



FOR IMMEDIATE RELEASE

ASIRT Outlines Global Road Safety Agenda for Next Decade

WASHINGTON, DC (May 13, 2011) – Motor vehicle crashes involving U.S. citizens at home and traveling abroad continues to be a global health crisis.

To raise awareness of the crisis and outline effective solutions to reduce road traffic deaths and injuries, the Association for Safe International Road Safety (ASIRT) and the U.S. Congressional Caucus on Global Road Safety hosted a briefing at the U.S. Capitol on May 11.

As part of the official launch of the Global Decade of Action for Road Safety 2011-2020, Cathy Silberman, ASIRT executive director, urged the diverse coalition of safety organizations in attendance at the jam-packed session with more than 100 attendees to combine their energy, talents and resources in a concerted effort to combat the crisis of global road crashes.

“The Decade of Action for Road Safety is an opportunity that we cannot and will not ignore,” Silberman said. “Road crashes will continue to take the lives of innocent victims, many young, all over the world.”

Over the next 10 years, ASIRT is planning to continue to engage decision-makers in the U.S. Congress, partner with the medical researchers, government and non-government organizations and leverage the support of key donors, including Bloomberg Philanthropies and FIA Foundation, to implement effective road safety interventions, Silberman said.

Panel speakers included noted road safety experts Thomas Frieden, director of the Centers for Disease Control and Prevention (CDC); Adnan Hyder, director of the International Injury Research Unit at Johns Hopkins Bloomberg School of Public Health; and Steve Hargarten, professor and chairman of emergency medicine, and associate dean for global health at the Medical College of Wisconsin.

Executives and staff members from the American Traffic Safety Services Association, American Association of State Highway and Transportation Officials, Make Roads Safe and National Organizations for Youth Safety also attended the briefing.

About ASIRT

ASIRT, based in Rockville, Md., is a non-profit, non-governmental organization that promotes global road safety through education, advocacy and targeted road safety projects in focus countries. ASIRT fosters and partners with non-governmental organizations to develop and implement sustainable road safety initiatives and is one of six international partners in a major five-year, 10 country project funded by Bloomberg Philanthropies. For more information, visit www.asirt.org.

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