



Dear ASIRT Friends,

We are pleased to send you our 2013 Summer Newsletter, highlighting some of the recent activities of ASIRT and our road safety partners. As always, we are deeply grateful for your support which enables us to continue our efforts to save lives on the world's roads.

July 18 marks my son Aron's birthday. It was on July 18, 1995, three months after he was killed in a bus crash in Turkey, along with 23 other passengers, that ASIRT was founded. Each year as the date approaches, my profound sense of loss is intensified, and along with it an even more fierce determination to save lives in Aron's memory.

May the summer bring with it opportunities for travel, growth and meaningful time with loved ones.

Rochelle Sobel,  
Founder and President, ASIRT

## Bloomberg Global Road Safety Program

Bloomberg Philanthropies has dedicated \$125 million to help implement interventions that have been proven to reduce road traffic fatalities and injuries in ten target countries. The Bloomberg Global Road Safety Program works with six partner organizations, including ASIRT, to improve road safety laws and strengthen their enforcement in ten target countries. ASIRT is responsible for engaging and building the capacity of NGOs to raise awareness of road safety issues and advocate for stronger legislation. [Read](#) more in *Leading the Worldwide Movement to Improve Road Safety* and at [Bloomberg.org](http://Bloomberg.org).

## ASIRT Urges Congress to Take Action

On Tuesday, May 7, 2013, ASIRT held a Congressional Briefing and Panel Discussion on Capitol Hill. The Panel of esteemed colleagues from the World Bank, EMBARQ and CDC addressed "The Global Road Crash Epidemic: Effective Solutions and Looming Challenges." Marc Shotten, *right*, World Bank Senior Transport Specialist highlights the importance of road safety as a sustainable development goal. Read more [here](#).



## Global Alliance of NGOs for Road Safety

On April 4-5, 2013, the Global Alliance of NGOs for Road Safety met in Antalya, Turkey for the Third Global Meeting of NGOs Advocating for Road Safety and Road Victims. 70 member NGOs from around the world, including ASIRT, gathered to share knowledge, experiences and best practices on road safety. ASIRT joined colleagues in a "[Long Short Walk](#)" activity to highlight pedestrian safety.



## Demand Increases for ASIRT Road Travel Reports (RTRs)

ASIRT expanded its team of researchers to meet the increasing demand for RTRs by corporations, study abroad programs and individuals. RTRs include country and industry-specific information based on travelers' circumstances and needs. For more information or to obtain a report tailored to your organization, contact Julie Rosenbaum Skolnick: [jskolnick@asirt.org](mailto:jskolnick@asirt.org).

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and support  
ASIRT's efforts  
to save lives  
on the roads.

### Recent RTR Updates

- Albania
- Australia
- Belgium
- British Columbia
- Germany
- South Africa
- Tanzania
- Ukraine

## ASIRT and Study Abroad

ASIRT and Johns Hopkins School of Public Health developed a survey to better understand how Study Abroad Programs prepare their students to address road safety risks abroad. To learn more about this important project and ASIRT's road safety resources for Education Abroad programs contact Gayle Nadler: [gnadler@asirt.org](mailto:gnadler@asirt.org).



## ASIRT 2013 Annual Gala



Close to 200 Road Safety minded advocates and supporters attended ASIRT's Annual Gala on Monday, May 20, at the Carnegie Institution for Science in Washington, DC to recognize several champions of Global Road Safety. Maryland Representative Chris Van Hollen received the Congressional Leadership in Global Road Safety Award; ASIRT Board member Douglas Greenhaus of the National Auto Dealers Association (NADA) received the ASIRT Industry leadership Award;

Jack Hanley, accepting on behalf of the Network Employers for Traffic Safety (NETS), received the ASIRT Global Leadership Award; David and Shadia Blanchard, founders of the Egyptian Society for Road Safety received the Aron Sobel Guardian Award; and Debra Weinstein, PhD, received the ASIRT Community Leadership Award. Read more about this inspiring event and view photos at: [www.asirt.org/may2013](http://www.asirt.org/may2013).



## Rochelle Sobel Addresses Turkish Prime Minister

In an impassioned plea, Rochelle Sobel urged Turkish Prime Minister Erdoğan to advance legislation and improve road safety law enforcement in Turkey. She presented the Prime Minister with the ASIRT "2013 Global Leadership for Road Safety Award" on behalf of road safety NGOs. Read [more](#).

## Road Safety News and Publications

*The Global Status Report on Road Safety* presents information on road safety from 182 countries, accounting for almost 99% of the world's population. The report indicates that worldwide the total number of road traffic deaths remains unacceptably high at 1.24 million per year. Only 28 countries, covering 7% of the world's population, have comprehensive road safety laws on five key risk factors: drinking and driving, speeding, failing to use motorcycle helmets, seat-belts, and child restraints. [Review the report](#) and [read](#) ASIRT's comments in the NY Times: *Laws on Roads and Traffic Safety Are Sorely Lacking, W.H.O. Finds*.

*Global Traveler Magazine* describes ASIRT's Road Travel Reports (RTRs) as going "above and beyond mapping systems and guidebooks... (they) provide details and essential information on road conditions and driver behavior, and walk travelers through pedestrian, passenger and cycling safety information." See the full article [here](#).

*Healthy Travel Blog* features [8 Road Safety Travel Tips](#) in an interview with Rochelle Sobel.

*Pedestrian Safety: A Road Safety Manual for Decision-Makers and Practitioners*, jointly developed by WHO, the FIA Foundation, the Global Road Safety Partnership and the World Bank, provides practical information on how to plan, implement and evaluate a pedestrian safety program. [Learn more](#).

*Road Safety in Open-Access Medical Journal: PLOS Medicine* recently published two important articles that focus on [the reality of road crashes](#): *Modern Medicine Is Neglecting Road Traffic Crashes* and one widow's plea for a [call to action](#), *Why Aren't We Listening Yet? A Decade of Road Safety Begins Quietly*.



## Upcoming Events

### New Travel Blog



Aaron Shapiro will share his love of travel with his educational background in Global Health, International Development and Conflict Management. The series, *My Driver Project*, will be launched in late July and will highlight the challenges common to many young travelers, whether attempting to cross the border in Goma, safely catch a ride on a matatu or avoid major traffic as a pedestrian in Kampala. Aaron's entries will be added to the current [blogs](#) available on the ASIRT website.

### Webinar

On Wednesday, November 6, 2013, 1:00-2:15 pm EST, ASIRT will participate in a webinar, "Know Before You Go – Vaccinating Against Travel Risks: Best Practices for Policy and Preparation" hosted by University Risk Management Insurance Association (URMIA). [Click](#) for more information.

### 2014 Annual Gala

May 19: Save the date. Details will be announced as they become available.

ASIRT's mission is to save lives and minimize crash-related injuries by assisting travelers to manage road risks and by inspiring action throughout the world to improve road safety. ASIRT accomplishes this mission through education, advocacy and the creation of model sustainable road safety programs and partnerships worldwide.

[www.asirt.org](http://www.asirt.org) [asirt@asirt.org](mailto:asirt@asirt.org) [Donate](#)

