



Dear ASIRT Friends,

For many children around the world, just trying to cross the street to reach school safely presents great challenges. Unfortunately, far too many children do not succeed and are injured or killed annually en route. As one of our colleagues observes, "The painful reality is that young people in many countries are dying to get an education."

Often the concerted efforts of dedicated stakeholders make the difference. Kenya is an outstanding example of such a successful coordinated approach. The combined initiatives of the partners of the Bloomberg Philanthropies Global Road Safety Program have resulted in measurable improvements which are currently saving precious young lives.

Our joint endeavors have led to a reduction of speed around pilot schools, the establishment of school crossing zones and the introduction of a "Slow Down Speed Kills" campaign, urging motorists to heed laws as police target violators with new speed cameras.

We are all responsible. We can take action to improve road safety by supporting programs and organizations, reducing speed, avoiding distractive behaviors, wearing reflective gear or encouraging friends to do the same. We are ultimately all partners in the campaign to protect and preserve life on the worlds' roads.

Rochelle Sobel,  
Founder and President, ASIRT

## ASIRT Conducts Media Advocacy Workshop for NGOs

On August 22-23, ASIRT conducted a media advocacy workshop for road safety NGOs in Nairobi, Kenya. Professor James Oranga of the University of Nairobi School of Journalism facilitated the lively interactive sessions. By the end of the workshop, the 21 participants demonstrated an improved ability to convey clear messages during live broadcast interviews as well as through print media.

Read more about the Bloomberg Global Road Safety Program, now in its fourth year, and its successful efforts to save lives through improved road safety legislation and enforcement in [Kenya](#) and [Turkey](#).

## ASIRT Presents at NETS Conference

On October 16, the Network of Employers for Traffic Safety (NETS) featured ASIRT at its annual conference Strength in Numbers- Fleet Safety Benchmark Program for over 100 corporate health and safety managers. Every year, NETS highlights best practices of members through the release of its Road Safety Benchmark Program, a comprehensive analysis of metrics documenting types of vehicle, countries, miles driven and notable employee safety programs.

## CDC Lists ASIRT as a Travel Resource

The Centers for Disease Control and Prevention (CDC) *Health Information for International Travel 2014* "Yellow Book" directs readers to ASIRT for country-specific information on driving hazards and risks by country. [Review](#) the chapter on *Counseling & Advice for Travelers* for information on the issue including an overview, statistics and country rankings.

### Contents & Quick Links

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[Donate now](#)  
and support  
ASIRT's efforts  
to save lives  
on the roads.

For a long time, many road safety-based organizations in Kenya and beyond have been wondering why they don't seem to 'strike it with the mainstream media.' After the day 1 of the ASIRT Media Advocacy Workshop for NGOs, it all makes sense now.

*Boniface Ngira,  
Executive Director  
Youths For Road Safety  
YOURS-Kenya*



## Inside the ASIRT Board Room

**Lawrence Randolph**, ASIRT State Department Liaison, was recently reassigned to Kabul, Afghanistan. We wish him well and thank him for his commitment, and for introducing **Lia Miller** who joined the Board. Lia's assignments in the State Department have brought her to Tunisia, Nicaragua and Oman. Presently, she works in the Operations Department in Washington, DC.

ASIRT also thanks **Doug Greenhaus**, Chief Regulatory Counsel, Environment, Health, and Safety for the National Automobile Dealers Association (NADA); 2013 ASIRT Industry Leadership Award recipient; and ASIRT Board Member for assuming the role of Treasurer.

**Marje Lemmon**, Yale University Risk Manager and URMIA President-Elect, has joined ASIRT as the Study Abroad Risk Management Advisor. We look forward to working together with her to increase awareness about road safety for colleges and universities.



Congratulations to Board Member **Stein Lundebye** who was selected as Road Safety Advisor for the Government of the People's Republic of Bangladesh. Stein, pictured on site, will help improve road safety in rural Bangladesh by assessing the current situation and establishing and implementing a realistic and sustainable road safety plan.

## ASIRT Membership Program Benefits

ASIRT members have access to more than 150 RTRs which are available for [study abroad](#) and [corporate](#) offices, as well as individuals who may purchase them for personal use. [View](#) the list of country reports available or [download](#) RTRs if your organization is a member. For detailed program information, contact [asirt@asirt.org](mailto:asirt@asirt.org).

*"Many thanks for this very informative document which will be an excellent source of information for our road transport activities across Russia... Your team has done a great job."*



Toby Haughey,  
Senior Delivery Consultant  
Logistics and Infrastructure  
Shell Global Solutions International BV  
Projects and Technology

**RTR updates include:** Aruba, Lebanon, Russian Federation, Saudi Arabia, Timore-Leste.

## Recent and Upcoming Events

### ASIRT Website Updated

Visit our newly designed [website](#) to make your annual contribution and get important road safety information and ASIRT news.

### Know Before You Go

On November 6, ASIRT presented in a webinar, "Vaccinating Against Travel Risks: Best Practices for Policy and Preparation," hosted by the University Risk Management Insurance Association (URMIA). More than 150 individuals participated in the program.



### World Day of Remembrance for Road Traffic Victims

This year, the United Nations Road Safety Collaboration (UNRSC) established the theme, "Let's Have Roads that Are Safe for All" to mark the commemoration on Sunday, November 17. [Read](#) UNRSC Chair Etienne Krug's hopeful statement and memorialize those lost in road crashes by participating in the "[Light of Hope](#)" initiative. Consider making a [contribution](#) to ASIRT in memory of loved ones to support the important efforts to protect travelers.

### Paul Blank Invitational

The annual PBI football game, founded by ASIRT Board Member Paul Blank, took place on Thursday, November 28, in Rockville, MD. As in previous years, a portion of the proceeds will be donated to ASIRT. [Click](#) to review highlights or contact Gayle Nadler at [gnadler@asirt.org](mailto:gnadler@asirt.org) for information about other ways to support ASIRT's safe travel initiatives.

### 2014 ASIRT Annual Gala

Monday, May 19, Washington, DC: Save the date. Details will be announced on [www.asirt.org](http://www.asirt.org) 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](#)

