

WORLD DAY OF

REMEMBRANCE

FOR ROAD TRAFFIC VICTIMS

A guide for organizers



World Health
Organization

FEVR



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Cover picture: Lighting candles in Portugal

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Nearly every day, a serious road traffic crash somewhere in the world makes banner headlines. For every such news event, many other road traffic crashes – both fatal and non-fatal – go unreported because they have become such “routine” events. More than 3400 people die daily on the world’s roads and tens of thousands are disabled for life. The devastation that these incidents wreak on victims, their families, friends and communities is incalculable.

FOREWORD

The Day of Remembrance for Road Traffic Victims, first held in 1993 in the United Kingdom and organized since then by nongovernmental organizations in a number of countries, was created as a means to give recognition to victims of road traffic crashes and the plight of their loved ones who must cope with the emotional and practical consequences of these events.

On 26 October 2005, the United Nations adopted a resolution which calls for governments to mark the third Sunday in November each year as World Day of Remembrance for Road Traffic Victims. Observation of this day provides an opportunity to draw the public’s attention to road traffic crashes, their consequences and costs, and the measures which can be taken to prevent them. The day also provides an opportunity to remind governments and society of their responsibility to make roads safer.

The World Health Organization, RoadPeace and the European Federation of Road Traffic Victims have jointly developed this guide, *World Day of Remembrance for Road Traffic Victims: a guide for organizers*, to assist individuals and organizations wishing to plan events and develop related advocacy materials to mark the day. As the global road safety movement takes hold in countries around the world, it is anticipated that this remembrance day will grow in strength and visibility. This guide offers suggestions for collaborating with many sectors to ensure that the advocacy opportunity of this day is fully realized. We encourage all those concerned with road traffic crashes and their consequences to use the World Day of Remembrance for Road Traffic Victims as a platform for their advocacy efforts.

Dr Etienne Krug
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Founder and President
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European Federation of Road Traffic Victims

‘Public remembrance is not for the benefit of victims to remember what happened to them. Victims remember well what happened to them. Public reflection is the act of recognition. It states to the victims and their families that their humanity is valued, that their loss is our loss and that their suffering is shared, if only through recognising the tragedy and error of its occurrence.’

(Holocaust Memorial Day Booklet 2007).

INTRODUCTION

Each year 1.2 million people are killed in road traffic crashes around the world, leaving behind shattered families and communities. Most of those killed are young, in the prime of their lives, whose presence and contributions are greatly needed by their families and countries. The impact of such traumatic events is the cumulative toll of suffering, truly unimaginable since each year more millions are added to the millions of people who are already affected and whose suffering is aggravated by inadequate response to their loss (1,2,3,4). As well as the emotional and psychological pain endured, losing a family member can put significant financial strain on a family. In many countries, families 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 (1,2,3,5,6).

Despite the extent of the problem, the issue of road traffic death and injury and the suffering of victims has been largely ignored until now (1,2,3,5,7,8,9). It has been left mainly to nongovernmental victim organizations to offer assistance to fellow-victims and to try and change attitudes by highlighting the extreme human suffering caused by road traffic crashes and the indifference by society. An annual remembrance day for road traffic victims began to be commemorated by victim organizations, starting in the United Kingdom in 1993, to bring the devastating impact of road deaths and injuries and lack of support to the widest attention; this day is now observed worldwide.



A Spanish poster announcing the day of remembrance for traffic victims.

Why the World Day of Remembrance for Road Traffic Victims?

Observed on the third Sunday in November every year, the Day of Remembrance for Road Traffic Victims was initiated in 1993 by RoadPeace, the United Kingdom charity for road traffic victims (10). Since then, the day has been observed and promoted worldwide by RoadPeace, the European Federation of Road Traffic Victims and its many associated organizations.

On 26 October 2005, the United Nations General Assembly adopted resolution 60/5 on improving global road safety. The resolution called for the third Sunday in November to be recognized as an annual day of remembrance for road traffic victims.

The World Day of Remembrance for Road Traffic Victims offers an annual opportunity to increase public awareness of the burden of road traffic collisions on communities, and to emphasize the need to initiate and promote efforts to control this major public health and development problem, and to assist victims.

United Nations General Assembly resolution 60/5. Improving global road safety

The General Assembly,

...10. *Invites* Member States and the international community to recognize the third Sunday in November of every year as the World Day of Remembrance for Road Traffic Victims as the appropriate acknowledgement for victims of road traffic crashes and their families;...

2005 (<http://daccess-ods.un.org/TMP/9982762.html>).

Why this guide and for whom?

This guide is intended to provide guidance to organizations, institutions and individuals on how to plan and organize events on the World Day of Remembrance for Road Traffic Victims. Examples of events and activities that could take place are presented as ideas, but they would need to be developed to meet the specific objectives of a particular community and country.

This guide is written for everyone concerned about road traffic crashes and their consequences. It could be used by nongovernmental organizations, governmental agencies and international institutions interested in organizing an event to commemorate the World Day of Remembrance for Road Traffic Victims. It could also be used by individuals, road crash victims and family members, researchers, doctors, nurses, counsellors, emergency service personnel and members of civil society.

How was this guide developed?

This guide was developed jointly by the World Health Organization, RoadPeace and the European Federation of Road Traffic Victims. It is based primarily on the experiences of nongovernmental organizations of road traffic victims, and the various acts of remembrance observed on the day over the past decade. A list of nongovernmental organizations that provided information is given in Annex 1.



A BRIEF HISTORY

The idea of an annual day on which to remember road crash victims came from RoadPeace, the United Kingdom charity for road traffic victims. The third Sunday in November was chosen because it follows Remembrance Sunday, on which all those who have died in wars and conflicts are remembered in the United Kingdom and Commonwealth countries.

Remembrance Sunday gives people in the United Kingdom an opportunity to pause and reflect on the sacrifices made by service men and women (11). Wars and road traffic crashes are similar in that the most common victims are young and male, and the injuries equally horrific. The Day of Remembrance for Road Traffic Victims focuses on the devastation caused by road traffic deaths, and on their impact on bereaved families and society. This devastating public health and development problem demands a more appropriate legal and societal response.

For many years, the organizations affiliated to the European Federation of Road Traffic Victims promoted and observed this day as the European Day of Remembrance for Road Traffic Victims. Slowly the remembrance day was introduced to other continents and by 2004 many events around the globe marked what had become informally known as World Day of Remembrance for Road Traffic Victims. On 26 October 2005, the United Nations General Assembly called on all Member States around the world to recognize the World Day of Remembrance for Road Traffic Victims.

Key developments in the evolution of the World Day of Remembrance for Road Traffic Victims

1993 ONWARDS>

RoadPeace initiates and promotes the remembrance day in the United Kingdom

- RoadPeace organizes events and conducts publicity nationwide, including issuing press releases and fact sheets.
- RoadPeace approaches places of worship and begins to organize a special annual service in London.
- From individual church services highlighting this serious issue in the past (notably at Coventry Cathedral in 1992), an annual day of remembrance ensures this is done regularly, prominently and widely.

1995 ONWARDS>

Remembrance day spreads throughout the United Kingdom and to other parts of Europe

- In the United Kingdom, services are held in Bath, Cambridge, Coventry, Leeds, Liverpool, London and Newcastle in 1995, rising quickly to 30 services throughout the United Kingdom each year.
- Delegates at the General Assembly of the European Federation of Road Traffic Victims held in May 1995 in Liege, Belgium, support the idea of a common remembrance day and agree to join in its observance.
- The day becomes known as the European Day of Remembrance for Road Traffic Victims. Many of the organizations under the umbrella of the European Federation of Road Traffic Victims highlight the problems of road traffic deaths and injuries in their own countries.
- Victim organizations from Austria, Luxembourg and the Netherlands are the first to organize remembrance ceremonies and events in 1996, followed gradually by associations in Belgium, Germany, Greece, Italy, Portugal and Spain.

1998 ONWARDS>

Remembrance day goes beyond Europe

- European Day of Remembrance for Road Traffic Victims is adopted and observed in Argentina, Australia, Israel, South Africa and Trinidad.

2003 ONWARDS>

United Nations General Assembly endorses the Day

- WHO hosts a meeting of road victim charities and nongovernmental organizations of road victims; one of the issues discussed is how to achieve recognition of this day by the United Nations.
- During discussions on the road safety crisis by the United Nations General Assembly in 2004, the Ambassador of Bangladesh calls for a special day on which to highlight the global toll of road traffic deaths and injuries.
- The United Nations General Assembly endorses the World Day of Remembrance for Road Traffic Victims in a resolution adopted on 26 October 2005, calling upon all Member States and the international community to recognize this day.



300 pairs of shoes are a sad marker of the monthly number of road traffic deaths in the United Kingdom.

GETTING STARTED

There are eight basic steps for planning and preparing for the World Day of Remembrance for Road Traffic Victims. All the steps are interrelated and may be carried out concurrently. For example, publicizing the day can start as soon as objectives and key messages have been developed, and continue throughout the entire preparation process. The eight steps are:

Step 1: Form a working group

Step 2: Develop the objectives and key messages

Step 3: Obtain political support

Step 4: Expand the partnership

Step 5: Secure funding

Step 6: Publicize the World Day of Remembrance for Road Traffic Victims

Step 7: Organize activities

Step 8: Evaluate the process

It is important that plans should take into account what the event aims to achieve. Is it a commemorative service or gathering, or an event aiming to communicate and learn vital lessons, for example about attitudes to road traffic death and injury and to road victims? The decision on the purpose of the event will influence the form it will take and who should be involved in its organization.

STEP 1: FORM A WORKING GROUP

A small working group can be useful to help with planning, organizing and promoting the World Day of Remembrance for Road Traffic Victims, regardless of whether it is being planned as a country-wide, city or local event.

Ideally, members of a working group should be drawn from different sectors, and victims should always be included. The group should identify a facilitator or coordinator. Decisions should be made jointly.

The main tasks of the working group are to:

- develop the objectives and key messages for the day;
- identify and elaborate activities;
- identify and secure a venue;
- develop a programme and related materials;
- invite speakers and other guests;
- oversee implementation of events on the day;
- publicize the day;
- conduct an evaluation of the planning process and activities.

A regular working group may eventually emerge. It may even have permanent contact details. However small, this group could plan and organize events from year to year for the World Day of Remembrance for Road Traffic Victims.

STEP 2: DEVELOP THE OBJECTIVES AND KEY MESSAGES

The objectives of observing the World Day of Remembrance for Road Traffic Victims are:

- to remember the people killed and empathize with the suffering of bereaved families;
- to acknowledge the work of all those involved in the aftermath of road crashes – fire, police and ambulance personnel, doctors, nurses, counsellors and others who experience the disaster caused by road traffic crashes on a daily basis and are affected by it;
- to draw attention to the epidemic scale of road traffic deaths and injuries, and the potential risk to all road users;
- to raise awareness of the magnitude and impact of road traffic crashes on families and society, and the need for improved post-crash care and support for the bereaved and injured;
- to highlight the potential for preventing road traffic crashes and the importance of a more serious response to law-breaking on the road;
- to offer everyone the opportunity to review their contribution to road traffic injury prevention.

Organizers are encouraged to select one or more of these objectives, and use them in ways that suit their specific settings and plans.

Key messages for the World Day of Remembrance for Road Traffic Victims can be used with relevant data and examples from each country, city, district and community.

KEY MESSAGES: EXAMPLES THAT CAN BE ADAPTED TO REFLECT LOCAL CIRCUMSTANCES

Road traffic collisions kill and injure millions of people every year

With over 1.2 million people killed each year, road crashes are a leading cause of death. Over 3400 men, women and children are killed every single day on the world's roads while walking, cycling, or driving. They will never return home. Another 20–50 million others are injured each year. The sheer size of the death toll is staggering. The tragedy is worsened as it is mainly the young and healthy, those in the prime of life and supporting their families, who are killed.

Road traffic deaths and injuries can be prevented

Road traffic crashes are predictable and thus can be prevented. Many countries have achieved sharp reductions in the number of crashes and casualties by putting in place effective countermeasures. Good practices from one country can be adopted or adapted for another country.

Road traffic injuries cause enormous costs to individuals, families and society

While road traffic deaths are counted in the year they occur, a family remains bereaved forever. The bereaved are not counted or included in road traffic injury data. Many others remain deeply affected by the loss of a friend, colleague, neighbour or member of the community. In addition to the acute impact on families, the cost to countries around the world is about US\$ 518 billion every year. In low and middle income countries, the annual cost is about US\$ 65

billion, exceeding the total amount of development assistance received by these countries. The effect on the emergency services, whose work involves facing the consequences of crashes on a daily basis, is also profound. Road traffic injuries leave behind shattered families and communities.

Providing support and care for injured victims and bereaved families should be an integral part of the post-crash response

Just as with any other disease, prevention cannot be the sole focus. Mitigating actions must be included in any strategy. Services for victims, such as access to relevant information, assistance with legal issues, physical therapies, counselling, provision of wheelchairs or other rehabilitative devices, and caregiving assistance need to be planned and provided by government, nongovernmental agencies or the private sector.

Strong political commitment is key to addressing the global road safety crisis

Improvement in road safety does not just happen. It requires political commitment in the form of effective laws, strategies, policies and programmes, and adequate funding to implement them. Governments have a duty to address this major public health and development issue as a matter of urgency.

ROAD TRAFFIC INJURIES CAUSE ENORMOUS COSTS TO INDIVIDUALS, FAMILIES AND SOCIETY

ROAD TRAFFIC DEATHS AND INJURIES CAN BE PREVENTED

Road traffic collisions kill and injure millions of people every year

AND INJURIES

STEP 3: OBTAIN POLITICAL SUPPORT

Political support and commitment are necessary not only for developing and implementing national road safety plans, but also for specific events such as the World Day of Remembrance for Road Traffic Victims. Planners should make an effort to get the support of government for activities to promote road safety, and a firm commitment to raise the issue of road traffic injuries higher on the political agenda in a country or city.

In 2001, London's Mayor Ken Livingstone showed his commitment to the Remembrance Day for Road Traffic Victims by launching a road safety strategy on the Friday before the day. The two events were linked through a press conference.

A senior politician, government official, member of a royal family, religious leader or celebrity can become a champion to help promote the day and its messages. The relationship should be sustained beyond the day to ensure all-year activities and actions, such as:

- improving the rights of road traffic victims;
- placing road traffic crashes on the agenda of parliamentary and local government sessions;
- encouraging and spearheading the development or implementation of national and local road safety plans of action;
- mobilizing financial and human resources for the support of road traffic victims and road safety activities;
- garnering political support for national observance of this day.

STEP 4: EXPAND THE PARTNERSHIP

Road traffic crashes can affect everyone. In planning activities around the World Day of Remembrance for Road Traffic Victims, the potential for attracting partners is therefore huge. Partnership should be expanded to include representatives from governments – both national and local – businesses, institutions and nongovernmental agencies.

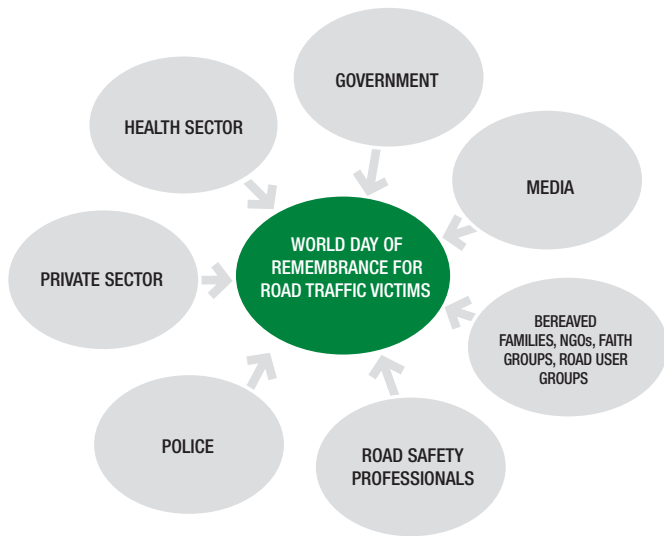
The aims of the event planned will decide what form it will take and who should be involved – both as organisers and as audience. The most obvious partners are people who:

- are directly affected by the aftermath of road crashes, such as road crash victims, emergency service personnel, trauma and rehabilitation professionals, counsellors, therapists, representatives of bereavement and other support groups;
- are working in the field of prevention – engineers, transport researchers and road safety professionals, campaigners and teachers;
- are working in the area of road traffic law enforcement and application, for example, police officers, lawyers, magistrates and judges;
- represent different road user groups and road user organizations – professional drivers, car drivers, motorcyclists, pedal cyclists, pedestrians and organizations for each of these road users;
- are working for fairness and human rights, including representatives of different religions and faith groups.



Observing World Day of Remembrance in Italy, 2005

The key partners for World Day of Remembrance for Road Traffic Victims



Examples of partnerships

Australia

In Australia, the remembrance day service is held under the auspices of the Road Trauma Support Team Victoria Inc. and is supported by Bicycle Victoria, Country Fire Authority, Epworth Hospital, Leaders of Faith Communities Forum, Metropolitan Ambulance Service, Metropolitan Fire and Emergency Services, Motorcycle Riders Association of Australia, Royal Automobile Club Victoria, State Emergency Service, Transport Accident Commission, Uniting Church Synod of Victoria & Tasmania, Victorian Council of Churches, and the Victoria Police.

Portugal

In Portugal, a Coalition Against Trauma – *Estrada Viva* – was launched by the Portuguese victim organization on Remembrance Day in 2004 with support from 27 trauma-related organizations such as the Associations for Emergency Medicine, Trauma Professionals, Nurses, Psychologists, Child Safety Professionals and Associations for Families.

STEP 5: SECURE FUNDING

The cost of organizing and conducting an event or several events should be estimated and a budget produced. The basic costs would include:

- venue hire (consideration should be given to access for victims in wheelchairs);
- producing programmes;
- performances, including singing by choirs or vocalists at services;
- refreshments;
- publicity, including photography, distribution of press releases and articles;
- design and maintenance of a specific website dedicated to the observance of World Day of Remembrance for Road Traffic Victims.

The following organizations could be approached for sponsorship:

- central government ministries and departments;
- local authorities;
- insurance firms;
- private firms and businesses;
- personal injury solicitor firms;
- philanthropic foundations;
- religious groups;
- international organizations;
- individuals, including bereaved families;
- universities and other academic institutions;
- tourism groups;
- media.

Potential sponsors may be approached and requested to support different items of the budget. For example, the media may fund or provide free publicity. There are also in-kind contributions that need to be considered or indicated in the budget. For example, road traffic victims have consistently contributed time and effort to organize events.

STEP 6: PUBLICIZE THE WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

It is important to get as many people as possible involved or interested in the activities that are planned. This can be done by:

- posting information on the websites of organizations assisting with planning for the day and other partner organizations;
- developing a website dedicated to this day;
- producing and sending a press release to national and local newspapers, including local language papers of different communities and faiths, to television and radio stations and to specialist correspondents on religion, health, transport and crime;
- publicizing celebrity involvement through media coverage and recognition;
- sending letters of invitation to all relevant organizations, for example, emergency services, faith groups, bereavement and disability support groups;
- sending letters of invitation to relevant governmental and nongovernmental agencies, as well as to embassies;
- spreading the message through posters, leaflets and word of mouth.

The publicity should give brief details about the day, its objectives, the events planned (with their dates, times, places and the contact details of the organizers). Photographs and programmes of past events may be included where possible.

Involving the media

It is important to involve the media during planning, on the actual day and in follow-up activities. The media not only informs the public about the day but also raises awareness and challenges the public, government and other stakeholders to take appropriate action. Involve all types of media: print, television and radio.

Practical ways of involving the media include:

- * organizing press conferences;
- * organizing radio or television talk-shows;
- * writing open letters in the printed media;
- * arranging for special newspaper supplements;
- * featuring televised debates.

STEP 7: ORGANIZE ACTIVITIES

All organizations and individuals intending to observe the World Day of Remembrance for Road Traffic Victims are encouraged to explore new activities or adapt those suggested here to their own aims and situations.

The examples of previous activities, described in this section, illustrate what can be done. Though the activities are presented separately, they are complementary. Organizers are encouraged to plan for more than one activity, wherever possible.

An example of different activities held on Remembrance Day 2004 by the Association of Self-Mobilized Citizens in Évora, Portugal

Saturday 20.11.2004

22:00 Salesian Auditorium

- Show / musical
- Presentation of a DVD on road traffic crashes

Sunday 21.11.2004

10:00 St. Vincent Church

- Exhibition of work by pupils from all the district schools on the topic of road traffic crashes

10:30 Giraldo Square

- Start of all-day memorial ceremony. Each visitor will place a stick in remembrance of a road crash victim – relative, friend, known or unknown victim

10:30 Évora Cathedral

- Ringing of bells

10:30 1st May Square

- Beginning of all-day display: overturn and sudden brake simulator

11:00 City Hall

- Solemn session

12:30 Giraldo Square

- Pigeons are released

15:00 City Hall

- Session on road safety strategies

17:00 St. Vincent Church, Évora

- Concert by the group Cantares

Religious services

Religious services were the first and have remained the most common way of commemorating the World Day of Remembrance for Road Traffic Victims. Religious services can be by and for single religions or for different faith communities. Humanist services can also be organized.

South African inter-denominational service

In 1998, Drive Alive, a road safety and road traffic victim nongovernmental organization from South Africa, organized an inter-denominational service in the Standard Bank Arena in Johannesburg. Leaders of the major religions and the minister of transport were present. The Salvation Army brass band and six choirs performed music as part of this service.

Even when events are held in a place of worship of a particular religion, people from all faiths and walks of life can participate in:

- giving speeches that include statements of emotional support and advocacy;
- reading scriptures;
- reading out the names and ages of victims, written down by the bereaved and injured;
- leading prayers for those killed and their bereaved families;
- reading of poems;
- holding a candle-light vigil for victims;
- featuring and promoting the day in denominational newsletters that are distributed to congregations;
- conducting sermons that address the issue of road traffic deaths and injuries, and that promote the day, during the entire week leading up to the actual day.



Invitations to the Melbourne ceremony in 2005.

Austrian Remembrance Day 2002

In 2002, the remembrance service held in Vienna, Austria, included religious leaders from different faiths. It was organized by Rotes Dreieck, the Austrian organization affiliated to the European Federation of Road Traffic Victims.



A remembrance ceremony for a victim in Lebanon

In 2005, Youth Association for Social Awareness, organized a remembrance ceremony in memory of Zeina Al Hauch, who passed away in a car crash one day after graduating from school. The ceremony, attended by over 200 parents, students and members of staff took place at Notre Dame De Jamhour School, the school that Zeina Al Hauch attended, in the city of Jamhour. The event started off by observing a minute of silence in remembrance of all road crash victims around the world. Remembrance statements to Zeina were given by her friends and her mother. YASA gave messages on safety. The event was used to launch Zeina Al Hauch Foundation, a humanitarian foundation.



EXAMPLES OF ADVOCACY MESSAGES IN A REMEMBRANCE DAY SERVICE

“It is precisely because the scale is increasing, that we must take urgent action. So far it has been largely left to the victims to bring road death and injury onto the agenda, but we are weakened by our tragedies and unsupported financially, so it is a continuous struggle. This is not only unfair, it is also short-sighted and irresponsible towards the many potential future victims”.

Source: speech by RoadPeace founder at the 2001 service in London.

“This Sunday is the World Remembrance Day for Road Traffic Victims. I invoke the compassion of the Lord for all those who have tragically lost their lives on the road. I ask God to support the injured, often suffering for life, as well as their families, who help them in their trials. I call on the motorists for carefulness and responsibility, so that all drivers will always respect others”.

Source: prayer by Pope John Paul II in 2001.

The third world war nobody bothered to declare

Seventeen million dead,
And counting.
More than twice the number in the death-camps,
Eighteen times the count in Korea.
Seventeen Vietnams.
A hundred and thirty times the kill at Hiroshima,
Eight thousand five hundred Ulsters...
The Hundred Years war in a week.
The crusades in under thirty seconds.
A humdrum holocaust...the third world war nobody bothered to declare.

Source: excerpt from *Autogeddon* (1991) written by the British poet Heathcote Williams. The lines were cited in the 1997 press release for European Day of Remembrance for Road Traffic Victims.

...Your children are not your children.
They are the sons and daughters of Life's longing for itself.
They come through you but not from you,
And though they are with you yet they belong not to you.
You may give them your love but not your thoughts,
For they have their own thoughts.
You may house their bodies but not their souls,
For their souls dwell in the house of tomorrow,
Which you cannot visit, not even in your dreams...

Source: *The Prophet*, (1991) by the Lebanese philosopher Khalil Gibran. These lines were cited in ceremonies in South Africa and London.

Memorials

Memorials can be both traditional physical sites – monuments, gardens, special buildings and statues – and Internet-based. Some of the nongovernmental organizations of road traffic victims have set up Internet memorials for people killed or injured in road traffic crashes, and have worked with authorities to get local or national memorials to road traffic victims erected in some countries. The following can be done on the occasion of World Day of Remembrance for Road Traffic Victims:

- launching or unveiling a memorial;
- planting a tree in a memorial garden;
- laying wreaths and placing other commemorative objects at a memorial;
- exhibiting photographs or flowers at memorials;
- inviting entries to Internet-based memorials.

Lighting candles in Portugal

The Portuguese Association of Self-Mobilized Citizens launched *Estrada Viva Liga contra o Trauma* (Living Streets Coalition against Trauma) on remembrance day in 2004 and also set up a memorial dedicated to road traffic injury victims. Lighting candles was one of the events organized by one of the *Estrada Viva* organizations in Evora, Portugal, in 2004 (see cover photo).

Memorial gardens opened in Johannesburg, South Africa

On 21 November 2004, Drive Alive in collaboration with the World Health Organization and Johannesburg City Parks opened a memorial garden in Orange Farm Garden, a huge informal settlement. This was the fourth garden of remembrance opened by Drive Alive. The other three are Edison Park in Sunninghill, Rose Park in Lenasia and Mofolo Park in Soweto. Trees were donated by Johannesburg City Parks, and benches donated in memory of Drive Alive members were put in place. Memorial plaques are attached to the trees in memory of loved ones killed on South African roads, and to create awareness of road safety in South African communities.



Personal stories on the Internet

Salim and Salimah, an Oman-based nongovernmental organization with a mission to reduce unnecessary deaths and injuries to children as a result of road traffic crashes, set up a “personal stories” web page, where relatives can relate their stories. (www.salimandsalimah.org/personal.htm).



Moments of silence and sounds

Observing a moment of silence is another way of remembering road crash victims. For example, in 2004, a one-minute silence was held throughout Argentina at noon on the World Day of Remembrance for Road Traffic Victims. In Spain, a one-minute silence is observed each year on the day in many parts of the country. Ringing of bells can be used in religious settings to draw attention to the gravity of the problem of road traffic injuries. Bells can be rung at a specific time or sounds on a sound system may suddenly be broken as a symbolic representation of a disaster – this was done in Portugal in 2005.

Seminars and workshops

Seminars may be organized, in collaboration with academic institutions and other interested partners, to present research findings or discuss any issues relating to road traffic injuries – trauma treatment, bereavement support, investigation of crashes, road risks, road safety measures, etc. They can be held before and during the World Day of Remembrance for Road Traffic Victims. Examples of topics covered in past seminars are:

- Road safety strategies (Portugal, 2004);
- War and RoadPeace (United Kingdom, 2004);
- The day after a road crash (Greece, 2004);
- Bereavement (Belgium, 2003, 2004, 2005);
- Care for young road victims and bereaved siblings (Belgium, 2005).

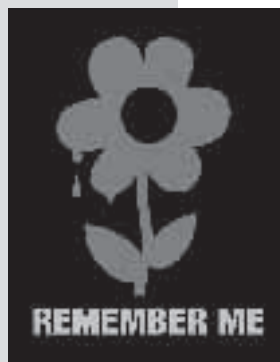
Exhibitions and displays

Exhibitions and displays can be held to highlight specific topics on road traffic deaths and injuries, and the situation of bereaved families. Exhibitions have the advantage that they can be held for longer periods, and so provide the chance to have a greater impact. In some cases, victim organizations have held exhibitions for several days and even a month. Below are examples of exhibitions and displays held in the past:

- displaying hundreds of names of victims on boards;
- presenting statistics on the number of road traffic deaths and giving time counts using an electronic death clock;
- displaying images and objects (clothes, shoes) of road traffic victims;
- displaying overhead electronic motorway traffic signs;
- mounting silhouettes;
- presenting exhibitions of paintings by children;
- holding exhibitions of photographs of bereaved and injured, and of road traffic crash scenes.

A display of 80-metre high images in London, England

In 2003, in the week leading up to Remembrance Day, RoadPeace organized a display of 80-metre high images of road victims, projected onto City Hall in London. In addition to photographs, statistics on the scale and nature of road crashes in London, in the United Kingdom, in Europe and worldwide were also projected, along with the RoadPeace “Remember me” plaque. The message “War on the roads” appeared between the figures, together with details of the RoadPeace web site.



Display of pairs of shoes

RoadPeace and road safety officers they work with have often used displays of shoes to draw attention to this disaster – 300 pairs to show the monthly and 70 pairs the weekly number of road traffic deaths in the United Kingdom (see photo on page 5).

Marches and processions

Marches and processions could be part of other activities: speeches, open-air gatherings, laying of flowers at memorial sites, visits or stops at hospitals or homes of the bereaved, and so on. Here are some examples of marches and processions held by road victim organizations in recent years:

- a “March in white” of young people, to represent those killed and injured on the roads in Luxembourg, organized by the Association Nationale des Victimes de la Route, 2004 (see photo opposite);
- a march to a cemetery in Rome, Italy, organized by Associazione Italiana delle Vittime della Strada, 2005;
- a procession through Buenos Aires in Argentina with placards and candles, organized by Familiares y Victimas de Accidentes de Transito, 2004;
- a procession that included the release of pigeons as a sign of remembrance in a square in Evora, Portugal, 2004, organized by the Associação de Cidadãos Auto-Mobilizados.



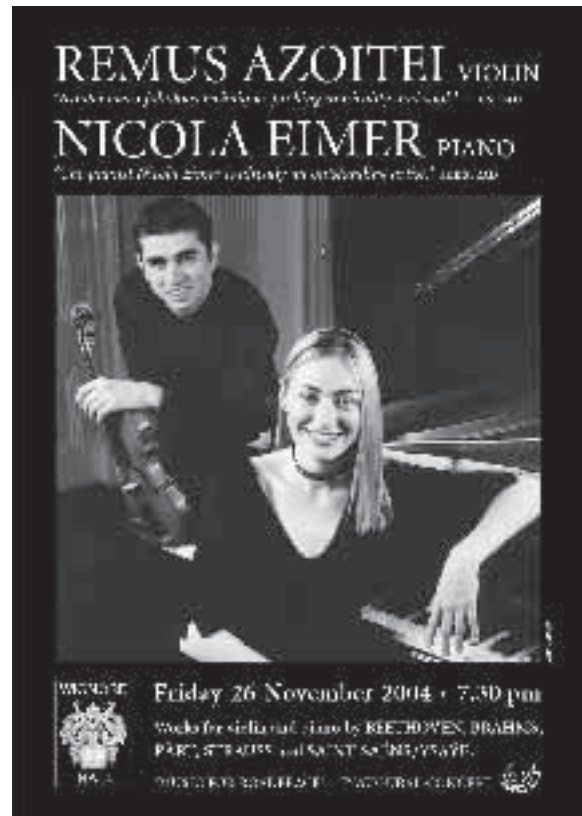
54 people marched dressed in white through the streets of the city of Luxembourg in 2004 to demonstrate that 54 people were killed on the streets of this small country in one year.

Concerts and music

Concerts can be held to mark the day and may be dedicated to a specific victim or all road crash victims. A concert can be performed by one choir or band or be a major concert with many musicians. Concerts can be held in prestigious venues. Speeches would normally refer to the day and be delivered by invited dignitaries. Sometimes music is specially composed for the day. This was the case for Remembrance Day in the United Kingdom, where three international musicians produced a CD entitled *Remember me*. Among the compositions was *Song for Athene*, composed by John Tavener in memory of a young cycling victim – Athene Hariades.

Concert in London, England

A concert was held in London, England, on 26 November 2004 at the renowned Wigmore Hall in memory of 18 year old Christopher Gray, tragically killed in a road crash, and all other road crash victims. The concert was organized by RoadPeace and was attended by, among others, the road safety ambassador for London's Mayor, a WHO representative and a diplomat from the French Embassy.



The programme for the 2004 memorial concert held at Wigmore Hall, London, UK.

STEP 8: EVALUATE THE PROCESS

Dissemination of information

On the day, and during the week leading up to it, information can be disseminated by:

- issuing press releases with information on the scale of the road traffic injury problem and its impact on families and society;
- distributing transcripts of testimonies by victims;
- showing road safety documentaries and films;
- distributing calendars, with road safety messages;
- radio or television talk-shows;
- distributing learning packs for children;
- writing open letters in the local and national press.

All types of media should be involved – print, television and radio.

Competitions

Poster or essay competitions can be organized for schoolchildren and young people. Topics need to be selected and instructions given to potential participants. The criteria for evaluating the essays need to be developed and applied. Results of the evaluation should be communicated to all entrants. The winning posters and essays may be given prizes. They may be shown or read at religious services or seminars organized for the World Day of Remembrance for Road Traffic Victims. The challenge for the organizers is to ensure that a competitive spirit does not get in the way of promoting partnership and collaboration.

An evaluation of the process leading to the World Day of Remembrance for Road Traffic Victims, and of the results of the activities of the day, is important for:

- determining if the objectives were achieved;
- highlighting strengths and opportunities to be explored;
- indicating mistakes to be avoided;
- determining how the activities helped in sustaining or strengthening road safety work in the country or city or community;
- providing information for future planning;
- identifying issues to follow up in the months ahead.

Organizers are encouraged to conduct an evaluation soon after the day. A sample evaluation form has been prepared (Annex 2) for organizers to use. They should modify it to suit their own context. Organizers are urged to keep a record of what they have done for future information and use, including lists of activities and sponsors, timetables and examples of invitations, programmes, press releases and press cuttings.



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Children's road safety picture competition in Egypt

The World Day of Remembrance for Road Traffic Victims presents an annual opportunity to remember the many millions of people killed in road traffic crashes worldwide, and draw attention to the devastating effect of bereavement and injury on victims, victims' families and society. This guide suggests ways of participating in the organization and commemoration of this special day.

CONCLUSION

It is our hope that the recognition and endorsement by the United Nations General Assembly of this day as a global remembrance day, will help bring about worldwide awareness of the increasing problem of road traffic crashes, their serious consequences and the urgent need for action.

The remembrance day will promote the sharing of knowledge, and a greater commitment to road safety. We hope that collaboration between all relevant stakeholders and partners will lead to better care and support for victims, a reduction in the number of future victims, and improvement in road safety globally, regionally, nationally and locally.

We look forward to the participation of countries throughout the world in commemorating the World Day of Remembrance for Road Traffic Victims. If this happens, it will represent a lasting memorial to all those killed and injured, and to the courage, endurance and generosity of victims, survivors and affected families.



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ANNEX 1

Selected nongovernmental organizations of road crash victims

Nongovernmental organization	Web address
Associação de Cidadãos Auto-Mobilizados, Portugal	www.aca-m.org
Association for Safe International Road Travel, United States of America	www.asirt.org
Association nationale des Victimes de la Route, Luxembourg	www.avr.lu
Associazione Familiari e Vittime della Strada, Italy	www.vittimestrada.org
Dignitas, Germany	www.dignitas-ev.de
Drive Alive, South Africa	www.drivealive.org.za
European Federation of Road Traffic Victims, Switzerland	www.fevr.org
Familiares y Victimas de Accidentes de Tránsito, Argentina	www.favat.org.ar
Hellenic Association for Road Traffic Victim Support, Greece	www.efthita.org
Ligue contre la Violence Routière, France	www.violenceroutiere.org
Parents d'Enfants Victimes de la Route, Belgium	www.pevr.be
Prevention de Accidentes de Tráfico, Spain	www.pat-apat.org
RoadCross, Switzerland	www.roadcross.ch
RoadPeace, United Kingdom	www.roadpeace.org
Salim and Salimah, Oman	www.salimandsalimah.org/personal.htm
STOP- ACCIDENTES, Spain	www.stopaccidentes.org
Vereniging Verkeersslachtoffers, Netherlands	www.verkeersslachtoffers.nl
Youth Association for Social Awareness, Lebanon	www.yasalebanon.com

ANNEX 2

Sample evaluation form

Use this form to evaluate the process and outcome of activities you planned for the World Day of Remembrance for Road Traffic Victims. This evaluation is for your own use and not meant to be sent to WHO.

1 Administrative information

Name of organization: _____

Country: _____

City: _____

Year: _____

2 Preparation

How adequate did you plan for the day? Review how well you organized activities, noting your strengths and weaknesses, and identifying what needs to be improved in future.

3 Activities

(a) Briefly describe the activities that were conducted. Include the following details: type of activity, specific audience for which it was organized, number of people who attended, duration of event.

(b) Briefly describe the impact the event had on the audience and in your community or setting.

4 Follow-up

What plans do you have to follow-up on the activities that were conducted?

Provide feedback

We have tried to make this guide easy to follow, but we know that there is always room for improvement. We would appreciate your comments and suggestions. In particular:

- Did the guide give you ideas or help with organizing a remembrance day?
- Is the guide easy to understand, or are parts of it difficult or confusing?
- Are there ways in which the guide could be improved in the future?

You can contact us at:

World Health Organization

Department of Injuries and Violence Prevention
20 Avenue Appia
Geneva 27
CH-1211 Switzerland
E-mail: traffic@who.int
Fax: +41 22 791 4332
www.who.int/injuries_violence_prevention

RoadPeace

PO Box 2579
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E-mail: info@roadpeace.org
Fax: +44 20 8838 5103
www.roadpeace.org
www.worlddayofremembrance.org

European Federation of Road Traffic Victims

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United Kingdom
E-mail: president@fevr.org
Fax: + 44-20-8964 1800
www.fevr.org

This document may be downloaded from
www.who.int/violence_injury_prevention/publications/road_traffic/en/index.html



Home Office Minister Baroness Scotland (middle) laid flowers at the Liverpool memorial to road victims, which was launched on the morning of World Remembrance Day in 2005 by Liverpool City Council in collaboration with RoadPeace.



Remembrance day ceremony in Luxembourg is regularly attended by dignitaries, like this one in 2002, where Princess Sibilla and Prince Guillaume, himself a victim, were present.

The aim of a common Day of Remembrance is to offer solidarity and friendship to our fellow bereaved, draw attention to the devastation caused by road danger and call for an end to the carnage.

Brigitte Chaudhry, Founder RoadPeace, UK, and President, European Federation of Road Traffic Victims

Modern societies tolerate enormous numbers of victims of wholly preventable technical risks. Manslaughter and injury touch on the ethical basis of any religion, and the Day of Remembrance offers religious authorities the chance to remind us of our violated brothers and sisters, and our duty to support their Day.

Rolf Strassfeld, Board Member, RoadCross, Switzerland

In South Africa, with the fourth worst road crash record in the world and hardly a family not affected, we need to devote one day each year to remember those who lost their lives on our roads and families whose child or breadwinner were killed.

Moir Winslow, Founder and President, Drive Alive, South Africa

Close relatives are given the opportunity to express their grief for the loss of their loved ones and to talk about them. Others are reminded to honour these people by promising to behave correctly on the road in order to prevent future tragedies.

Charalampos Katoglou, Board Member, Hellenic Association for Road Traffic Victim Support, Greece

A radio announcement: "Good news, the road is clear after a serious crash." But what happens to the victims, their families? Again names added to the long list of those affected, destroyed families, people who suffer... we remember them all on World Day and commit to a culture of road safety, respect, and responsibility towards every road user.

Angelika Oidtman, Founder & President, Dignitas, Germany

This day is important because lack of information about this catastrophe provokes social indifference.

Jeanne Picard, Vice President, STOP-ACCIDENTES, Spain

The Remembrance Day creates a link between all victims. Other people prefer that one should forget, but that is worse. Such a commemoration is very important to families, who need to speak of their tragedy, light candles, celebrate a ritual...

Jeannot Mersch, President, Association nationale des Victimes de la Route, Luxembourg

The conspiracy of silence over deaths on the roads is part of a collective victimization, and of corruption of the memory. This is why we believe that remembering the fallen and talking about them – with pain, with sadness, with love – is more than an individual therapy; it is collective prophylaxis. That is why we remember those lost lives, and we evoke the names of real people, who deserved to be alive today, to have fulfilled their dreams, instead of having been extinguished, prematurely and violently.

Manuel Joao Ramos, Founder and President, Associação de Cidadãos Auto-Mobilizados, Portugal

This day is important as comfort to the bereaved, who seem forgotten by the justice system, the authorities and modern society, and also to raise awareness of this wholly preventable worldwide disaster.

Anne-Lise Cloetta, International Relations, Prevención de (Accidentes) de Tráfico, Spain

The number of people killed and injured on the roads represents by far the largest of all human-made disasters. The Remembrance Day makes clear to society that this toll is totally unacceptable – both in respect of human misery and economic cost; it also offers the opportunity to share the loss with others, which may help in the process of accepting it.

Hans van Maanen, Board Member, Vereniging Verkeersslachtoffers, Netherlands

Road victims, like other victims, also need a special day, when they feel that they are not alone and that their suffering is considered by the community.

Jacques Duhayon, Board Member, Association de Parents pour la Protection des Enfants sur la Route, Belgium

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