



Secretariat

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## INFORMATION CIRCULAR No. 21

**Subject: First Day of Issue – 7 April 2004**

### Road Safety

1. World Health Day is celebrated annually on the 7th of April. The theme for World Health Day 2004 is Road Safety. On this day around the globe, hundreds of organizations will host events to help raise awareness about road traffic injuries, their grave consequences and enormous costs to society.
2. Road traffic injuries are a global problem affecting all sectors of society, taking the lives of 1.2 million men, women and children around the world each year. Hundreds of thousands more are injured on our roads, some of whom become permanently disabled. The vast majority of these occur in developing countries, among pedestrians, cyclists, motorcyclists and users of public transport, many of whom would never be able to afford a private motor vehicle.
3. On this occasion, the United Nations Postal Administration (UNPA) will issue on 7 April 2004 a set of 6 commemorative stamps on the theme «Road Safety».

**4. S.Fr. 0.85 stamp - CAUTION - PEDESTRIANS!**

Pedestrians live dangerously: one-third of the injured are knocked down on pedestrian crossings, almost a third of them children and adolescents. Drivers should be extra vigilant when near pedestrian crossings. They should always approach an «empty» crossing so that they can stop in time if a pedestrian wishes to cross.

Although they have priority on crossings, pedestrians should not suddenly step into the road.



**5. S.Fr. 1.00 stamp - SAFETY SEAT BELT - Safety first**

Proper use of a safety belt significantly increases your chance of surviving a car accident.

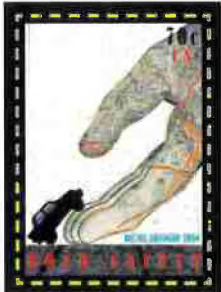
Wearing a safety belt is the most effective way of reducing the risk of injury or death in a collision. Nevertheless, many drivers do not regularly wear a safety belt. This situation is particularly worrying because a third of drivers who die from their injuries were not wearing their safety belt.

## 6. \$ 0.37 stamp - RESPECT TRAFFIC SIGNS

The role played by signposting in road safety and highway operation is already well known. Today, and for a long time, it is the main medium for passing information between the highway operators and the police on the one hand, and road users on the other.



## 7. \$ 0.70 stamp - COURTESY ON THE ROAD



Whether we are car drivers, pedestrians or motorcyclists, every day we have to put up with disrespectful and impolite behaviour:

Insolent and aggressive attitudes at the wheel are all too frequent. We have to combat these attitudes to prevent them becoming everyday behaviour.

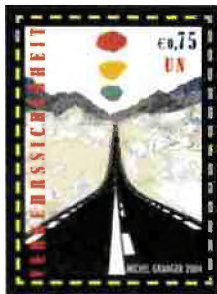
## 8. Euro 0.55 stamp - DRINKING AND DRIVING

All too often we ignore the fact that the risks associated with drinking and driving start well before drunkenness sets in. Even at low doses, alcohol acts directly on the brain. The effects in decreasing order of risk are:

- a normally careful driver tends to underestimate risks and ignore road signals,
- reduced vigilance and resistance to fatigue,
- coordination is affected,
- modified visual field,
- increased tendency to dizziness.



## 9. Euro 0.75 stamp - SPEED = DANGER



1 fatal accident out of 2 is due to excessive speed. Reducing speed by 5 km/h would reduce the number killed by 20%.

The effects of speed: **The faster you go :**

- the more visual perception is affected
- the more images the brain receives and the more difficult it becomes to register them
- the more the car becomes unmanageable and difficult to drive
- the greater the risk of error
- the more fuel you consume
- the less the tyres hold the road
- the more violent the impact
- the faster you tire and the more your braking reaction time increases.

10. Staff members and mission personnel wishing to procure these stamps and first day covers can obtain them from 9 to 12 a.m. and from 1 to 5 p.m. on 7 April 2004 at the UNPA sales counter at door 6 of the Palais des Nations.

11. Staff members are encouraged to use United Nations stamps on their personal mail. By doing so, these miniature messengers of peace can educate unseen thousands of people to the activities and goals of the United Nations.

(Signed) Bertrand **Jupp**in de Fondaumière  
Director, Division of Administration