



THE WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS 2022

CONCEPT PAPER

JUSTICE!

Sunday 20th November 2022

***#WDoR2022
Remember. Support. Act.***

Table of Contents

1.0: Background.....	3
2.0: WDoR2022 Overall Objective.....	3
2.1: Specific Objectives;.....	3
3.0: The Burden of Road Traffic Injuries: Globally and Kenya.....	3
3.1: Global Road Safety Situation	3
3.3: Road Safety situation in Kenya	4
4.0: The 1 st Decade of Action for Road Safety 2011–2020 and the Global Performance Targets for Road Safety.....	5
5.0: The 2 nd Decade of Action for Road Safety 2021–2030.....	5
6.0: WDoR2022 Participation.....	6
7.0: Proposed Activity Plan	8

1.0: Background

The World Day of Remembrance for Road Traffic a global day to be observed every third Sunday in November each year, making it a major advocacy day for road traffic injury prevention.

This day is dedicated to remembering the many millions killed or injured in road crashes and their families and communities, as well as to pay tribute to the dedicated emergency crews, police and medical professionals who daily deal with the traumatic aftermath of road death and injury.

This special Remembrance Day is intended to respond to the great need of road crash victims for public recognition of their loss and suffering. The day is also used by governments and all those whose work involves crash prevention or response to the aftermath of crashes, since it offers the opportunity to demonstrate the enormous scale and impact of road deaths and injuries and the urgent need for concerted action to stop the carnage.

This year's theme is "**JUSTICE**", with the slogan being; *Remember Support Act* and the hashtag is **#WDoR2022**.

2.0: WDoR2022 Overall Objective

WDoR 2022 puts the spotlight on **JUSTICE**. Traffic law enforcement, thorough investigation after a crash to find out if a crime was committed and to prevent recurrence, criminal prosecution where appropriate and civil compensation are all part of the justice system.

2.1: Specific Objectives;

to:

1. Remember all people killed and seriously injured on the roads.
2. Acknowledge the crucial work of the emergency services.
3. Draw attention to the generally trivial legal response to culpable road deaths and injuries.
4. Advocate for better support for road traffic victims and victim families.
5. Promote evidence-based actions to prevent and eventually stop further road traffic deaths and injuries.

3.0: The Burden of Road Traffic Injuries: Globally and Kenya

3.1: Global Road Safety Situation

Each year about 1.35 million people are killed in road traffic crashes and around 50 million are injured around the world with approximately 20 million becoming permanently disabled. Most of those killed are young, road traffic injuries are now the leading killer of children and young people aged 5-29 years. This means that the most affected currently are children. More than half of all road traffic deaths are among vulnerable road users; pedestrians, cyclists and motorcyclists.

In addition, Road traffic injuries are currently the eight leading causes of death for all age groups. 54% of deaths are pedestrians, cyclists and motorcyclists.

The impact and human suffering of such sudden, violent and traumatic events caused by road crashes is the cumulative toll of long-lasting, often permanent suffering. The emotional and psychological pain endured, losing a family member or their injury or disability can put significant financial strain on a family. In many countries, societies and families incur devastating economic impact, such are frequently driven into poverty by the cost of prolonged medical care, the loss of a family breadwinner, or the extra funds needed to care for people with disabilities apart from the huge medical bills.

Road crashes are indeed very wasteful in terms of monetary, environmental, economic, health, social and human aspects.

3.3: Road Safety situation in Kenya

Road Traffic Injuries (RTI) are a leading cause of death, hospitalization, disability and socioeconomic loss in Kenya. A majority of those killed and injured are pedestrians, two-wheeler riders and pillion riders as well as cyclists

In Kenya, over 3,000 people are killed every year. More than twice as many are permanently disabled by their injuries Beyond human suffering, road traffic deaths and injuries impose significant economic and financial losses to individuals and societies. Financial losses to individuals and families are not mitigated by adequate insurance coverage in Kenya, thus leaving many with very high health care bills. This hits vulnerable households particularly hard.

The economic cost of road crashes in Kenya is estimated to be 3.5% of the GDP per year. Road traffic injuries are estimated to create a 300 billion Kenya shillings burden on the Kenyan economy annually.

Comparative Statistics as at 13th September 2021/2022

CLASS OF VICTIMS	2022	2021	VAR	% VAR
FATALITIES	3358	3122	236	7.6
SERIOUSLY INJURED	6885	6813	72	1.1
SLIGHTLY INJURED	4890	3856	1034	26.8
TOTAL	15133	13791	1342	9.7

4.0: The 1st Decade of Action for Road Safety 2011–2020 and the Global Performance Targets for Road Safety

Considering the global burden of RTIs and its significant impact on developing societies and emerging economies, the United Nations Road Safety Collaboration developed the Global Plan for the Decade of Action for Road Safety 2011 – 2020 to support countries in saving lives during the 10-year period. Its vision is to have mobility safe for everyone using the roads.

The Decade of Action for Road Safety 2011–2020 provides an excellent opportunity to develop policies and programs that can control and reduce the problem. The overall goal is to reverse the increasing trend in road traffic fatalities and reduce them by 50%.

The Global plan has five key pillars of activities:

1. Building road safety management capacity
2. Development of Safer Roads
3. Safer Vehicles
4. Safer Road users
5. Improving emergency/post-crash care.

Recognizing the obstacle that road traffic injuries present to development efforts, Member States also included a specific target on road safety (SDG 3.6) in the **2030 Agenda for Sustainable Development**.

Kenya is a signatory to this Global Plan.

5.0: The 2nd Decade of Action for Road Safety 2021–2030

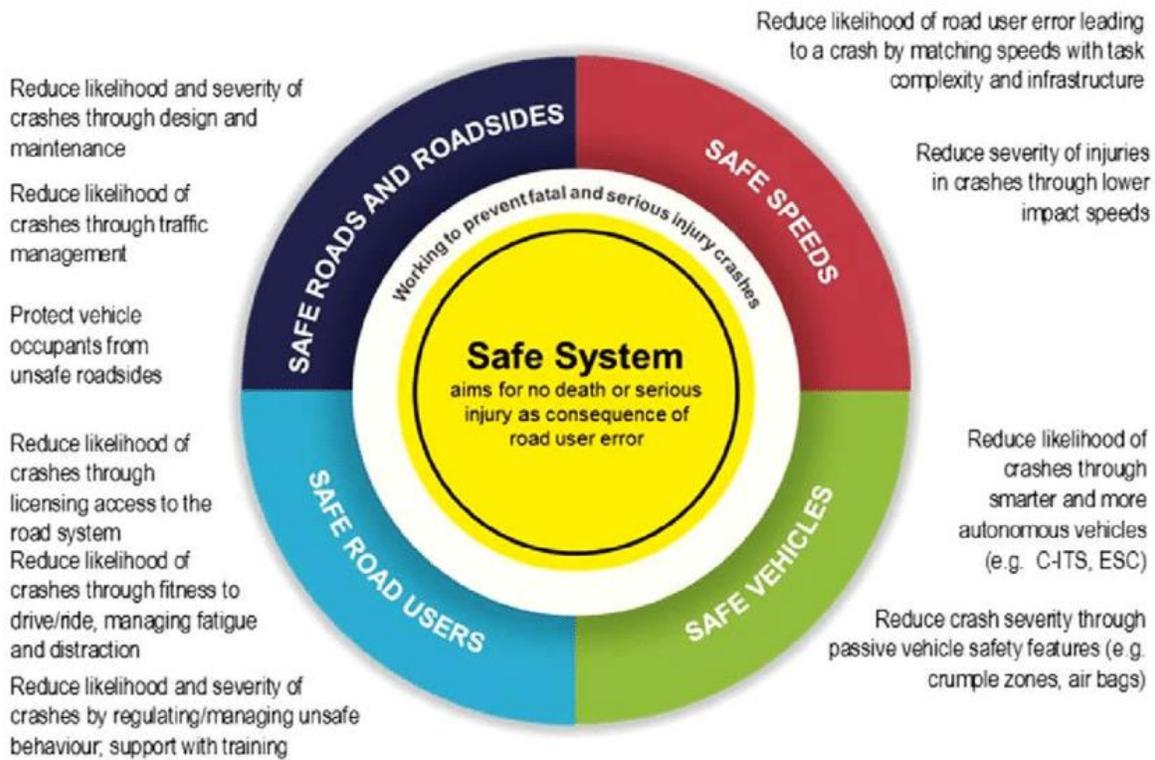
The United Nations General Assembly (UNGA) in its 75th Session upon recalling that the Sustainable Development Goals are integrated and indivisible, and acknowledging the importance of reaching the road safety-related targets of the 2030 Agenda adopted resolution A/RES/74/299 - "**Improving Global Road Safety**".

The resolution proclaimed the period **2021–2030** as the **Second Decade of Action for Road Safety**, retaining the same ambitious goal as the previous decade of reducing road traffic deaths and injuries by at least 50%.

Towards realization of the decade objective, the plan calls on governments & partners to implement an integrated **Safe System Approach**.

The Safe System Approach is a systematic, multi-disciplinary and multi-sectoral approach which addresses the safety needs of all users where mobility is a function of safety rather than vice versa and ensures that **in the event of a collision, that the impact forces remain below the threshold likely to produce either death or serious injury**.

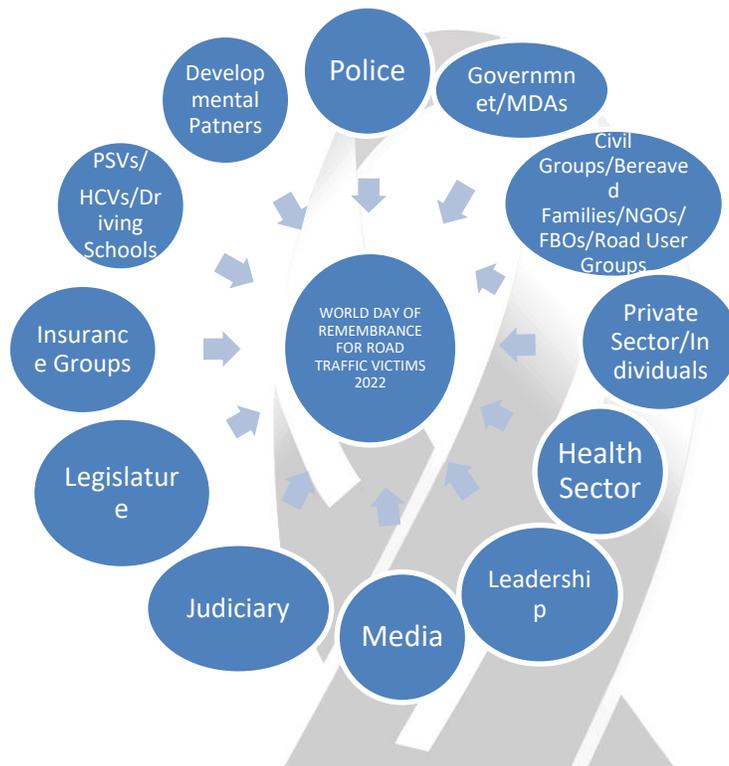
The system aligns with other policies for co-benefits such as health, occupational health and safety, sustainable development and poverty reduction.



6.0: WDoR2022 Participation

The World Day of Remembrance for Road Traffic Victims (WDoR2022) provides an opportunity for the various actors coordinated by the Authority (NTSA) to plug-in in their various capacities in line with the theme and objectives towards addressing the huge toll brought about by the challenge to our societies and nation at large.

The participation activities are categorised into three; Pre-activities which are the activities drumming-up the main event, D-Day commemoration events and post activities which will run up-to January. The commemoration activities will be undertaken nationally in various regions.



There are various ways to commemorate the day as listed below;

1. Presentations from various key stakeholders and high-level leadership of both private and government institutions. For WDoR2022, the Judiciary and the police are put on the spotlight to demonstrate on how they have/are acting and supporting to ensure justice for road traffic victims is achieved and to act as deterrence to road traffic violence.
2. Road Safety Mainstreaming in all government entities and observance as per their different capacities.
3. Engagement of various categories of road users in different separate capacities.
4. Victims of road crash sharing their stories and how they have been affected by the crash and if they have ever been served justice and was the quest for justice experience.
5. Call to philanthropists to support road crash victims including families left by fatality victims.
6. Media engagement involving social media, TV & and Radio interviews/show and feature stories.
7. Religious Remembrance services/activities.
8. Lighting of remembrance candles.
9. Issuing press releases with information on the scale of the road traffic injury problem and its impact on families and society.
10. Showing road safety documentaries and films.
11. Distributing calendars, with road safety messages.
12. Distributing learning packs for children.
13. Writing of open letters/Op-eds in the local and national press.

14. Poster or essay competitions organized for schoolchildren and young people around the theme.
15. Arranging for special newspaper supplements.
16. Featuring televised debates.
17. Conferences, seminars and workshops on the topical issues around the theme of the year
18. Flower- or wreath- laying ceremonies.
19. Placards, photographs and poster displays in entrances and receptions
20. Small ceremonies and events involving the lighting of candles or illumination of buildings
21. Online concerts and special music.
22. Planting trees or flowers in memory.
23. Launch of internet memorials with tributes to victims.
24. Ceremonies involving reading the names of victims or special poems.
25. Release of balloons, pigeons, paper boats.
26. Ringing of bells or playing of sounds.
27. Observing moments of silence– at specific events or nationwide at a specific time.

7.0: Proposed Activity Plan

The activity plan is open for stakeholders’/actor’s/MDA’s to forward their proposed WDoR2022 activities for inclusion and planning in the commemoration activity plan.

No	Date	Activities/Campaigns/ Sponsorships	Organization	Venue	Responsible	Status
Activities						
Pre-Activities						
1.	Ongoing	Road Safety Mainstreaming in MDAs	NTSA/MDAs	National	NTSA/MDAs	Ongoing
2.	12 th – 14 th Oct 2022	Matatu Crew Eye check-ups clinics	NTSA/DirectLine Insurance	Nairobi (Country Bus and Railways)	DirectLine/NTSA/Other Partners	Done
3.						
Commemoration Day						
1.	Sunday 20 th November 2022					
2.						
3.						

Post-Activities

1.						
2.						

