



Streets for Life

#Love30

# SAFE AND HEALTHY STREETS FOR CHILDREN, YOUTH AND CLIMATE ADVOCACY HUB



# SUPPORT STREETS FOR LIFE...



Streets for Life  
#Love30



THE GLOBAL GOALS  
For Sustainable Development

## STREETS FOR LIFE: FOR PEOPLE AND PLANET.

On our streets, worldwide, where we walk, play and live, we call for action on speed. Low speed, liveable streets are essential and urgent.

Urgent because low speeds save lives.

Urgent for public health, by making walking and cycling safer and more accessible, enabling and encouraging healthy lifestyles. Liveable streets are more crucial than ever as we respond to COVID-19.

Urgent for the Global Goals and for our climate, as a key that unlocks a virtuous cycle of zero carbon active travel, shifting from car dependence, enabling thriving public transportation, cleaner air and lower CO<sub>2</sub> emissions.

Urgent for social and racial equity, as it is lower income and minority communities who are most exposed to high-speed traffic, and the road danger, environmental hazard and social exclusion it causes. Urgent for the rights of people with disabilities; for the elderly; for all who are vulnerable.

Urgent for our children and youth, and vital for their wellbeing. They are most at risk on the streets where they live, play and travel to school. Every day 3000 children and young people are killed or seriously injured on the world's roads. A child hit by a car at 30 km/h (20 mph) can survive. Hit at 80 km/h (50 mph), most will die. Speed kills.

The 2020 Stockholm Declaration, adopted by governments worldwide, calls for a focus on liveable streets and, in line with available evidence, a maximum road travel speed of 30 km/h where vulnerable road users and vehicles mix. Commitment to this approach must be at the forefront of the new Decade of Action for Road Safety to achieve the Global Goals.

Now is the time to urgently deliver on this call to action by reducing, designing and enforcing traffic speeds that are safe for everyone, everywhere, prioritising low speed streets in all residential areas and near schools.

Streets for health. Streets for climate. Streets for people. We must act together to create **#StreetsForLife**.

I, \_\_\_\_\_  
support the **#StreetsForLife** call to action,  
joining the global movement for low speed,  
liveable communities worldwide.



**THIS IS MY STREET**



## SUPPORT STREETS FOR LIFE

“ Road traffic crashes are the leading cause of death for children and young adults. We need a new vision for creating safe, healthy, green and liveable cities. Low speed streets are an important part of that vision. Evidence shows that limiting driving speeds to 30km/h or 20mph in cities significantly reduces road traffic deaths and injuries. As we recover and rebuild from COVID-19, let’s make safer roads for a safer world. ”



**Dr Tedros Adhanom Ghebreyesus**  
Director General,  
World Health Organization

“ At the heart of the 2020 Stockholm Declaration for Global Road Safety was a call for 30 kilometre an hour speed limits on urban streets. Why? Because we know that above 30 the risk of death for pedestrians rises exponentially. So, it is a simple equation. If you support Vision Zero, if you believe that no one should die or be maimed in a road crash, then you must ‘love 30’. ”

**Rt. Hon. Lord Robertson of Port Ellen**  
Chairman, FIA  
Foundation



“ So many of us around the world are taking to the streets and demanding change. The streets are for the people. We want low speeds, we want liveable streets, and communities where we can walk safely, where our children can get to school unharmed. We call for 30km/h speed limits. Above 30 is a death sentence. These are our streets. ”



**Zoleka Mandela,**  
Global Ambassador,  
Child Health Initiative

“ Implementing 30km/h in streets with mixed traffic, and where children live, walk and play, is life-saving. Lower speeds can encourage more walking and cycling and help us shift to zero carbon mobility. Streets for Life contribute to achieving many of our Sustainable Development Goals. ”

**Jean Todt**  
UN Secretary General's Special  
Envoy for Road Safety and FIA  
President



“ As we embark on a global transition to net-zero emissions, a crucial milestone on this journey will be to move to a zero-emissions transport sector. Integrated, urban spaces which encourage walking and cycling as a form of mobility are a big part of this transition. I welcome the UN’s new Streets for life campaign as an important step to build momentum towards sustainable cities. ”



**Inger Andersen**  
UN Under-Secretary-General  
and Executive Director of the UN  
Environment Programme

“ Our National Red Cross and Red Crescent Societies are engaged in road safety all over the world. We know that as crash impact speeds rise above 30 km/hour, injuries to vulnerable road users dramatically worsen. Introducing 30 km/hour speed limits in locations where vehicles mix with pedestrians and cyclists will save lives and will prevent serious injuries. I strongly support this life saving ‘Streets for Life #Love30’ campaign. ”



**Jagan Chapagain**  
Secretary General & CEO,  
International Federation of  
Red Cross and Red Crescent  
Societies

“ We need change. And we are uniting with a clear call to action: Streets for life. Making the case for low vehicle speeds in communities where children walk, cycle, learn and play. Returning to children their basic right to explore their streets in safety. Because keeping traffic speed below 30 kilometres an hour near children is the vaccine that can save many thousands of lives. And low speed will encourage zero carbon travel – all of us walking and cycling more – to help clean our air and protect our planet. ”



**Michelle Yeoh**  
Actor & UNDP  
Goodwill  
Ambassador for  
the Global Goals



# THESE ARE OUR STREETS...

There is growing momentum for an agenda of low speed where traffic and people mix.

The evidence is clear: above 30km/h the likelihood of a death or serious injury to a pedestrian hit by a car rises exponentially. Speed management can act as a kind of vaccine – a topical analogy. As we set out in ‘These are our Streets’ our 2030 Manifesto for Safe and Healthy Streets for Children, Youth and Climate, it is possible to largely protect whole neighbourhoods against road traffic death by removing vehicles from places where children congregate (e.g. school streets,

play streets) and by regulating vehicle speed to below 30km/h where pedestrians are present, ideally through street design and/or by deploying speed adaptation technology in vehicles.

Now, as the United Nations launches the ‘Streets for Life’ campaign, with a specific focus on adopting 30km/h speed maximums, the FIA Foundation is launching our Manifesto 2030 Advocacy Hub, with the objective of securing that policy change. By 2030, deadline for the Sustainable Development Goals, we want to see 30km/h everywhere that it



## THESE ARE OUR STREETS...

needs to be, a global 'vaccination'. So our Advocacy Hub, with millions of euros committed, will support a diverse coalition of partners to help spread the word and make the change.

In doing so, we are making a small contribution to a much larger movement. The Stockholm Declaration, adopted by governments in 2020, made 30km/h its flagship recommendation in recognition of the critical role low speed can play not only in achieving the 2030 SDG road traffic injury target, but also in enabling many other policy goals. Low speed is the key that unlocks liveable, lively streets, and friendly, connected communities. It encourages walking and cycling and enables safe play for children. It removes much of the road danger from the daily journey to and from school. It can help to address social and

racial inequalities: poorer communities everywhere are most vulnerable to high-speed traffic. It can help to meet our Climate goals.

**Above all, low speed is a policy of respect, equity and progress, protecting the rights of the most vulnerable in society. 30km/h delivers streets for health, streets for climate, streets for people. Streets for Life. These are our streets and this, in a defining decade, is our mission.**



**Saul Billingsley** is Executive Director of the FIA Foundation, which coordinates the Child Health Initiative



# A DEFINING DECADE

**Just as the 1920s shaped the 'Motoring Century', so the 2020s - emerging from the crucible of COVID-19, spurred by the imperative of climate action - will define our future urban mobility.**

One hundred years ago a cultural revolution began to transform the streets of the industrialised world. In the United States, the first automobile nation, motor vehicles gained hegemony over people.

Subverting a groundswell of public concern about the huge and rapidly increasing toll of dead and maimed, disproportionately children and youth, on American streets, motoring advocates set in motion a deliberate social and political re-engineering of who those streets were for: from public space for all to public utility for motor vehicles; from pedestrian to jaywalker; from a playground for children to a forbidden no-mans-land. This ideological revolution, launched during the 1920s, rippled across the world,



cemented into doctrine, and continues to this day to define and dominate our urban life, from New York to New Delhi, from Johannesburg to Jakarta.

Now, in the 2020s, the decisive moment for change has again arrived. Spurred by environmental and health imperatives - for climate action and clean air, against road danger and traffic deaths - and echoing the century-old demand for social justice made by those first communities to be robbed of their children and of their public space, the movement for putting people before traffic, for putting people first, and again re-inventing the city and transforming how urban streets are used, is stronger than ever.

Because shared and equitable access to our streets and public space, safe walking and cycling, is a basic right. It is essential to the vision of an “ecologically safe and socially just”<sup>\*</sup> world that animates the Sustainable Development Goals.

**This is the motivation for the FIA Foundation’s new Advocacy Hub, based within our Child Health Initiative, and campaigning to deliver ‘Streets for Life’: the speed vaccine of maximum 30km/h and streets designed for safety everywhere children walk, cycle and play; action for clean air and climate; sustainable financing for safe and clean mobility; and prioritising of children and youth in urban policy - because these are their streets.**



<sup>\*</sup> Kate Raworth, Doughnut Economics

# HOW UNSAFE STREETS IMPACT THE SUSTAINABLE DEVELOPMENT GOALS

If we are to achieve the promise of Agenda 2030, we must act at street level to transform our cities and public space. A century of dysfunctional transport and urban policies has left us with health and social legacies that risk undermining delivery of a range of SDG targets, well beyond those directly relating to mobility.



Poorer families bear the hardest burden of road crashes. Pedestrians, cyclists and motorcyclists are most at risk. Hundreds of thousands of economically active adults, often breadwinners for their families, are killed or maimed every year. Funeral or healthcare costs can cause financial ruin.



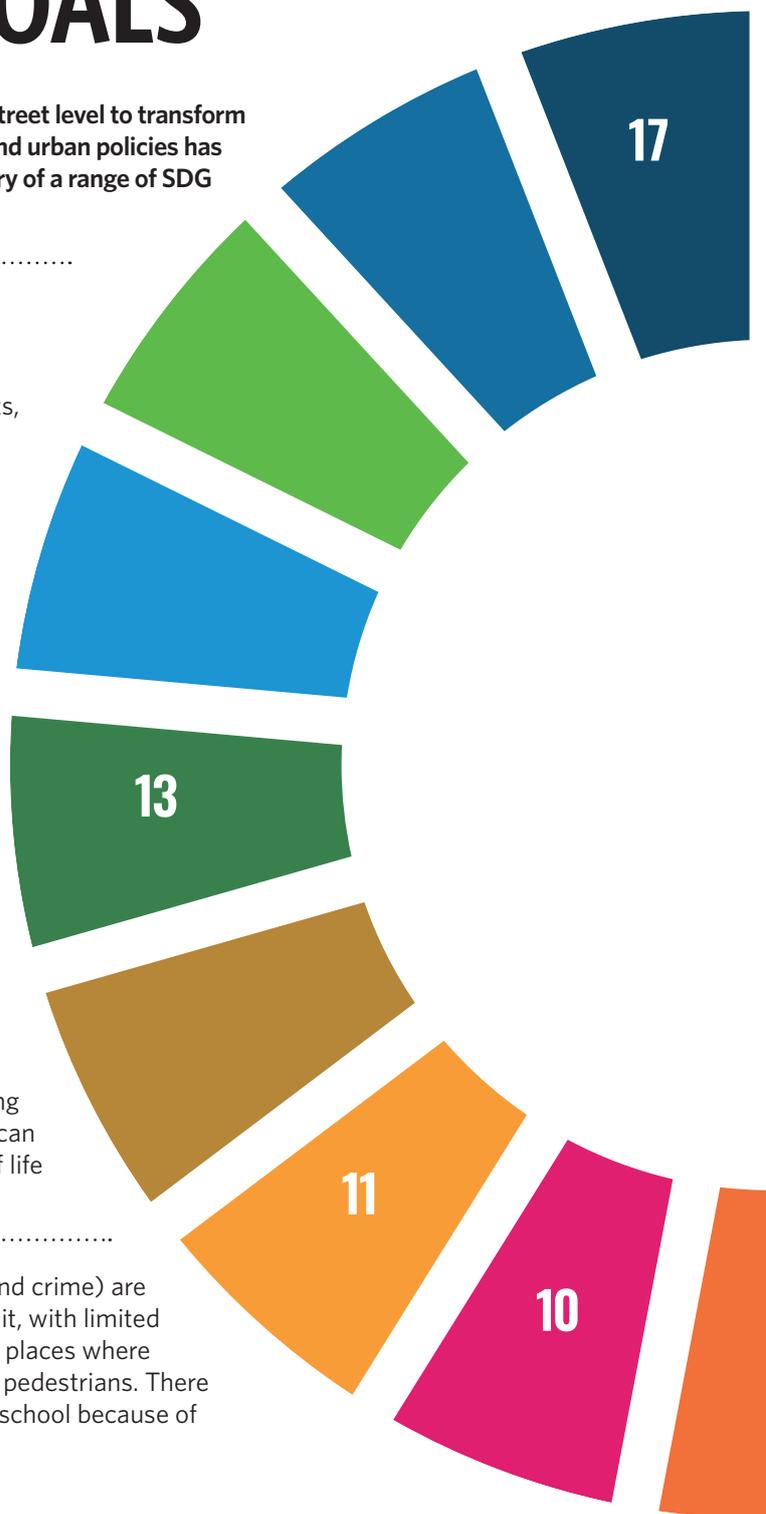
Road crashes kill 1.3 million people every year, 250,000 of them children. Millions more are maimed or injured. Poor urban air quality, caused in part by dirty vehicle emissions, contributes to the deaths and ill-health of millions of people. Besides the appalling human tragedy, these are preventable costs for often already overburdened trauma units and health systems.



Every day thousands of children and youth lose their right to an education through road traffic death or injury. Many who survive miss months of schooling. Loss of income for poorer families resulting from an injury or death to a breadwinner can end educational opportunity and close off life paths for children.



Unsafe streets (in terms of road danger and crime) are typically dominated by car traffic, poorly lit, with limited or marginal pedestrian facilities. They are places where women often feel unsafe or vulnerable as pedestrians. There is evidence that girls are kept home from school because of perceived unsafe streets.



# HOW UNSAFE STREETS IMPACT THE SDGs

A toxic miasma of pollutants from vehicle emissions causes serious damage to people, affecting the whole life course, from fetal health to childhood asthma to increased dementia in the elderly. Improving the urban vehicle fleet with clean powertrains and providing affordable clean public transport is urgent.

**7** AFFORDABLE AND CLEAN ENERGY



Road traffic injuries are a drain on economies, costing countries billions of dollars (between 1-3% of GDP). Badly designed road networks and unsafe streets can exacerbate social and economic exclusion, cutting people off from employment opportunities.

**8** DECENT WORK AND ECONOMIC GROWTH



In many places, unsafe streets suffering from fast traffic are a highly visible legacy of elitist or overtly racist planning policies of the past. In too many places, today, communities lacking political voice or power are still being torn apart by outdated high speed urban highways imposed without real consultation or consideration for local needs.

**10** REDUCED INEQUALITIES



Cities designed for cars fuel a vicious cycle of street widening, road building, congestion and under-funding of public transportation, fueling further car dependency. People are pushed to the margins of public space and policy priority. Health suffers and horizons narrow: too many children no longer play outside or explore unsupervised.

**11** SUSTAINABLE CITIES AND COMMUNITIES



Tackling car dependency, particularly for short urban journeys like the school run, can prevent significant unnecessary consumption of fuel. Making streets safer and more attractive can create a virtuous cycle encouraging more zero-carbon walking and cycling and people-friendly streets, proven to reduce carbon emissions.

**13** CLIMATE ACTION



These are our Streets...and we can make them better for People and Planet. Through the Child Health Initiative, and our new Advocacy Hub, we are building and supporting partnerships for safe and healthy streets for children, young people and the Climate in cities across the world. Our goal: to deliver our Manifesto 2030 and Streets for Life.

**17** PARTNERSHIPS FOR THE GOALS



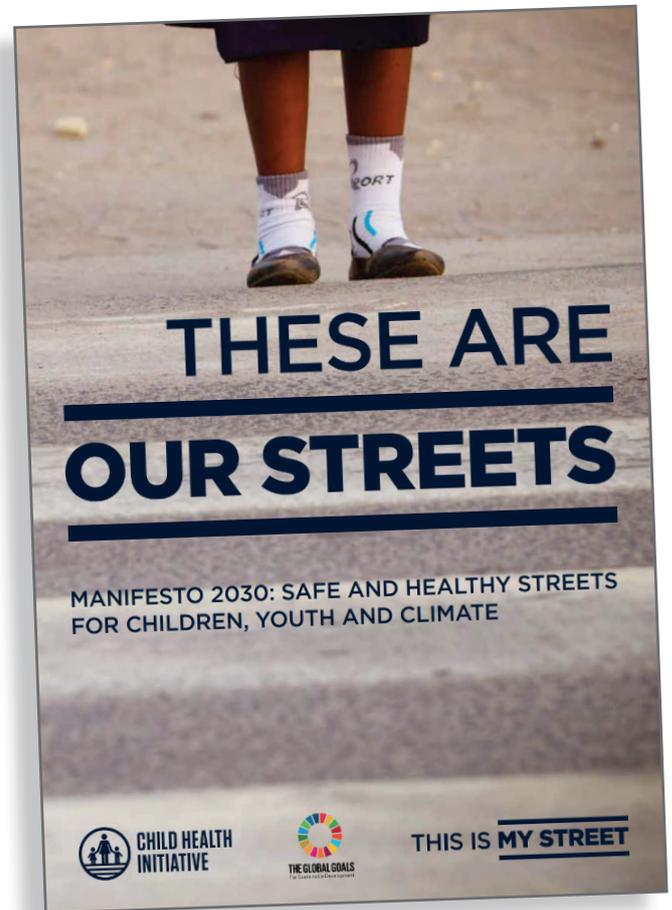


# A MANIFESTO FOR OUR STREETS

**Our focused agenda targets specific policy goals for safe and healthy streets as a contribution to the SDG 2030 Goals.**

Launched at the Stockholm Ministerial Conference on Global Road Safety in February 2020, 'These Are Our Streets', our Manifesto 2030, sets out five key objectives for safe and healthy streets for children, youth and climate, that the FIA Foundation and its Child Health Initiative partners want to contribute towards achieving:

- Every child and adolescent can expect a **safe and healthy journey to school**
- Streets where children mix with traffic have a **default speed limit of no more than 30km/h**
- Every urban street has a **viable footpath and protected at-grade crossings**
- Every city has an ambitious target for **protected cycle lanes**
- **A Global Adolescent Summit** to prioritise action on a range of interconnected youth issues, including COVID-19 recovery and the urban environment, within the Sustainable Development Goals framework.



These five objectives also combine with the FIA Foundation's strategic public policy goals to support efforts for achieving **WHO clean air guidelines** for urban areas; rapid transition to **low/zero carbon mobility**, vital for climate action; and **sustainable and equitable funding** for safe roads, air quality and adolescent wellbeing.

We seek to work towards this agenda through support for targeted advocacy, backed by high quality research, on two interlinked tracks:

1. Securing international political support, enabling practical action, and encouraging funding for safe and healthy streets; and building the global case for accelerated investment in safe and healthy streets as an integral element of adolescent wellbeing;
2. Supporting vanguard efforts by national and city leaders and civil society actors to change policy and practice for their streets.

“ With partners around the world we'll be taking this campaign forward in a new Advocacy Hub which has 30km/h streets as a key policy demand. ”

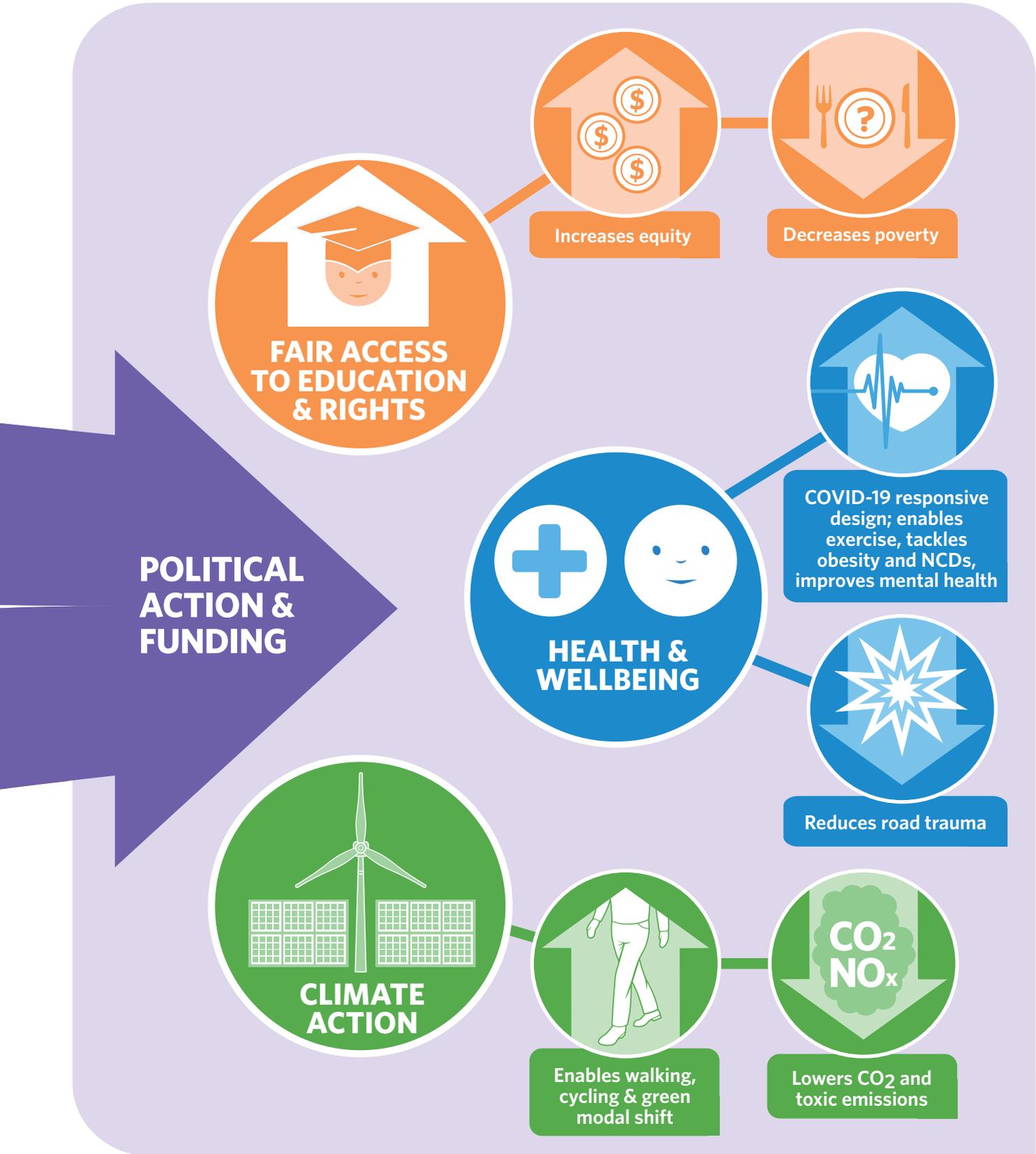


**Zoleka Mandela,**  
Global Ambassador,  
Child Health Initiative

# MANIFESTO 2030

Combining global advocacy for children and youth with practical action to transform our streets





# GLOBAL POLICY ADVOCACY

We focus on inter-connected global campaigning opportunities to build support and action for the Streets for Life movement.

## STREETS FOR LIFE: UNITED NATIONS CAMPAIGN FOR 30KM/H BY 2030

2021 sees the launch of a major new UN-led campaign to encourage maximum 30km/h speed on urban streets, particularly where children walk and cycle. Mandated by the flagship recommendation of the 2020 Stockholm Declaration, subsequently endorsed by a UN General Assembly resolution, the campaign has kick-started the second UN 'Decade of Action for Road Safety' to 2030. The FIA Foundation has been a lead partner in devising the new campaign, which closely aligns with our ongoing 'This Is My Street' advocacy, and which will build momentum towards an expected UN High Level Meeting on Road Safety in 2022.

## A FAIR DEAL FOR YOUTH

In 2018, at the World Health Assembly, the Child Health Initiative was the first organisation to call for a Global Summit for Adolescents. With the social impact of COVID-19 falling hard on young people, exacerbating existing inequalities in education, employment and health outcomes, the need for a strong youth agenda is more

vital than ever. We are working closely with the Partnership for Maternal, Neo-natal and Child Health (PMNCH) to develop this 'Adolescents 2030' agenda; identify governmental champions; and ensure that injury prevention, clean air, and improving the urban environment are core elements of the new Adolescent Wellbeing Framework, positioned to take advantage of any funding opportunities that arise. Many global leaders have now endorsed the call for a Global Youth Summit in 2023.

## COP 26 CLIMATE SUMMIT

The Climate Summit in Glasgow in November 2021 will be a defining moment for the climate change agenda. The expectation is that the summit, and the negotiating process that precedes it, will seek to nail hard numbers and deliverables to the 'nationally determined contributions (NDCs)' of each country towards meeting the Paris Agreement emissions reduction target. The UN has emphasised the role that safe and healthy streets can play in meeting NDCs, highlighting our 'Share the Road' partnership with the UN Environment Programme as a strong example. The Summit provides an opportunity to elevate this agenda, strengthen existing alliances and build new ones.

“ This campaigning agenda for safe streets and youth rights is at the heart of the FIA Foundation's wider campaign to properly resource global road safety. We've invested \$10 million to kickstart the UN Road Safety Fund, and we are supporting initiatives seeking to identify new funding opportunities by engaging multinationals and the impact investment sector. The 2022 UN High Level Meeting on road safety, and the proposed Global Youth Summit in 2023, will be vital steps towards realising the promise of the Global Goals. ”

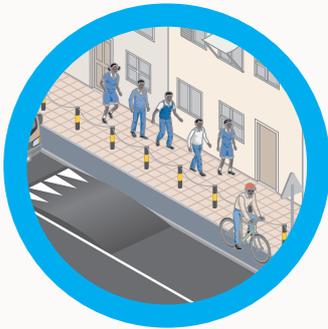


**Rt. Hon. Lord Robertson of Port Ellen**  
Chairman  
FIA Foundation

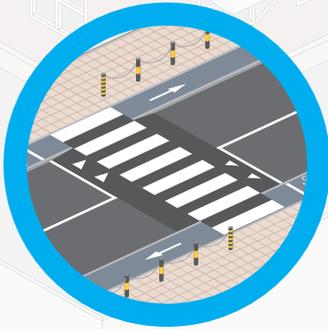


# STREETS FOR CHILDREN, STREETS FOR LIFE

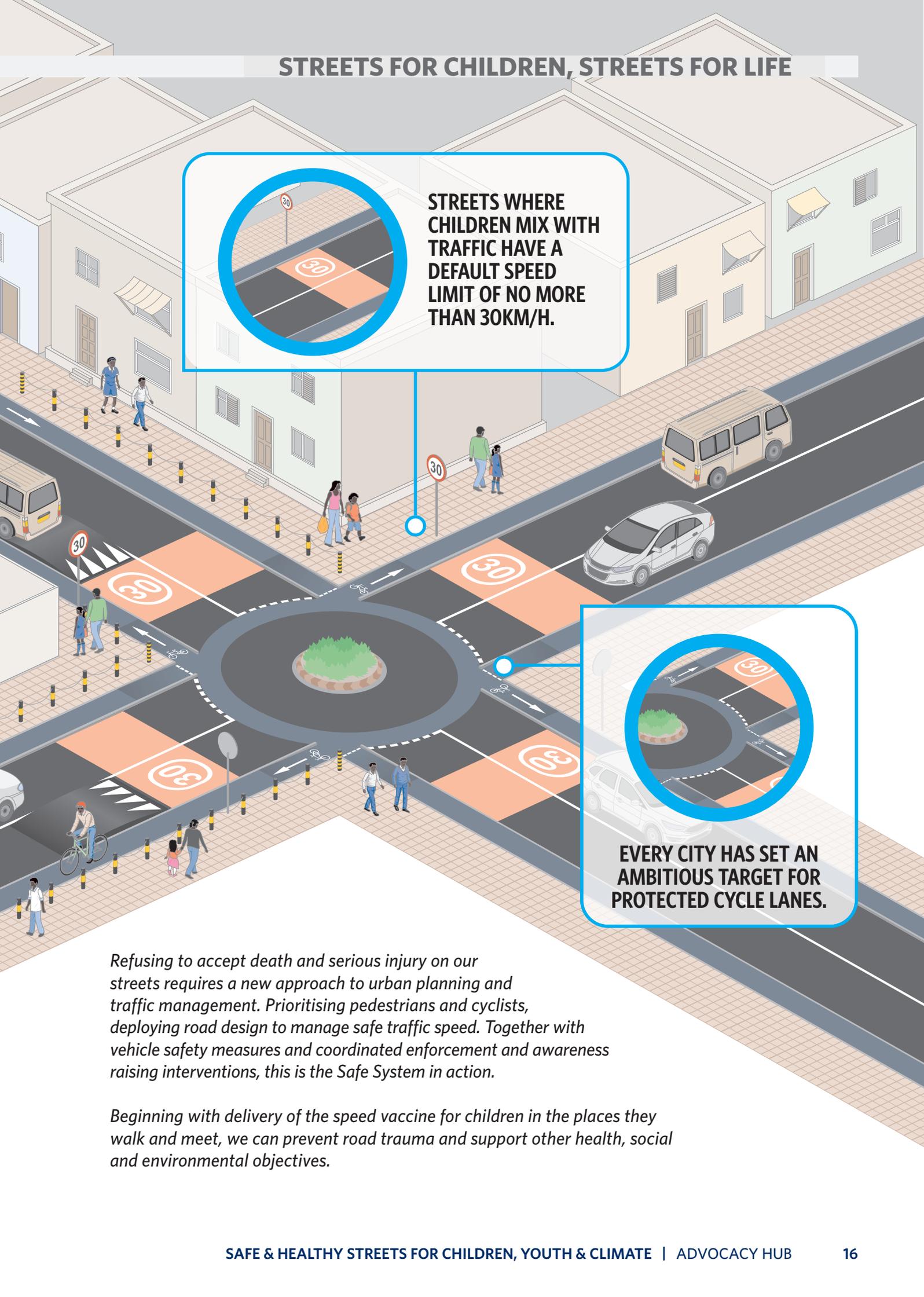
EVERY CHILD AND ADOLESCENT CAN EXPECT A SAFE AND HEALTHY JOURNEY TO SCHOOL.



EVERY URBAN STREET HAS A VIABLE FOOTPATH AND PROTECTED AT-GRADE CROSSINGS.



## STREETS FOR CHILDREN, STREETS FOR LIFE



**STREETS WHERE CHILDREN MIX WITH TRAFFIC HAVE A DEFAULT SPEED LIMIT OF NO MORE THAN 30KM/H.**

**EVERY CITY HAS SET AN AMBITIOUS TARGET FOR PROTECTED CYCLE LANES.**

*Refusing to accept death and serious injury on our streets requires a new approach to urban planning and traffic management. Prioritising pedestrians and cyclists, deploying road design to manage safe traffic speed. Together with vehicle safety measures and coordinated enforcement and awareness raising interventions, this is the Safe System in action.*

*Beginning with delivery of the speed vaccine for children in the places they walk and meet, we can prevent road trauma and support other health, social and environmental objectives.*

# DELIVERING STREETS FOR LIFE

To deliver this agenda, we need to foster strong global advocacy alliances and get practical tools and expert advice to the people and places that need it.



## DELIVERING STREETS FOR LIFE

We have the 'vaccine'. Together with partner donors we have funded the research and development for life-saving technical guidance and tools, including Amend's award winning SARSAI, assessing and improving local school streets; US CDC's Conflict Analysis guidance; ITDP's Vision Zero for Youth guidance; UNEP's Share the Road technical packages; and NACTO-GDCI's 'Streets for Kids' technical guide.

The recent integration of iRAP's Star Ratings into NACTO's Global Designing Cities guide, with the support of the World Bank and Bloomberg Philanthropies, showcases its potential as an assessment tool to support and accelerate the roll-out of Streets for Life. Specifically designed for school journeys, iRAP's Star Rating for Schools tool can provide an assessment 'overlay' to help deliver infrastructure safety initiatives, providing a clear, accessible and universally comparable

star rating snapshot for policymakers and local communities to understand how safe their children's school journeys really are; to benchmark against the performance of other districts or countries; to build a global database and narrative; and to re-assess after improvements have been made to demonstrate success.

A key focus of our Advocacy Hub will be to support partners to work with national and city authorities to advocate for embedding these transformational tools into policy and practice. This will require both strong global coalitions and focused local action. Collectively, the global, regional and national advocacy interventions we support will create a unified narrative of action, demonstrating momentum and success, building on the global 'Streets for Life' movement and encouraging additional adopters and new donors.



# SUPPORTING GLOBAL COALITIONS

Our Advocacy Hub, and connected funding, is supporting youth, NGO and institutional coalitions to build global support and action to deliver Streets for Life.





**STAR RATING**  
FOR SCHOOLS

**Star Rating for Schools**  
Deploying iRAP's Star Rating for Schools assessments as a campaigning tool, the Advocacy Hub has a dedicated fund supporting FIA automobile clubs, often working with other partners, to build the compelling case for national or municipal investment in safe footpaths, crossings, cycle lanes and speed limits for the daily journey to and from school take by millions of children every day.



**Safe to Learn**  
30km/h on all roads near schools by 2030. This is the vision of UNICEF, the world's leading voice for children. We are supporting UNICEF to establish a programme of global, regional and national advocacy for 30km/h. The target is to achieve policy change in at least 30 countries by 2030. With experience of working closely with governments to implement policy on education, health and child rights, UNICEF is uniquely placed to make the case for 30km/h and a safe and healthy school journey as part of a holistic agenda for children.

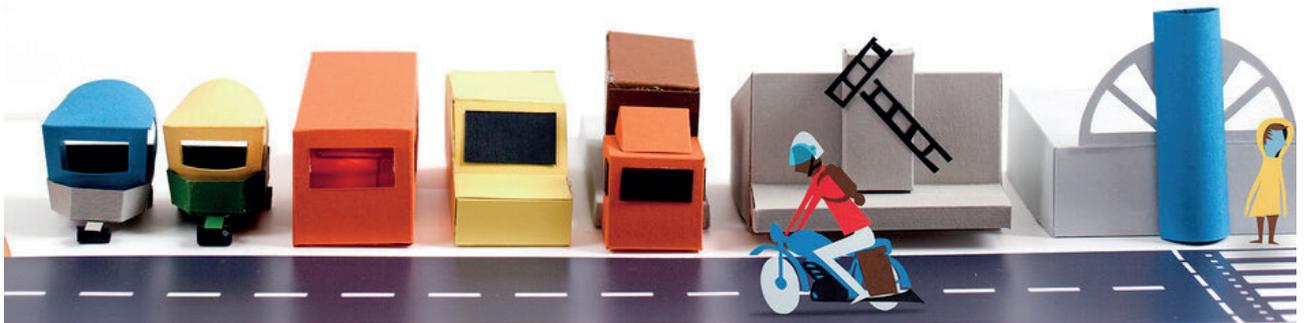






**Organising for justice**  
Civil society has a vital role in persuading policy makers to act on 30km/h and holding leaders to account. Through its #CommitToAct organising, the Global Alliance of NGOs is pushing for street rights and calling on governments and cities to Commit to 30. We are supporting this growing movement with funding and technical assistance through the Advocacy Hub.

## SUPPORTING GLOBAL COALITIONS



**YOURS** | YOUTH FOR ROAD SAFETY



### Youth leading change

Young people are most at risk on the road, and their voices and ideas must be at the forefront of the policy agenda. We are supporting the Global Youth Coalition, established by YOURS - Youth for Road Safety, to advocate for youth rights to safe streets, and working with them and other youth groups, such as Restless Development, to unite and organise a powerful youth voice. We are also funding policy work on safe environments, led by adolescent health expert Prof. George Patton, to make the investment case for Streets for Life as part of the Adolescent 2030 call to action.



### Active for Climate

Walking and cycling are the most climate-friendly modes of transport, and shifting to active mobility - or preventing a shift to cars in the first place - is proven to significantly reduce carbon emissions. Introducing 30km/h urban speeds is a vital step to helping zero carbon active travel flourish. We are supporting the UN Environment Programme to advise governments and cities in Africa on walking and cycling strategies, with a specific objective of enabling low speed laws.



### Streets for Kids

Prioritising children in the design of urban streets and public space benefits all. The NACTO - Global Designing Cities Initiative Streets For Kids guide provides step by step guidance for achieving child-friendly streets. With co-funding from Bloomberg Philanthropies, Fondation Botnar, Bernard van Leer Foundation and the FIA Foundation, this guidance is now helping change city streets across the world.



Global Designing Cities Initiative



# SUPPORTING NATIONAL AND LOCAL CAMPAIGNS

In collaboration with NGOs and public authorities our Advocacy Hub will identify inflection points for interventions, with the aim of changing policy and practice at scale.

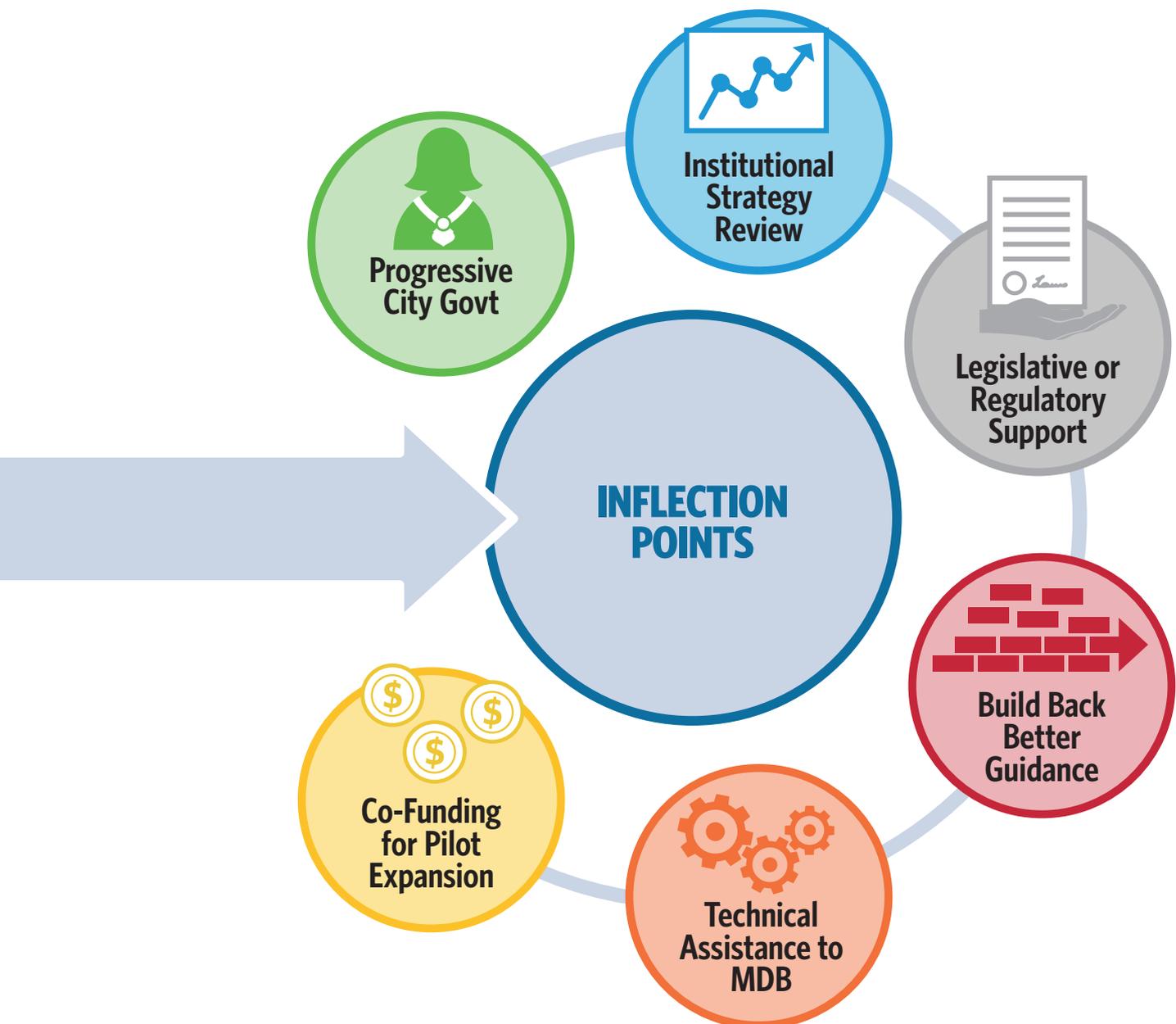


## SUPPORTING NATIONAL AND LOCAL CAMPAIGNS

Changing national, regional or city level policy - and the hard yards of sustained implementation - requires committed local champions. Our Advocacy Hub will seek to influence at varying points of entry, with a strong focus on the laws and design required to enable 30km/h liveable communities.

In some countries, established NGOs can build on existing strong government relationships and a record of

achievement to realistically target national policy change (Persuader Projects). In others, applied research may be required to build sufficient evidence base for effective advocacy and, in parallel, local advocacy skills may need to be supported and nurtured (Pathfinder Projects). We can't claim to speak for youth without engaging their perspectives, empowering their voices and giving agency to their ideas. So, funding for youth networks and leaders is an integral element of this local campaigning.



# WHERE WE ARE CAMPAIGNING

## STREETS FOR KIDS CITIES

Cities being supported with in-depth technical assistance through the Streets for Kids programme led by NACTO – Global Designing Cities Initiative:

- 1 Fortaleza, Brazil
- 2 Santiago, Chile
- 3 Tirana, Albania
- 4 Kigali, Rwanda

## VISION ZERO CHALLENGE

World Resources Institute's Vision Zero Challenge supports Safe System advocacy across Latin America.

## SHARE THE ROAD

UNEP's Share the Road initiative supports advocacy and technical assistance for walking and cycling across Sub Saharan Africa.

## UNITED STATES

Establishing national committees to support US involvement global road safety, promote Vision Zero for Youth, and advocate for safe streets measures. Working with the New Mobility Initiative at Johns Hopkins University and the National Center for Safe Routes to School.

## COSTA RICA

Supporting the government in policy re-design to prioritise vulnerable road users, with initial focus on school journeys, led by ITDP.

## MEXICO

Advocating for inclusion of Vision Zero for Youth policies in Federal urban strategy, and building on Covid-19 measures in Monterrey Metropolitan Area to advocate for walking and cycling.

## BRAZIL

Supporting the government of Rio de Janeiro to implement cycle lanes as a response to COVID-19, with ITDP.



## WHERE WE ARE CAMPAIGNING

### UNITED KINGDOM

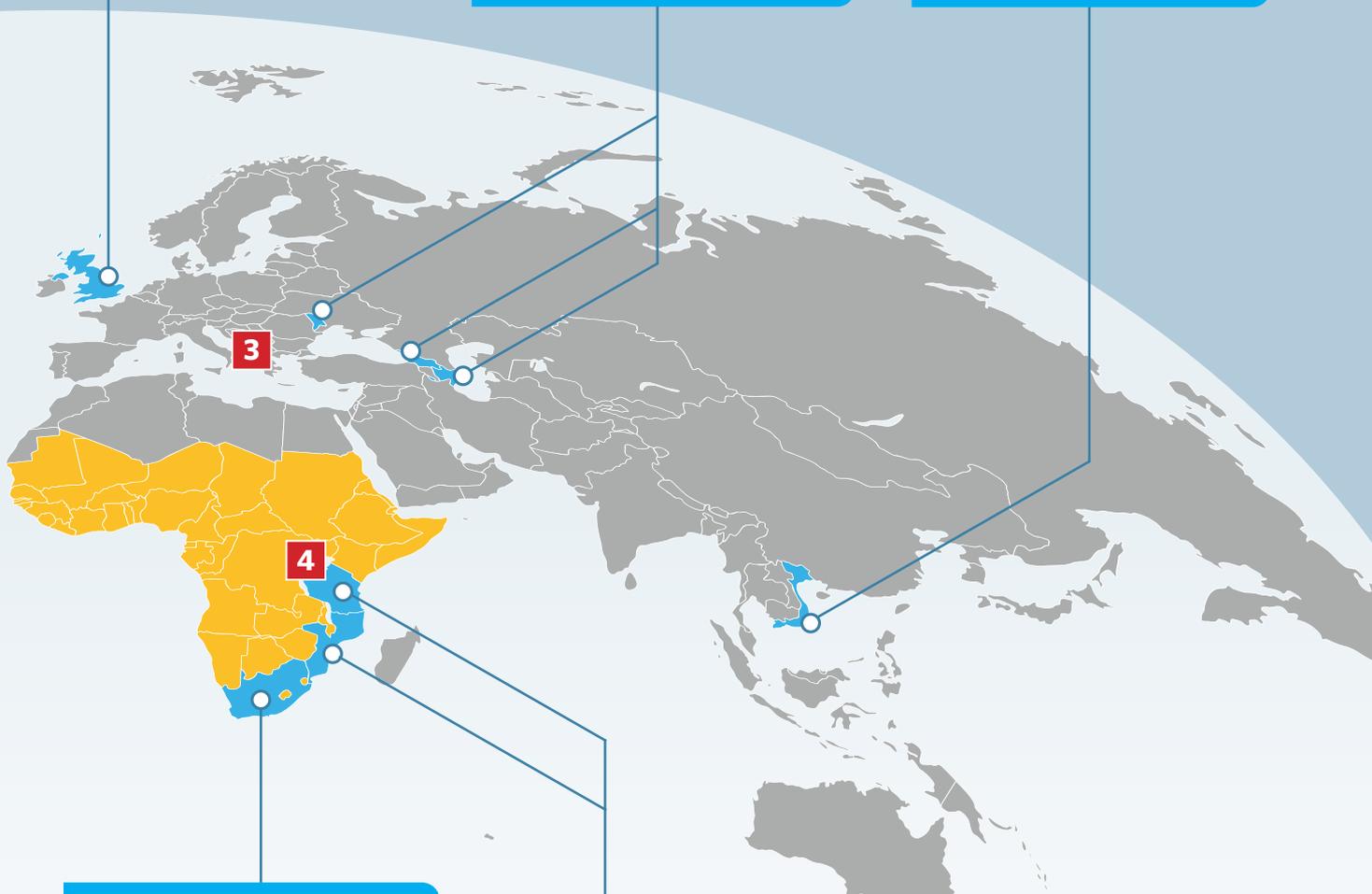
Research on air quality benefits of school streets, co-funded with Mayor of London and Bloomberg Philanthropies (project reported March 2021).

### MOLDOVA, GEORGIA & ARMENIA

Advocating for specific speed limit reductions in urban areas and near schools. Led by EASST partners National Road Safety Council of Armenia, Partnership for Road Safety of Georgia and the Automobile Club of Moldova.

### VIETNAM

Securing a National School Zone Definition for Vietnam, to legally establish technical traffic safety design requirements, including maximum 30km/h speed limits, for all Vietnamese schools. Led by AIP Foundation.



### SOUTH AFRICA

Delivering a Safe System corridor in a Cape Town township, to protect children on their journey to school and advocate for wider implementation. With Child Safe South Africa and the George Institute.

### MOZAMBIQUE & TANZANIA

Implementing footpaths, safe crossings and speed management near schools on major road corridors. Advocating through action. With Amend, iRAP, AA Mozambique and the World Bank.

# RESEARCH, PRACTICE & EVIDENCE

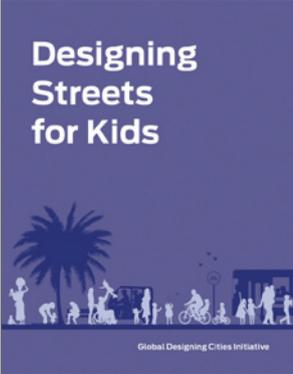
Evidence is the foundation for effective advocacy. We seek to base our interventions on strong evidence and practice, and in turn to develop our interventions into practical case studies and, where appropriate, peer reviewed and published research.

All of the activities we fund under the Advocacy Hub will feature on the Child Health Initiative's online Global Toolkit (<https://www.childhealthinitiative.org/toolkit>), an essential resource for campaigners and practitioners, so

we can spread lessons and experience far and wide. Policy and advocacy papers can also play an important role in providing themes, messages and examples for campaigners and for persuading policymakers to act.

Some of the practical knowledge, policy papers and advocacy reports that we have funded and/or Child Health Initiative partners have produced are shown here, and we aim to add to these through the work of the Advocacy Hub.

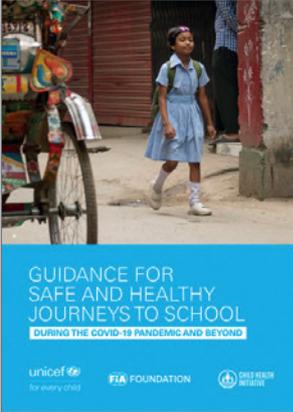
## Practical Guides



**Designing Streets for Kids**

Global Designing Cities Initiative

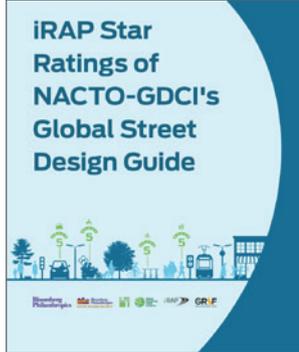
DESIGNING STREETS FOR KIDS



**GUIDANCE FOR SAFE AND HEALTHY JOURNEYS TO SCHOOL**  
DURING THE COVID-19 PANDEMIC AND BEYOND

unicef For every child FIA FOUNDATION CHILD HEALTH INITIATIVE

GUIDANCE FOR SAFE AND HEALTHY JOURNEYS TO SCHOOL



**iRAP Star Ratings of NACTO-GDCI's Global Street Design Guide**

iRAP STAR RATINGS OF NACTO-GDCI'S GLOBAL STREET DESIGN GUIDE

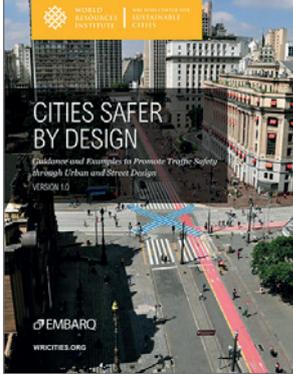
## Policy and research papers



**TEN STRATEGIES FOR KEEPING CHILDREN SAFE ON THE ROAD**

World Health Organization Save Lives

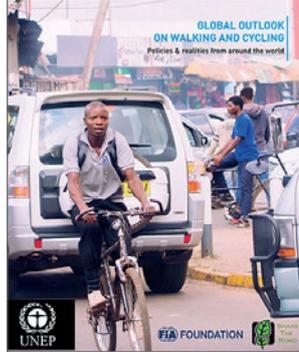
TEN STRATEGIES FOR KEEPING CHILDREN SAFE ON THE ROAD



**CITIES SAFER BY DESIGN**  
Guidance and Examples to Promote Traffic Safety through Urban and Street Design  
VERSION 1.0

EMBARO WRCTEES.ORG

CITIES SAFER BY DESIGN



**GLOBAL OUTLOOK ON WALKING AND CYCLING**  
Policies & practices from around the world

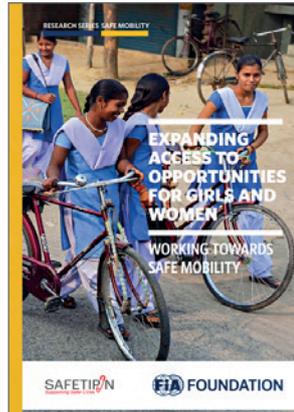
UNEP FIA FOUNDATION

GLOBAL OUTLOOK ON WALKING AND CYCLING

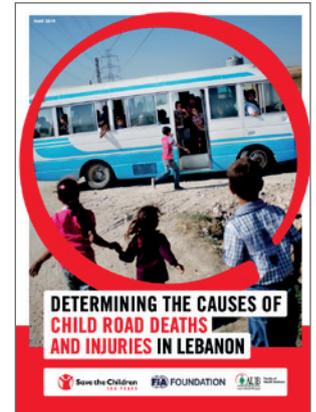
Policy and research papers (continued...)



CLEANER AIR FOR SCHOOLS

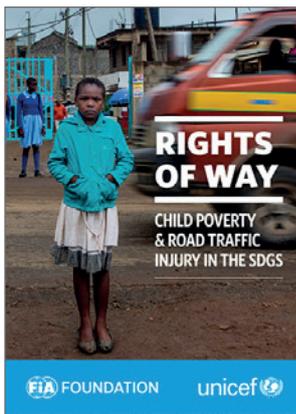


EXPANDING ACCESS TO OPPORTUNITIES FOR GIRLS AND WOMEN



CAUSES OF CHILD ROAD DEATHS & INJURIES

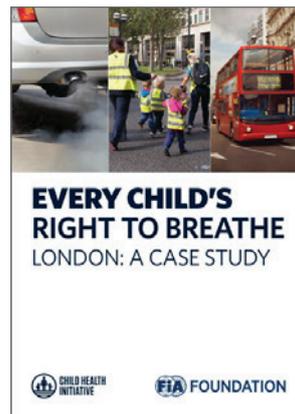
Advocacy reports



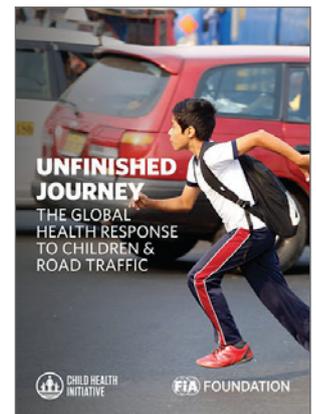
RIGHTS OF WAY



SAFE TO LEARN



EVERY CHILD'S RIGHT TO BREATHE



UNFINISHED JOURNEY



UN GRAND PAS EN AVANT



STEP CHANGE



CALLES PARA LA VIDA



VACCINES FOR ROADS



Streets for Life

#Love30

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