



Dear Friends,

ASIRT is deeply committed to the protection of all travelers on the roads. However, since its inception, the organization has been particularly concerned about the safety of our youth. ASIRT was founded in response to the death of my 25 year-old son Aron in a road crash, with the painful realization that it is the young who are most often the victims.

Road crashes are the number one cause of death for young people in the United States and the world over. Every minute a young person is killed or seriously injured in a road crash. According to the World Health Organizations, road traffic fatalities have become a plague on the young. The world must commit to reduce the global death toll by half by 2030 as part of the post-2015 sustainable development agenda.

In recognition of this crisis, the United Nations Road Safety Collaboration, of which ASIRT is an active member, has agreed to make the safety of the young on the roads the focus of the next UN Global Road Safety week in 2015.

It is in anticipation of this important event that ASIRT is dedicating its upcoming gala on May 19th to **SAFE YOUTH, SAFE ROADS, SAFE FUTURE**. Please join us as we work together to create a world in which young people can safely reach tomorrow.

Rochelle Sobel,
Founder and President, ASIRT

ASIRT recognizes 2014 Road Safety Champions at Annual Gala

Each year, ASIRT honors individuals and organizations that are committed to promoting safe travel. This year's honorees include ASIRT Corporate Member **Shell International**; **Bill Frederick/Lodestone Safety International**; **Bill Bronrott**, Deputy Administrator, Federal Motor Carrier Safety Administration, U.S. Department of Transportation; Anita Boles accepting for **NOYS**, National Organizations for Youth Safety; and ASIRT Of Counsel **Charles W. Wheeler**. Visit asirt.org/gala for details and to purchase dinner and raffle tickets, or make a contribution for this important and inspirational event to be held at the beautiful Carnegie Institution for Science in Washington D.C. at 6:15 PM on Monday, May 19.

New Strategic Plan to Outline Future Direction of ASIRT

ASIRT launched a strategic planning process and organizational assessment by Encompass, LLC. to identify programmatic and funding priorities for the next few years. ASIRT's mission, as approved by the Board of Directors, is to improve road safety for American and International travelers worldwide. A new Task Force is developing implementation strategies that support the mission.



The Board of Directors participates in a strategic plan brainstorming session.

Road Safety featured in Bloomberg Philanthropies Update

The death and injury statistics for road crashes remain staggering. [Read](#) about efforts in Kenya to reduce speed, as well as view statistics related to the Bloomberg Philanthropies Road Safety Program.

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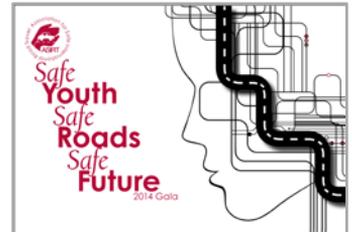
[Road Travel Reports](#)



It's not too late.

[Register](#) for the
**2014 ASIRT
ANNUAL GALA**

**Safe Youth, Safe Roads,
Safe Future**



Women and Road Safety Congress

ASIRT recently participated on a panel of experts invited to speak at the “1st Global Congress On Women and Road Safety: project for society” held in Skhirat-Rabat, Morocco. The Congress, organized under the chairmanship of Her Royal Highness Princess Lalla Meryem, was a groundbreaking opportunity to remind the world of the important roles that women and civil society can play in road safety. It culminated with the adoption of the “Rabat Declaration on Women and Road Safety.”

19th Meeting of the UN Road Safety Collaboration (UNRSC)

H.E. Mr A. Florencio Randazzo, Minister of Transport of Argentina addressed participants on April 8-9 in NYC along with Michelle Yeoh and Dr. Etienne Krug, from World Health Organization, who gave an overview of progress in the Decade of Action for Road Safety 2011-2020. UNRSC members, including ASIRT discussed implementation of the new UN General Assembly [resolution](#) and shared ideas for future collaborative activities and events, including the Second Global Ministerial Conference on Road Safety, to be hosted by the Government of Brazil in 2015.



H.E. Mr A. Florencio Randazzo, Minister of Transport of Argentina (center); Ms. Michelle Yeoh (left); Dr. Etienne Krug, WHO (right)

World Bank Releases Road Safety Transport Study

Safer and cleaner road transport is critical for achieving health and development goals around the world, according to a new report that—for the first time—assesses the global health loss from the combined impact of road injuries and pollution that can be attributed to motorized transport. [Learn more.](#)

ASIRT Membership Continues to Grow

Organizations recently using Road Travel Reports (RTRs) include **Barbaro, Genel Energy and Hess**. Corporations commission new and updated RTRs, then incorporate them into their research publications and share them with employees when planning trips and logistics.



New **Education Abroad Membership Program** applications and renewals include: **Douglas College, College of William & Mary, Indiana University, Ithaca College, Meredith College, University Prep and WPI**. Schools employ RTRs, Speak Up for Safety Cards, the Road Safety Toolbox and PowerPoint presentations to inform students, parents, faculty leaders, planning administrators and risk managers.

RTR updates were recently completed for **Ghana, Namibia and Uruguay**. Contact asirt@asirt.org for information.

ASIRT in the Media

Travel in Sochi: [Review](#) the *Forbes* article about negotiating the roads in unfamiliar territory.

Where did your crash take you? CBC Radio broadcasted several personal stories about crashes. [Listen](#) to the interviews that include Rochelle Sobel's experience.

International driving laws are featured in April's *Global Traveler*, the source for luxury business travelers, written by ASIRT researcher Debra Bokur-Rawsthorne. [Read](#) the article highlighting the biggest danger travelers face.

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 asirt@asirt.org [Donate](#)

