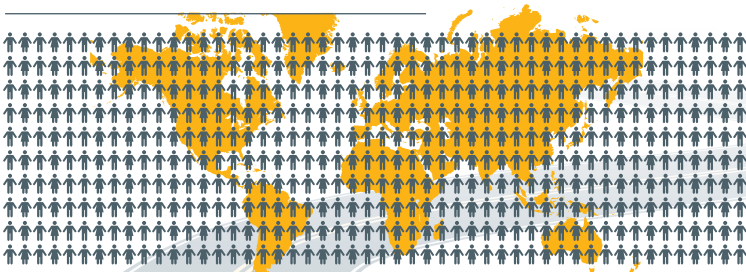
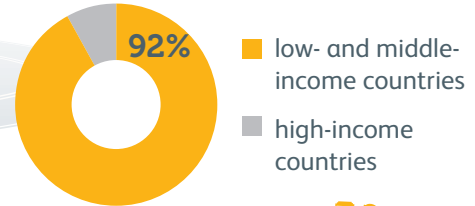


Road Safety Around the World

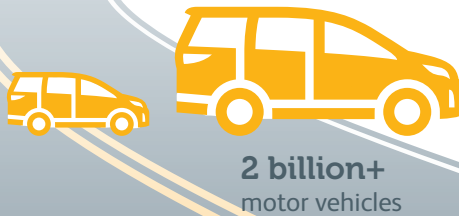
More than 500 children die
in road traffic crashes every day.



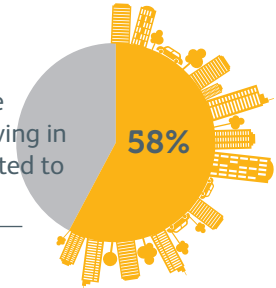
Low- and middle-income
countries account for 92 percent of road
traffic fatalities in children 19 and under.



By 2030
the number of cars
is expected to
double worldwide.



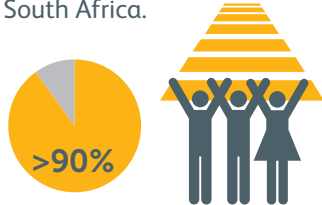
By 2025
the proportion of the
world's population living in
urban areas is expected to
increase to 58%.



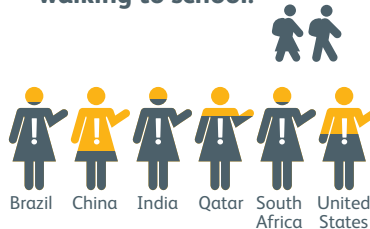
What Parents Are Saying

6,000 parents surveyed in six countries:
Brazil, China, India, Qatar, South Africa and the United States

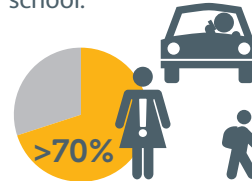
“More needs to be done to improve road safety for children,” say more than 90 percent of parents surveyed in Brazil, China, India, Qatar and South Africa.



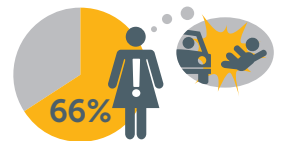
More than half of parents surveyed in five out of six countries say they are **concerned about their child's safety when walking to school.**



In the U.S., more than 70 percent of parents surveyed worry about their child being hit by a **distracted or speeding driver** on their walk to school.



In India, 66 percent of parents surveyed believe their **child will be seriously hurt on the road** in the next year.



Parents are right to be concerned because **pedestrians account for the greatest proportion of road traffic deaths among children 19 and under.**


83,600
deaths


78,500
deaths


13,400
deaths

Key Initiatives to a “Safe System”

- Road safety management is prioritized, roads are engineered to accommodate errors, and speed is reduced to safe levels;
- Vehicles increasingly incorporate advanced safety features as standard equipment;
- A full complement of safety laws, including laws that protect children, are in place and are vigorously enforced;
- Education and awareness programs are evidence-based and assist road users in adopting proven methods of lowering risk; and
- Safety investments, including post-crash care, achieve the best cost/benefit ratio for the entire populace.

**SAFE
KIDS**
WORLDWIDE™

Learn more at www.safekids.org

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