish you a memorable World Day of Remembrance and let's work together to save lives.

La Prévention Routière Internationale PRI

Joop Goos,
President

Eemes – The Netherlands, 17 November 2011