

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.**



Wearing a standard helmet can reduce the risk of death by 40% and serious injury by over 70%. However, only 40% of countries have comprehensive helmet laws and effective helmet standards. In many areas quality helmets are not readily available.

### ROAD DEATHS IN LOW INCOME COUNTRIES



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

HOW CAN WE HELP THEM SURVIVE THE RIDE?

# SURVIVE THE RIDE

The GRT Road Safety Initiative's "SURVIVE THE RIDE" campaign targets children in remote and disadvantaged areas around the world. GRT sources and donates **quality helmets** to schools and students, ensuring that the helmets are suitable for hot, humid environments. We also facilitate **education sessions** about the importance of wearing helmets and cycle safety.



## 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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