



# ROAD SAFETY IN CITIES:

A selection of WHO resources to support city-level policies and programs

## IN THE SPOTLIGHT:

### Road Safety Mass Media Campaigns: A Toolkit

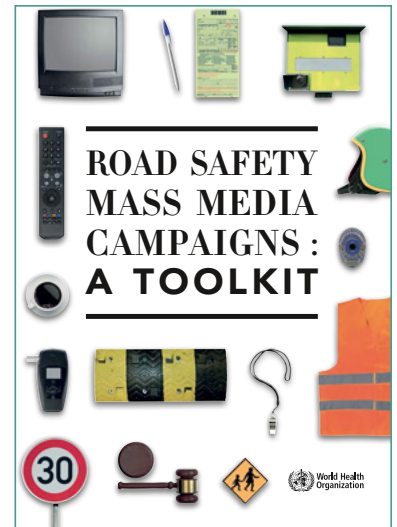
DATE OF PUBLICATION: 2019

**Topic:** Mass media campaigns are an important component of national and local road safety strategies. As part of the Bloomberg Philanthropies Global Road Safety Programme (2010–2014), WHO and its partners developed more than 30 mass media campaigns in nine countries. The campaigns focused on five behavioural risk factors: speeding, drinking and driving, and failing to use motorcycle helmets, seat-belts and child restraints. The results and lessons generated from this work are presented in this toolkit.

AVAILABLE IN:

ENGLISH

SPANISH



### Speed management: a road safety manual for decision-makers and practitioners

DATE OF PUBLICATION: 2008

**Topic:** Road traffic injuries are a major public health problem and a leading cause of death and injury around the world. This manual provides step-by-step guidance to support countries and cities wishing to improve road safety and to implement specific road safety interventions.

AVAILABLE IN:

ENGLISH

PORTUGUESE

RUSSIAN



## SELECTED RESOURCES:

REDUCE SPEEDING		
TITLE/TOPIC	YEAR PUBLISHED	AVAILABLE LANGUAGES
Managing speed	2017	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ENGLISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ARABIC</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">CHINESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">FRENCH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">RUSSIAN</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">SPANISH</div> </div>
Ten strategies for keeping children safe on the road	2015	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ENGLISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ARABIC</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">CHINESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">FRENCH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">PORTUGUESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">RUSSIAN</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">SPANISH</div> </div>
The Save LIVES technical package	2017	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ENGLISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ARABIC</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">CHINESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">FRENCH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">PORTUGUESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">RUSSIAN</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">SPANISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">TURKISH</div> </div>
The WHO manual on traffic speed management	2009	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ENGLISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">PORTUGUESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">RUSSIAN</div> </div>
REDUCE DRINK-DRIVING		
The WHO manual on drinking and driving policy implementation	2007	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ENGLISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">CHINESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">PORTUGUESE</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">SPANISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">TURKISH</div> </div>
Drug use and road safety	2016	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ENGLISH</div> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">PORTUGUESE</div> </div>
Prevention of alcohol-related injuries in the Americas: from evidence to policy action	2013	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px 5px; margin: 2px;">ENGLISH</div> </div>

## INCREASE HELMET AND SEATBELT USE

Helmets: a road safety manual for decision-makers and practitioners	2006	<div>ENGLISH</div> <div>FRENCH</div> <div>KHMER</div> <div>LAO</div> <div>BAHASA INDONESIA</div> <div>PORTUGUESE</div> <div>THAI</div> <div>VIETNAMESE</div> <div>TURKISH</div>
The Save LIVES technical package	2017	<div>ENGLISH</div> <div>ARABIC</div> <div>CHINESE</div> <div>FRENCH</div> <div>PORTUGUESE</div> <div>RUSSIAN</div> <div>SPANISH</div> <div>TURKISH</div>

## OTHER ROAD SAFETY RESOURCES

Reporting on road safety: a guide for journalists	2014	<div>ENGLISH</div> <div>PORTUGUESE</div> <div>SPANISH</div>
Reporting on road safety: 16 story ideas	2014	<div>ENGLISH</div> <div>HINDI</div> <div>NEPALI</div> <div>PUNJABI</div> <div>SPANISH</div> <div>TELUGU</div> <div>THAI</div>
Strengthening road safety legislation: a toolkit for road safety legislation workshops	2014	<div>ENGLISH</div> <div>FRENCH</div> <div>PORTUGUESE</div>
Powered two- and three-wheeler safety	2017	<div>ENGLISH</div> <div>CHINESE</div> <div>FRENCH</div> <div>SPANISH</div> <div>TURKISH</div> <div>THAI</div>
Strengthening road safety legislation: a summary for government decision-makers	2013	<div>ENGLISH</div> <div>CHINESE</div> <div>FRENCH</div> <div>PORTUGUESE</div> <div>RUSSIAN</div> <div>SPANISH</div>
Strengthening road safety legislation	2013	<div>ENGLISH</div> <div>CHINESE</div> <div>FRENCH</div> <div>RUSSIAN</div> <div>SPANISH</div> <div>TURKISH</div>
Global status report on road safety 2018	2018	<div>ENGLISH</div> <div>FRENCH</div> <div>(SUMMARY)</div>