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### CIFAL Málaga-Awareness Workshop of the Project “The Wrong Side of The Road” at the Provincial Office of the Red Cross

#### People

Deadline: 22 Apr 2024

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Type:	Side Event
Location:	Málaga, Spain
Date:	23 Apr 2024
Duration:	1 Hours
Programme Area:	Decentralize Cooperation Programme
Website:	<a href="https://cifalmalaga.org/web/">https://cifalmalaga.org/web/</a>
Price:	\$0.00
Event Focal Point Email:	cifa@unitar.org
Partnership:	Provincial Office of the Red Cross in Málaga

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#### BACKGROUND

Road traffic injuries claim more than 1.35 million lives each year with a disproportionate impact on health and development. They are the eighth leading cause of death across all age groups globally and the leading cause among children and young people aged between 5 and 29 years, costing governments approximately 3% of GDP and 5% in low- and middle-income countries (World

Health Organization, 2018). When looking at risk factors associated with road traffic crashes, it is estimated that between 5% and 35% of all road deaths globally are reported as alcohol-related (Global Status Report on Alcohol and Health 2018).

## **EVENT OBJECTIVES**

This course aims to create awareness about the risks of drinking and driving with the ultimate objective of contributing to reducing fatalities and injuries related to road users using alcohol.

## **CONTENT AND STRUCTURE**

The campaign aims to raise awareness among drivers and road users by sharing real-life testimonies of individuals who have been involved in road accidents after consuming alcohol. These individuals recount their experiences firsthand. The goal is to reach as many people as possible to demonstrate that accidents can be prevented and what better way to raise awareness than by sharing real-life experiences? Alcohol is one of the leading factors contributing to road accidents.

## **METHODOLOGY**

The workshop was carried out at the Provincial Office of the Red Cross in Málaga

## **TARGETED AUDIENCE**

The workshop was specific for road users and drivers.