

ربُّ مَنْ رَحِمَ لِي صَدْرِي وَبِئْسَ رَأْسِي



ROAD SAFETY SLOGAN

نداء الأمان على الطريق

By

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Road Accident Statistics

More than 1.2 million
people are killed
in Road Accidents,
worldwide , every year.

3 to 4 % of Gross National Product
Is lost in Road Accidents.

Road Accident Statistics

One child is killed in
Road Accidents,
every three minutes
in the World.

Road Accident Statistics

Total worldwide death toll of
Tsunami of 2004 was about 200,000.

But the annual worldwide death toll of
Road Accidents is 1,000,000 !!!
i.e. more than
five times the Tsunami toll.

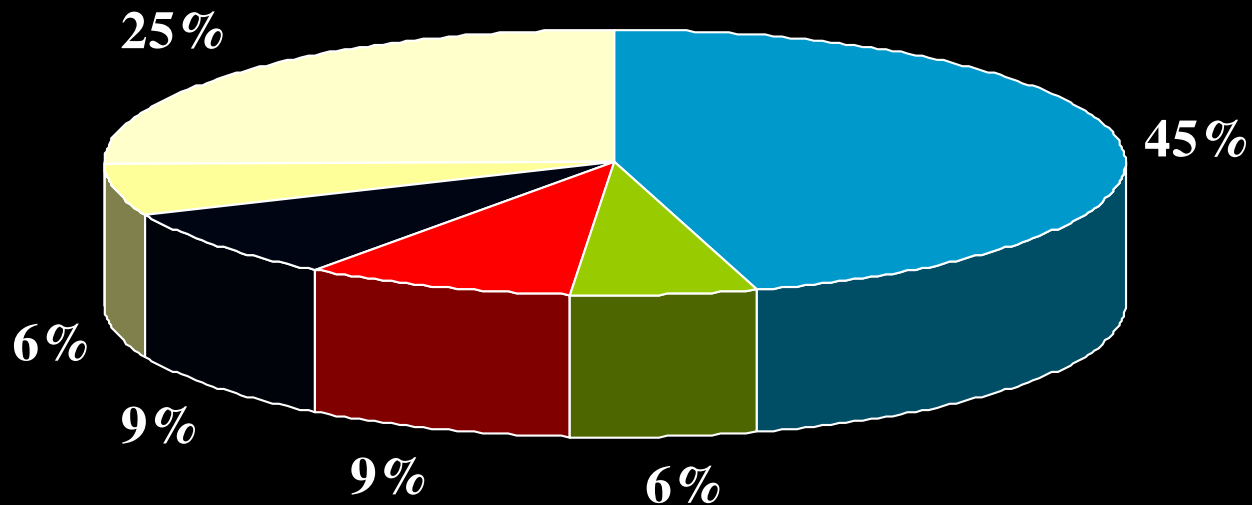
Nobody is noticing it !!!

Size of Injury Problem in Egypt

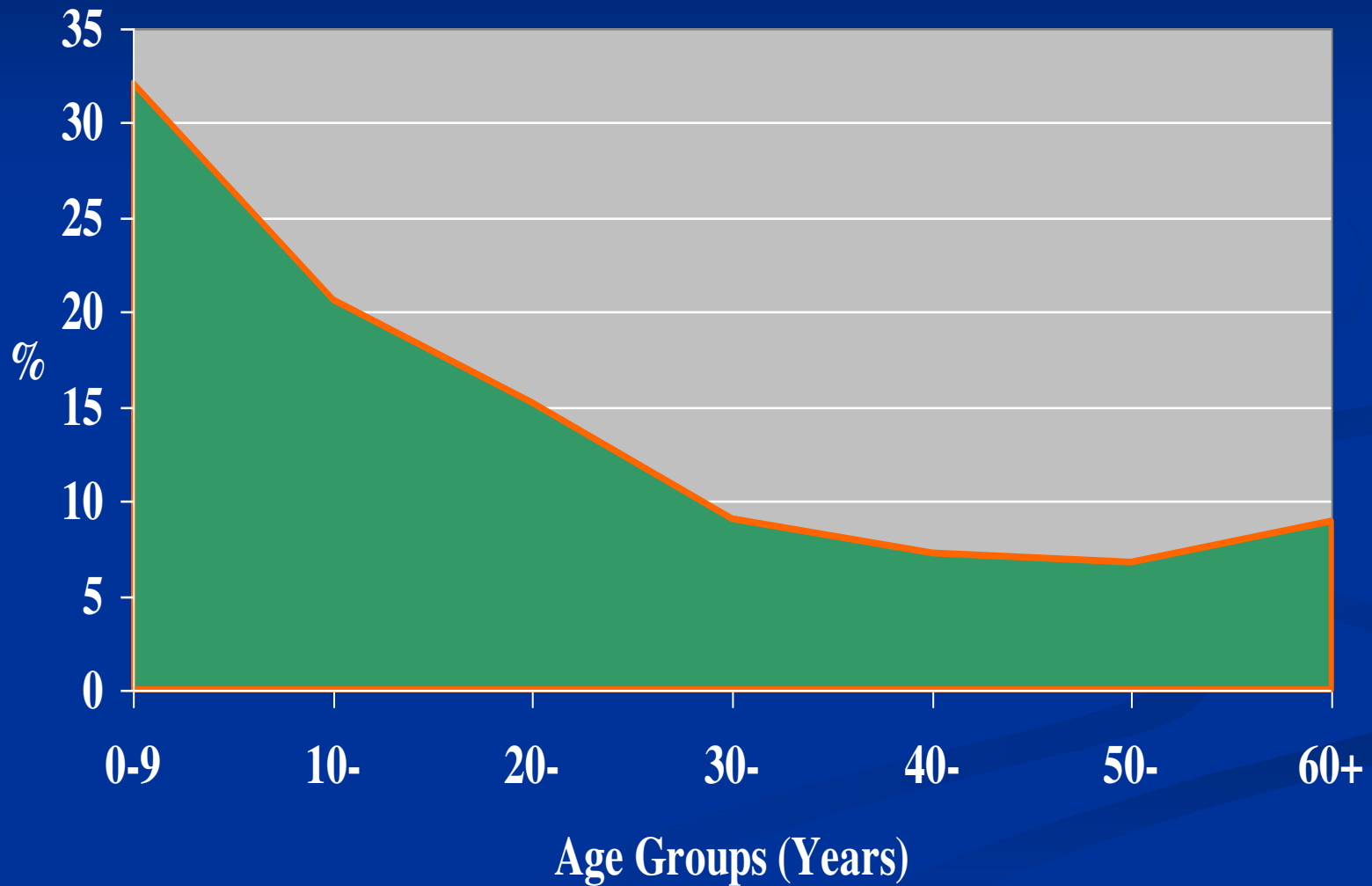
–Fifth leading cause of death in Egypt.

–vast majority of deaths from RTA occur before reaching the hospital, about 50% of road traffic deaths occur within a few minutes at the scene of the crash or on the way to a hospital, 15% at the hospital within 4 hours of the crash and 35% after 4 hours.

Causes of Injury Mortality in Egypt



*AGE DESTRICTION &
DEATH RATE OF INJURY
in Egypt*



NUMBER OF INJURY IN SOHAG

IN 2009 ,THE NUMBER OF INJURIES WERE 3776 ,detailed as:

Motor car accidents	51%
cyclist	24%
Pedstrians	5%
Others	20%

Blunt Trauma: Automobile Crashes

Types of Impact

Frontal: 32%

Lateral: 15%

Rotational: 38%

Left & Right – Front & back

Rollover: 15%



Fischetti for NEWS



The driver of this 1990 Plymouth Laser was rendered a quadriplegic as a result of roof crush.



Blunt Trauma: Automobile Crashes

Vehicular Mortality according to organ affected

Head: 48%

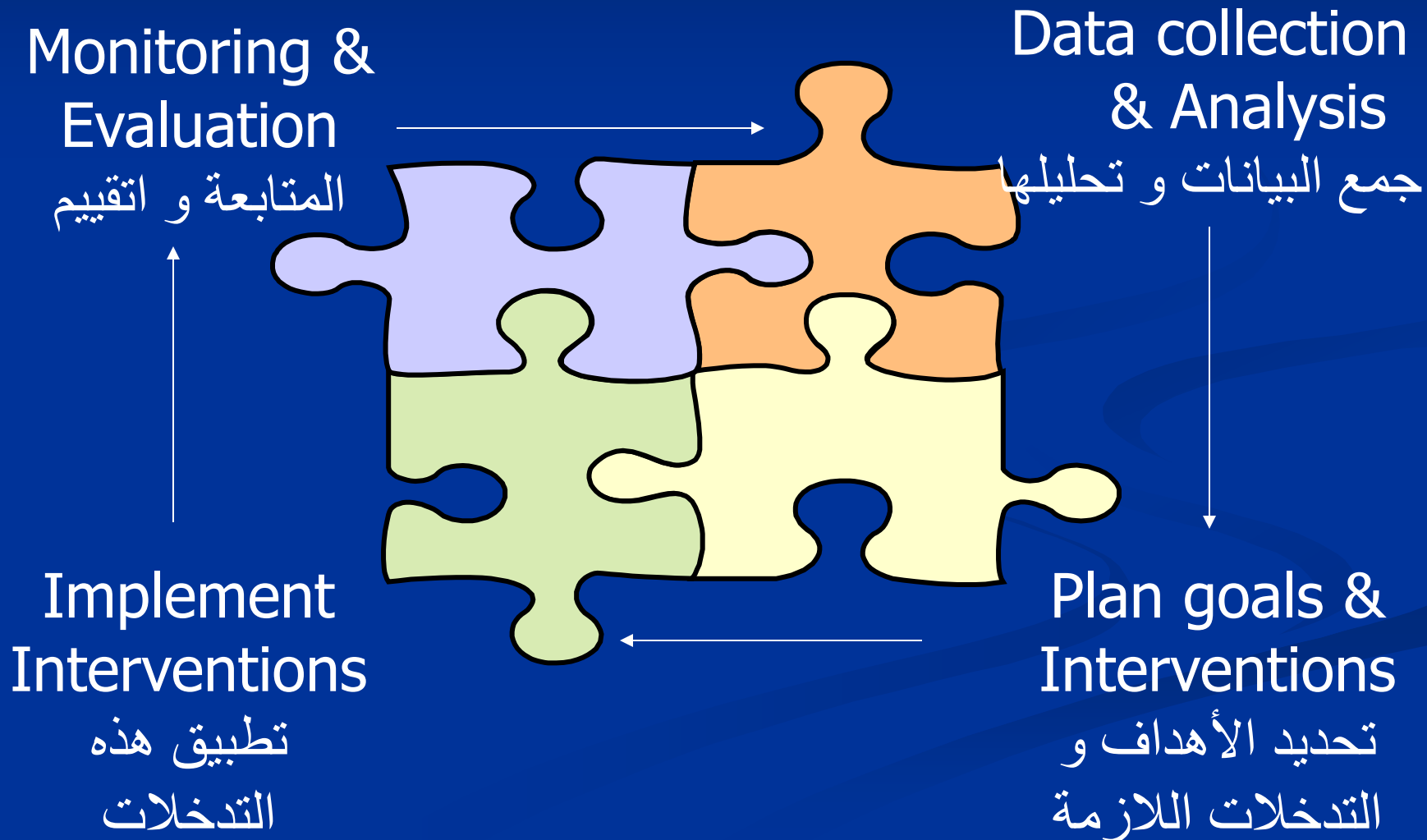
Internal (Torso): 37%

Spinal & Chest fracture: 8%

Extremity fracture: 2%

All Other: 5%

Essential features of successful injury control program



Sources of Injury Information

“National records from various sources”

- ❖ Death certificates
- ❖ Hospital records
- ❖ Trauma registries
- ❖ Case reports (Media)
- ❖ Epidemiological studies
- ❖ Police data
- ❖ Industrial reports

Weaknesses of the Egyptian Injuries Death Records (our defects)

-25% of the reported injury deaths had unidentified cause

-Injury deaths were misclassified as other causes than injuries in 26% of injury deaths

-Under-registration of RTA is 46% in vital statistics of Ministry of Health, and 57% in traffic police records).

-Estimated injury death rate in Egypt estimated as 43/100,000 instead of the reported rate of 32/100,000.

Why limited action against injuries?

- Perception of injuries as “Accidents” unpredictable and inevitable.
 - اعتبار الحوادث أمور قدرية لا مفر منها
- Reluctance of health professionals to accept that injury prevention is science (work with other sectors).
 - تأخر العاملين بالقطاع الصحي في تقبل الطب الوقائي على أنه علم لا بد من التنسيق مع القطاعات الأخرى لتطبيقه

■ Lack of acknowledgement of what can be done by society.

■ تغافل دور المجتمع المدني في حل المشكلة

Why limited policy response to injuries?

- Relative neglect, due to Limited awareness of the burden & little evidence of response.
 - التجاهل النسبي للمشكلة.. نتيجة للوعي المحدود بعبء الحادث و حجم المسؤولية
- Limited availability of data necessary for making decisions: cost, sequences, perception.
 - عدم توفر البيانات اللازمة لصنع القرار

■ Limited public health capacity to highlight the problem.

■ ضعف قدرة منظومة الصحة العامة على إبراز المشكلة

■ Limited resources.

■ الموارد المحدودة

■ Minimal links between society organizations and public health community.

■ ضعف التواصل بين منظمات المجتمع المدني و منظومة الصحة العامة

Scope for the Response to Injuries

-Change thinking about injuries to scientific approach as preventable health problem.

Scientific bases for injury prevention:

-Health education & works with legislation.

-Surveillance, risk factors, interventions & implementation.

Intervention Strategies for Injury Control

Education.

Legislation.

تشريع القوانين

Product design.

Environmental Modification.

Taxation.

فرض الضرائب

Elements of Effective Trauma Care System



More Road Accident facts

**Few hundreds are killed
by terrorism every year.**

**Countries are spending
billions and trillions of dollars
to fight terrorism.**

We had a war against terrorism.

More Road Accident facts

Thousands of soldiers
sacrificed their lives.

Hundreds of innocents were killed in
the war against terrorism.

Now, it is time for war against
Road accidents.

Are you ready ?

How you can help ?

**You can fight
road accidents
by simply
spreading this message.**

Road Safety Slogans

نداء الأمان على الطريق

Road Safety Slogans

الحياة قصيرة لا تهدرها

Life is short, don't rush it

من الأفضل ان تصل متأخرا خيرا ألا تصل أبدا

It is better late than never.

مغتتمى الفرص بين الطرق هم صانعى الحوادث

Chance takers are accident makers.

لو أردت أن تظل متزوجا فلتطلق السرعة

If you want to stay married, divorce speed.

كن متيقظا فإن الحوادث مؤلّمة

Be alert! Accidents hurt.

احضن أطفالك فى البيت ولكن قيدهم بحزام الأمان فى السيارة

Hug your kids at home, but belt them in the car

Night doubles traffic troubles

فى الليل تتضاعف حوادث الطرق

السرعة المعتدلة تلبى كل الاحتياجات

Normal speed meets every need.

اعط طريقا للمشاة

Give way to pedestrians.

أطفالك تحتاج الى خبرتك وليس الى أعذارك

Your kid's need experience not excuses.

انت لن تصل الى المنزل إلا إذا كنت آمنة

You can't get home, unless you are safe.

اليقظة اليوم تساوي الحياة غدا

Alert today , Alive tomorrow.

توقف عن الحوادث قبل أن توقفك

Stop accidents before they stop you.

لا تشرب الكحوليات وانت تسوق

Don't Drink and drive

هل تعبت فلتأخذ راحة

Are you tired - Take a break

احفظ أطفالك فى أمان وعلمهم سلامة الطريق

Keep your child safe - Teach him road safety

فكر , توقع , وتجنب الحوادث

Think, anticipate, and avoid accidents.

الحياة شيء نفيس فحاول الحفاظ عليها

Life is so precious, try to keep it.

الأطفال يجب أن تراهم وتحضنهم لا أن تقتلهم

Children should be seen and not hurt.

لا تكن رقما في احصائية حوادث الطرق

Don't become a road accident "statistic"

سلامة الطريق تعنى لا حوادث

Road safety is no accident .

السرعة التي ترهب هي السرعة التي تقتل

Speed that thrills is the speed that kills.

اقتل سرعتك ولا تقتل طفلا

Kill your speeds not a child.

العيون شديدة الملاحظة تتجنب المفاجآت

Watchful eyes get no surprise

دائما متيقظ قليلا ما تتأذى

Always alert, seldom hurt

Thank You!



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