

ROAD SAFETY. ARE YOU PLAYING YOUR PART?

1.3 MILLION

people are killed every year.
1 person every 30 seconds.

500 KIDS

are killed on roads each day.

1/2

of all deaths involve pedestrians.

100%

are preventable.

IN THE TIME IT'S TAKEN YOU TO READ THIS
1 MORE PERSON HAS BEEN KILLED.



MICHELLE YEOH:

SAFE STEPS Road Safety Ambassador, actor and producer. Since 2008, Michelle Yeoh has played the role of advocate for Road Safety. Her heartfelt dedication saw her spearhead the UN's Decade of Action initiative, as well as the FIA's Global Action for Road Safety campaign.

SAFE STEPS

ROAD SAFETY

MICHELLE YEOH
SAFE STEPS AMBASSADOR



SEATBELTS



PEDESTRIANS



DRINK
DRIVING



MOTORCYCLES



SPEED LIMITS



DISTRACTED
DRIVING

BROUGHT TO YOU BY:

PRUDENCE
FOUNDATION

IN PARTNERSHIP WITH:

NATIONAL
GEOGRAPHIC

ACTION
FOR ROAD SAFETY

SAFESTEPS.COM

SAFE STEPS TIPS
APPROVED BY:



International Federation
of Red Cross and Red Crescent Societies

DRIVING



DRINK
DRIVING

**IT'S NOT JUST AN OFFENSE,
IT'S OFFENSIVE.**

- ▶ DON'T DRINK AND DRIVE
- ▶ DON'T COUNT ON SHORT TERM REMEDIES
- ▶ TAKE ALTERNATIVE TRANSPORT



DISTRACTED
DRIVING

**YOU CAN'T MULTI-TASK
AS WELL AS YOU THINK.**

- ▶ KEEP YOUR EYES ON THE ROAD
- ▶ KEEP BOTH HANDS ON THE STEERING WHEEL
- ▶ STAY FOCUSED



SEATBELTS

**TELL EVERYONE TO STRAP
IN OR STEP OUT.**

- ▶ WEAR YOUR SEATBELT
- ▶ ENSURE ALL PASSENGERS WEAR SEATBELTS
- ▶ SAFELY SECURE CHILDREN IN CAR SEATS



SPEED
LIMITS

**YOU'RE BETTER LATE
THAN NEVER.**

- ▶ OBEY SPEED LIMITS
- ▶ SLOW DOWN AT HIGH-RISK AREAS
- ▶ KEEP A SAFE DISTANCE

MOTORCYCLES



MOTORCYCLES

**ONE OF THE MOST DANGEROUS
FORMS OF TRANSPORT.**

- ▶ ALWAYS WEAR A HELMET
- ▶ STAY VISIBLE
- ▶ KEEP A SAFE DISTANCE



DRINK
RIDING

**ANY AMOUNT OF ALCOHOL
WILL AFFECT YOUR BALANCE
AND REACTIONS.**

- ▶ DON'T DRINK AND RIDE
- ▶ DON'T COUNT ON SHORT TERM REMEDIES
- ▶ TAKE ALTERNATIVE TRANSPORT



SPEED

**MOTORCYCLES ARE A LOT
FASTER, AND A LOT MORE
DANGEROUS.**

- ▶ OBEY SPEED LIMITS
- ▶ SLOW DOWN AT HIGH-RISK AREAS
- ▶ KEEP A SAFE DISTANCE



DISTRACTED
RIDING

**RIDE CAUTIOUSLY AND ASSUME
DRIVERS DON'T SEE YOU.**

- ▶ KEEP YOUR EYES ON THE ROAD
- ▶ KEEP BOTH HANDS ON THE HANDLEBARS
- ▶ STAY FOCUSED

PEDESTRIANS



PEDESTRIANS

**YOUR EYES AND EARS
ARE YOUR SAFETY TOOLS.**

- ▶ STAY ALERT AND AVOID DISTRACTIONS
- ▶ WALK IN SAFE PLACES
- ▶ STOP, LOOK, LISTEN, CROSS



DRIVERS

**HALF OF ALL ROAD RELATED
DEATHS ARE PEDESTRIANS**

- ▶ CHECK YOUR SPEED
- ▶ CHECK YOUR BLIND SPOTS
- ▶ BE EXTRA CAUTIOUS IN POPULATED AREAS
- ▶ KEEP A SAFE DISTANCE FROM THE CURB

**SAFE
STEPS**
ROAD SAFETY

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