



REMEMBER ME



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Helpline  
Helping people through the aftermath of road crashes Monday to Friday,  
9am to 5pm

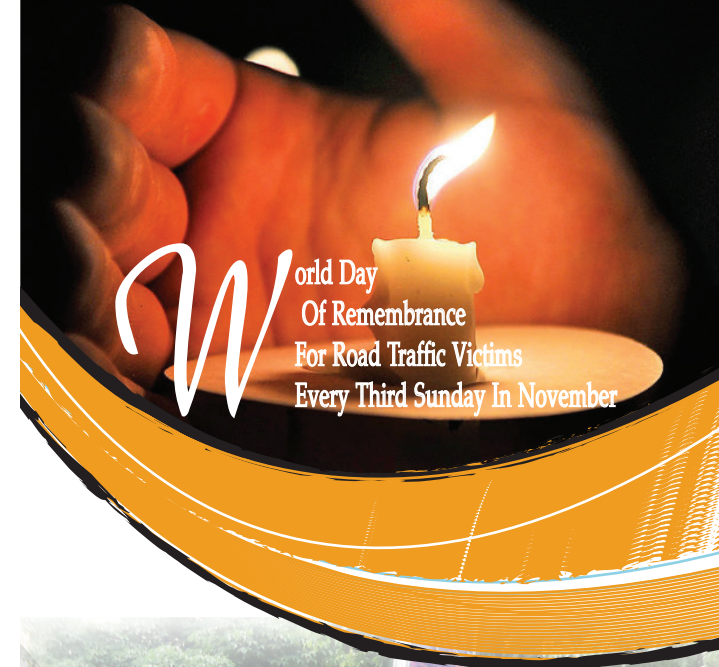
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As per WHO Global status report on road safety 2013

Annual Road Crash Statistics - Road Safety Road traffic injuries are a growing public health and development problem. 1.2 million people are killed in road traffic crashes around the world each year. Most of those killed are in the prime of their lives. The road traffic deaths represent a picture of the total waste of human and societal resources from road injuries. Between 20 and 50 million people are injured or disabled by road crashes around the world (WHO). Between 3000 and 13 000 lose their lives in road traffic crashes every year. More than twice as many are permanently disabled by their injuries. These statistics need to be multiplied and seen in the context of deep family tragedy, of unimaginable grief and anguish and of tremendous health and economic and disability costs. Huge sums of money are used in medical care. With most people in Kenya & employed in the informal sector, and have no health or life insurance and no social security, involvement in a road traffic crash by a family member has consequences for the entire household.

### Our Supporting Partners



"A common Day of Remembrance offers solidarity and friendship to our fellow bereaved, draws attention to the devastation caused by road danger and calls for an end to the carnage."





## About Us

Safedrive Africa Foundation is the leading nonprofit championing road safety supporting people who are bereaved or injured as the result of a road traffic crash. The foundation was founded in 2012 in response to a complete lack of support and information during the traumatic aftermath of road death and injury. It is a Non-Governmental organisation with local community groups, working closely with organisations campaigning on behalf of pedestrians, children, BodaBoda, cyclists and sustainable mobility.

The World Day of Remembrance of Traffic victims 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.

## Why we remember

A road death is not a normal death but a sudden death that is violent and premature. The impact of such a traumatic event is often long-term, even unending...

More than 500 kids are killed annually and many hundreds of thousands injured on roads globally. Many more have to cope with bereavement or the effects of injury and thus become part of the huge group of people affected by road carnage.

- More than half of all road traffic deaths occur among young adults ages 15-44.
- Road traffic crashes rank as the 9th leading cause of death and account for 2.2% of all deaths globally.
- Road crashes are the leading cause of death among young people ages 15-29, and the second leading cause of death worldwide among young people ages 5-14.



## A World Day of Remembrance

The World Day of Remembrance for Road Traffic Victims focuses on both the overall scale and the individual devastation caused by road deaths and injuries as well as the impact upon families and communities.

As a response to road crash victims' need for the same public recognition that is given to victims of other types of crime, disaster or war. It is also a day to commend the work of those involved in the aftermath of a crash - including fire, police and ambulance teams, doctors, nurses, volunteers and counselors.

In the past, it has been left mainly to non-governmental victim organisations to offer assistance to fellow-victims and to try and change attitudes by highlighting the extreme human suffering caused by road traffic crashes.

An annual day of remembrance brings the devastating impact of road deaths and injuries and lack of support to the widest attention.

### Themes for World Day Theme for 2016

*From Global Remembrance to Global Action across the Decade  
Vital post-crash actions: Medical Care, Investigation, Justice!  
Let's make 2011-2020 a Decade to remember!*



## Past projects

