

KEY PRINCIPLES

1. People make mistakes that cause crashes, but crashes should not result in death or serious injury.
2. Different parts of the system work together to prevent road crashes and make roads safer for everyone.
3. People who design, build and use roads share responsibility for road safety.



SAFE ROADS

put people first so that everyone can make safe and healthy journeys



SAFE ROAD USERS

comply with road rules and share responsibility for everyone's safety



POST-CRASH CARE

is essential to save lives and prevent life-changing injuries

SAFE SYSTEMS

A shared approach to road safety to prevent death and serious injury from road crashes



SAFE VEHICLES

are designed to prevent crashes and to cause less harm if they do crash



SAFE SPEEDS

reduce the risk of road death and injury and enable more people to walk and cycle

We ALL share responsibility for road safety

- Drivers
- Cyclists
- Pedestrians
- Policy-makers
- Planners
- Engineers
- Vehicle manufacturers
- Fleet managers
- Enforcement officers
- Road safety educators
- Health agencies
- Media
- and **YOU!**

VISION ZERO

The safe systems approach to road safety was first developed in Sweden's Vision Zero strategy, which aims to achieve a road system with no deaths or serious injuries involving traffic.

Why do we need safe systems?

More than 1.3 million people die on roads every year. Road traffic injuries are the biggest killer of young people aged 5-29. Every death is a tragedy and every death preventable.

STEP UP
FOR SAFE
STREETS

Step up for Safe Streets and celebrate the amazing design-led solutions that will allow us all to get around in safe and healthy ways, every day. Find out more at www.roadsafetyweek.org.uk

Road Safety Week

Coordinated by

Brake
the road safety charity

Sponsored by

KwikFit

Specsavers

Supporting

#RoadSafetyWeek
#StepUp