

6TH UN GLOBAL ROAD SAFETY WEEK

STREETS FOR LIFE TOOLKIT



Streets for Life
#Love30

unroadsafetyweek.org



THE GLOBAL GOALS
For Sustainable Development

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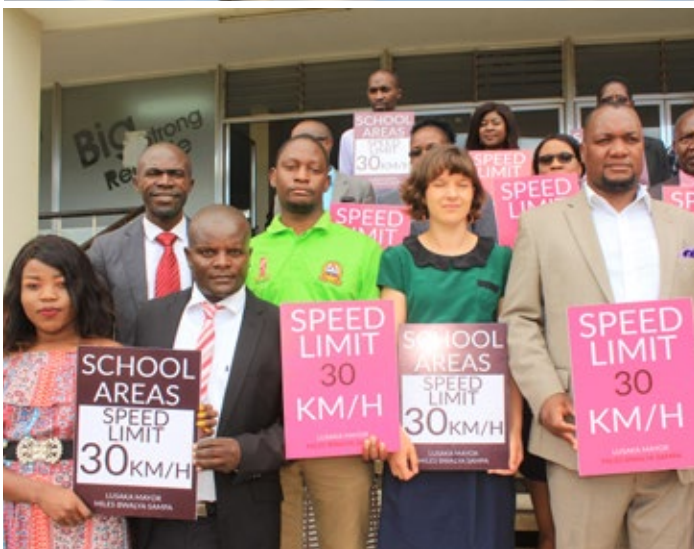
CAMPAIGN BACKGROUND

Low speed streets save lives and are at the heart of any community. 30 km/h (20 mph) speed limits where people walk, live and play make for streets that are safe, healthy, green and liveable – in other words, ‘Streets for Life’.

The 6th UN Global Road Safety Week will kick off the new Decade of Action for Road Safety. This is the global moment to amplify ongoing campaigning efforts to secure political commitment and policy change for low speed communities.

OK, I WANT TO GET STARTED. WHAT CAN I DO?

There are many ways to get involved in the campaign! Adapt and use the tools provided in this pack to align with current COVID-19 restrictions. Explore the different actions and information, sign up to the campaign and build support for 30 km/h (20 mph) limits in your community and with policymakers.





STEP 1: READ AND SIGN THE STREETS FOR LIFE OPEN LETTER

Read the Streets for Life Open Letter at www.unroadsafetyweek.org and add your voice to the growing global movement demanding 30 km/h (20 mph) streets!

Once you have signed up, why not use the social media kit to spread the word about the call to action with your networks?

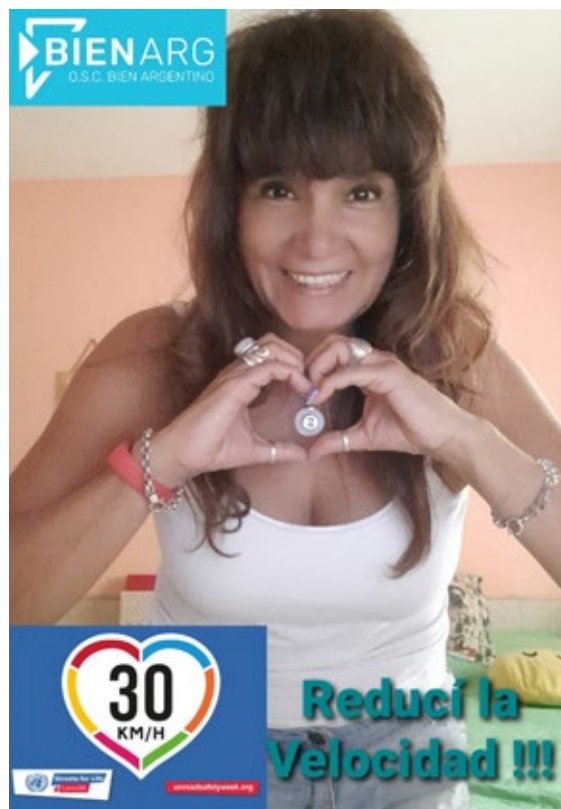
Take a picture of you on your street with the #Love30 sign or making the heart sign and share with your networks on social media!



SAMPLE SOCIAL MEDIA POSTS

30 km/h speed limits save lives. I demand leaders deliver 30 km/h streets where people walk, live and play. I signed the #StreetsforLife call to action, will you join me?

Low speed streets make it safe to walk, cycle and enjoy outdoor space – benefiting both people and the planet. We #love30 for #StreetsforLife, will you join us?





STEP 2: WRITE AND SEND YOUR OPEN LETTER

Download the open letter and adapt to your context. Include the evidence that 30km/h saves lives and benefits communities. Send it to your chosen policymaker, ask them to sign on and encourage others in your network to send letters too.

RESOURCES AVAILABLE:

- Myths and Facts
- Editable Open Letter
- Policy Brief
- Success Stories



STEP 3: MOBILISE SUPPORT FOR STREETS FOR LIFE

So, you're ready to do more? Great!

Building support for 30 km/h within the community is an important step on the journey towards securing political commitment and policy change. Use this support to show your policymakers that their citizens (their voters if they are elected representatives) demand safer, healthier streets where they walk, live and play.

It is also important to directly engage policymakers in the arguments for low speed streets by supplying evidence and facts supporting 30 km/h speed limits, in conjunction with building community support for these policies.

Using the tools in this pack, mobilise your community and highlight the evidence base to your chosen policymaker, working towards public endorsements, or even better, policy commitments for low speed streets.

Although the COVID-19 Pandemic has made it harder to campaign, there are still ways to engage your community to build support for 30 km/h (20 mph) streets. You can adapt the tools in this kit to raise awareness and build support for low speed streets. Remember to consider the COVID-19 rules in your area and adapt your campaigning methods to comply with any restrictions keeping yourself and your community safe.

Use this checklist to help plan your activity.



BEFORE YOU START: CHECKLIST

YOUR NOTES:

Identify your objectives

Is there a specific place or policy you think should be prioritised? For example, 30km/h speed limits surrounding schools? Or a specific school? Or a particular crash hotspot? Maybe 30km/h limits already exist in your community but there are no signs, so motorists don't know? Or perhaps 30km/h limits exist but no one pays attention to them?

Identify your allies

Who might share your goal - including road safety and non-road safety groups? Identify groups whose goals align with your own to build a campaign coalition for Streets for Life who can help you reach more of your community base.

Identify the barriers

What are the main barriers to acceptance of 30 km/h speed limits? What strategies can you use to tackle these? This could focus on providing more evidence and best practise to relevant policymakers, working with police to ensure enforcement of speed limits, or community engagement on the benefits of low speed streets.



YOUR NOTES:

Make a plan

Identify the ways that you can build awareness and support for 30km/h streets. See some ideas for community engagement below.

Aim for a 30 km/h commitment or endorsement

Identify your target policymakers

This should be the person or organization who has the power to implement or influence 30km/h limits in your community. They could be local or national. Some examples could be:

- Mayor
- Local transport office
- Local or national road safety authority
- Ministry for Transport or Infrastructure
- Police chief (to enforce existing limits)



IDEAS FOR ACTION

USE SOCIAL MEDIA TO GROW SUPPORT

Launch your social media campaign to raise awareness and grow support for low-speed streets using the infographics and tools in this kit.

SAMPLE SOCIAL MEDIA CARDS:



Tell your story: why are low speed streets important to you? Encourage others to share their #love30 stories on social media too. Be sure to support and amplify the perspectives of marginalised groups within the community to ensure everyone is heard and represented.

Tag your policymakers, so that they see that there is support for #love30.

RESOURCES AVAILABLE:

- Social Media Pack



[Download the Campaign Pack >>](#)



STREETS FOR LIFE #LOVE30 POSTER CAMPAIGN

Share the love for low-speed streets starting with a highly visible poster campaign. Using the poster in this pack, why not turn your street or school environment into a street that loves 30 km/h? Share your poster campaign pictures on social media.



RESOURCES AVAILABLE:

- Posters

[Download the Campaign Pack >>](#)



DEMONSTRATE COMMUNITY SUPPORT

START A PETITION FOR 30KM/H STREETS

Build support for 30 km/h (20 mph) speed limits. Here is a template petition for 30 km/h streets that can be adapted to your context, where you can include your specific 30 km/h demands. Did you write and send your own open letter? Use the petition to build support for your 30 km/h demands.

Invite children and youth to write their own call for 30km/h or sign the open letter adding personalised messages to send to policymakers on why low speeds are important to them.

Take it or send it to your policymaker with the signatures or arrange an event or press opportunity to present it to your targeted policymaker. Share with different materials that make the case for 30 km/h and invite your chosen policymaker to publicly endorse low speed streets.

The image shows a petition template. At the top left is the Streets for Life logo with the #Love30 hashtag. At the top right is the logo for 'THE GLOBAL GOALS' with the text '17 Sustainable Development Goals'. Below this is a red banner with the text 'STREETS FOR LIFE: FOR PEOPLE AND PLANET.' Underneath the banner is the text 'WE SUPPORT THE #STREETSFORLIFE CALL TO ACTION, JOINING THE GLOBAL MOVEMENT FOR LOW SPEED, LIVEABLE COMMUNITIES WORLDWIDE.' Below this is a box labeled 'WE ARE CALLING FOR' with a blank space for writing. Underneath the box is a grid of 24 numbered lines for signatures, arranged in three columns of eight. At the bottom left is the 'ROAD SAFETY' logo with the text 'WORLD ROAD SAFETY WEEK 2019'. At the bottom center is the website 'unroadsafetyweek.org'. At the bottom right are two heart-shaped icons containing the numbers '20' and '30'.

RESOURCES AVAILABLE:

- Streets for Life Petition Template
- Myths and Facts
- Policy Brief
- Signable Boards

[Download the Campaign Pack >>](#)



SHOW WHY 30KM/H IS BEST FOR STREETS WHERE PEOPLE WALK, LIVE AND PLAY

Reach out to your policymakers and seek opportunities to highlight why 30 km/h is best on streets where people walk, live and play. Use the briefing materials including the policy brief, myths and facts, open letter and any other evidence you have collected as part of your work or from the community to make your case for 30 km/h streets.

RESOURCES AVAILABLE:

- Myths and Facts
- Policy Brief
- Official Signing Open Letter
- Endorsement Boards



[Download the Campaign Pack >>](#)



SEEK PUBLIC ENDORSEMENT OR COMMITMENTS FOR 30KM/H LIMITS FROM YOUR POLICYMAKERS

Encourage policymakers to sign an official endorsement of 30km/h. Invite the media to attend.

I SUPPORT 30 KM/H ON STREETS WHERE PEOPLE WALK, LIVE, AND PLAY



unroadsafetyweek.org



STREETS FOR LIFE: FOR PEOPLE AND PLANET.

On our streets, worldwide, where we walk, play and live, we call for action on speed. Low speed, liveable streets are essential and urgent.

Urgent because low speeds save lives.

Urgent for public health, by making walking and cycling safer and more accessible, enabling and encouraging healthy lifestyles. Liveable streets are more crucial than ever as we respond to COVID-19.

Urgent for the Global Goals and for our climate, as a key that unlocks a virtuous cycle of zero carbon active travel, shifting from car dependence, enabling thriving public transportation, cleaner air and lower CO₂ emissions.

Urgent for social and racial equity, as it is lower income and minority communities who are most exposed to high-speed traffic, and the road danger, environmental hazard and social exclusion it causes. Urgent for the rights of people with disabilities; for the elderly; for all who are vulnerable.

Urgent for our children and youth, and vital for their wellbeing. They are most at risk on the streets where they live, play and travel to school. Every day 3000 children and young people are killed or seriously injured on the world's roads. A child hit by a car at 30 km/h (20 mph) can survive. Hit at 80 km/h (50 mph), most will die. Speed kills.

The 2020 Stockholm Declaration, adopted by governments worldwide, calls for a focus on liveable streets and in line with available evidence, a maximum road travel speed of 30 km/h where vulnerable road users and vehicles mix. Commitment to this approach must be at the forefront of the new Decade of Action for Road Safety to achieve the Global Goals.

Now is the time to urgently deliver on this call to action by reducing, designing and enforcing traffic speeds that are safe for everyone, everywhere, prioritising low speed streets in all residential areas and near schools.

Streets for health. Streets for climate. Streets for people. We must act together to create #StreetsForLife.

I _____ support the #StreetsForLife call to action, joining the global movement for low speed, liveable communities worldwide.



ENGAGE MEDIA

Journalists are powerful advocates who can help you amplify your campaign. If you are running a #love30 event, invite journalists to cover it. Share with them the case for 30km/h and show them why it is needed on your streets, connecting with community members and exploring the streets where you walk, live and play.

RESOURCES AVAILABLE:

- Myths and Facts
- Policy Brief
- Success Stories



[Download the Campaign Pack >>](#)



RECLAIM STREETS FOR LIFE

Reclaim street space outside your school or on a chosen street in your community and host a Streets for Life day. It may be possible to arrange socially distanced activities such as play streets for children that support safe cycling, walking and outdoor exercise for all. Children can get creative, chalking #love30 messages around their home or on a closed street.



More tips on street closures are available in the Slowdown toolkit >>



SET UP A PUBLIC SIGNING IN SUPPORT 30 KM/H STREETS AS PART OF YOUR COMMUNITY ACTIVITIES

If you can't get outside, get online. Host a virtual rally with your community, and organise a day dedicated to flooding social media with #Love30 messages and placards of support.



GET IN TOUCH WITH US!

We would love to hear from you and how your campaign is going. Help us promote your activities on our official social media and let us know how many people signed your petitions or officially endorsed 30 km/h streets!

Contact the campaign at info@unglobalroadsafetyweek.org





CAMPAIGN TOOLS

More messages are available in our Campaign Pack. All Social Cards are available in the following formats:

SAMPLE MESSAGE

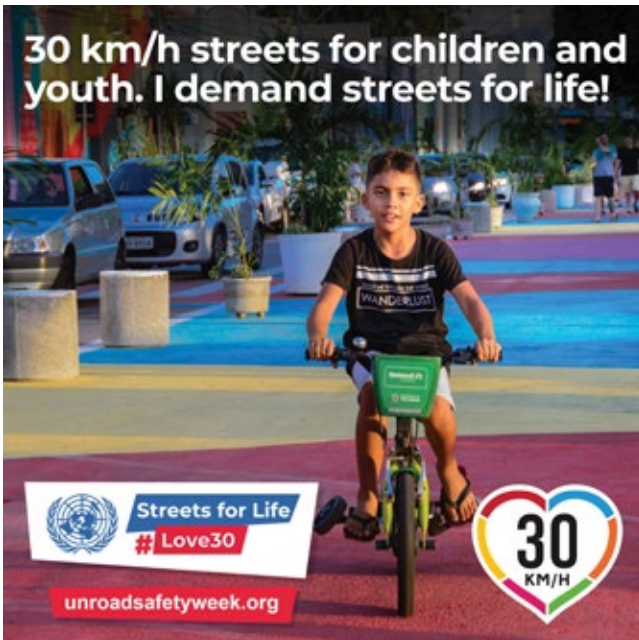


TWITTER

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CAMPAIGN TOOLS AVAILABLE IN THIS PACK:

- Social Media Templates and Infographics
- Poster Campaign
- Factsheet
- Policy Brief
- Success Stories



INSTAGRAM

Size: 1080 x 1080px



FACEBOOK

Size: 1200 x 630px

[Download the Campaign Pack >>](#)



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Streets for Life

Love20



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