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.

BROUGHT TO YOU BY:

PRUDENCE FOUNDATION

IN PARTNERSHIP WITH:

NATIONAL GEOGRAPHIC

FIA ACTION FOR ROAD SAFETY

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SAFE STEPS TIPS APPROVED BY: International Federation of Red Cross and Red Crescent Societies

SAFE STEPS
ROAD SAFETY

MICHELLE YEOH
SAFE STEPS AMBASSADOR

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

SAFE STEPS
ROAD SAFETY

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

SAFESTEPS.COM

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