



ANNEX III: PARTICIPATING UN ORGANIZATIONS STRATEGY FOR THE 2020 CALL FOR PROPOSALS

UNICEF

I. Overall approach to UNRSF 2020 Call for Proposals

Childhood road traffic injuries are a leading cause of death and morbidity for all age groups. Every day, approximately 500 children lose their lives and thousands of others suffer long lasting or permanent physical disabilities due to road traffic collisions. For children and young adults aged 5-29 years, road traffic injury is the global number one cause of death.

A multi-sectoral approach is required to address road traffic injuries in combination with legislation, enforcement, education, technology and international regulatory support. UNICEF is a United Nation agency that promotes the rights and well-being of every child. UNICEF works across sectors supporting government at national and sub-national level to advance multi-sectoral action on issues affecting children. UNICEF continues to be a long-time advocate for child injury prevention and specifically road safety, actively leading and participating in road safety actions at global, regional and country levels, including initiatives with the UN Road Safety Collaboration (UNRSC) and the UN Road Safety Fund (UNRSF). Road safety is also strategically aligned with UNICEF's strategic focus on combating non-communicable diseases and injuries (NCDIs) as part of the UNICEF Strategic Plan 2018–2021 and UNICEF's Strategy for Health 2016–2030.

II. Application strategy

UNICEF will be accepting inquiries of interest via email by 30 November 2020 from NGOs, governments and other key road safety stakeholders to join UNICEF Country Office submissions, and their prime concerns, that will support priority countries of the UNRSF Call for Proposals.

III. Contact information

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