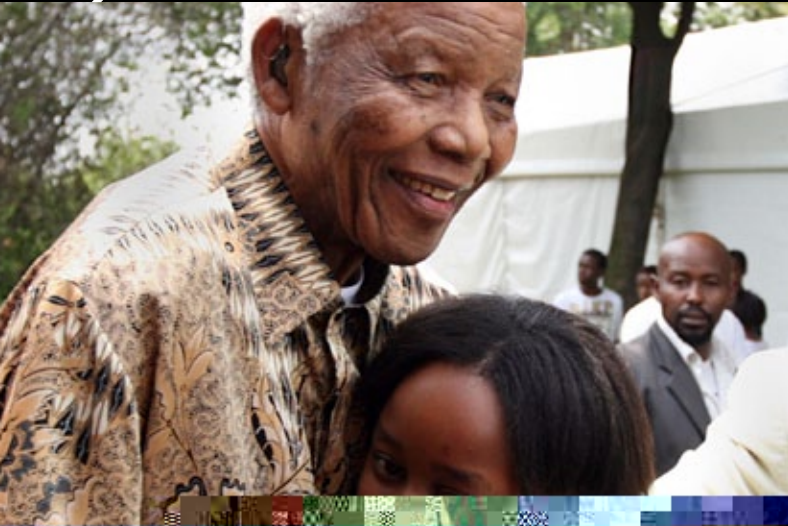




FOR EVERY LIFE



“Zenani, my only daughter, celebrated her thirteenth birthday on 9th June 2010. Just two days later, returning home from the FIFA World Cup Kick Off Concert in Soweto, she was killed in a car crash. Her unfortunate and untimely passing was a tragedy shared by millions across the globe.



On the same day that I lost Zenani, a thousand other families also lost a child on the world's roads. This disaster continues to rob us of 1000 young people every single day.

Now, in the name of Zenani, we are launching this campaign to raise awareness of this appalling toll of death and injury, and to urge support for the UN's Decade of Action for Road Safety 2011-2020.

Other parents must not go through the pain that I am suffering and will continue to suffer. Now is the time for positive action. Every life we save will be a precious victory”.

Zoleka Mandela

1000 young people under the age of 25 die every day on the world's roads. Unlike Zenani Mandela, most are not born into a famous family. But, just like Zenani, they are much loved and greatly missed by their families.



Why do so many children die on the roads?



We all want the best for children. Providing better maternal health, vaccinations against disease for under-5s, clean water and early years care are international priorities. Primary education for all is a major goal.

Yet as children reach their second decade of life, interest and investment in their well-being seems to fall away. This is most true on the streets and highways of the world. We expect children to safely navigate their journey to school, or to play and meet with their friends, but we fail to provide the sidewalks, crossing points, speed limits or police enforcement that would keep them safe. The result is more than 700 children and teenagers killed, and thousands more injured, every single day.

“We set all of these goals in the world but this problem is really one that has been completely neglected. We need to listen to the children themselves who want action on this issue.”

Justin Forsyth, Chief Executive,
Save The Children



Road crashes are now the leading cause of death for children and adolescents over the age of 10. Yet road safety is still too low on the international community's development agenda. We have to change this. We must make roads safe for children.



The Zenani Campaign



“Road crashes are the number one killer of children over 10 all over the world. This is a serious call to action for each and every one of us”.

Zindzi Mandela

The Zenani Campaign has been launched, in the name and memory of Zenani Mandela, as an awareness raising initiative in support of the UN Decade of Action for Road Safety 2011-2020 by the Mandela Family, the Nelson Mandela Foundation, the Make Roads Safe campaign and the Road Safety Fund.



There is growing recognition that we need to do more to improve safety for young people. UNICEF has urged that preventing injury amongst adolescents should become a ‘major international health objective’. Save the Children describes child road deaths in developing nations as a ‘hidden crisis’.



Streets can be made safe for children. There are solutions, road safety ‘vaccines’, which can prevent child death and injury. We are encouraging support and investment for these life-saving actions.

Children and young people should have the right to a safe environment. Governments can do more to provide it. During the UN Decade of Action for Road Safety 2011-2020 we want to see:



- Investment in safe footpaths, cycle-ways and crossing points, on streets with lower speed limits, particularly around schools. Transport and planning policies that put people first.
- Legislation, where required, and real enforcement of seat belt, child seat and booster seat laws, and tougher action to prevent drink driving and speeding
- In those countries where motorcycles are the main mode of family transportation, better protection for child passengers, including child helmet standards and enforced legislation
- Graduated driver licencing to help young novice drivers develop steadily and safely; and minimum safety standards for all cars.



“Road traffic injuries claim a disproportionate number of young lives in low- and middle-income countries. It is common for high speed roads to be routed close to schools or through residential areas. Cities must be designed in a way that reduces risk to children”.
UNICEF State of the World's Children report 2012



Get involved



You can support the Zenani Campaign and the Decade of Action. Here are some of the ways you can get involved:



- Join our online campaigning community, be the eyes, ears and voice of the campaign. In the run-up to UN Global Road Safety Week 2013, which will focus on safe walking, upload your photos of the unsafe streets near you, and demand action.
- Wear the Zenani band to show your solidarity with all victims of road crashes. All proceeds will be used to support road safety projects protecting children in developing countries.
- Pledge your support, and commit to behave safely on the road.



"Every three minutes a young child dies on the world's roads. I'm supporting the Zenani Campaign and the UN Decade of Action for Road Safety because we need action now to prevent more tragedies."

Lewis Hamilton





DECADE OF ACTION FOR ROAD SAFETY 2011-2020

The Zenani Campaign is an initiative in support of the UN's Decade of Action for Road Safety. Together we can save millions of lives.



“It is the poorest children who have to negotiate the most dangerous routes to school. It is time to step up to meet this challenge and to commit to the Decade of Action for Road Safety.”

Archbishop Desmond Tutu

