TEN STRATEGIES FOR KEEPING CHILDREN SAFE ON THE ROAD

Key facts

186 300 children <18 years die from road traffic crashes annually.

Road traffic injury ranks:

- Among the top 4 causes of death for children >5 years.
- Is the #1 killer of children aged 15-17 years.

Road traffic death rates among children are

3x higher in developing countries.

2x as many boys as girls die in road traffic crashes.
Proportion of road traffic deaths among children*, by type of road user, worldwide, 2010

- Pedestrians (38%)
- Occupants (36%)
- Motorcyclists (14%)
- Cyclists (6%)
- Other (7%)

Source: Institute for Health Metrics and Evaluation, 2010
*Children under 19 years of age

Key strategies

- Control speed
- Reduce drinking and driving
- Use helmets for bicyclists and motorcyclists
- Restrain children in vehicles
- Improve children’s ability to see and be seen
- Enhance road infrastructure
- Adapt vehicle design
- Implement graduated driver licensing
- Provide appropriate care for injured children
- Supervise children around roads

http://www.who.int/roadsafety/week/2015/en/