Unitar Online Catalogue

Wrong Side of the Road - Kenya story

People

Type:	Course
Location:	Web-based
Duration:	1 Days
Thematic Area:	Decentralize Cooperation Programme
Website:	http://www.unitar.org
Price:	$0.00
Event Focal Point Email:	roadsafety@unitar.org
Partnership:	Diageo

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 to 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

Drivers who are impaired by alcohol have a much higher risk of being involved in a crash. This educational course aims to help people understand the dangers of drink driving worldwide. It features real people, real stories and real consequences.

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

CONTENT AND STRUCTURE

The course presents a series of stories of people who made the decision to get behind the wheel after drinking.

METHODOLOGY

Participants of this couse will be able to connect with real-life case studies and their compelling stories. Every single accident caused by drink driving is preventable.

TARGETED AUDIENCE

The course is open to public.