



© World Health Organization 2007 / F A B R I C A (Y. Hill, R. Wong)

Too late to be seen

Pedestrians and cyclists can be difficult to see on the roads, which increases their risk of road traffic injuries. Wearing lightly-coloured or reflective clothing makes them much more visible and can help avoid collisions.

Be part of the solution: be seen on the road.



World Health
Organization



ROAD SAFETY
IS NO ACCIDENT

www.who.int/roadsafety