

# SLOW DOWN DAYS

## A Toolkit for Organizers



World Health  
Organization



Save Lives  
#SlowDown



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## Fourth UN Global Road Safety Week

### Save Lives: #SlowDown

Managing speed is the theme of the Fourth UN Global Road Safety Week to be held 8-14 May 2017. The Week offers a springboard for lasting change towards slower speeds. Slow Down Days in urban areas, to be organized in communities all around the world, will be a key component of the Week's activities at local level.

This Toolkit aims to support civil society organizations, road safety activists and community members including parents, teachers, youth and commuters to organize awareness raising activities to celebrate the Week on speed management. These advocacy initiatives may be framed as a Slow Down Day, an outdoor road safety event allowing people, firstly, to experience the streets they move on in a different way, and, secondly, to express their thoughts on how their streets are used, how different road users behave along their streets and how they would propose to make their streets safer.

Readers should be aware that this Toolkit does not include recommendations on how to change national or local speed-related legislation, nor does it give guidance on how to introduce specific speed management interventions. This information may be found in other publications listed in Annex 2 of this Toolkit.

### Slow Down Days

Slow Down Days are community days during which activities are organized on the street for the public to promote slower speed limits. The objectives for these days can vary based on the needs of each community. Their main goal, however, is to temporarily reduce speed limits on a street for a few hours, a day, a week or a month or to kick off planning towards a longer-term campaign calling for permanent

reductions in speeds in select locations, such as in front of a school, residence or business. For both, every effort should be made to engage the whole of the community. The SAMPLE EVENT OBJECTIVES Box offers examples of objectives and related activities that may be organized for a Slow Down Day.

A Slow Down Day is an opportunity for you to:

- ◆ highlight why slower speed matters. A 20 mph (30 km/h) speed limit is best practice where pedestrians and cyclists mix with motor vehicles;
- ◆ re-assess streets as community assets for all to enjoy rather than as spaces reserved solely for vehicles. Road danger is not just about death and injury; obesity and other health conditions linked to inactive lifestyles, in part caused by fear of outdoor activities due to unsafe roads, are also detrimental to the health of societies;
- ◆ show that slower speeds are popular among different constituencies – contrary to popular belief – and that they can deliver benefits for individuals, communities and governments.

### Organize a Slow Down Day

Whether you are an individual, a group of people or an organization that wishes to manage a Slow Down Day, either in isolation or as part of an ongoing campaign, we suggest that you follow these simple steps:

1. Get excited
2. Form a team
3. Identify your objectives
4. Plan and register your event
5. Hold your event
6. Enjoy the day
7. Look ahead





## 1. Get excited

Congratulations! You have decided to join the Fourth UN Global Road Safety Week by organizing a Slow Down Day! This is a great opportunity to make a difference in your street, village, town, city or even country. You will be joining millions around the world who share your views and want to make their place a better place to be.

What is the change you want to see? We suggest you start your project by visualizing in your mind how traffic speed needs to change in your community: is there a problem with a particular street? At a particular time of the day? Could it be that people don't walk or bike on a stretch of road because of their fear of vehicles passing by? Get excited at the possible solutions and imagine how you can make a difference and for whom!

## 2. Form a team

Form a team of people who are interested in your effort, benefit from the change you

are proposing or are simply happy to help, and share your vision with them. Adapt your vision to the needs and vision of the whole team so as to ensure ownership and buy-in throughout your project. Your team can be made of friends, neighbours, colleagues or managers of schools, residences or businesses on the streets that you want to slow down.

Choose people for their skills such as:

- ◆ an organizer to plan activities
- ◆ a spokesperson to liaise with the media
- ◆ a photographer or videographer to document your efforts
- ◆ a creative person to develop graphics, posters and other promotional materials and
- ◆ a communicator to support the promotion of the activities online and offline

But most of all, choose your team members for their enthusiasm towards change.

### 3. Identify your objectives

What do you want to change? Your objective depends on the specific needs of your community. No matter what it is, your objective should be specific, achievable, realistic and relevant for members of the public, politicians or the media – or all of these. For ways to help you make the case in support of your objective, we suggest that you refer to the document *Managing speed* listed in Annex 2.

**Remember!** This is a community event, so don't make your objective too complicated: keep it straightforward and doable.

### 4. Plan and register your event

Now that you have a vision to guide you, a team to help you do the work and a concrete objective to pursue, you can start planning activities for a successful Slow Down Day. Begin planning as early as possible and delegate tasks to individuals or partner organizations. The key decisions to get right revolve around the what, when, who, where, funding, tools, approvals/authorizations and registration.

**WHAT?** Many types of activities can be organized to form part of a Slow Down Day. Check the EVENT IDEAS Box for activities you might consider organizing to make your streets a better place.

**WHEN?** Organize your Slow Down Day any time from 8-14 May 2017. Holding your event during this period will enable you to join a global campaign and use this to your advantage as a media hook. Your Slow Down Day can last one day or an entire week and could serve as the beginning of a future campaign. Your objective will determine the time of day to host the activity as well as its duration. A minimum 2-3 hour event is suggested to get the attention of passers-by and the media. Be sure your organizers and volunteers are available at the time that you need them!

**WHO?** At least four groups of people should get involved to ensure a meaningful Slow

Down Day:

- ♦ officials who are in a position to implement the changes you want to see, such as politicians, administrators and those responsible for transport, roads and law enforcement;
- ♦ road users whose behaviour you want to change, including drivers, pedestrians and cyclists;
- ♦ representatives of the media who can influence the above groups;
- ♦ volunteers who will make your Slow Down Day possible.

**WHERE?** The place where you hold your Slow Down Day will very much depend on what your objective is and the type of activities you want to organize. In the SAMPLE EVENT LOCATIONS Box, we suggest three possible sites and how they best fit specific campaigns.

**FUNDING?** You can organize a local outdoor event with even modest funding. Sometimes it is possible to get direct financial contributions from the local transport department through grants or from local businesses, which might want to be associated with your Slow Down Day. Local businesses can also contribute directly to costs by sponsoring an activity or donating branded products or services. They may put Slow Down Day stickers in their shop windows, give them away to their customers, or place them on their shopping bags or the table mats in their restaurants!

**TOOLS?** There are many different types of tools or materials which could be developed to support your Slow Down Day. A list below follows:

- ♦ Banners, placards and posters with a Slow Down Day slogan are useful to convey the nature of the event to passing drivers, cyclists and pedestrians. Depending on your budget, these may be professionally designed, designed by a volunteer with some graphic design skills, or designed by students as part of a poster competition. Be sure to brand

these materials with the “Save Lives: #SlowDown” logo of the Fourth UN Global Road Safety Week which can be downloaded from the Week’s web site. The messages they reflect should be specific, and indicate a particular command or emotion. Ideally, the messages should be framed positively. Examples of messages include:

- Slow Down
  - Support Slower Speeds
  - We Love 30 (km/h)
  - 20’s Plenty Where People Are (mph)
  - Please Slow
  - A Slower Street is a Better Street
  - Slower Streets Make Our City Even Better
  - Slower Speeds = Safer Kids
- ◆ 20 mph (30 km/h) speed limit stickers may be used for decorating car fenders, bicycles, windows of homes or shops, recycling bins or other objects near the locale of your Slow Down Day activities.
  - ◆ Surveys and petitions are helpful in conveying public support for your campaign objective.
  - ◆ Pledge cards which individuals print and capture in photos and videos indicate their promise to keep to speed limits.
  - ◆ Depending on the nature of your Slow Down Day, you may want to create an online presence through a web page or through social media on Facebook or Twitter. Through these channels you can share information and images about the problem and its solutions, relevant facts, advocacy tools such as those described above, media materials including press releases, etc. Ideally, delegate the development of these to a volunteer who has some communication skills. Social media are great for updating participants and the public during the course of your

Slow Down Day.

**Remember!** Use the hashtag #SlowDown!

**APPROVAL/AUTHORIZATIONS?** Let the authorities and police know about your Slow Down Day plans and ask for their support. Contact them by letter or email, justifying adequately the need for such an activity with facts and images and describing concretely your plans. Use this Toolkit as a reference. Let them suggest any changes to your plans. Coordinating with authorities is important as it might be that their resources have been allocated already to another public event planned for the same day. Being flexible about the date or timing of your event will bring better support from government agencies and traffic police.

**REGISTRATION?** Once your event has been planned, be sure to register it here: <http://www.who.int/roadsafety/week/2017/event-registration/en/> In doing so, your event will be listed on the global calendar of events on the Week’s campaign web site to inform and inspire others and facilitate coordination of events in the same town, city or country.





## Box: SAMPLE EVENT OBJECTIVES

**Objective 1:** Organize, support or celebrate a slower speed limit consultation, agreement or new signage. Suggested activities:

- ◆ hold a street party;
- ◆ invite representatives of the media to host a local radio station phone-in and encourage the community to join.

**Objective 2:** Encourage the community to highlight the speed limit problem in places where it affects their daily lives and authorities have not yet intervened. This is an opportunity to say "Hey! Drivers go too fast here, even when obeying existing speed limits". These days are a way to get the attention of local authorities and ask for change by showing how speed affects local people. Suggested activities:

- ◆ have a town hall meeting calling for slower speeds;
- ◆ walk the neighbourhood with politicians and journalists;
- ◆ work with police to document the speed in high-risk areas.

**Objective 3:** Call for drivers to slow down on a specific day during the Week as part of a Slow Down Day awareness raising activities. Such an activity could be used to persuade drivers to respectfully choose to go slower and to show them how driving slower makes little difference to journey times. Ideally, Slow Down Days should not become car free days; rather they should be days when all road users share the roads more fairly and equally. Suggested activities:

- ◆ parade with banners asking drivers to go slower;
- ◆ work with police to educate about and to enforce the slower speeds;
- ◆ organize a "braking distance" challenge.

**Remember!** Slows Down Days are opportunities to get whole communities involved from the youngest to the oldest, the police officer to the politician, the driver to the pedestrian, and the teacher to the reporter to celebrate together your streets and how they can be better used for the benefit of all.







## Box: SAMPLE EVENT LOCATIONS

### Location 1: In a small community

This could be in a village or part of a town. It could be on a particular road, or on the grounds of a school, park or other public place. These locations are suitable for Slow Down Days that celebrate existing low speed limits; raise awareness of the need to comply with speed limits; or call for a change to better manage traffic speed. Consider closing a street to allow children to play on it. Some of the advantages of organizing activities within a small community include the presence of friendly neighbours who may be willing and able to help, and a great opportunity to celebrate community life.

### Location 2: By a government or local authority building

Organizing an event outside government buildings is a great way to get the attention of local politicians and administrators in charge of speed management in your town or city. These buildings are often close to a square or pedestrian areas that can be used as a public space to organize your activities. Activities in these locations are more likely to be noticed by decision-makers, the media and passers-by, and offer a natural opportunity to talk about the benefits of these settings to those who use them. Please note that you may need to seek official authorization to use these public spaces for such a purpose.

### Location 3: Along a particularly fast road where there is a clear danger

Many communities are blighted by roads which have high speed traffic and little provision for pedestrians and cyclists. These roads need changes to speed limits and often other improvements to road infrastructure. They offer the opportunity to highlight inequality between pedestrians and/or cyclists and motor vehicles and the dangers being faced by non-motorized groups. Usually an effective way to highlight these dangers is to invite a politician and representative of the media to walk or cycle these roads with you! This offers an opportunity to share with them the community's concerns about these roads, backed by any relevant data and information available about the road traffic deaths and injuries which may have occurred at these locations. Note that a risk assessment (see Annex 1) is particularly important for the organization of activities along these dangerous roads.

**Remember!** Whatever you choose, plan your location beforehand. Know the conditions and the levels of traffic at any given day or time of day. Check that there are no other events planned at this location during your proposed date and time and make sure that you obtain the necessary permissions.

## Box: SAMPLE EVENT IDEAS

Below are some suggestions of activities which could form part of your Slow Down Day. These can be organized on their own or in combination. Please note that most of the activities suggested involve people – including children – occupying public ground, interacting in public spaces, and using or enjoying the roads in an uncharacteristic way. For your Slow Down Day to be a success, we strongly encourage you to:

- ◆ limit your outdoor event to a specific, well-defined and manageable area
- ◆ coordinate closely with local authorities, ensuring that you have the approvals and authorizations needed and that they will also be able to join your efforts
- ◆ ensure, with the support of the local authorities, the safety of those participating in the activities proposed

### 1. Host a public town hall meeting

- ◆ call a public town hall meeting in your community, inviting decision-makers and representatives of the media to attend
- ◆ discuss the benefits of slower speed limits not only for safety, but also for the environment in terms of reductions in air and noise pollution, enhanced quality of life, etc.
- ◆ give a voice to those who would feel encouraged by slower speed limits, such as those who walk and cycle

### 2. Hold a street party in support of slower speeds

- ◆ invite people in support of slower speeds to gather in a safe place
- ◆ contact cycling and walking clubs as well as groups of parents or teachers and ask them to promote and join the party
- ◆ organize booths where the gathering will happen to share messages and materials and obtain signatures on petitions or pledge cards

### 3. Announce a temporary or permanent speed limit reduction on roads and streets where the Slow Down Day is taking place

- ◆ organize with local authorities permission to announce a temporary change in speed limits for a day, a week, a month or ideally forever
- ◆ display road signs posting the new speed limit
- ◆ join police to ensure that these new speed limits are enforced where the Slow Down Day is being celebrated

### 4. Organize a walkabout

- ◆ invite decision-makers and representatives of the media to walk the streets with you while showing them the risks on the roads
- ◆ ask what the decision-makers will do to make your community a better place
- ◆ invite the representatives of the media to document your discussions and share these stories through print and broadcast media

### 5. Nominate slower speed champions

- ◆ identify volunteers to become champions for their street, community, workplace or school
- ◆ facilitate their participation in your Slow Down Day, such as inviting them to collect signatures on petitions or pledge cards

### 6. Make your street festive

- ◆ display on the street the banners, posters, placards, speed limit stickers and other materials produced for your Slow Down Day
- ◆ complement the above by placing large placards at the entrance to your city, town or village announcing your Slow Down Day
- ◆ invite volunteers and community members to display their own banners, paint the roads with chalk, do face painting

for by passers-by, hang baubles and other trinkets on trees, etc.

- ◆ encourage your volunteers to dress up for the occasion

## **7. Survey or petition your community**

- ◆ Survey or petition people door to door, on the street, or outside of schools, residences and businesses about issues such as how safe they feel on the road, what speed limit is right, how likely they are to walk or cycle, and how roads might be made safer for all, including children or the elderly
- ◆ use statistics from the survey to demonstrate the popularity of slower speed limits
- ◆ use the findings from the survey or petition to request a temporary or permanent change in the speed limit and enhanced enforcement such as through use of a speed camera during a Slow Down Day

## **8. Obtain pledges from drivers**

- ◆ encourage drivers to sign pledge cards to drive more slowly and obey the rules of the road
- ◆ ask drivers who have pledged to drive at slower speed limits to act as pace cars slowing the traffic traveling behind them

## **9. Use Slow Down Day maps to highlight risky roads**

- ◆ obtain maps of your town or neighbourhood perhaps by printing them from the Internet
- ◆ ask people to add a dot or pin to the map where they think there are speed risks
- ◆ use this information to identify new locations for Slow Down Days in the future

## **10. Demonstrate the impact of speed**

- ◆ display a poster showing that a 20 mph (30 km/h) crash is like falling from a second floor of a building and that a 30 mph (50 km/h) crash is like falling from a fourth floor of a building
- ◆ if there is a high-rise building nearby, then display posters or banners on the floors where the equivalent impact speed is shown. These can be white or decorated

## **11. Organize a braking distance challenge**

- ◆ set up a game for passers-by to play along the road which encourages them to guess stopping distances
- ◆ offer a prize to the winners such as a poster, sticker or other trinket developed for the Slow Down Day or a voucher offered by a local business

## **12. Host a phone-in**

- ◆ invite representatives of the media to host a local radio station phone-in
- ◆ invite the public to call the show and share their views on slower speed limits

## **13. Honour those killed or injured in road traffic crashes**

- ◆ organize a vigil for victims of road traffic crashes
- ◆ give families and friends of victims an opportunity to talk about their experiences
- ◆ hold pictures, display lanterns or chalk out the outline of a body on the road
- ◆ install a ghost bike memorial in the form of an old bicycle painted white accompanied by a small plaque with the name of the person killed, which is locked to a street sign near the crash site
- ◆ ensure that you are equipped to take care of the emotional consequences of such an initiative



## 5. Hold your event

In the end any Slow Down Day is by its very nature a campaign of some sort – small or large. The essence of any campaign is to get the attention of the public at large. Media are crucial for that. As you execute your Slow Down Day events, we suggest a few tips to get the attention of the media:

- ◆ inform representatives of the media well in advance about your Slow Down Day
- ◆ be prepared to tell media a “story” about why slowing down is important, why it matters to people and why you have organized your Slow Down Day
- ◆ issue a press release
- ◆ set up a photo call time and location so that journalists know when to come and take pictures

## 6. Enjoy the day

The aim is to have fun whilst being an activist! Take photos and videos of your actions and use them on your web site, social media channels, petitions and other materials developed for your campaign.

**Remember!** By organizing a Slow Down Day for the Fourth UN Global Road Safety Week, you are joining a global campaign. Visit the Week’s global campaign web site [www.unroadsafetyweek.org](http://www.unroadsafetyweek.org) and learn how to get involved. Don’t forget to:

- ◆ Take the pledge
- ◆ Spread the word
- ◆ Register your event
- ◆ Share on social media using the hashtag #SlowDown

## 7. Look ahead

At the end of each event, take some time to review and reflect on the experience of

your Slow Down Day. We suggest you:

- ◆ thank your volunteers and supporters
- ◆ identify with your team what worked and what didn’t work
- ◆ define what follow up is needed, including how you should continue to engage with local authorities, media and your volunteers and supporters to achieve your campaign objective
- ◆ share your Slow Down Day experience with the rest of the world, including the organizers of the Fourth UN Global Road Safety Week
- ◆ find ways to connect with people like you around the world to continue to share ideas about ways to achieve slower speeds
- ◆ continue to follow and share through the #SlowDown hashtag

So, what’s next? A Slow Down Day may form part of a long-term campaign to slow down streets across your neighbourhood, village, town or city. Ask yourself what you would need to do in the future to optimize the momentum already generated by your Slow Down Day and make your campaign a success. Consider expanding your team, redefining your objectives and planning and hosting additional Slow Down Days as needed. The more the public understands about the benefits of slower speeds, the more demand will be generated for them, creating the possibility of safer and more vibrant and liveable communities.



## Annex 1: SAMPLE RISK ASSESSMENT

This is a sample risk assessment for an event collecting petition signatures. Your risk assessment should be designed around the particular event you are holding.

Activity: Collecting petition signatures			Site:		
People at Risk: Local campaigners, those collecting petition signatures, members of the public			Medical Assistance: Nearest medical centre or hospital: ADD INFORMATION Accident and emergency: ADD INFORMATION		
RISK EVALUATION					
Potential Hazard	Potential Risk	Initial Rating	Control	Actions before going on site	Residual Risk
Moving vehicles, including motorized two-wheelers and bicycles	Being struck by a vehicle	High	Be vigilant towards the dangers of live traffic. Stay on the side walk or foot path well away from the kerb unless crossing the road. When crossing the road, use official crossings and designated walking routes.	Provide specific instructions to those collecting petition signatures before they start to collect them (see below). Tell any parents with children to keep a close eye on their children at all times.	Medium
Heavy traffic	Obstructing sidewalks and foot paths	High	Be vigilant towards the dangers posed by heavy traffic for the members of the public with whom you engage. As you discuss with the public, avoid obstructing sidewalks and foot paths so that others are not able to pass.	Provide specific instructions to those collecting petition signatures before they start to collect them (see below). Prior to the start of the day, consider the safest location for your conversations with the public.	Low
Violence or abuse	Becoming victim of violence or abuse	Medium	Be vigilant of your surroundings at all time. Avoid contentious discussions with members of the public who may not agree with the objective of the petition. Carry a mobile phone at all times.	Alert those collecting petition signatures that there may be members of the public who do not agree with the objective of the petition. Encourage them to avoid any possible confrontations. Charge up your mobile phone and ensure it has credit.	Low
Adverse weather	Being exposed to adverse weather for long periods	Medium	Ensure that you and your volunteers are prepared for all weather conditions.	Dress appropriately, and be prepared for all weather conditions. Tell those collecting signatures to stay dry, keep warm and avoid too much sun.	Low
Uneven surfaces	Slips/Trips	Medium	Be vigilant when walking. Wear appropriate footwear. Provide contact details of nearest accident and emergency department.	Tell those collecting signatures to be careful of uneven surfaces. Wear appropriate footwear. Carry medical contact details.	Low
Assessment Prepared by					
Name:.....Signature:.....Date:.....					



With every clip board that is given out for people to collect signatures, the following notice will be clipped to it and drawn to the attention of the person collecting petition signatures as the clip board is handed over to them.

"Thank you very much for helping collect petition signatures today. Please just bear the following in mind whilst you are collecting signatures and dealing with members of the public:

- ◆ This is an area of heavy traffic. Please take care not to step into traffic at any point, to stay well away from the kerb, and, when you are talking to people, to ensure that others are able to pass you without putting themselves in danger.
- ◆ If you have children with you, please take care of them at all times.
- ◆ Avoid contentious discussions with members of the public who may not agree with the objective of the petition.
- ◆ Try to protect yourself from adverse weather, by staying dry, keeping warm and avoiding too much sun. If needed, take a break from the elements from time to time.
- ◆ Be careful of uneven pavements in the area so that you do not fall and hurt yourself.
- ◆ Identify yourself as a Slow Down Day volunteer by wearing a badge or sticker with the logo of the Week.





## Annex 2: ADDITIONAL RESOURCES

### On Slow Down Days:

20's Plenty for Us

<http://www.20splenty.org/>

Sustrans

<http://www.sustrans.org.uk/what-you-can-do/change-your-street/easy-ways-reduce-traffic-your-street>

Ghost Bikes

<http://ghostbikes.org/>

### On speed:

Fourth UN Global Road Safety Week

[www.unroadsafetyweek.org](http://www.unroadsafetyweek.org)

*Managing speed*

<http://www.who.int/roadsafety/week/2017/en/>

*Speed management: a road safety manual for decision-makers and practitioners*

[http://www.who.int/roadsafety/projects/manuals/speed\\_manual/en/](http://www.who.int/roadsafety/projects/manuals/speed_manual/en/)

*Speed management*

<http://www.itf-oecd.org/sites/default/files/docs/06speed.pdf>

*Global status report on road safety 2015*

[http://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2015/en/](http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/)

Slow Streets

<https://slowstreets.wordpress.com/>



For more information please contact:  
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