



Shakespeare Business Centre
245a Coldharbour Lane
London SW9 8RR

15 November 2011

info@roadpeace.org

www.roadpeace.org

Tel: 020 7733 1603

The World Day of Remembrance for Road Traffic Victims

on Sunday 20th November 2011:

Remembering what harms us the most

Those fallen, not in conflict, but on the road, will be remembered this Sunday on the World Day of Remembrance for Road Traffic Victims. Introduced by RoadPeace in 1993, this day quickly spread to other European countries, before being adopted by the United Nations in 2005.

In the 18 years since its inception, over 55,000 people have died on Britain's roads. The recent M5 disaster will have reminded many of the risk of motorway travel, along with the importance of the work of the emergency services, whom we also remember on this Day.

With road deaths on the increase for the first time in five years¹, and proposals underway which even the government admits will increase deaths², now is the time to reflect on the leading cause of death to the young and healthy. This year's theme is "*Remembering what harms us the most*" which is also the subject of a talk by RoadPeace Patron Danny Dorling, Professor of Human Geography from the University of Sheffield on Thursday 17th November in Bristol.

Also in the lead up to the World Day of Remembrance, the London School for Hygiene and Tropical Medicine will adopt a method used to spread public health messages in low-income countries, with the organisation of a song and video. This will be dedicated to all cyclists who have been killed on London's roads this year, which includes those from Spain, Poland, Japan, and Korea as well as Britain.

On Sunday 20th November we will be remembering road crash victims in over 25 services around the country. A service in Bath will take place at the Chapel Arts Centre next to the memorial to those killed on the roads in the South West and will include the laying of roses on seats for those lives lost in the past year in Avon and Somerset, including the M5 crash. In Liverpool, there will be a minute's silence and the release of five doves³ in memory of those who have died on our roads. Mike Penning, the Road Safety Minister, will be speaking at the London service at St James, Piccadilly where Cynthia Barlow, RoadPeace Chair will also speak.

References

¹ <http://roadsafetygb.org.uk/news/1892.html>

² <http://www.guardian.co.uk/environment/2011/sep/30/speed-limit-rise-deaths-pollution>

³ http://www.roadpeace.org/resources/Five_a_Day.pdf

'Last year nearly two thousand families were bereaved by road crashes in this country. On this World Day of Remembrance for Road Crash Victims, I ask everyone to imagine how they would feel if, on an otherwise normal routine day, the police suddenly knocked on their door to tell them that the person who mattered most in their life would never come home again, because they had been killed in a violent public road crash.

The fact that there are many things in life that we cannot control places an extra obligation on us to act on the disasters that are caused by our fellow human beings, and that can be prevented. On Sunday we will honour and respect those families who have been affected but also, by doing what we can to learn from these terrible events, we will continue our work to stop it happening again. This is why RoadPeace's missions of supporting crash victims and reducing road danger are inseparable.'

Cynthia Barlow, Chair, RoadPeace

Britain is not unique in suffering from road crashes. Collisions are a leading cause of death to young adults and predicted to overtake HIV/AIDS as a global killer. On May 11 this year, the United Nations launched a Decade of Action for Road Safety to curtail this rising epidemic of road death. Observance of the World Day of Remembrance, as a symbol of acknowledging the harm done, is included when marking progress of individual countries during this Decade.

For further information contact:

RoadPeace	020 7733 1603	during office hours
Amy Aeron-Thomas, Executive Director:	07905 847917	outside office hours

Notes for journalists:

Details about events in Britain are listed below and can also be found on our website:

http://www.roadpeace.org/remembering/world_day_of_remembrance/services2011/

Information about global activities taking place to mark the World Day of Remembrance can be found on the World Day of Remembrance website: <http://www.worlddayofremembrance.org/>

A statement about the World day of Remembrance by Dr Etienne Krug, Chair of the UN Road Safety Collaboration, is available at:

http://www.who.int/roadsafety/remembrance_day/statement_2011/en/index.html

RoadPeace

RoadPeace is an independent national charity, providing practical information, emotional support and advocacy to those affected by road crashes; as well as campaigning for justice for road crash victims and for road danger reduction policies.

RoadPeace was a winner of the Guardian Charity Award in 2008:

<http://www.guardian.co.uk/society/video/2008/dec/04/guardian-charity-awards-roadpeace>

Crash not Accident

RoadPeace is calling for an end to a language of neglect and denial and for policy makers and the media to stop using the word 'accident' when referring to road crashes, and to adopt an appropriate, constructive and accurate terminology such as crash or collision:

http://www.roadpeace.org/resources/Crash_not_Accident_May_11_2011.pdf

Road Danger Reduction

RoadPeace was founded in 1992 on the principle of road danger reduction (RDR) which places a greater duty of care on those that pose the greater threat, and argues for danger to be controlled at source through reducing the speed, volume and dominance of motorised traffic. RDR differs from traditional road safety by adopting a wider approach that considers not only the quantity of death and injury by crashes but also the other negative consequences of inappropriate and excessive motor vehicle use such as fear and intimidation, environmental impact and public health issues.

World Day of Remembrance activities 2011

Talk: What Harms Us Most? The case for slowing down cars

by Professor Danny Dorling

5.15pm Thursday 17th November 2011

Lecture Theatre 2D3, Social Sciences Complex
University of Bristol
8 Woodland Road
Clifton
BS8 1TZ

There are many ways in which we can try and produce a ranking of what causes most harm. Part of the answer depends on who we ask, but also what we view as harm. In this talk Danny will make the case that even when a very wide definition of harm is considered, and even if we see us as being people living around the world rather than just in affluent car bound cities (like Bristol), it is still possible to narrowly conclude that the way we live with cars ranks high amongst what directly harms us most and what, with good reason, we most fear, and what has a great effect on curtailing our behaviour, often far greater than we realise. The talk ends with examples of what is being done to reduce this harm and tries to answer the question of why some people might not see such reduction as important.

Danny Dorling is a Professor of Human Geography at the University of Sheffield. He has worked in Newcastle, Bristol, Leeds and New Zealand. He has published with others more than 25 books on issues related to social inequalities and several hundred journal papers. Recent sole authored books include, "Injustice: why social inequalities persist" in 2010 and "So you think you know about Britain" and "Fair Play", both in 2011. He is a Patron of the charity RoadPeace, an Academician of the Academy of the Learned Societies in the Social Sciences and, in 2008, became Honorary President of the Society of Cartographers.

To Book: Email sps-enquiries@bristol.ac.uk

Sing for Safety

12.30 - 2.00pm Thursday 17th November 2011

Join us and colleagues at the London School of Hygiene and Tropical Medicine in singing from 12.30 - 2pm in the John Snow Lecture Theatre, LSHTM, Keppel Street, London, WC1E 7HT. This event is dedicated to the cyclists killed in London this year; Gary Mason, Daniel Cox, Tom Barrett, David Poblet, Paula Jurek, Gavin Taylor, Naoko Miyazaki, Thomas Stone, Michael Evans, Paul McGreal, Joannah Bailey,

Samuel Harding, Min Joo Lee, Brian Dorling and the cyclist killed on November 11th at the same junction as Brian Dorling, who is yet to be named.

National World Day Services

All services take place on Sunday 20th November 2011

Aberdeen, Kings College Chapel, 3pm
Contact: June Ross 07595 904360

Ashburton, St Andrew's Church, 2.30pm
Contact: Jeff Baker 01392 435627

Bath, Chapel Arts Centre, 3pm
Contact: Sandra Green 01275 399025

Brecon, Brecon Cathedral, 3:30pm
Contact: Cathedral: 01874 623857

Cambridge, St Luke's Church, 3.30pm
Contact: Rev Lance Stone 01223 351174

Carlisle, Carlisle Cathedral, 3pm
Contact: Rev Mark Boyling 01228 523335

Chichester, Chichester Cathedral, 3:30pm
Contact: Paul Foster 0781 069 7781

Gloucester, Gloucester Cathedral, 3pm
Contact: Canon Celia Thomson 01452 415824

Hailsham, St Peter & St Pauls Church, 3pm
Contact: Gill Powell 01323 847714

Halifax, Piece Hall, 3pm
Contact: David Short 01422 392142

Hereford, Hereford Cathedral, 3:30pm
Contact: Jackie Boys 01432 373311

Hull, St Mary's The Virgin, Lowgate, 2pm
Contact: Rev Michael Hills 01482 214551

Kidderminster, St Ambrose R.C. Church, 6.30pm
Contact: Christine Sollom 01299 832581

Leeds, Leeds Parish Church, 3pm
Contact: Carole Whittingham 0845 1235541

Lincoln, Central Methodist Church, 3pm
Contact: Simon 01522 504 0711

Liverpool, St John's Gardens, 1pm
Contact: Pauline Fielding 01513 426381

Liverpool, Parish Church of Our Lady and St Nicholas, 3pm
Contact: Pauline Fielding 01513 426381

London, St James's Church, Piccadilly, 2:30pm
Contact: RoadPeace Office 020 7733 1603

Northampton, Holy Sepulchre, 3pm
Contact: Chris & Nicole Taylor 01604 705171

Norwich, R.C. Cathedral of St John the Baptist, 3.30pm
Contact: Bridget Wall 01366 382433

Preston, Christ Church Precinct, 11am
Contact: Maria Hodgson 01772 720279

Ripon, Ripon Cathedral, 3pm
Contact: Rev Keith Jukes 01765 603462

Sheffield, Upper Chapel, Unitarian Church, 6.30pm
Contact: Rev David Shaw 0114 272 5338

Thame, St Mary the Virgin Church, 3pm
Contact: Elizabeth Richardson 01189 231802

Worksop, St John's Church, 3pm
Contact: Mrs A Moat 01909 472324

ENDS