

EVERY CHILD ACROSS THE WORLD  
DESERVES ACCESS TO QUALITY SCHOOLING  
AND DESERVES TO GET THERE AND BACK SAFELY.



# BUT

Every year, 1.24 million people worldwide die on our roads.

And a further 20 to 50 million are injured – many suffering permanent damage. Traffic accidents are the leading cause of death amongst people aged 15–29 worldwide.

Developing nations are especially at risk. By 2015, traffic accidents will be the main cause of death and disability in children over the age of 5 in low income nations.



## WHAT'S THE PROBLEM?

Many developing nations have seen a rapid increase in motorisation without a matching investment in road safety strategies.

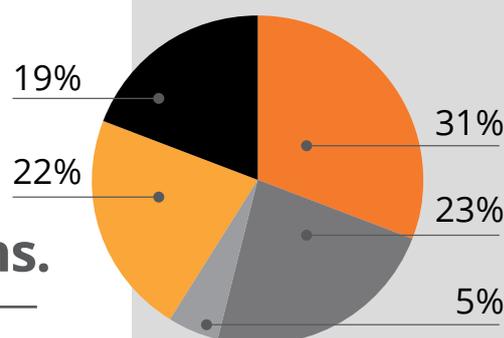
**In fact, 90% of road deaths or casualties occur in developing nations.**

Pedestrians are among the most vulnerable road users, because they are:

- Unprotected
- Inexperienced – they are more likely to be children and young people
- Untrained – fewer than 1/3 of countries provide adequate road safety training

**But with 84% of roads in developing countries lacking adequate footpaths – we're putting kids in harm's way.**

ROAD DEATHS IN LOW INCOME COUNTRIES



- Car occupants
- Motorized 2–3 wheelers
- Cyclists
- Pedestrians
- Other

## HOW CAN WE HELP THEM SURVIVE THE WALK?

# SURVIVE THE WALK

The GRT Road Safety Initiative's "SURVIVE THE WALK" campaign targets children in remote and disadvantaged areas around the world and helps make them more visible to road users by providing them with high visibility school bags. Brightly coloured and fitted with reflector strips, the bags are distributed through schools and directly to local children. Not only does the bag increase their safety on the road – for many, it's the first school bag they've ever owned.



## WHAT IS THE GRT ROAD SAFETY INITIATIVE?

The GRT Road Safety Initiative is a program of action for road safety with a global focus on remote and disadvantaged communities. With poorly developed infrastructure, people in these communities experience a higher than average rate of injuries and fatalities due to roadway incidents. The high risk to children is a major concern.

The initiative is funded by GRT and the direct contributions of our partners around the world. Initiative funds are invested where they are collected, ensuring that all donations result in measurable local improvements for those making them.

## Who is GRT?



Global Road Technology is an international company with a wealth of expertise in the creation and maintenance of better urban, rural and industrial roads.

Specialists in road stabilisation and dust suppression, we've pioneered innovative technology to create instant infrastructure, saving time, money and ultimately lives. We're committed to improving global safety, one road at a time.

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